GEOCOMM

weperfectionist

BREAKTHROUGH

FINDING THE WAY

Direction A

FY27 Sales Kickoff
Creative direction


BREAKTHROUGH
FINDING THE WAY
GEOCOMM
Sales
Kickoff FY 27

WHY THIS ONE

It gives the room one direction

Clarity

The theme reads from the back of the hall and from a phone. One word, one line.

Momentum

The beam moves left to right. Everything in the system points the same way.

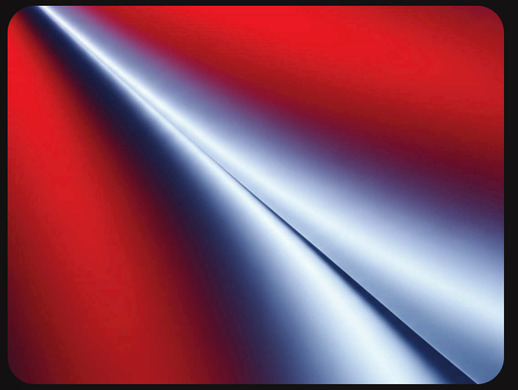
Focus

One accent colour. Nothing competes with the message on the screen.

THE VISUAL



The design, and the one detail it turns on



COLOUR

Colour

Six values, all measured off the approved designs. Deep Field carries the dark. Red is the only accent.

Deep Field

The ground of the hero design. 31% of that frame.

#1E224B

GeoComm Navy

Carried straight from the GeoComm identity.

#042566

Signal Violet

The field of the second selected design. 67% of it.

#4A469C

Beam Blue

The light sweep in the third selected design.

#60B5E8

GeoComm Red

The identity red. The accent, and only the accent.

#C20707

Paper White

All display lettering, and every printed page.

#FFFFFF

TINTS AND SHADES

Five families, five steps each

Every step is the full colour mixed with paper white at the percentage shown. Nothing is mixed beyond twenty.

Deep Field		GeoComm Navy		Signal Violet		Beam Blue		GeoComm Red	
100	#1E224B	100	#042566	100	#4A469C	100	#60B5E8	100	#C20707
80	#4B4E6F	80	#365185	80	#6E6BB0	80	#80C4ED	80	#CE3939
60	#787A93	60	#687CA3	60	#9290C4	60	#A0D3F1	60	#DA6A6A
40	#A5A7B7	40	#9BA8C2	40	#B7B5D7	40	#BFE1F6	40	#E79C9C
20	#D2D3DB	20	#CDD3E0	20	#DBDAEB	20	#DFF0FA	20	#F3CDCD

TYPOGRAPHY

Two faces, one system

New Black carries every title and the event name. Onest carries everything you read. New Black needs a foundry licence; Onest carries the SIL Open Font License.

NEW BLACK **PRIMARY**

Aa123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Finding the way

ONEST **SECONDARY**

Aa123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Finding the way

SAMPLE SLIDE

The opening slide

A keynote title your presenter can stand in front of. One line of support, nothing else.

FY27 SALES KICK OFF

Our direction

One year, one direction, and a way through for every team in the room.

GEQCOMM



SAMPLE SLIDE

A sales slide

Metrics, one chart and a photograph, in this direction's own colours. Every figure on it is a sample, not GeoComm data.

SAMPLE LAYOUT

Where we are

Your figures drop into these fields. The numbers and the chart here are a sample for this layout, not GeoComm data.



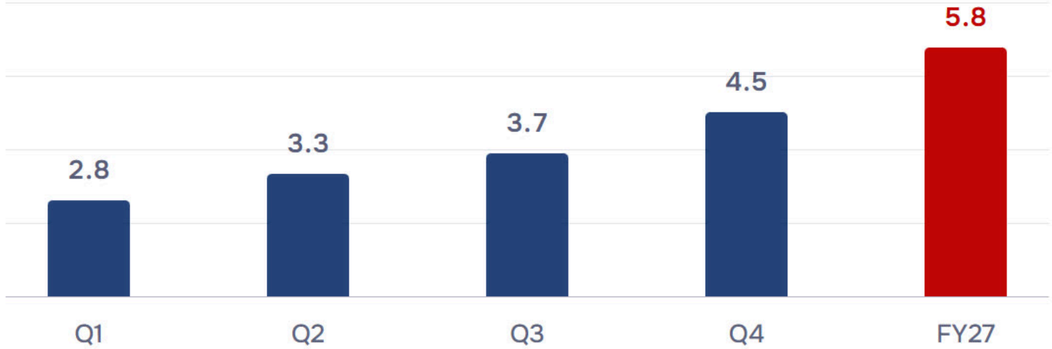
106%
Against target

15
Regions reporting

1.5x
Year on year

By quarter

Bookings, $m · sample

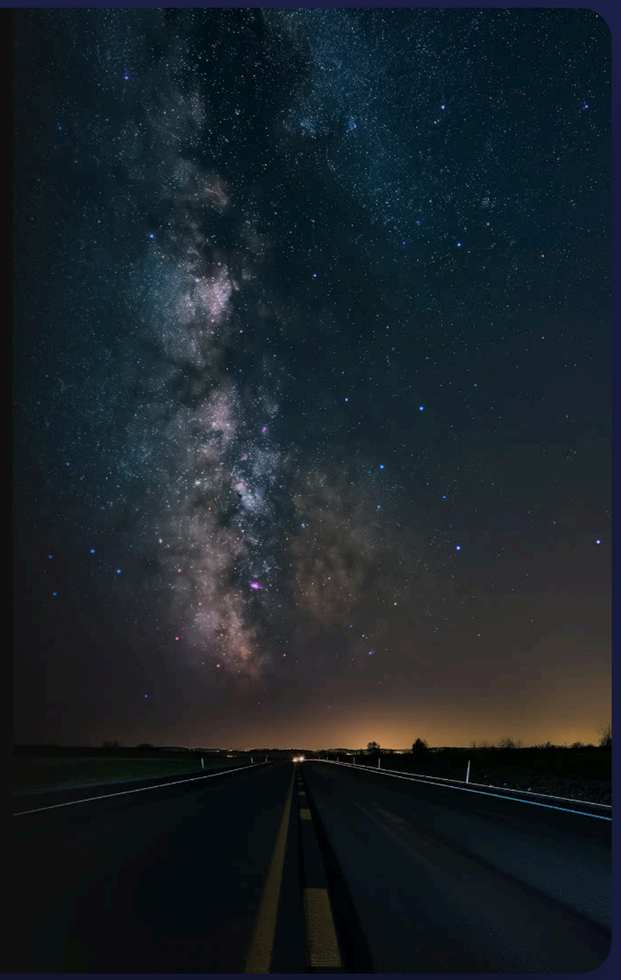


AFTER THE ROOM

The road ahead

01	**Align**	Agree the direction in the room.
02	**Act**	Each team takes one clear next step.
03	**Review**	Come back to it together.

GEQCOMM



SAMPLE SLIDE

Closing the loop

Neutral labels, ready for your own words. No numbers are claimed here.

ATTENDEE

Badge and lanyard

Logo, name and job title first, a strip of the design at the foot, and the theme repeated down the webbing.





IN THE FOYER

A standee at the door

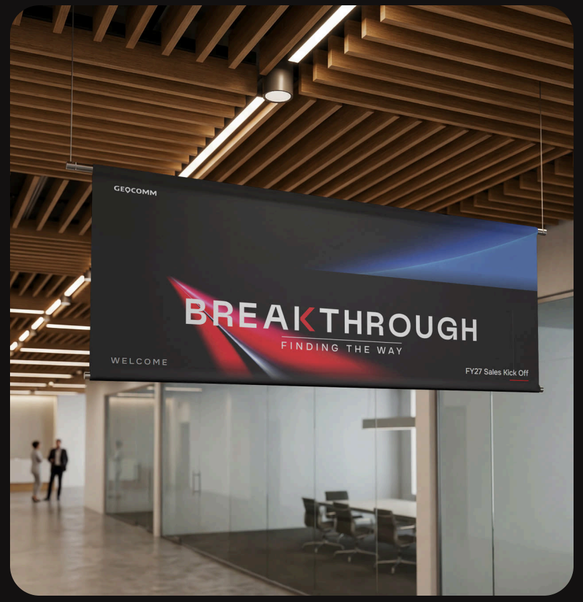
Blue into orange, the theme set large enough to read across a foyer, and a plain welcome underneath. It stands on its own feet and travels in a tube.

DIRECTION A

One design, every surface

The screen, the room and the badge all come out of the same artwork and the same six colours.









Next: your notes on Direction A, and we build the full set around it.

weperfectionist

GEOCOMM

weperfectionist

Thank you

Direction A for the GeoComm FY27 Sales Kickoff. We would be glad to hear your thoughts and take this further with you.