GEOCOMM

weperfectionist

BREAKTHROUGH

FINDING THE WAY

Direction B

FY27 Sales Kickoff
Creative direction


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BREAK THROUGH
FINDING THE WAY
FY 27
SALES
KICKOFF

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 design 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

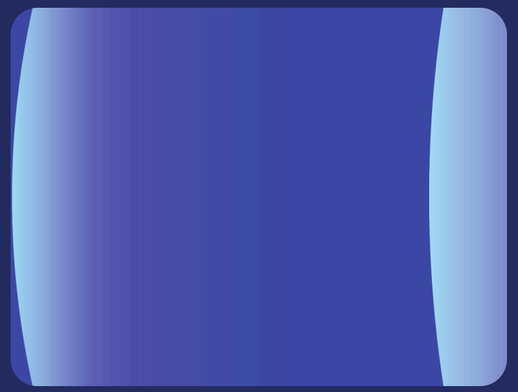
GEOCOMM

BREAK THROUGH

FINDING THE WAY

FY 27
SALES
KICKOFF

The design, and the one detail it turns on



COLOUR

Colour

Six values, all measured off this design. Signal Violet carries the ground. One accent, and only one.

Signal Violet

The whole field of this design, 75.4% of the frame

#3F4AA7

Field Light

Where the field lifts towards the arcs, 1.8%

#5E63B7

Arc Mid

The soft arcs crossing the field, 1.1%

#7B88CB

Arc Blue

The cool edge of each arc, 0.5%

#91B1E1

Arc Haze

Where an arc catches the light, 0.3%

#D9DBEE

Paper White

All display lettering, 4.9%

#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.

Signal Violet		Field Light		Arc Mid		Arc Blue		Arc Haze	
100	#3F4AA7	100	#5E63B7	100	#7B88CB	100	#91B1E1	100	#D9DBEE
80	#656EB9	80	#7E82C5	80	#95A0D5	80	#A7C1E7	80	#E1E2F1
60	#8C92CA	60	#9EA1D4	60	#B0B8E0	60	#BDD0ED	60	#E8E9F5
40	#B2B7DC	40	#BFC1E2	40	#CACFEA	40	#D3E0F3	40	#F0F1F8
20	#D9DBED	20	#DFE0F1	20	#E5E7F5	20	#E9EFF9	20	#F7F8FC

TYPOGRAPHY

Two faces, one system

Familjen Grotesk carries every title and the event name. Onest carries everything you read. Both faces carry the SIL Open Font License.

FAMILJEN GROTESK **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

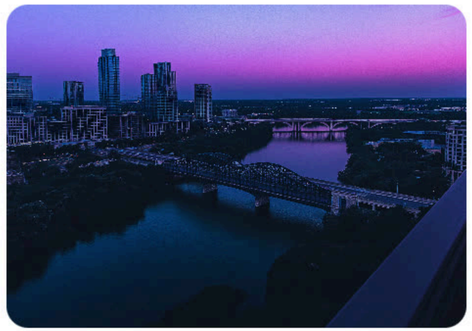
A sales slide

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.



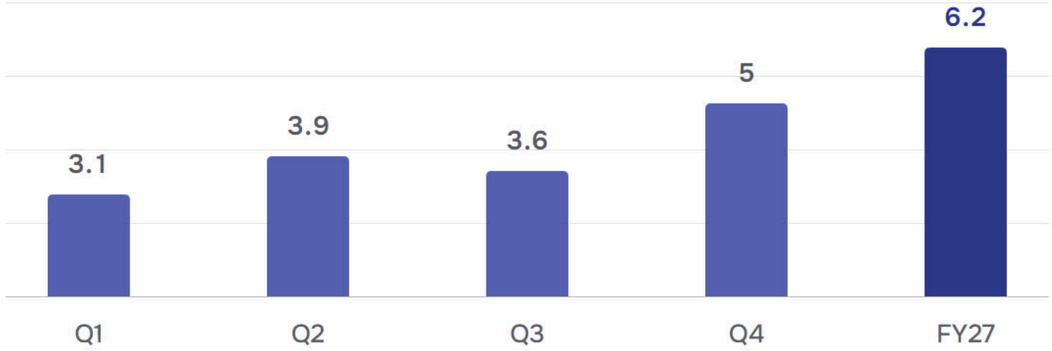
112%
Against target

18
Regions reporting

1.7x
Year on year

By quarter

Bookings, $m · sample

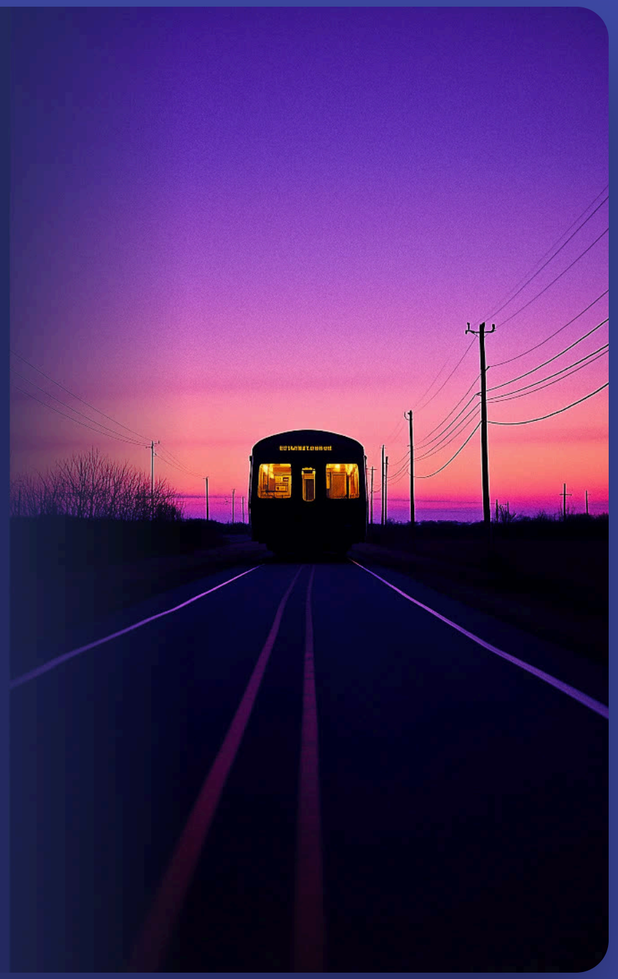


AFTER THE ROOM

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.

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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, this direction's own colours on the card, and the theme repeated down the webbing.





IN THE FOYER

A standee at the door

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 B

One design, every surface

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







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

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Thank you

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