GEOCOMM

weperfectionist

BREAKTHROUGH

FINDING THE WAY

Direction C

FY27 Sales Kickoff
Creative direction


GEOCOMM
FINDING THE WAY
FY 27 Sales Kickoff
BREAK
THROUGH

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



The design, and the one detail it turns on



COLOUR

Colour

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

Night

The ground of this design, 55.9% of the frame

#131110

Beam Blue

The light waist that crosses the frame, 16.4%

#4B73C1

Deep Beam

The beam where it leaves the centre, 1%

#2D49A5

Shadow Blue

Where the light falls away into the ground, 1.7%

#263777

Beam Core

The brightest thread of the waist, 0.2%

#5B9FDB

Paper White

All display lettering, 1.1%

#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.

Night		Beam Blue		Deep Beam		Shadow Blue		Beam Core	
100	#131110	100	#4B73C1	100	#2D49A5	100	#263777	100	#5B9FDB
80	#424140	80	#6F8FCD	80	#576DB7	80	#515F92	80	#7CB2E2
60	#717070	60	#93ABDA	60	#8192C9	60	#7D87AD	60	#9DC5E9
40	#A1A09F	40	#B7C7E6	40	#ABB6DB	40	#A8AFC9	40	#BDD9F1
20	#D0CFCF	20	#DBE3F3	20	#D5DBED	20	#D4D7E4	20	#DEECF8

TYPOGRAPHY

Two faces, one system

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

DM SANS **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.



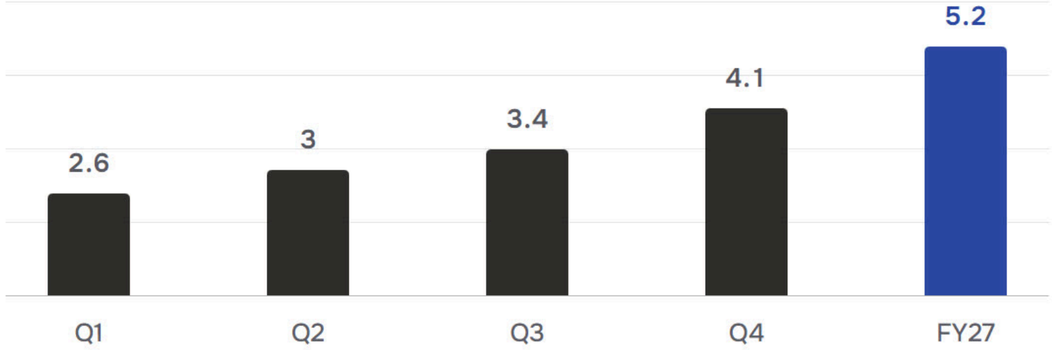
104%
Against target

12
Regions reporting

1.4x
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 C

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 C, and we build the full set around it.

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Thank you

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