GEOCOMM

weperfectionist

BREAKTHROUGH

FINDING THE WAY

Direction D

FY27 Sales Kickoff
Creative direction


GEOCOMM
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BREAK THROUGH
FINDING THE WAY

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.

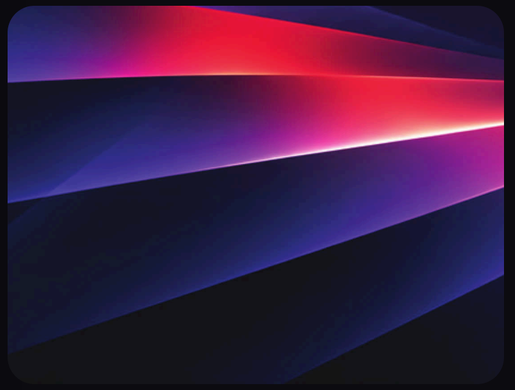
Focus

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, 31% of the frame

#15141A

Indigo

The cool side of the ribbons, 3.3%

#202152

Violet Ribbon

The ribbon itself, 2.2%

#4F3D9E

Orchid

Where the violet ribbon turns, 0.2%

#8B3BA2

Ribbon Magenta

The hot edge where the ribbons cross, 0.4%

#ED284F

Paper White

All display lettering, 3%

#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		Indigo		Violet Ribbon		Orchid		Ribbon Magenta	
100	#15141A	100	#202152	100	#4F3D9E	100	#8B3BA2	100	#ED284F
80	#444348	80	#4D4D75	80	#7264B1	80	#A262B5	80	#F15372
60	#737276	60	#797A97	60	#958BC5	60	#B989C7	60	#F47E95
40	#A1A1A3	40	#A6A6BA	40	#B9B1D8	40	#D1B1DA	40	#F8A9B9
20	#DoDoD1	20	#D2D3DC	20	#DCD8EC	20	#E8D8EC	20	#FBD4DC

TYPOGRAPHY

Two faces, one system

Monument Extended carries every title and the event name. Syne carries everything you read. Monument Extended needs a foundry licence; Syne carries the SIL Open Font License.

MONUMENT EXTENDED **PRIMARY**

Aa123

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Finding the way

SYNE **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.

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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.



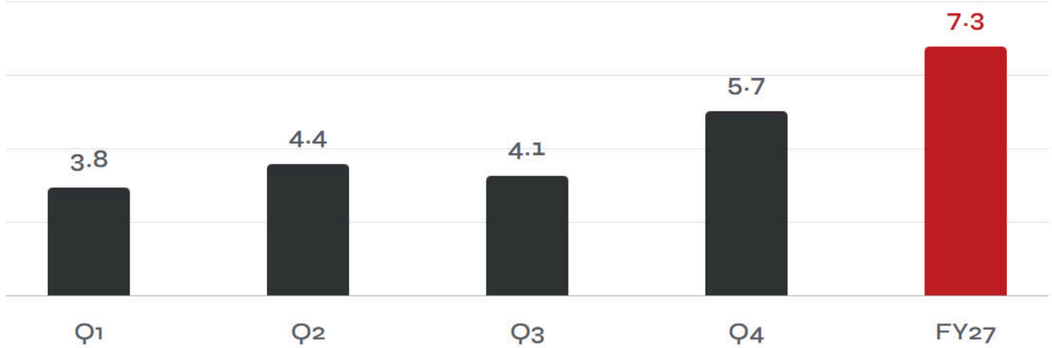
118%
Against target

21
Regions reporting

1.9X
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

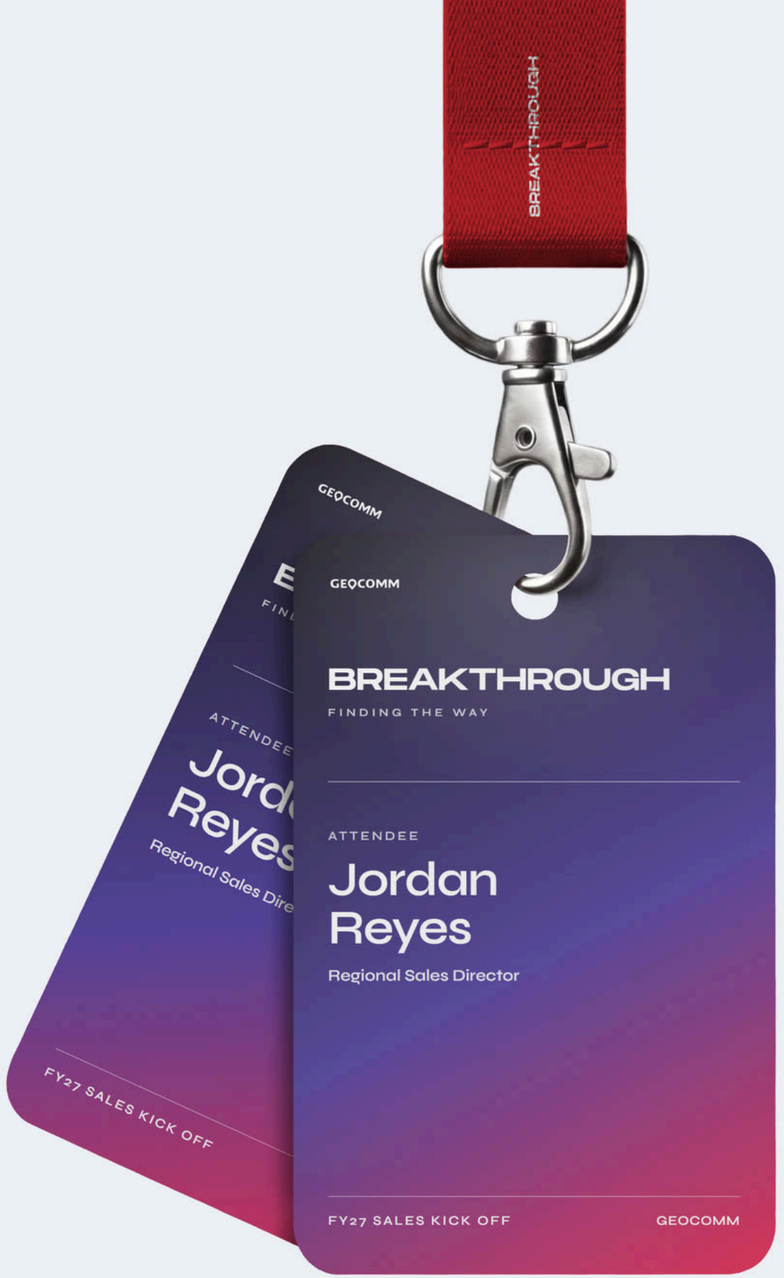
Closing the loop

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

ATTENDEE

Badge and lanyard

Logo, name and job title first, 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 D

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 D, and we build the full set around it.

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Thank you

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