GEOCOMM

weperfectionist

BREAKTHROUGH

FINDING THE WAY

Direction E

FY27 Sales Kickoff
Creative direction


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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. Band Violet carries the ground. One accent, and only one.

Band Violet

The widest band, 16.3% of the frame

#3F3E9D

Deep Band

The band behind it, 8.4%

#292679

Night Blue

The dark bands between, 7.1%

#15153A

Plum

Where the violet band meets the red, 2.3%

#760F4D

GeoComm Red

The red bands at the edges of the frame, 1.2%

#C21D24

Paper White

All display lettering, 5.1%

#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.

Band Violet		Deep Band		Night Blue		Plum		GeoComm Red	
100	#3F3E9D	100	#292679	100	#15153A	100	#760F4D	100	#C21D24
80	#6565B1	80	#545194	80	#444461	80	#913F71	80	#CE4A50
60	#8C8BC4	60	#7F7DAF	60	#737389	60	#AD6F94	60	#DA777C
40	#B2B2D8	40	#A9A8C9	40	#A1A1B0	40	#C89FB8	40	#E7A5A7
20	#D9D8EB	20	#D4D4E4	20	#D0D0D8	20	#E4CFDB	20	#F3D2D3

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.

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.



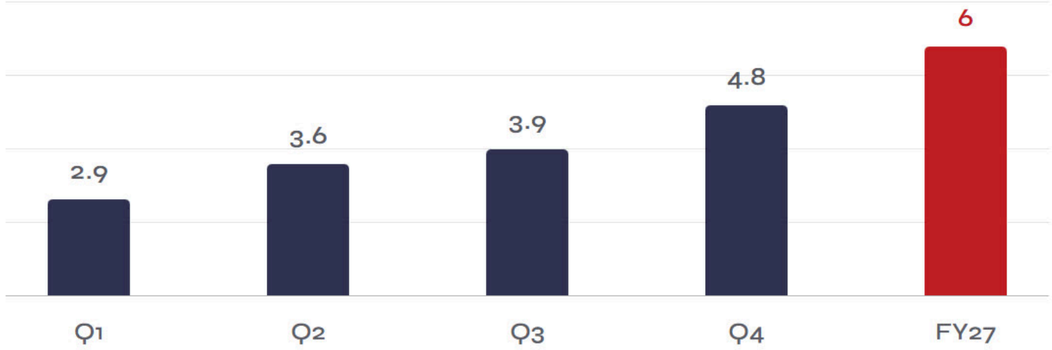
109%
Against target

16
Regions reporting

1.6x
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

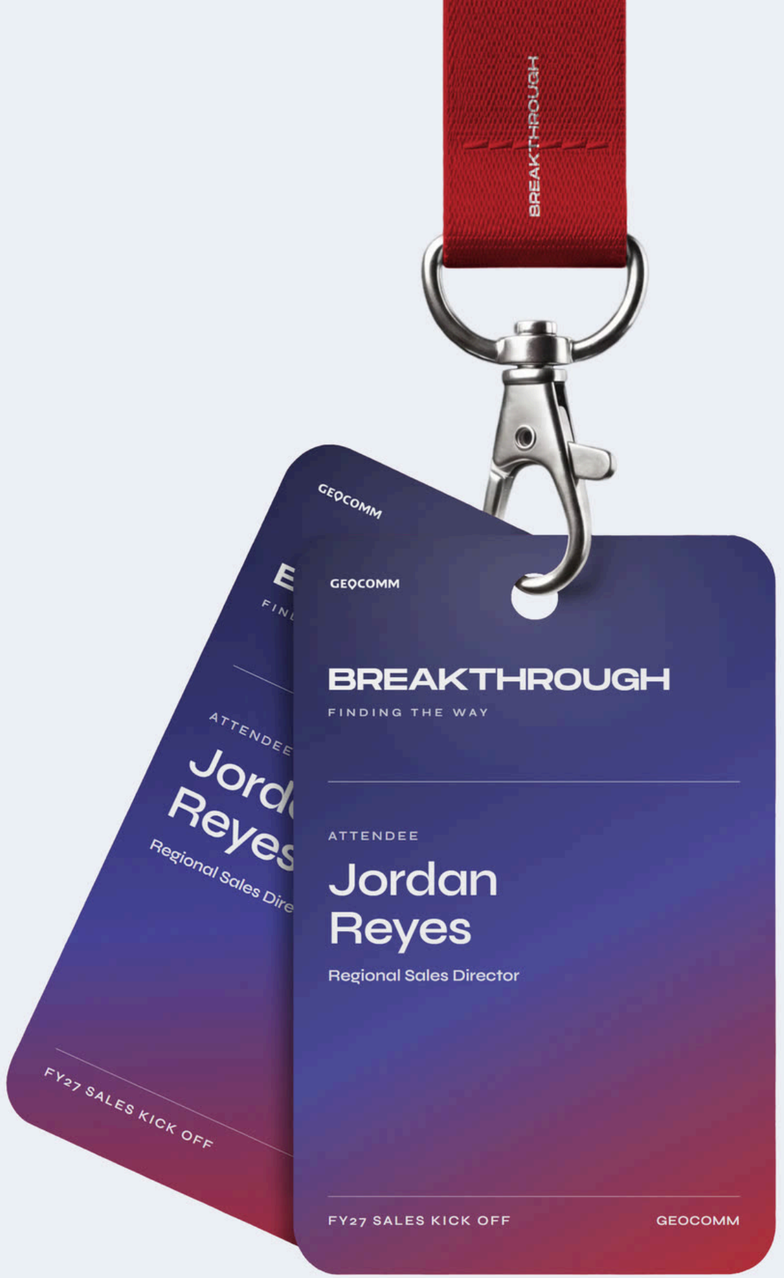
Closing the loop

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 E

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 E, and we build the full set around it.

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Thank you

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