GEOCOMM

weperfectionist

# BREAKTHROUGH

FINDING THE WAY

Direction F

FY27 Sales Kickoff
Creative direction


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FY27 Sales Kickoff
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.

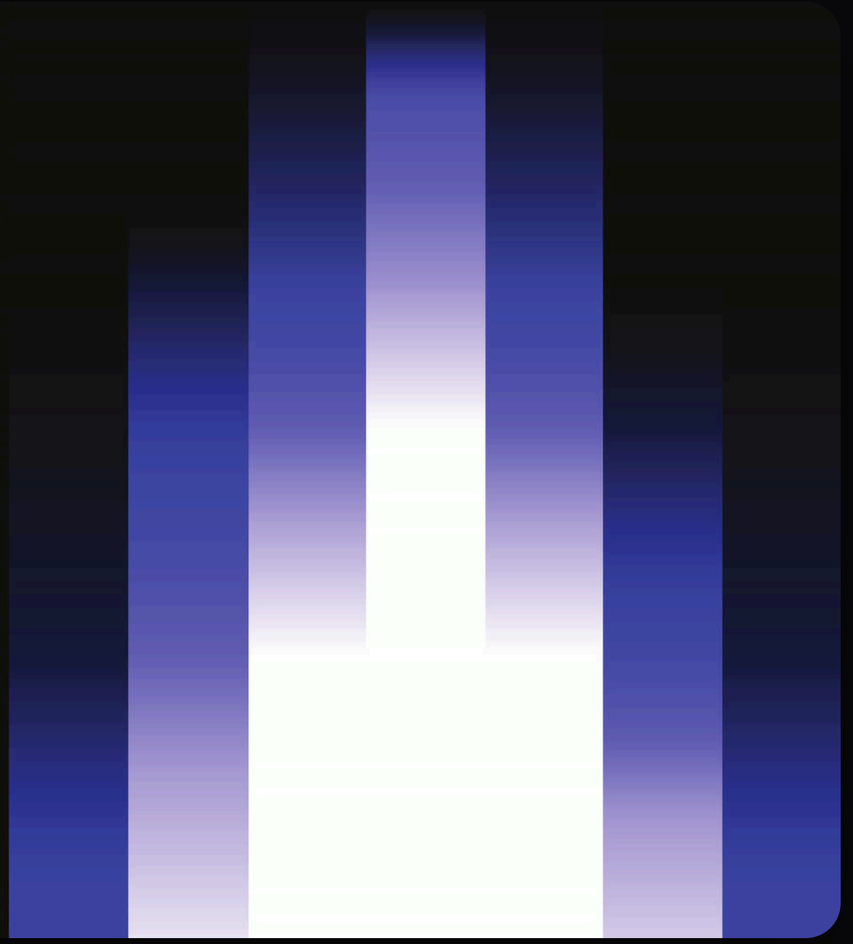
THE VISUAL

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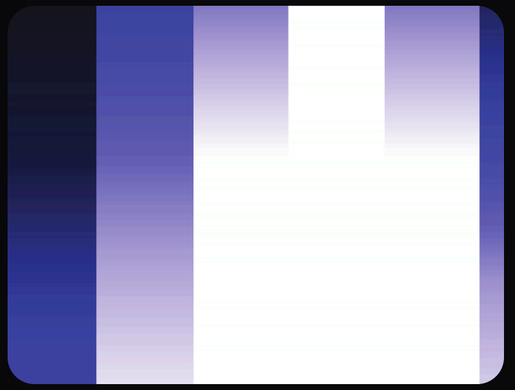
FY27 Sales Kickoff

BREAK THROUGH

FINDING THE WAY



# 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, 58.6% of the frame

#13100F

## Bar Violet

The light bars at full strength, 3.8%

#3A409F

## Deep Indigo

The bars where they fade into the ground, 1.4%

#252764

## Bar Mid

The middle of each bar as it climbs, 1.4%

#655FB5

## Bar Haze

The soft edge of each bar, 0.9%

#B0A3D8

## Paper White

The core of the brightest bar, and all display lettering, 10.2%

#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 | | Bar Violet | | Deep Indigo | | Bar Mid | | Bar Haze | |
|---|---|---|---|---|---|---|---|---|---|
| 100 | #13100F | 100 | #3A409F | 100 | #252764 | 100 | #655FB5 | 100 | #B0A3D8 |
| 80 | #42403F | 80 | #6166B2 | 80 | #515283 | 80 | #847FC4 | 80 | #C0B5E0 |
| 60 | #71706F | 60 | #898CC5 | 60 | #7C7DA2 | 60 | #A39FD3 | 60 | #D0C8E8 |
| 40 | #A19F9F | 40 | #B0B3D9 | 40 | #A8A9C1 | 40 | #C1BFE1 | 40 | #DFDAEF |
| 20 | #D0CFCF | 20 | #D8D9EC | 20 | #D3D4E0 | 20 | #E0DFF0 | 20 | #EFEDF7 |

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.



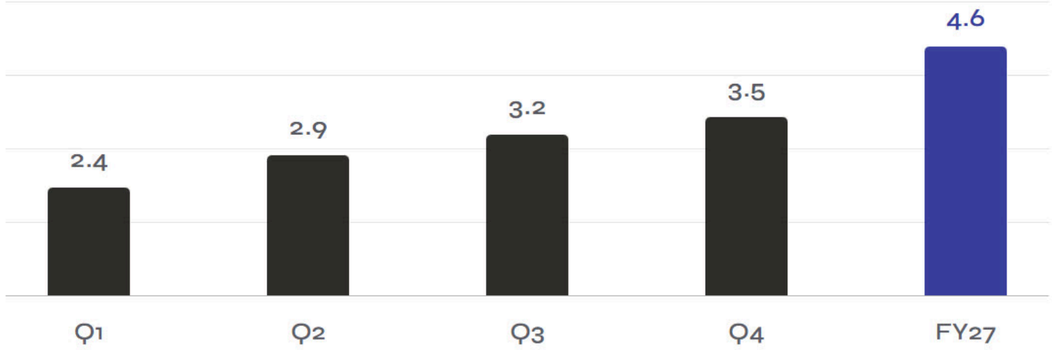
**97%**
Against target

**14**
Regions reporting

**1.3X**
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

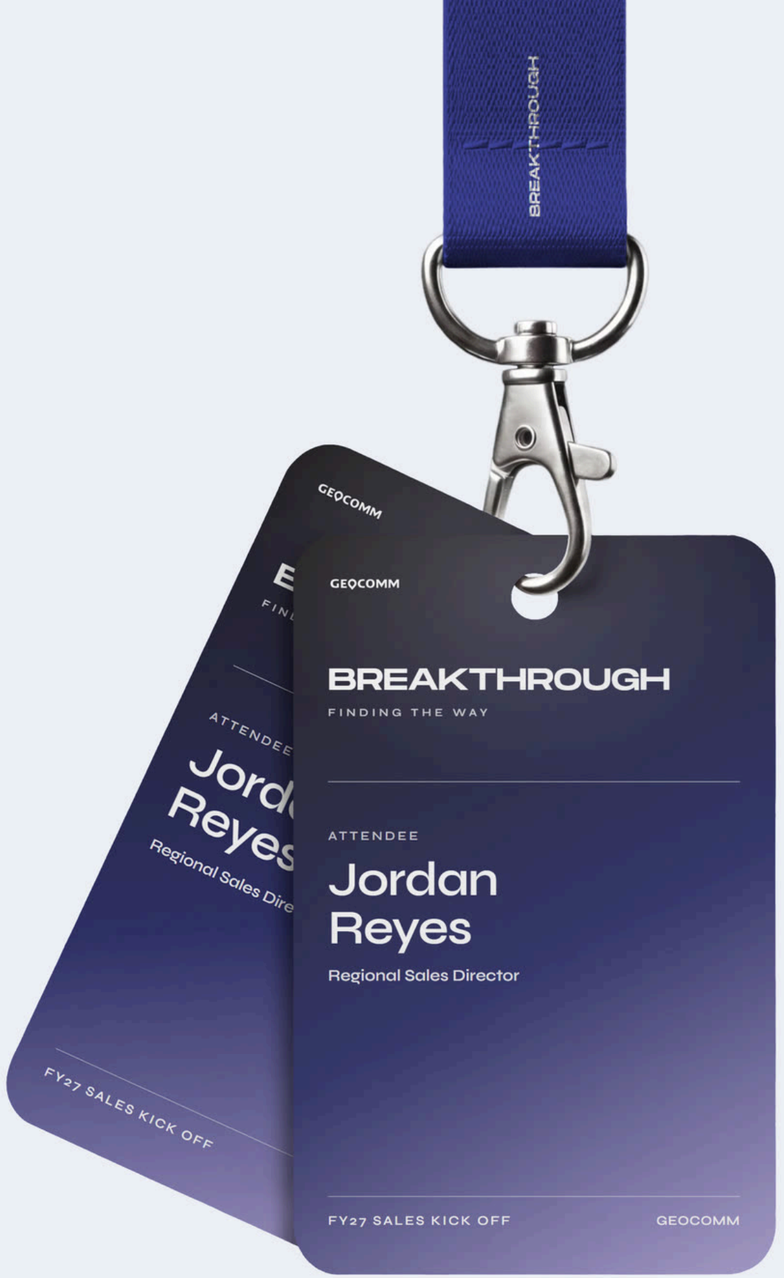
## Closing the loop

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 F

# 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 F, and we build the full set around it.

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# Thank you

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