### Project Brief: PowerPoint Template Design for Techne AI Presentations

### ****Objective:**** Create a visually appealing standardized PowerPoint template for Techne AI that enhances presentations while ensuring consistency, clarity, and a professional appearance across all materials.

**Target Audience:** Internal and External Audiences  
Internal: Management, Techne AI Team across all departments  
External: Clients, prospects, vendors, banks, business & campus professionals - all external audiences

**Key Requirements:**

**Design Style:**

* Clean and modern aesthetic
* Use of a cohesive color palette that aligns with our branding
* Incorporate a balance of visuals and text to maintain engagement

**Slide Layouts:**

* Title Slide: Engaging layout for presentation title and subtitle
* Content Slides: Multiple layouts for bullet points, images, charts, and graphs
* Section Break Slides: Clear distinction for transitioning between topics
* Closing Slide: Space for key takeaways or calls to action
* Provision for a Thank You Slide

**Typography:**

* Choose 2-3 complementary fonts (e.g., one for headings and one for body text)
* Ensure readability across various devices and screen sizes

**Visual Elements:**

* Include placeholders for images and charts
* Incorporate icons to support text and highlight key points
* Ensure all graphics are high-quality and relevant

**Branding:**

* Integrate logo and brand colors consistently
* Maintain a professional tone that reflects the organization’s values

**Functionality:**

* Slides should be easily editable, allowing users to customize content

**Interactivity:**

* Include placeholders for hyperlinks and multimedia elements where appropriate
* Option for embedded videos or animations to engage the audience

**Additional Features:**

* Option for including slide numbers
* Notes section for presenter comments

**Instructions:**

* Provide guidance on how to use the template effectively
* Include notes on what to include in each section and best practices for presenting

**Deliverables:**

* A fully functional PowerPoint (.pptx format) template with all specified elements
* A user guide detailing how to customize the template for specific presentations

**Timeline:**

* Initial concepts: 14th October
* Feedback round: 18th October
* Final delivery: 25thOctober

**Success Criteria:**

* Enhanced clarity and professionalism in presentations
* Increased engagement and audience retention during presentations