

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: 25th October

Success Criteria:

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