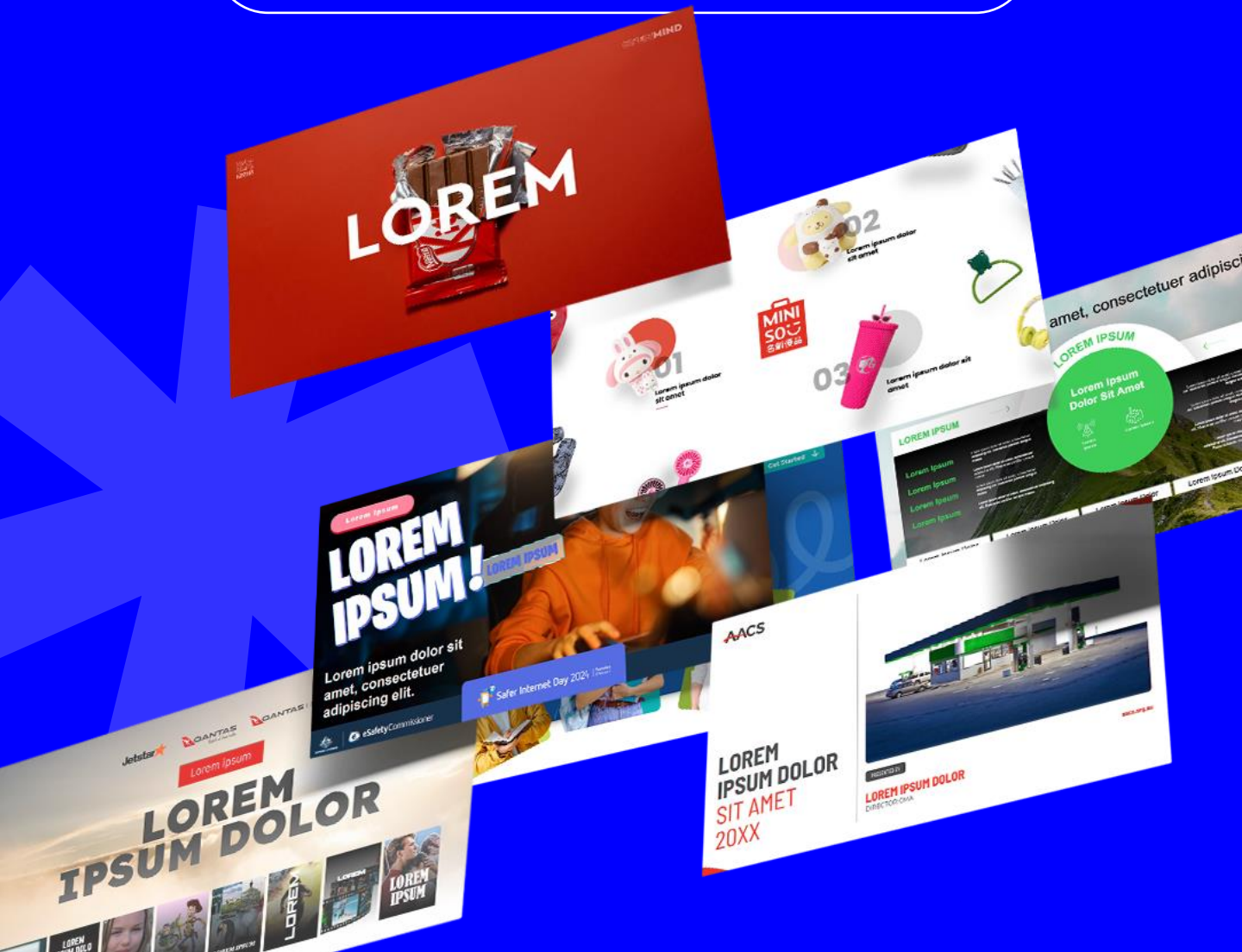


24

Showstopping

Slide Transformations





Presentation Enquiry



Sally Sinclair

to Presentation Design Co

Hey PDCo Team,

We've got some slides, we aren't that impressed by it. We really don't know what can be done. Can you joosh them up for us?

Regards,
Sally



Marketing Manager
0492 345 674
www.centraglobal.com

RE: Presentation Enquiry



Presentation Design Co

to Sally - Centra

Hey Sally,

Sure thing. - here you go.
We hope you like it !

The PDCo Team



T +61 2 80045002
E hello@presentationdesign.co
W www.presentationdesign.co



We get these emails a lot. And love them!

1,500+

projects in 12 years

18,000+

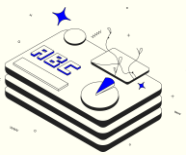
slides in 2023

When you are short on time and inspiration, it's hard to know exactly what can be done to improve a plain or off-brand slide. That's where we come in to help.

Whilst it's easy to see there's an improvement in the deck after we've worked on it, what you often can't see is the focus was on to create the transformation.

Over the last 12 years, we've worked on over 1,500 projects and in 2023 hit a record of over 18,000 slides. To be able to work on that volume often under tight pressure, we've got 4 main tools in the kit.

Layouts with Hierarchy



Discerning what's important and using size, colour, location and proximity to create a hierarchy of information. This allows content to help naturally guide the audience, and focus on what's important.

Creating an Impact



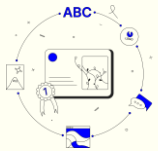
Like the high notes of a song, presentations have important parts that need to stand out. These are often hidden in the design of a slide so we look to find them and make sure they have an impact.

Creative Visualisation



Looking at raw content or text and exploring how it can be represented as an graphic or diagram, so that it's easier to understand and be more likely to be remembered.

Elevate Branding



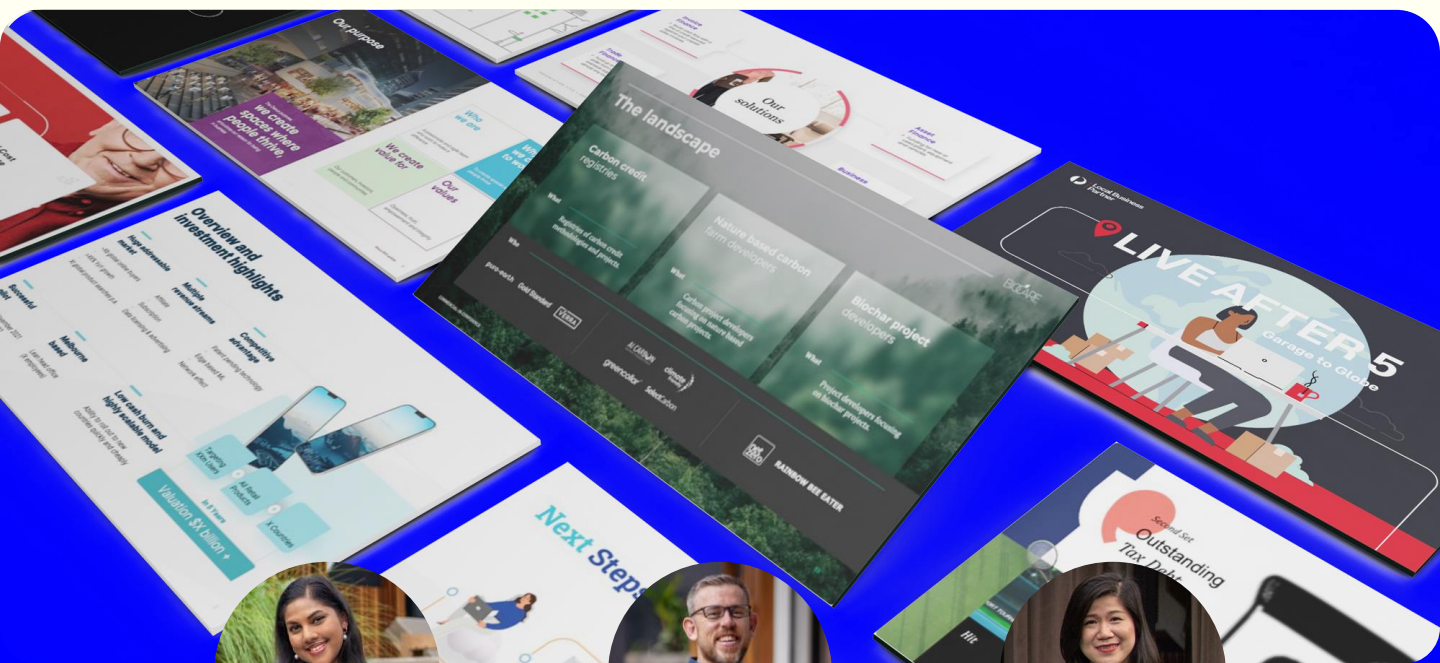
Over 85% of presentations fail to meet basic brand guidelines and fall below a Tier 1 standard. The quality of how you present your content matters and the team looks to work with elements of a brand to make the presentation professional and impactful.



Now you can see it in action!

What we'd like to share with you are 24 stunning examples of before and after transformations, grouped together these categories.

By doing this we hope that the next time you need a 'josh' it will help give you the language to identify and know where to spend your energy.



Rakhi Ahamed
Design Director/
Creative Strategy Lead

Rakhi



Kris Flegg
Founder & Director

Kris



Julia Lioe
Director of
Creative Operations

Julia



Layouts with Hierarchy

Discerning what's important and using size, colour, location and proximity to create a hierarchy of information. This allows content to help naturally guide the audience, and focus on what's important.



Layouts with Hierarchy

After

The landscape

Carbon credit registries

What

Registries of carbon credit methodologies and projects.

Who

puro·earth Gold Standard VERRA

Nature based carbon farm developers

What

Carbon project developers focusing on nature based carbon projects.

Who

AI CARBON climate friendly greencollar SelectCarbon

Biochar project developers

What

Project developers focusing on biochar projects.

Who

net zero RAINBOW BEE EATER

COMMERCIAL-IN-CONFIDENCE

Before

The landscape

Carbon credit registries

What: Registries of carbon credit methodologies and projects.

Who: Verra, The Gold Standard, Puro.earth

Nature based carbon farm developers

What: Carbon project developers focusing on nature based carbon projects.

Who: Select Carbon, Climate Friendly, Greencollar, Australian Integrated Carbon.

Biochar project developers

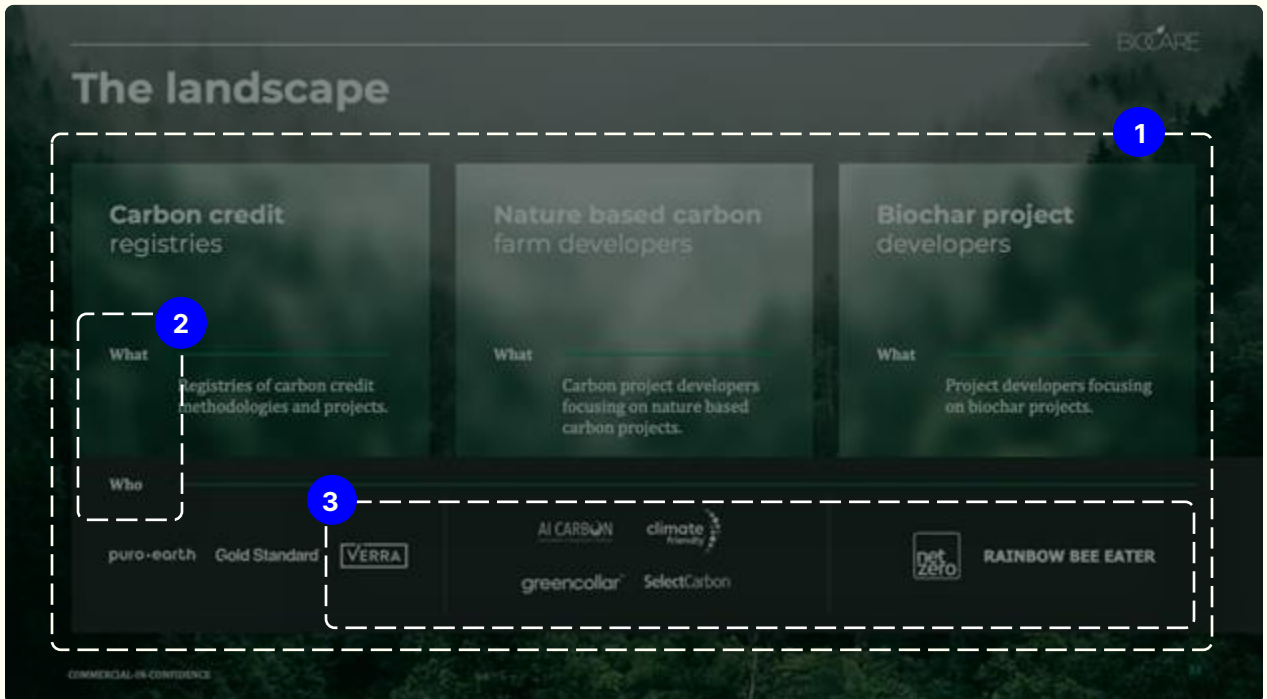
What: Project developers focusing on biochar projects.

Who: Netzero, Rainbow Bee Eater,



Layouts with Hierarchy

How we made the transformation

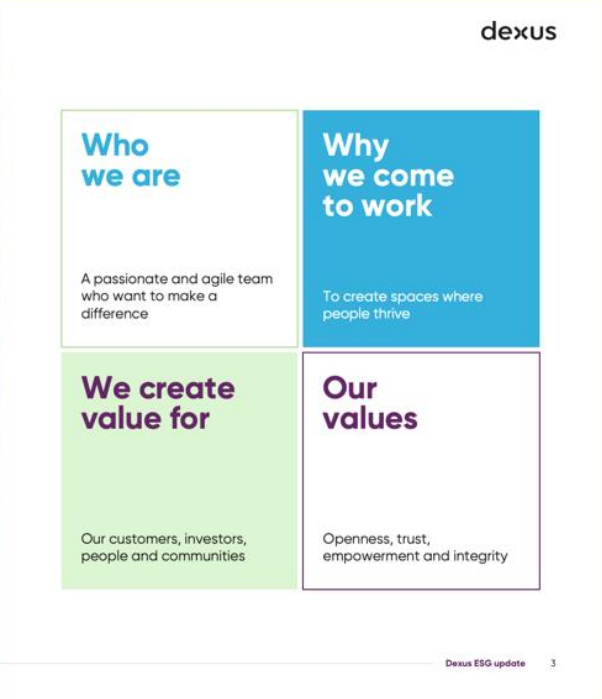


- 1** We've clearly grouped the content into 3 boxes that feels more defined and makes better use of the space on the slide
- 2** We've made the 'What' and 'Who' more prominent using font weight and lines, making it easier to read and differentiate the information
- 3** We use logos where possible so that it's easier to identify the brands and contrast it against text

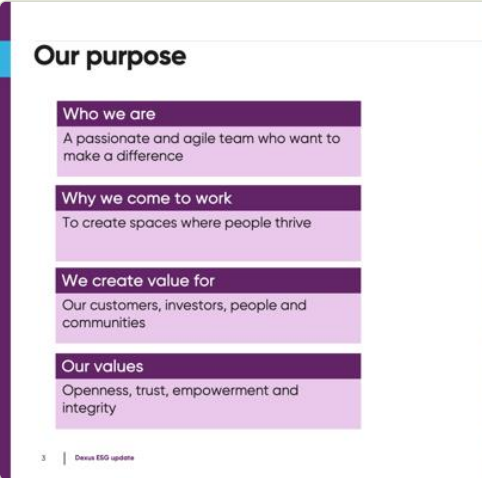


Layouts with Hierarchy

After



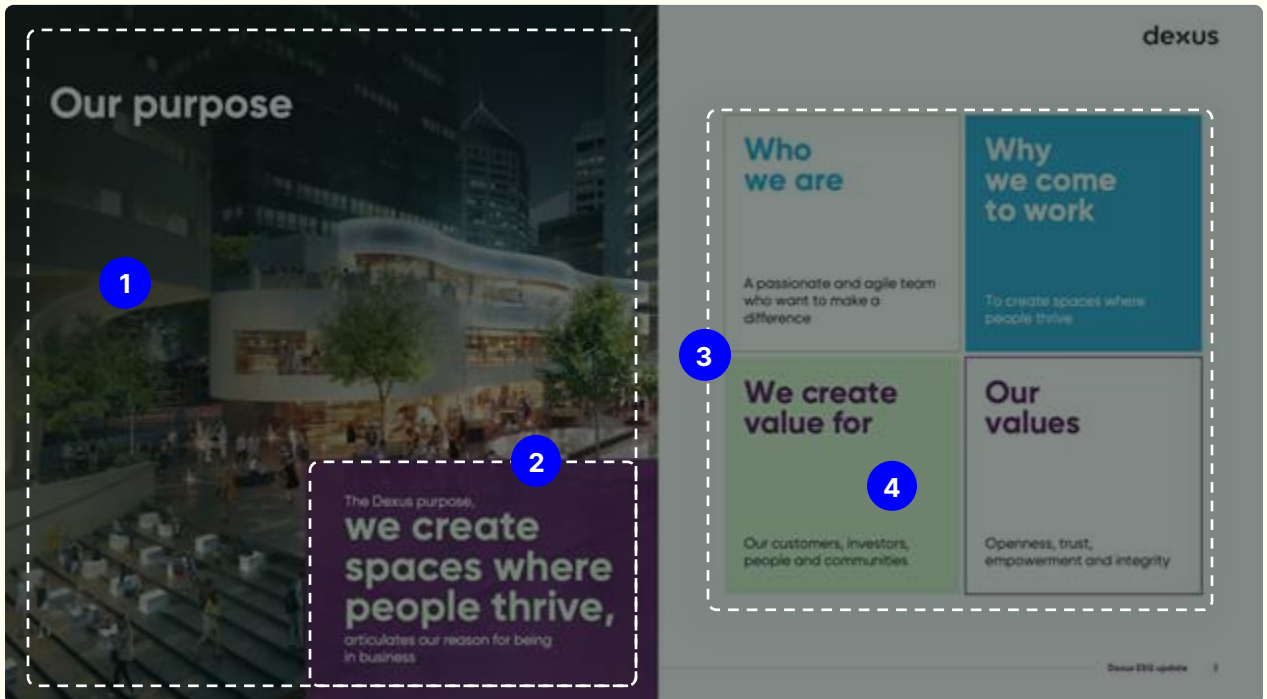
Before





Layouts with Hierarchy

How we made the transformation



- 1 We've moved the image to the left as the hero and adjusted the crop to show more of the building
- 2 We created a defined space for the call out text using a coloured box and used large text to emphasise key words in the sentence
- 3 The original layout had a top down hierarchy which we reworked into this block layout that suggests a more balanced weighting for each text point
- 4 We use contrasting colours to differentiate each text point. The headings are also bigger compared to the original to help the audience easily scan through and understand their importance



Layouts with Hierarchy

After

Overview and investment highlights

Huge addressable market

- ~Xb global online buyers
- >XX% YoY growth
- Xt global product searches p.a.

Multiple revenue streams

- Affiliate
- Subscription
- Data licensing & advertising

Competitive advantage

- Patent pending technology
- Edge based ML
- Network effect

Successful pilot

From June–November 2021 with full launch 2022

Melbourne based

Lean head office (X employees)

Low cash burn and highly scalable model

Ability to roll out to new countries quickly and cheaply

Targeting XXm Users

All Retail Products

X Countries

In 5 Years

Valuation \$X billion +

Investor Presentation

Before

Overview and investment highlights

Huge addressable market

XXb global online buyers
>XX% YoY growth
Xt global product searches p.a.

Multiple revenue streams

1 million Users
Affiliate \$XX, p.a.
Subscription \$XXX p.a.
Additional opportunities - Data licencing and Advertising

Competitive Advantage

- Patent pending technology
- Edge based ML
- Network effect

Successful pilot

From June–August 2021 with full launch imminent

Melbourne based

Lean head office (X employees)

Low cash burn and highly scalable model

Ability to roll out to new countries quickly and cheaply

Targeting XXm Users + All Retail Products + X Countries
in 5 Years - Valuation \$X+ billion



Layouts with Hierarchy

How we made the transformation



- 1 Dashes and lines differentiate each grouping of text. We also made each heading bigger and bolder in contrast to the body text
- 2 We use a dash between each text line as an alternative to using bullet points to make it look cleaner and more sophisticated
- 3 These key numbers needed to stand out and look different to the left side content, so we incorporated a mock-up as a hero image and coloured shapes to frame the information



Layouts with Hierarchy

After

Gender super gap

On average women retire with around half as much super as men

Industry Super Australia

42%

The gender super gap between men and women

Contributing factors

Family, caring responsibilities, time out of the workforce, part time work and the pay gap

Challenging the super gap

legalsuper is here to empower all members to make choices leading to better outcomes in retirement

For women, we are working to close the super gap and increase the long-term financial security of our members

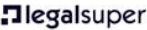
How can we close the gap?

With careful planning and the right guidance, it's possible for women to close the gender super gap and ensure a comfortable retirement

We've put together some tips to help everyone give their super a boost

We're here to help, offering tailored information and support





Super Health Check

6

Before

Gender Super Gap

"On average, women retire with around half as much super as men"

Source: Industry Super Australia

Facts

- The Gender super gap between men and women is currently around 42%
- Factors such as family, caring responsibilities, time out of the workforce, part time work and the pay gap have been significant contributors

Challenging the super gap

- legalsuper is here to empower all members to make choices leading to better outcomes in retirement.
- For women, we are working to close the super gap and increase the long-term financial security of our members.


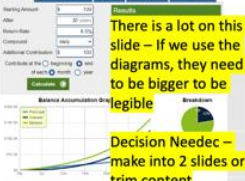
How can we close the gap?

- With careful planning and the right guidance, it's possible for women to close the gender super gap and ensure a comfortable retirement down the track.
- We've put together some tips to help everyone give their super a boost.
- We're here to help, offering tailored information and support.

Lets have a look at the impact of what 10 years out of the workforce, can have on your retirement balance

There is a lot on this slide – If we use the diagrams, they need to be bigger to be legible

Decision Needec – make into 2 slides or trim content

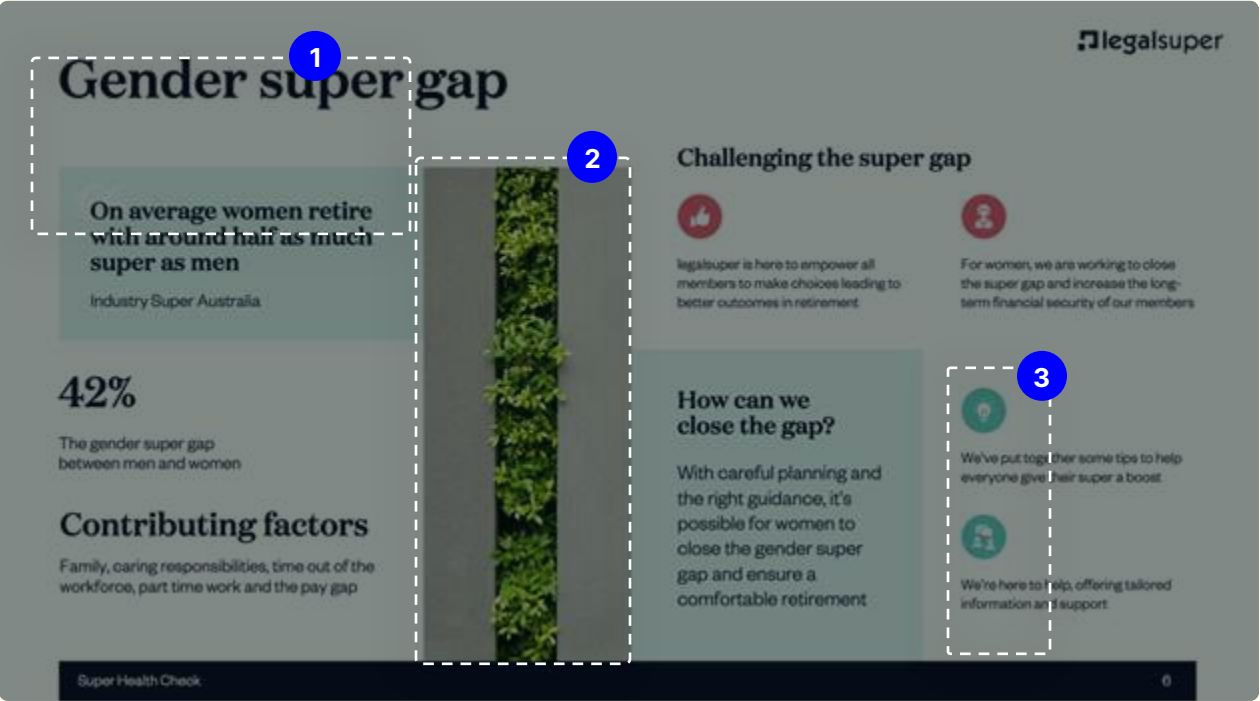


<https://www.calculator.net/investment-calculator.html>
<https://www.legalsuper.com.au/investment-performance> – 10 year return Legal Super MySuper Balanced 8.3%
Past performance is not a guide to future performance.



Layouts with Hierarchy

How we made the transformation

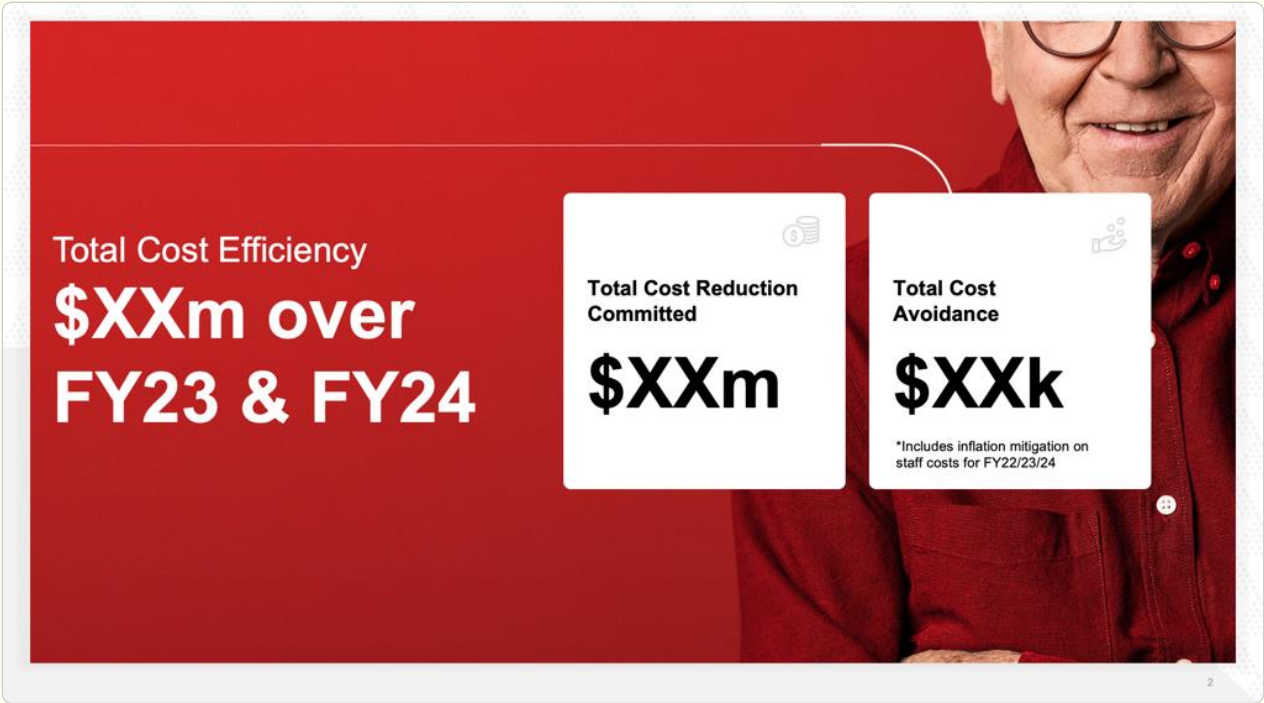


- 1 There's a lot of information on the slide so we employed a balance of shapes to define areas of content and help give a flow to the content
- 2 The inclusion of the image helps breakup this text heavy slide and gives a style context to the content
- 3 The use of icons is a way to help support and break up content without taking up too much space

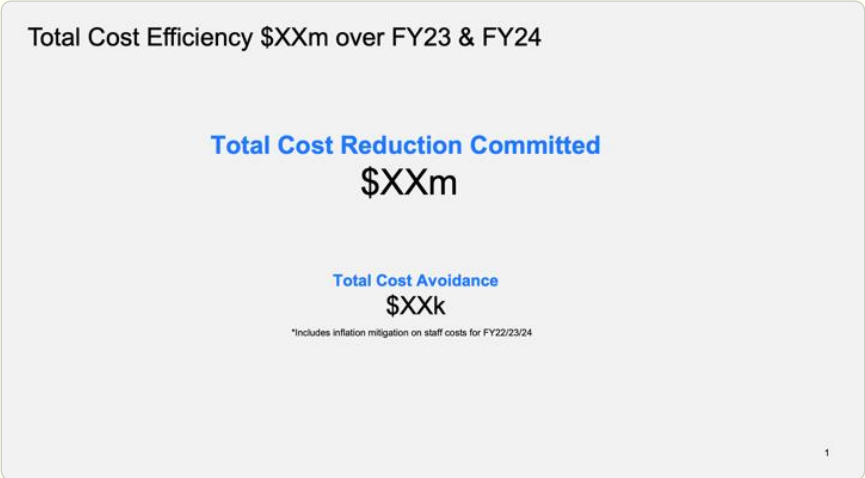


Layouts with Hierarchy

After



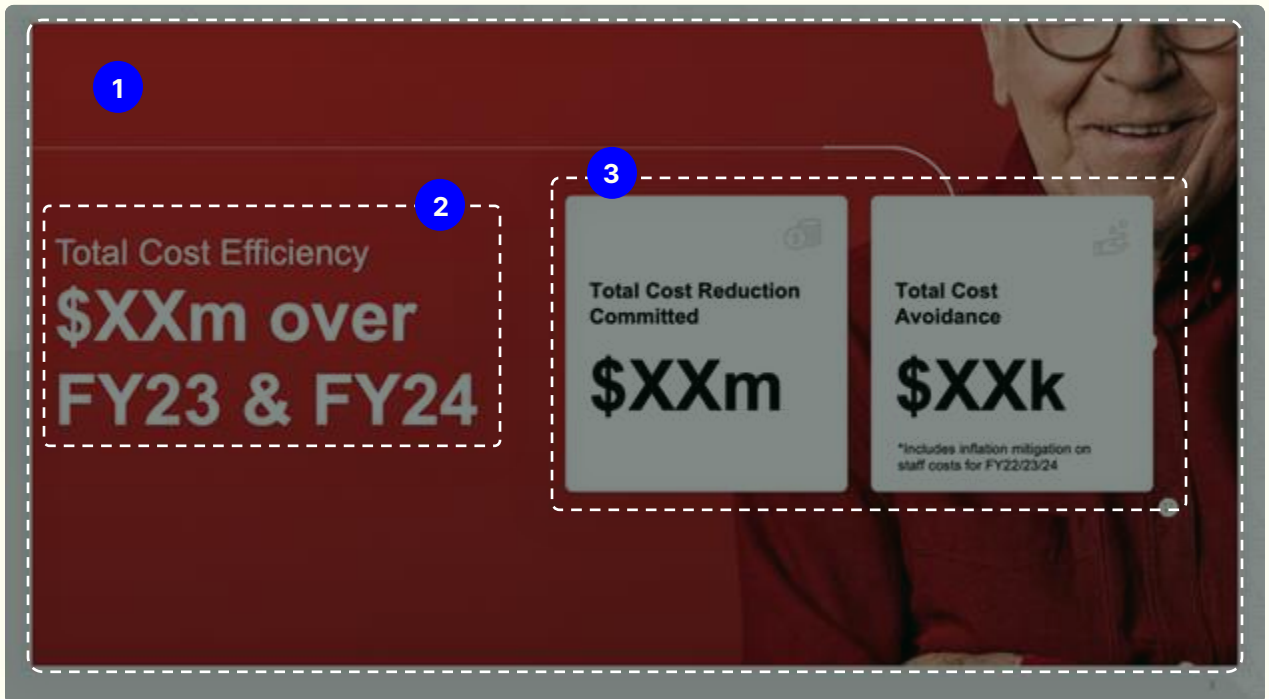
Before





Layouts with Hierarchy

How we made the transformation



- 1 A strong and bold image like this instantly makes a slide look impactful and it allows the content itself to be formatted in a simple layout that is clean and professional
- 2 The focus is on the numbers so the hierarchy in the heading has the figures bigger and bolder
- 3 We're using both block shapes, icons and big bold text to define the 2 key figures. The white block is a strong contrast against the image background so it stands out and is easy to read



Creative Visualisation

Looking at raw content or text and exploring how it can be represented as an graphic or diagram, so that it's easier to understand and be more likely to be remembered.

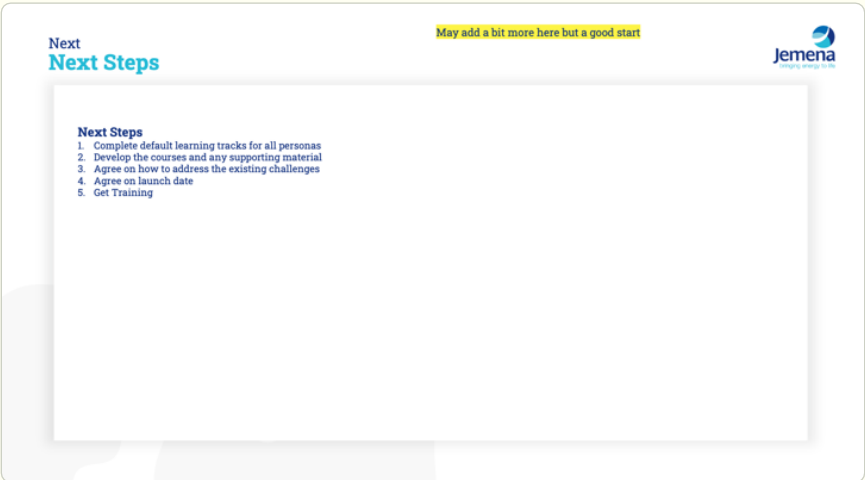


Creative Visualisation

After



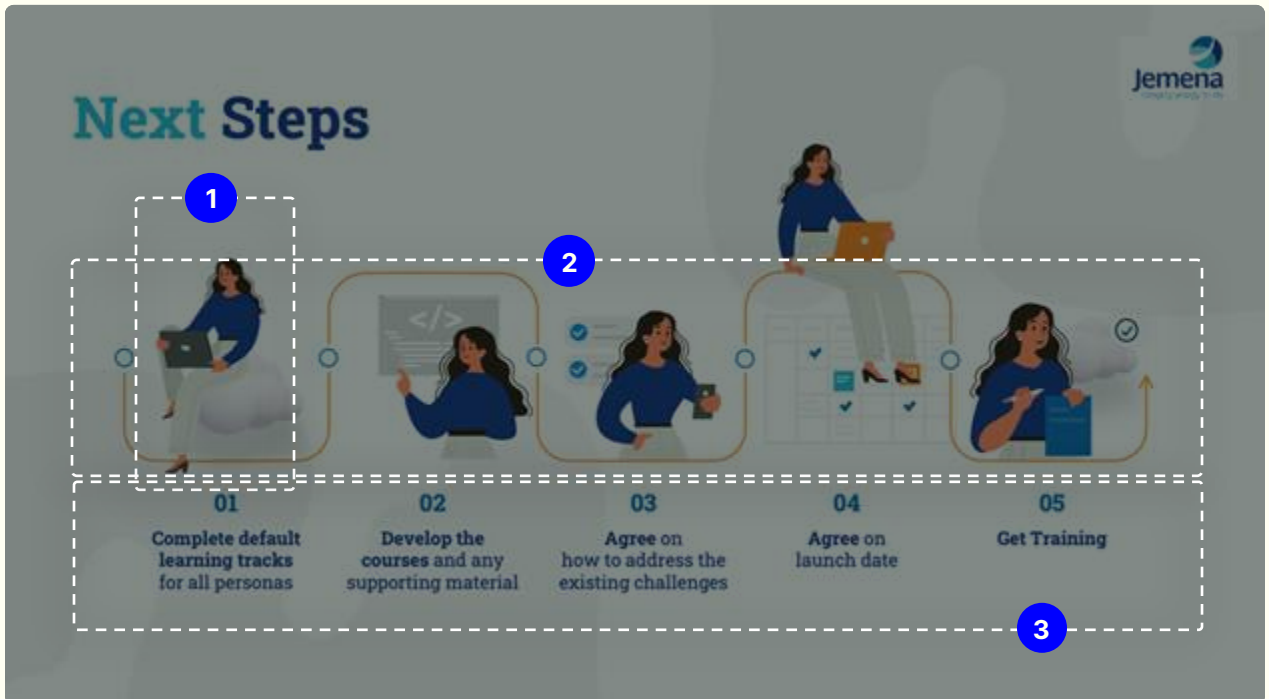
Before





Creative Visualisation

How we made the transformation

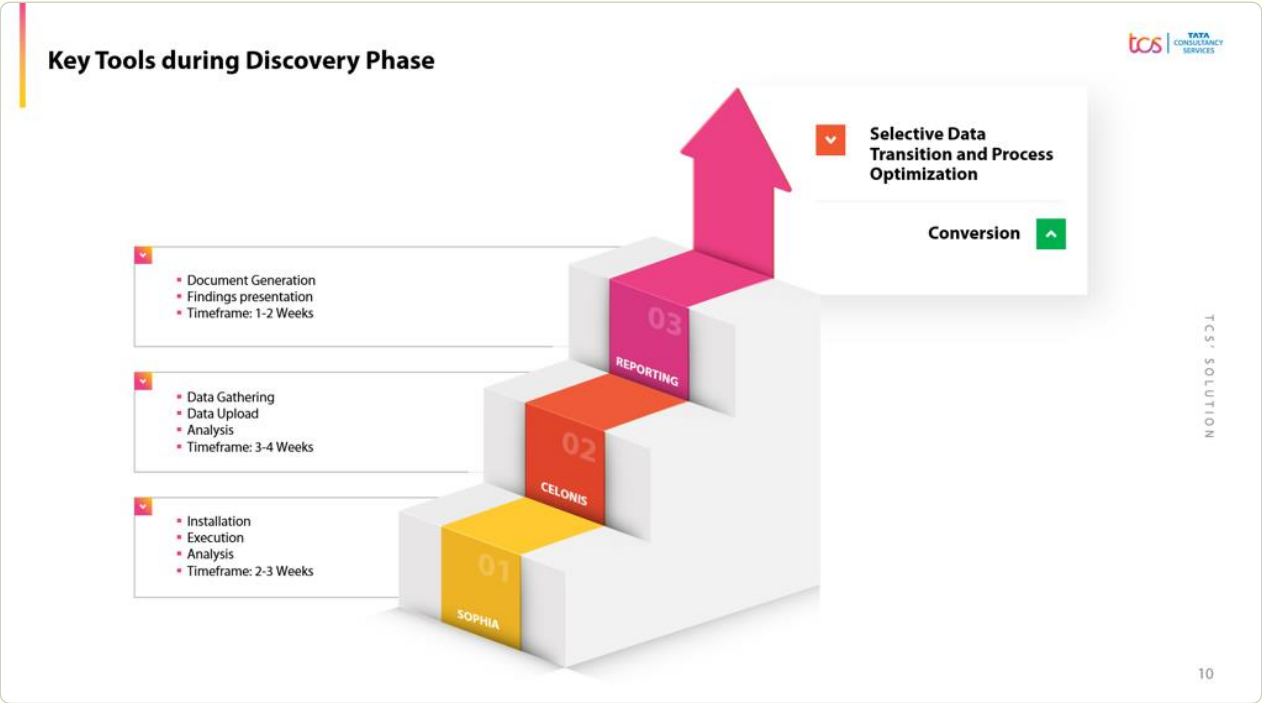


- 1 Using illustrations help visually support the text and is a creative alternative to using icons or photography if you want a fun approachable style
- 2 We've used a line that guides the eye from left to right to act as a frame for each illustration
- 3 We've created a hierarchy by putting the numbers first, then the bold key words to start the copy

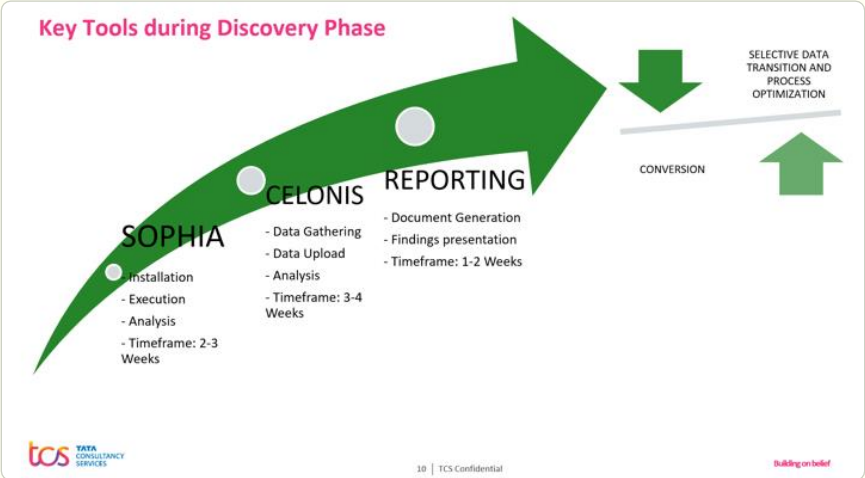


Creative Visualisation

After



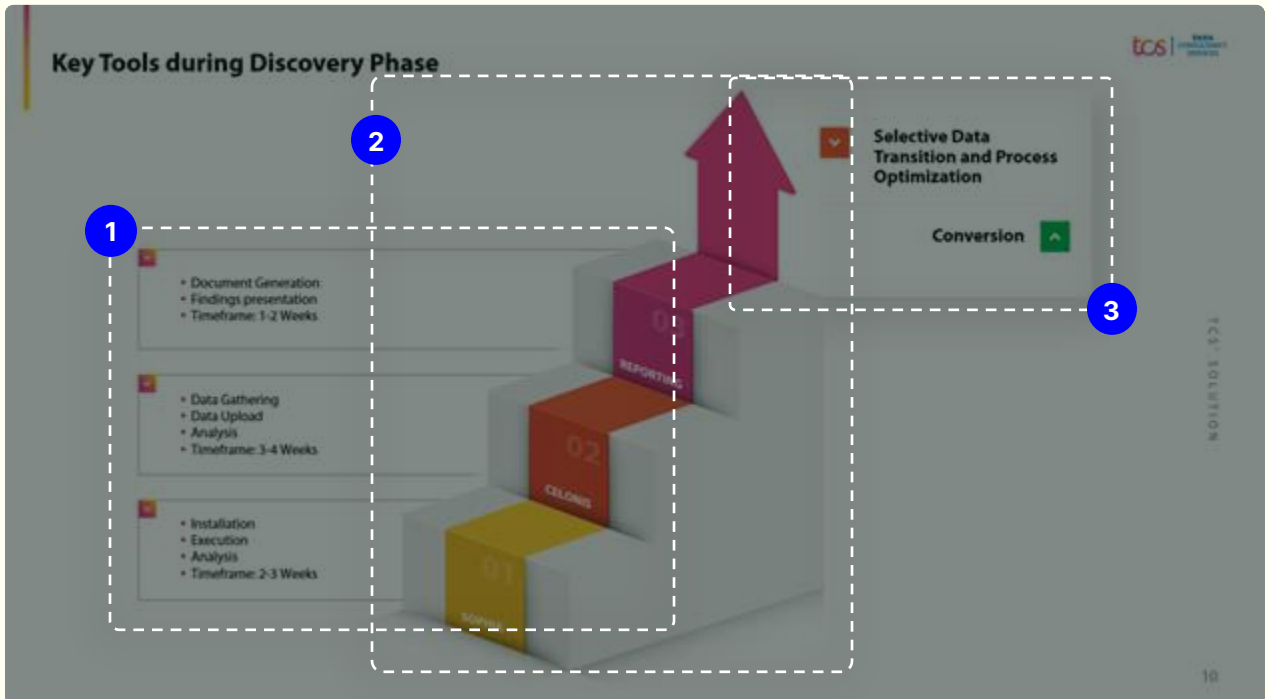
Before





Creative Visualisation

How we made the transformation

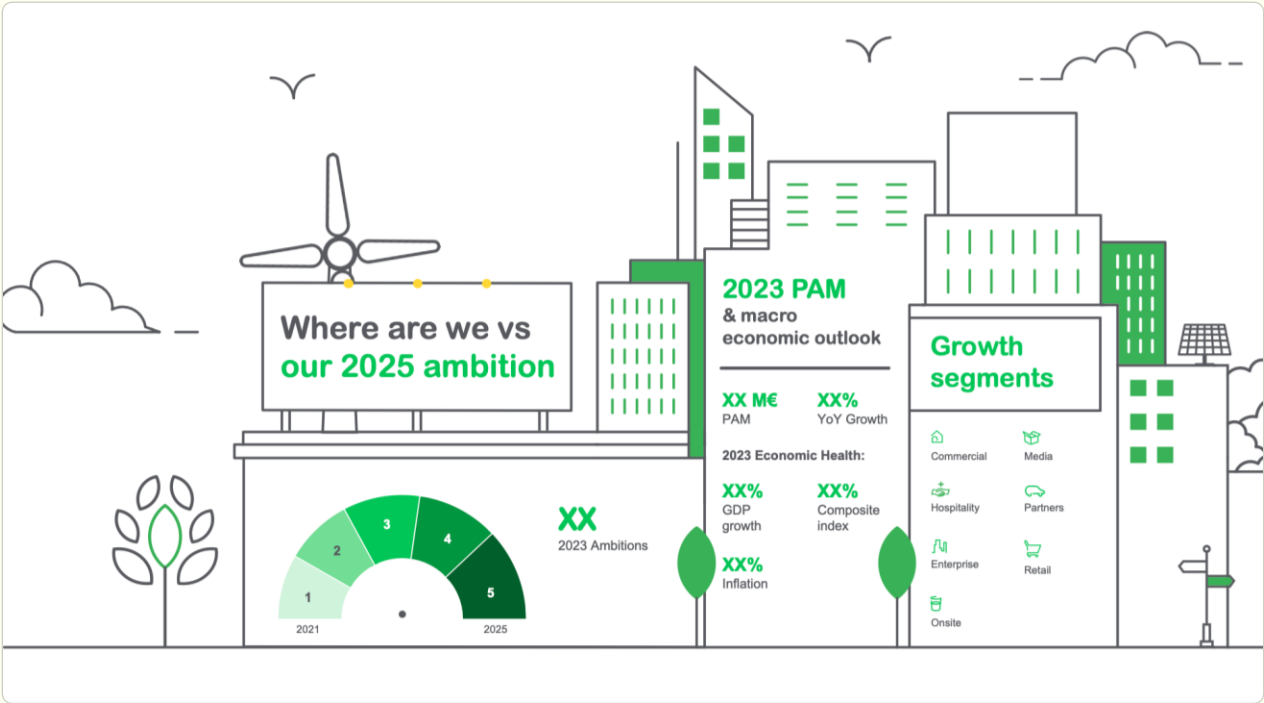


- 1 Outlined boxes help differentiate each step in the diagram
- 2 We created a 3D isometric version of the arrow diagram to make it look more dynamic and create an impact. It's also a cleaner layout that allows the information to fit around it and not feel squished in
- 3 A white block shape with a drop shadow highlights what's important

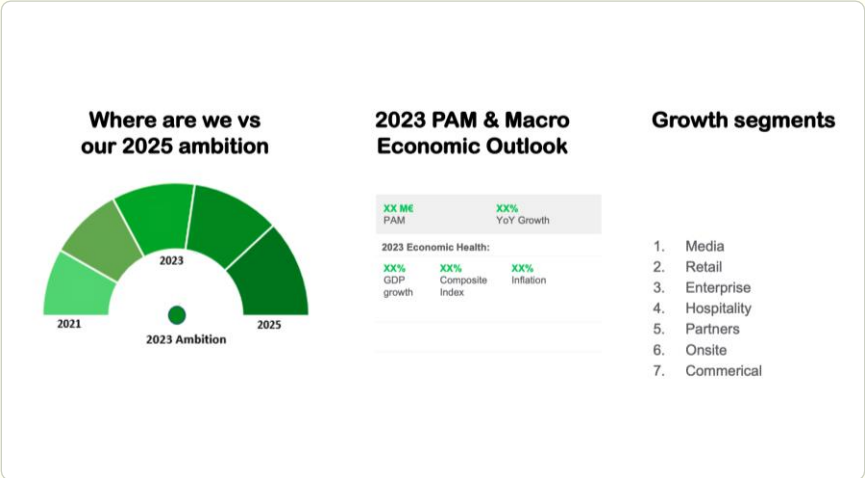


Creative Visualisation

After



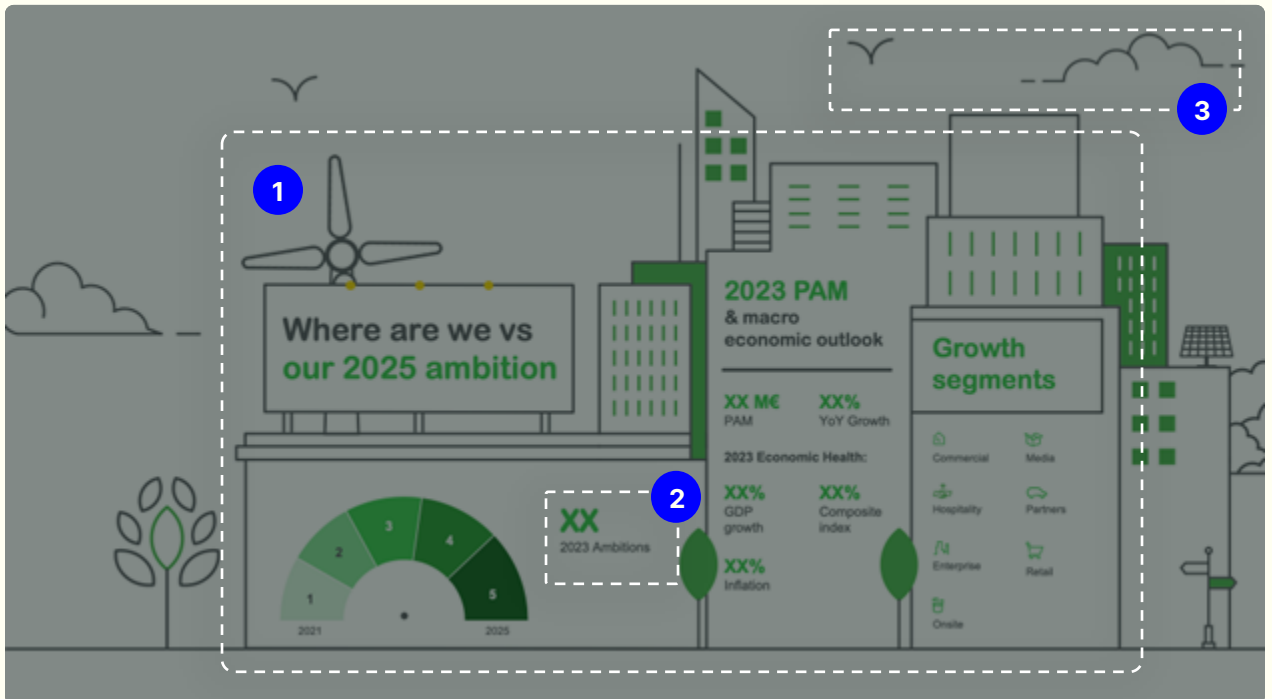
Before





Creative visualisation

How we made the transformation

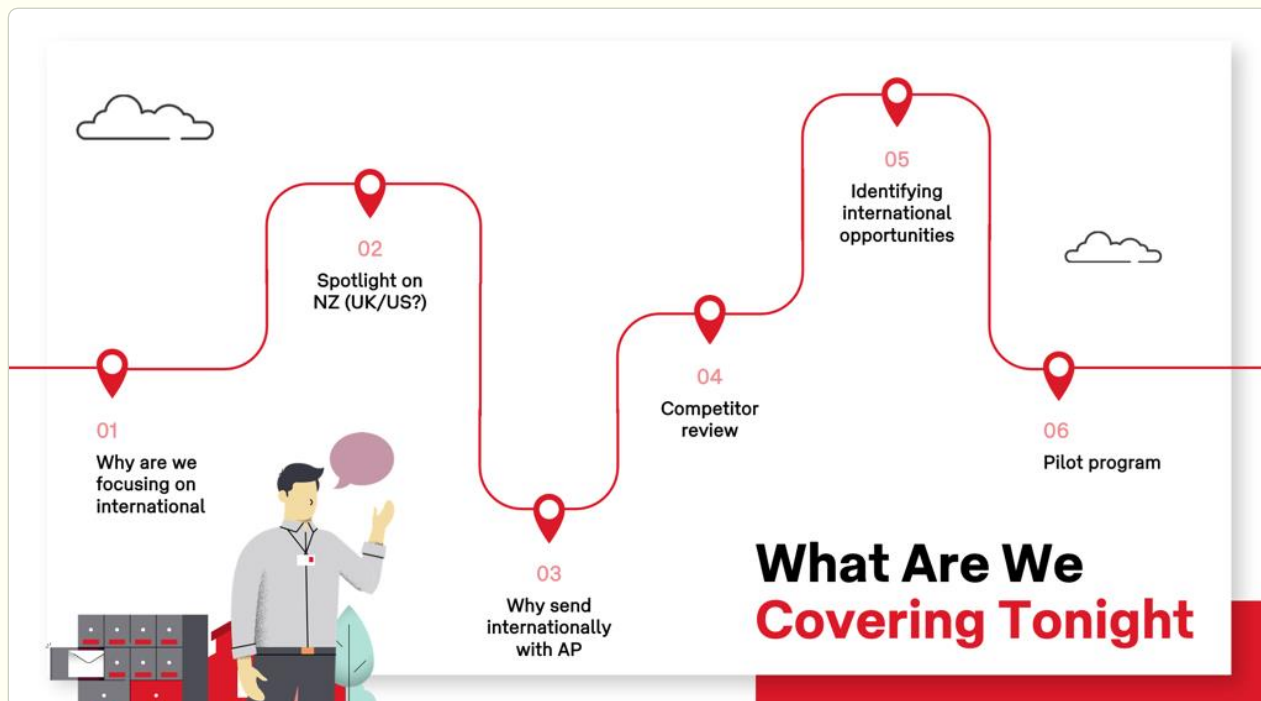


- 1 We cleverly use buildings to 'house' the blocks of information, and it follows the theme of the presentation. It's highly visual but also clear and easy to follow
- 2 Green is used to highlight the key figures and contrast against the black body text
- 3 Additional details for clouds, birds and tree etc ties the illustration together. It fills up the awkward spaces around the building and creates a visual balance on the slide

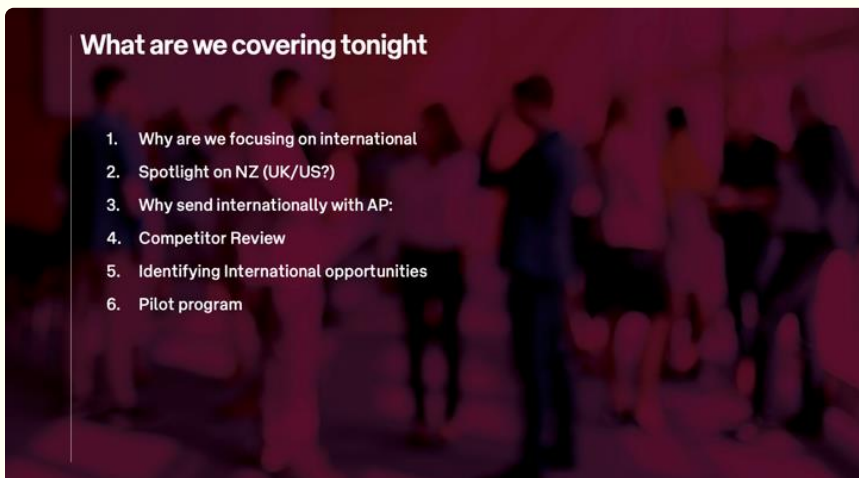


Creative Visualisation

After



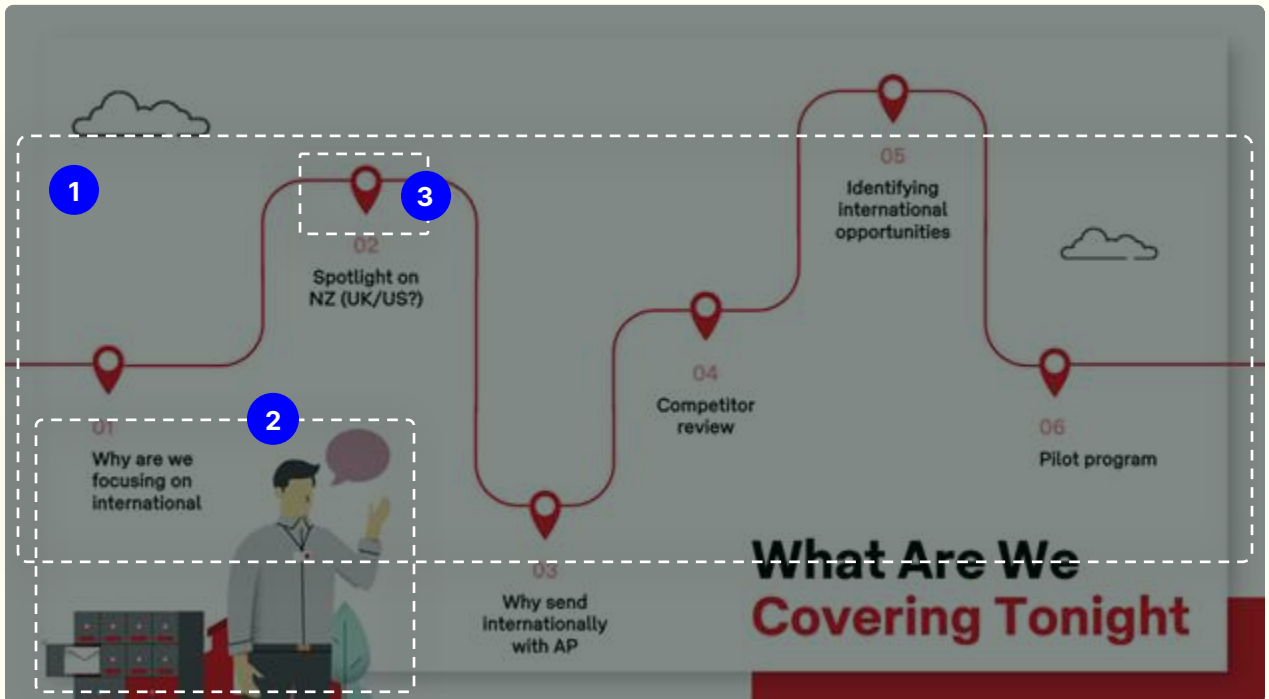
Before





Creative Visualisation

How we made the transformation



- 1 A curvy line illustrates the agenda and suggest a journey. It makes it look more interesting whilst still being easy to follow.
- 2 The person illustration anchors the layout composition and creates visual interest
- 3 This presentation is about international postage so we've used the location icon for each agenda point



Creative Visualisation

After



Before





Creative Visualisation

How we made the transformation



- 1 Rather 'Our Solutions' being a typical heading on the top right corner. We've made it the centre of this graphic that ties the four solutions together
- 2 White shapes with a drop shadow are used to neatly give a home for each solution. Using shapes helps a layout look highly structured and balanced. Especially when you have a lot of information on a slide.
- 3 To link each feature, we use the pink shape on the circle and the line connecting the arrow text box. These directional graphics visually shows how each text box links back to centre.



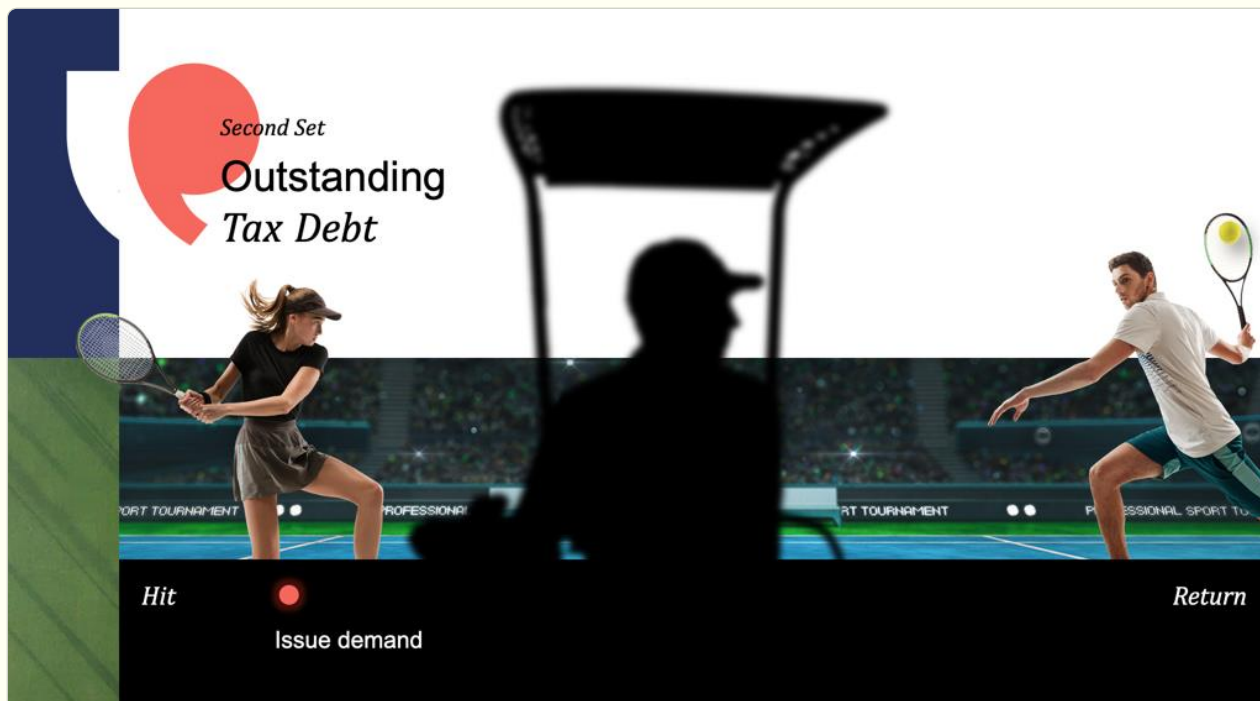
Creating an Impact

Like the high notes of a song, presentations have important parts that need to stand out. These are often hidden in the design of a slide so we look to find them and make sure they have an impact.



Creating an Impact

After



Before

Second Set – Outstanding tax debt

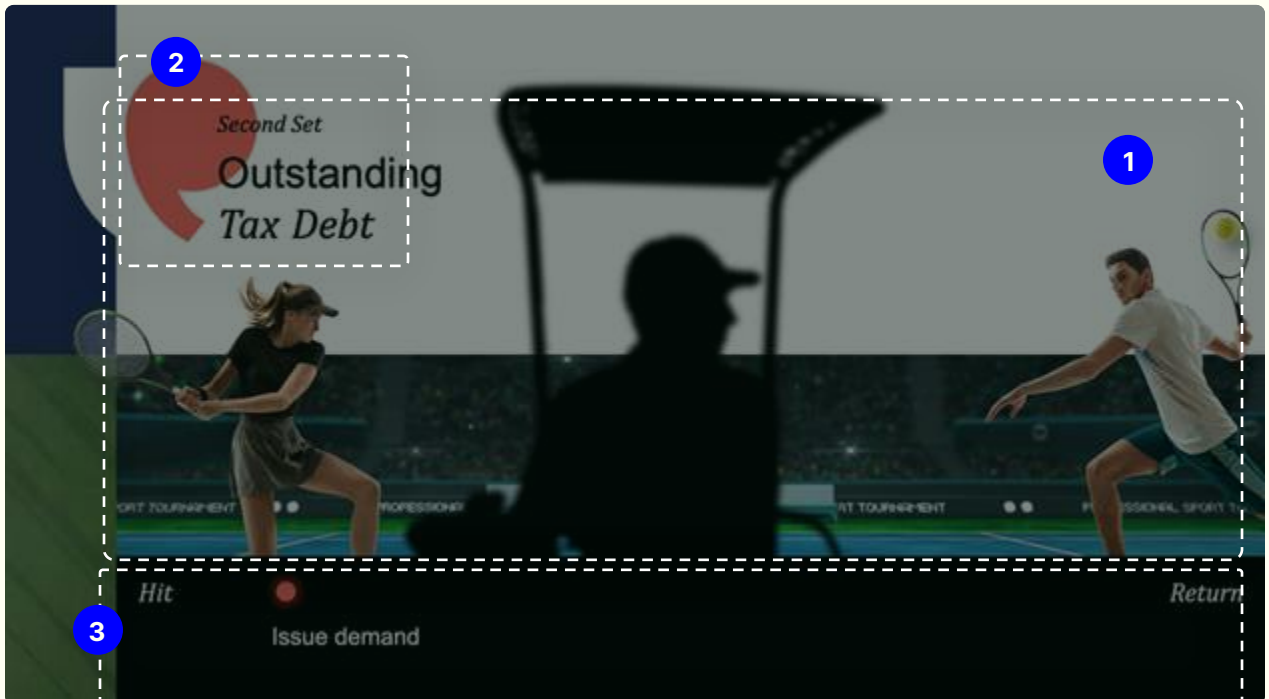
1st hit – Issue demand
2nd hit – Issue DPN
3rd hit – Issue Garnishee
4th hit – Credit reporting agency > \$100k

1st return – Offer repayment agreement
2nd return – Seek advice
3rd return – consider impact of garnishee



Creating an Impact

How we made the transformation



- 1 The company wanted to use tennis as an analogy of how they managed a situation and tells a story with 'Hit' and 'Return'. The image and composition is striking and immediately helps you understand the analogy. On this slide the ball bounces from player to player for each Hit and Return.
- 2 This apostrophe symbol is a core brand graphic which we looked to incorporate as a visual anchor to the text
- 3 With each click, each 'Hit' and 'Return' point pops up at the bottom of the slide which anchors the whole composition and makes it easy to follow



Creating an Impact

After



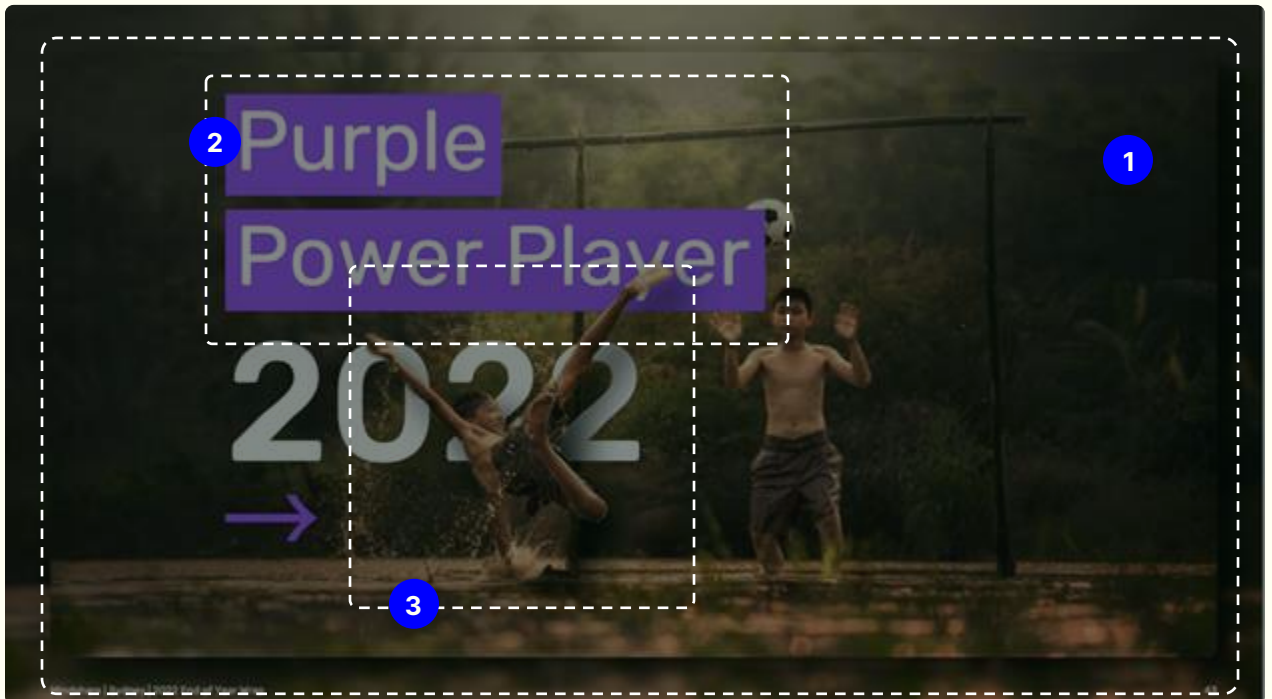
Before





Creating an Impact

How we made the transformation



- 1 To add depth to the overall composition we've added this 'bevelled' shadow effect to the image
- 2 For the text to contrast against the image for visibility we've added a coloured textbox, rather using the purple filter to the whole image like in the original slide
- 3 We wanted the slide to feel more dynamic, so we layered the image to overlap the text. It helps tie the image and text as a united graphic



Creating an Impact

After



Before





Creating an Impact

How we made the transformation



- 1 Illustrations help visually communicate themes and new ideas creatively in a way that photographic image might not be able to achieve. It's also a personable and fun style if you're looking for a less 'corporate' style
- 2 This presentation is about global expansion for small business owners, so we've used the location symbol as a graphic anchor for the both the title and line
- 3 The line connects the title to the illustration and continues to the next slide with a push transition, making the presentation feel seamless and continuous



Creating an impact

After



Before





Creating an impact

How we made the transformation



- 1 By cropping out the image and creating layers, we've created a composition that feels dynamic and has depth. Slides can feel flat so techniques like this can help a layout jump out, which is essential for a cover slide
- 2 We've layered the image with these diagonal shapes that helps make image really stand out
- 3 For strong contrast we've used a dark gradient to allow the text to stand out clearly. A soft gradient like this is a sophisticated approach that allows for contrast but also still see the image behind it



Creating an Impact

After



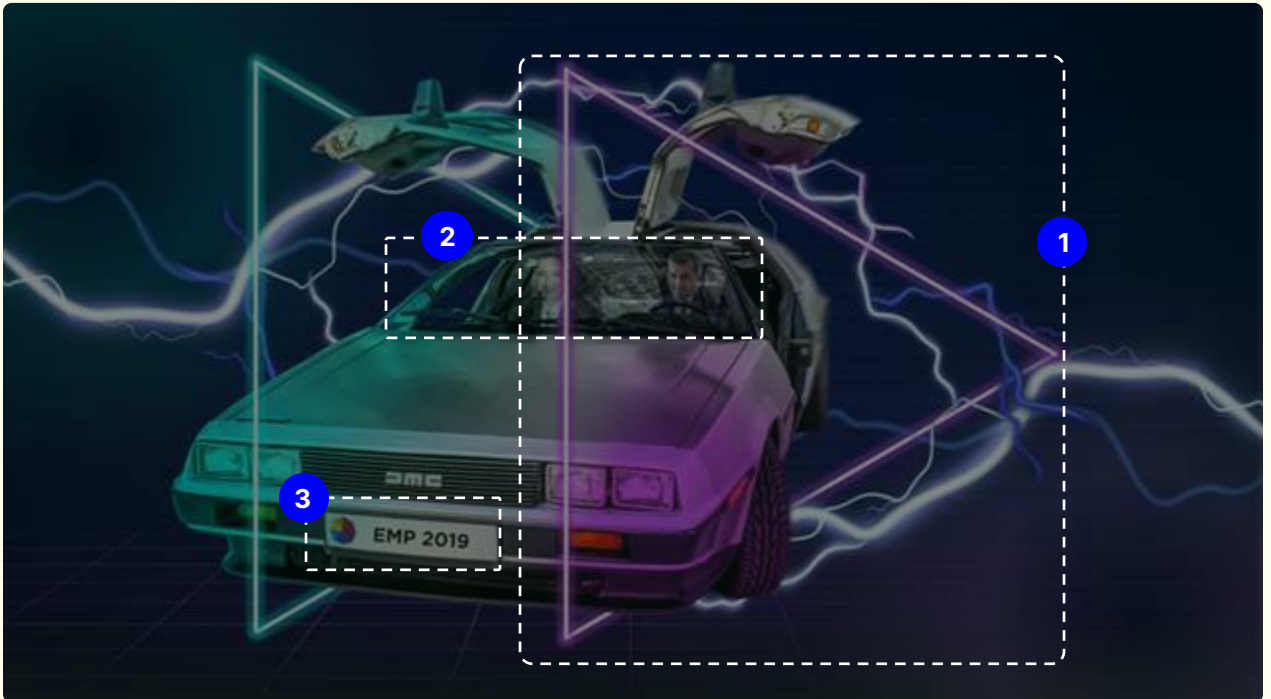
Before

Create image of our
director in the car

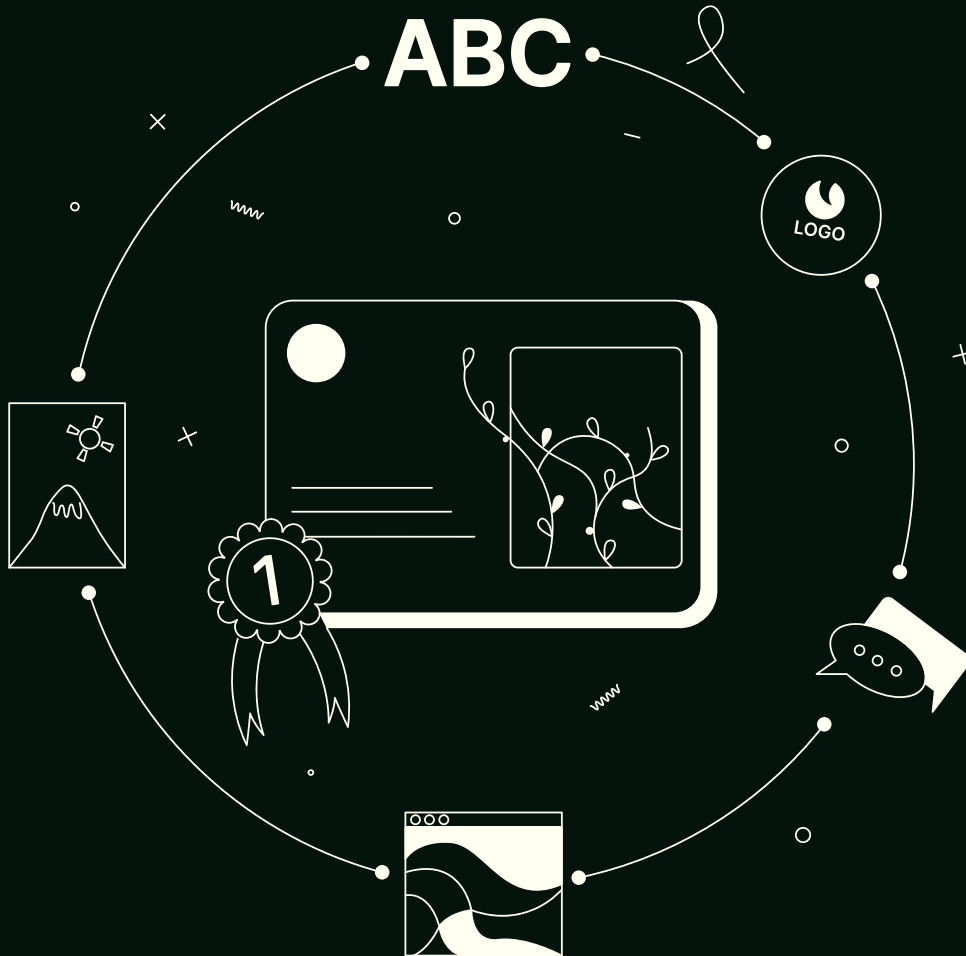


Creating an Impact

How we made the transformation



- 1 To bring the whole Back to the Future theme together we blended in a stylised 'forward' symbol and lighting effects
- 2 The team wanted a Back to the Future theme for a fun, internal event. The main graphic is completely customised to fit this theme and helps set the tone for the presentation.
- 3 We've included extra custom details like the company logo in the number plate



Elevate Branding

Over 85% of presentations fail to meet basic brand guidelines and fall below a Tier 1 standard. The quality of how you present your content matters and the team looks to work with elements of a brand to make the presentation professional and impactful.



Elevate Branding

After

the property congress 

Integrating affordable housing into BTR

Big opportunity or big liability?

Shaun Whittaker
Partner, Holding Redlich

Alicia Follent
State Manager, Queensland,
Community Housing (Qld) Limited

24 October 2022

 **HOLDING REDLICH**

Before

 **NHC** National Housing
Conference 2022

Integrating affordable housing into BTR

Big opportunity or big liability?

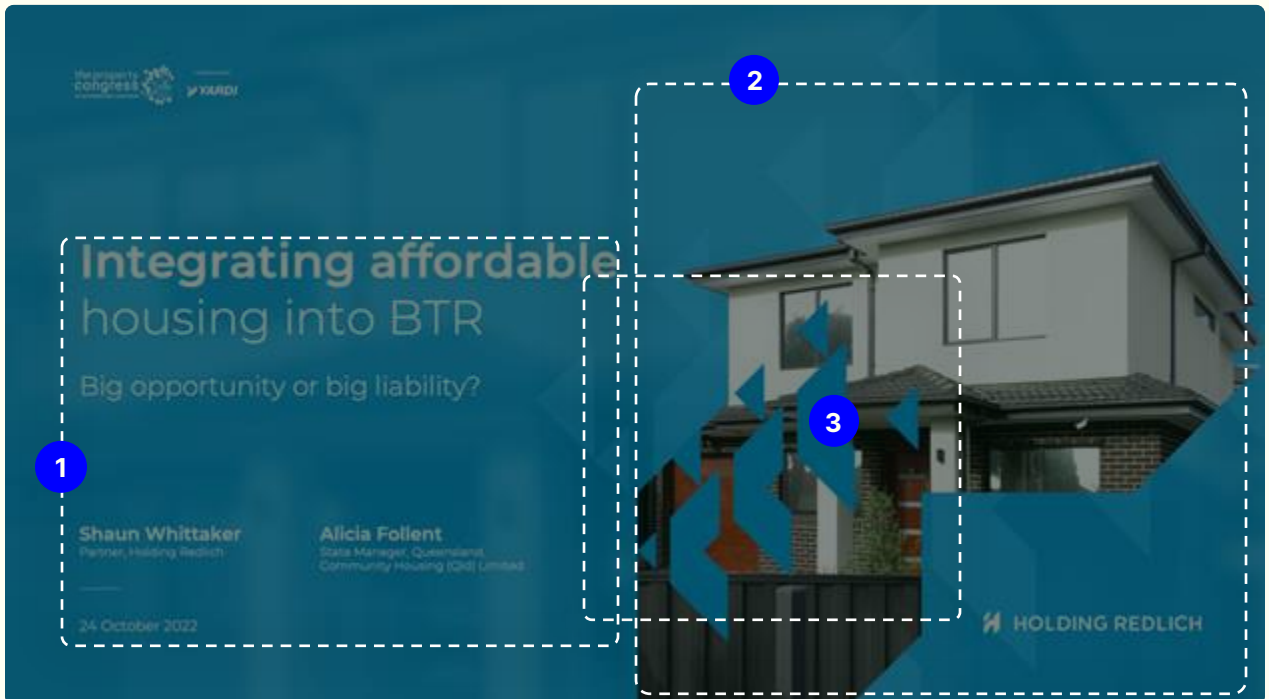
Shaun Whittaker
Partner, Holding Redlich

Alicia Follent
State Manager, Queensland, Community Housing (Qld) Limited



Elevate Branding

How we made the transformation

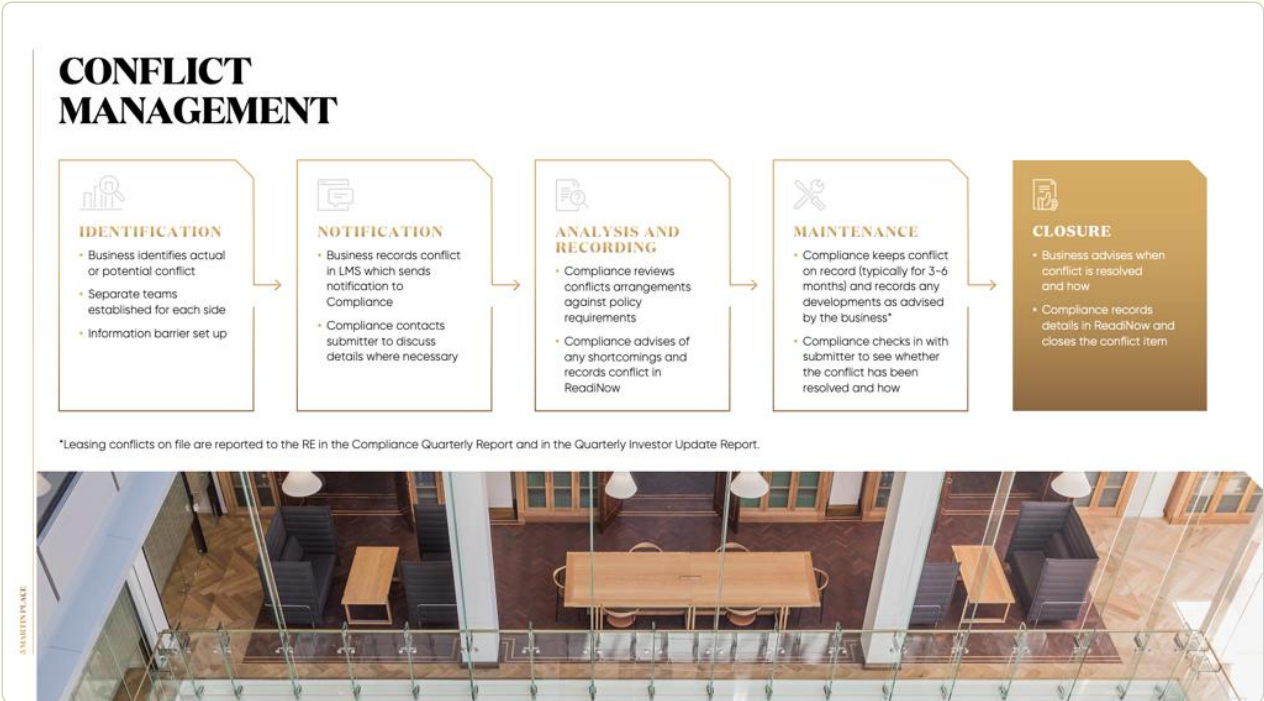


- 1 With a lot going on, we needed a highly structured text hierarchy to help make the overall layout feel balanced
- 2 To make the slide feel relevant, we chose a housing image that is on theme and works well for the composition of the slide. We've also cropped it to stand out against the pattern and blue background
- 3 This pattern is core the company brand so incorporating it with the image reinforces the brand identity to an external conference presentation audience

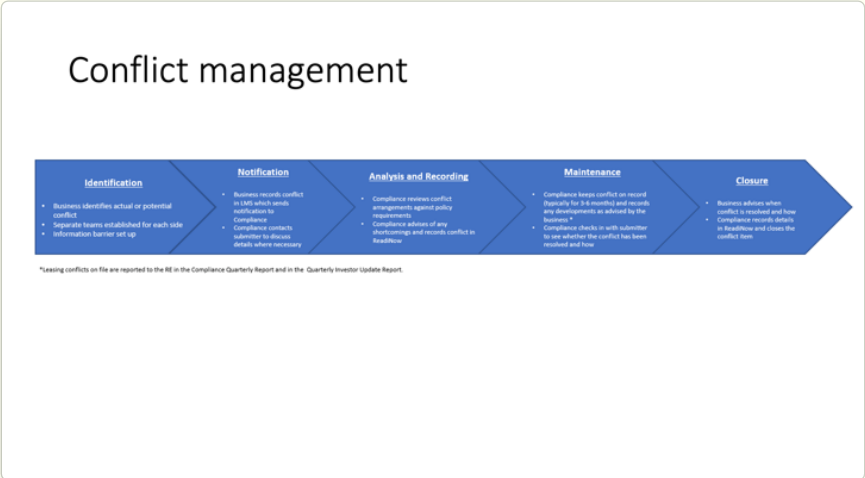


Elevate Branding

After



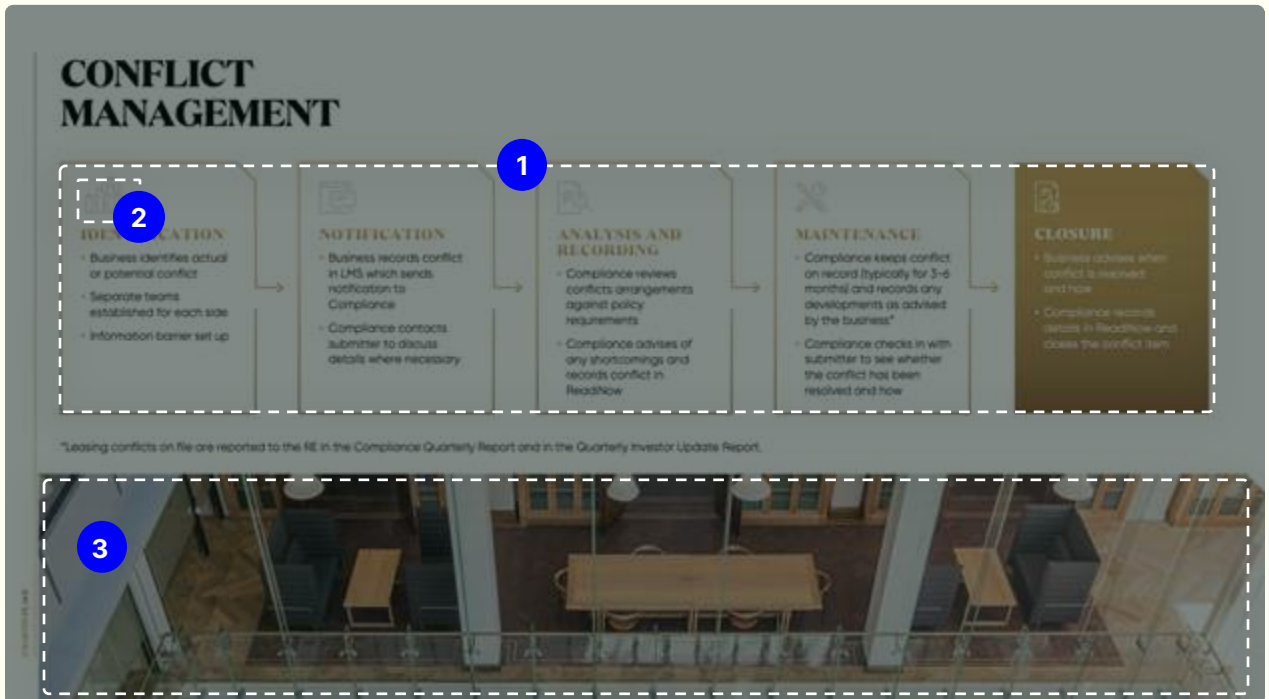
Before





Elevate Branding

How we made the transformation



1 Using gold for the shapes and heading is a strong application of the brand and makes the slide feel premium and sophisticated

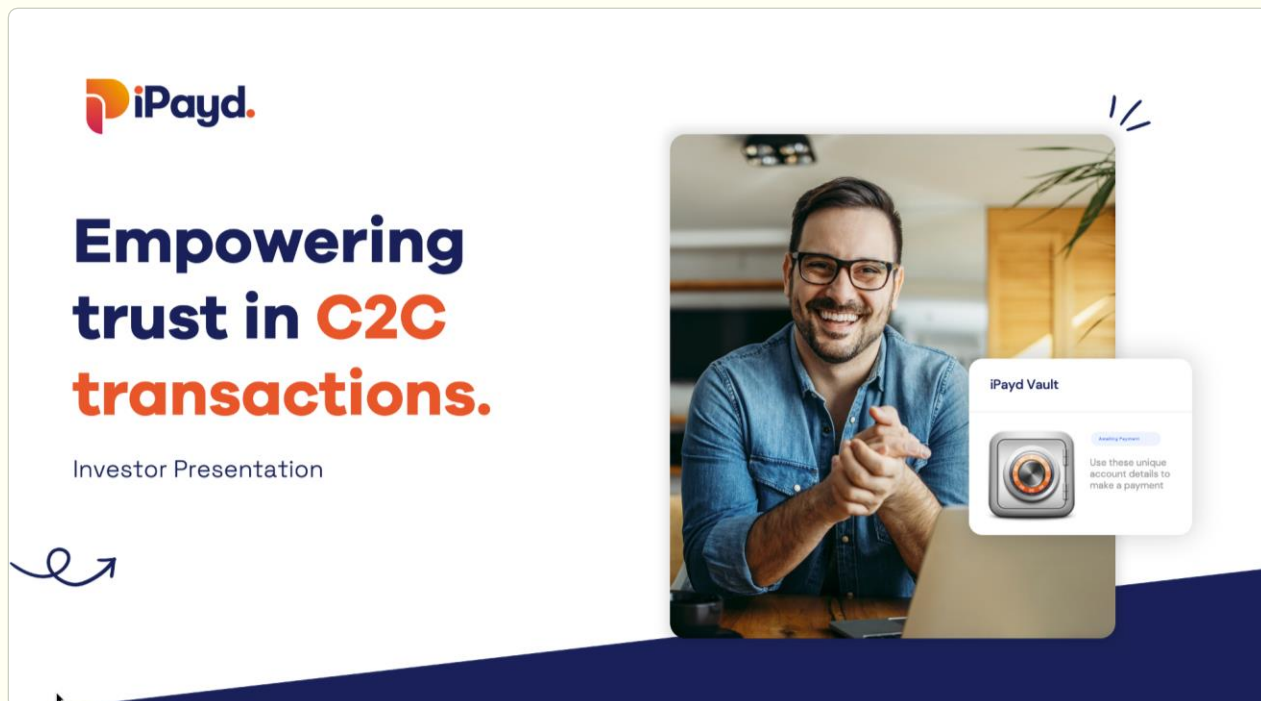
2 Using icons as a simple and visual way to support content that looks clean and consistent

3 We've used brand imagery relevant to the presentation that helps the slide feel visual and create overall balance in the composition



Elevate Branding

After



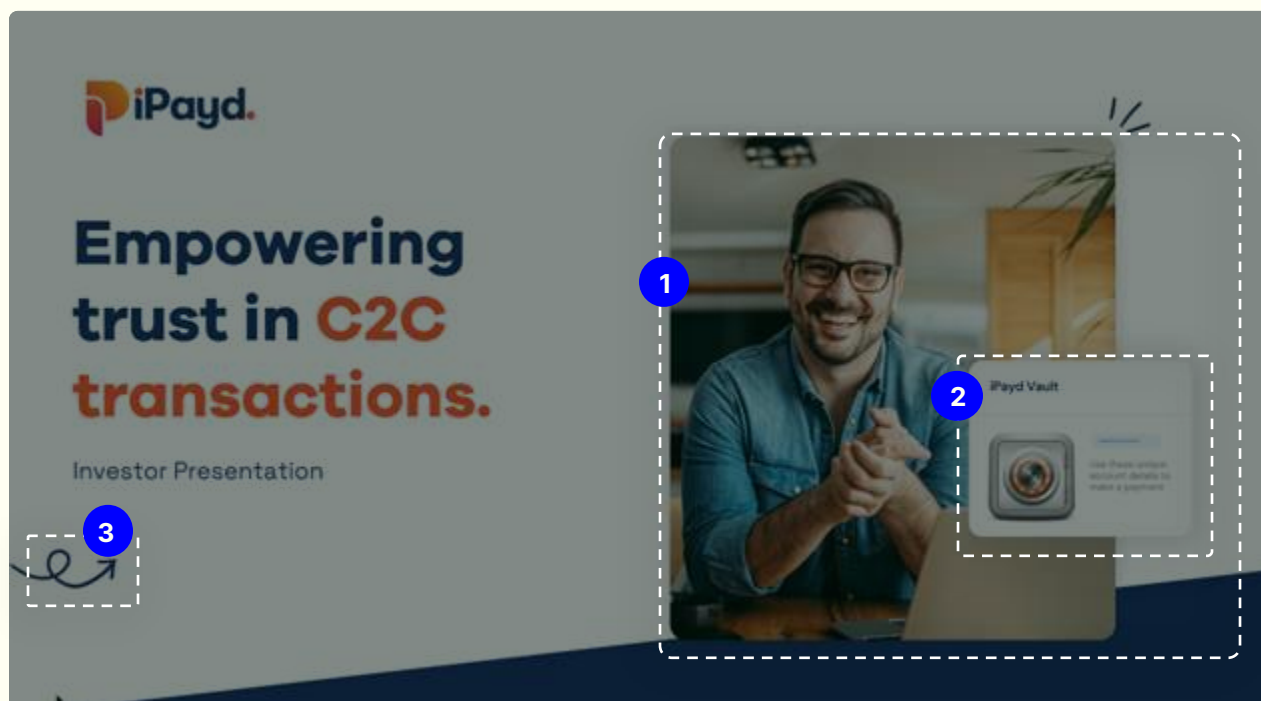
Before





Elevate Branding

How we made the transformation



- 1 By incorporating an image instead of using an illustration, the presentation feels more 'corporate' and in a style that appeals to potential investors
- 2 The app logo is key feature of the brand, so we looked to incorporate it into the cover as a first peek at their services, just how you would see it on a landing page
- 3 Where appropriate, we like to use fun details like this squiggly arrow to bring in the playfulness of a brand but not let the overall layout feel too quirky



Elevate Branding

After

Business updates

Investment in orca funds management business

Orca business expansion evidenced by investment into rebranding, new website, staff recruitment and engaging Research Houses to have the Orca Funds rated.

Stable and diverse investment team

Zero staff turnover, business rebrand, platform footprint broadened, recruited a Head of Distribution. Investment team diversity significantly above industry standards.

Business growth

Stable growth in FUM, business flows adjusted post our funds being delisted. New product development to include ESG global solution. Risk and compliance breaches over the previous twelve months – nil.

Corporate Activity

Stable share ownership (Mercury Capital acquisition of 360 Capital's stake). ASIC settlement of Dixon advice issue. CEO, Peter Anderson is executing the business strategy, E&P share price up 75% in 12 months.

5

Before

Business Update

Key Talking Points

Rebranded

Delisted

Corporate takeover attempt rebuffed

ASIC matter resolved

Hiring to take business external

Broadened platform availability

Fund research ratings process

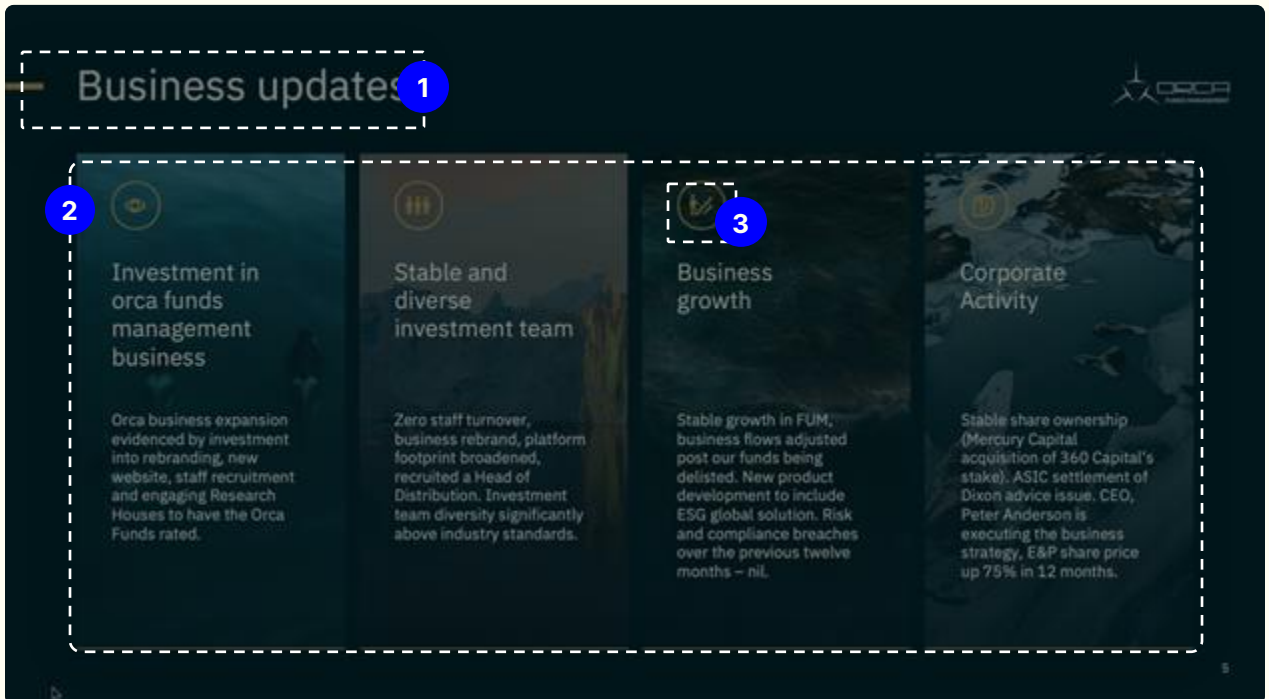
Conclusion here

5



Elevate Branding

How we made the transformation



- 1 A simple heading with a gold dash is a great way to add a brand style to a slide that help make the overall deck feel consistent but doesn't take up space or impede on the slide title
- 2 The brand has a unique and distinctive imagery theme, so for this key slide we used images for each point . We then applied a dark overlay to help contrast it against the text copy to make it clear and easy to read
- 3 We also like to frame icons in shapes like circles to provide consistency and structure to a layout

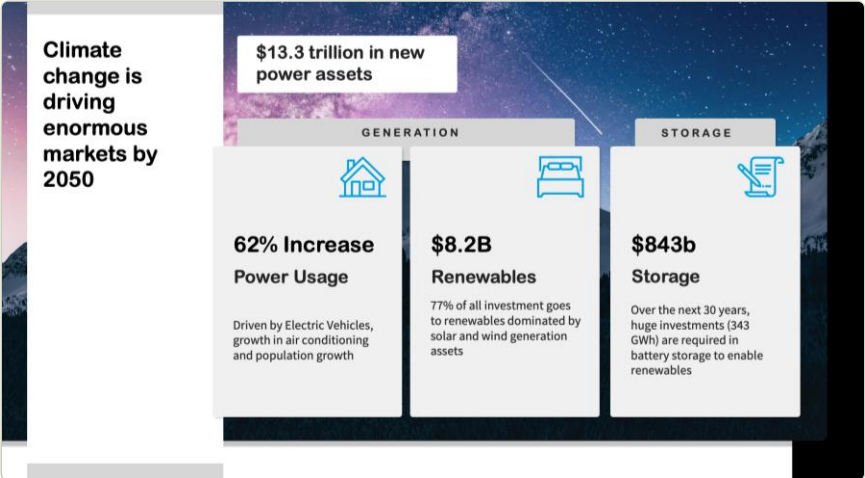


Elevate Branding

After



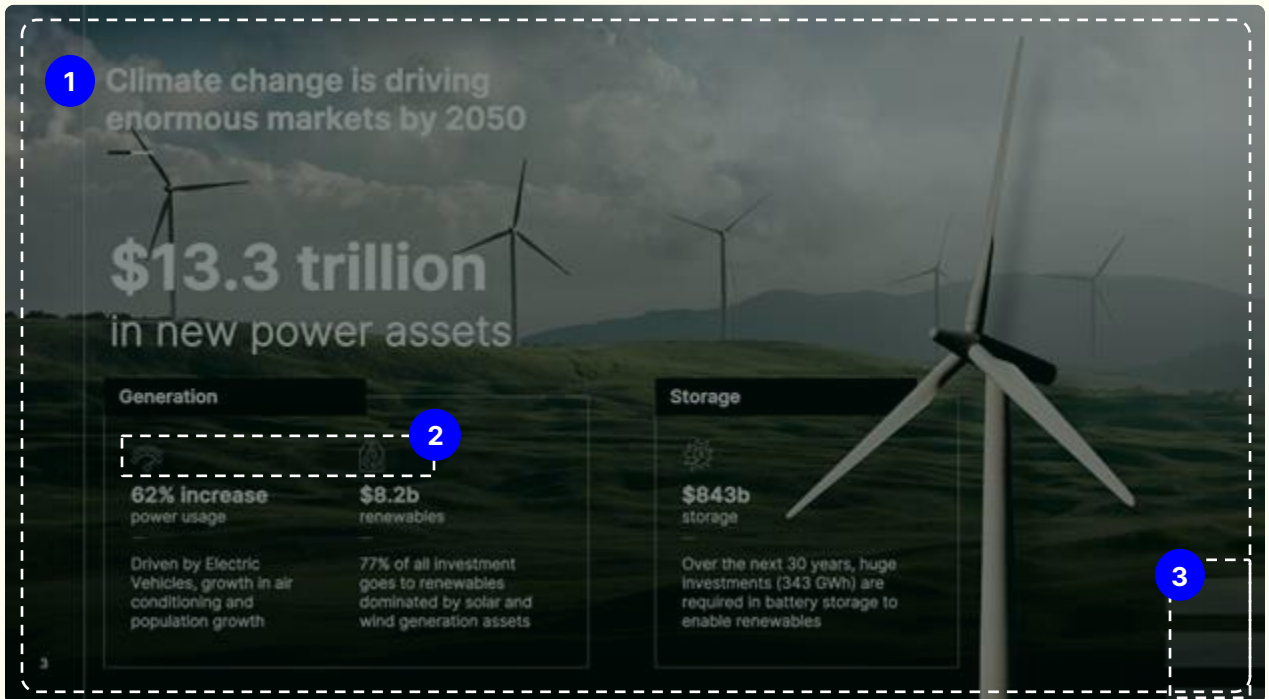
Before





Elevate Branding

How we made the transformation



- 1** Using imagery, especially layered in this slide is a strong way to represent a brand. It immediately catches your eye and gives you context to the content. By also using a dark overlay we can still appreciate the image whilst the white text is easy to read
- 2** Even with such a strong image background we still like to include icons to help break up information and support the messaging
- 3** We've included the logo icon here as a graphic to reinforce the brand on this image focused slide

Cover Slides Bonus Section



Cover Slides Bonus Section

After



Before





Cover Slides Bonus Section

How we made the transformation



- 1 The client wanted to incorporate a connectivity pattern and use green as their core colour. We found an image that uses the pattern as well as having a global theme. Adding a gradient overlay means the background isn't too overwhelming like it was in the original slide
- 2 To make the app the focus of the presentation, we've used an isometric 3D mock-up
- 3 We like to use accent details like this to layouts to add depth to the slide



Cover Slides Bonus Section

After



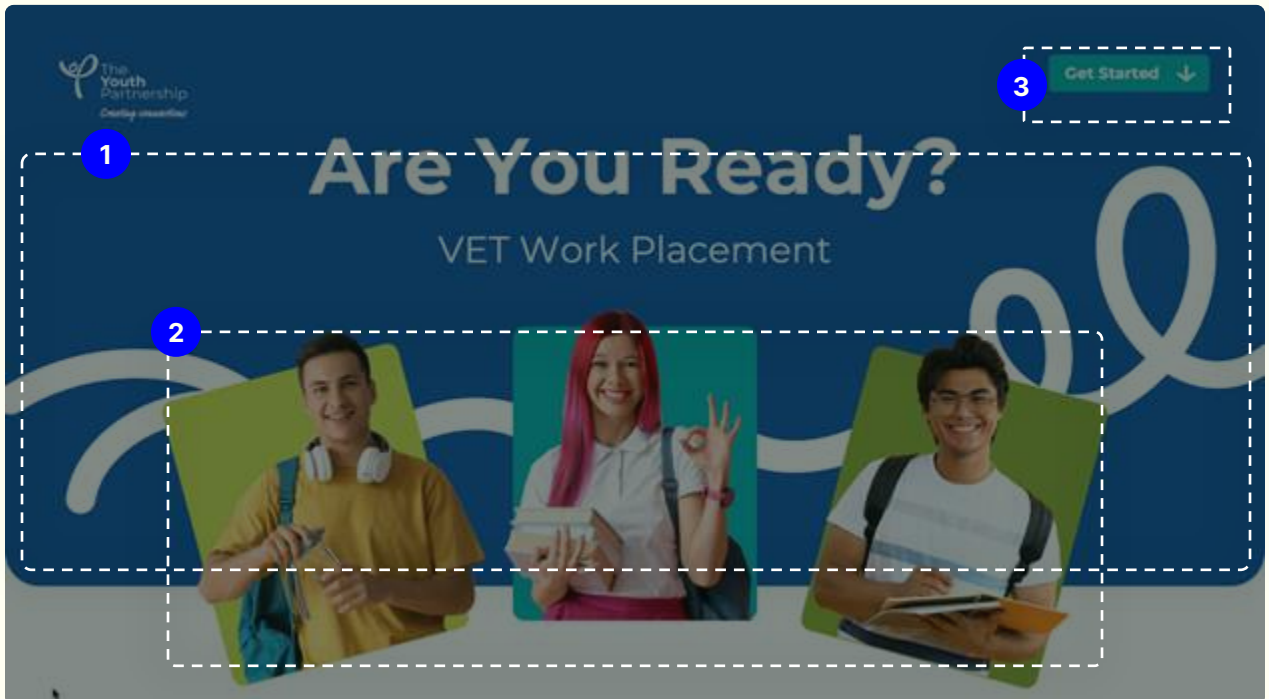
Before





Cover Slides Bonus Section

How we made the transformation



- 1 We used this fun shape as it looks like the logo and creates a youthful, playful tone to the design
- 2 Rather than just one image of one student we chose to have three to better represent diversity and show that no one person represents the audience
- 3 Call to action 'buttons' don't have to just be for websites. They can serve a visual and interactive way to invite and audience to be part of the presentation



Cover Slides

Bonus Section

After



Before





Cover Slides Bonus Section

How we made the transformation



- 1 For a cover title we often use striking images such as this to start strong and draw and audience in
- 2 To contrast against the black and white of the photo we've used a pop of colour that immediately catches your eye
- 3 Using thin lines creates a structure for the layout and can be used throughout the presentation as a consistent to framework for slide titles

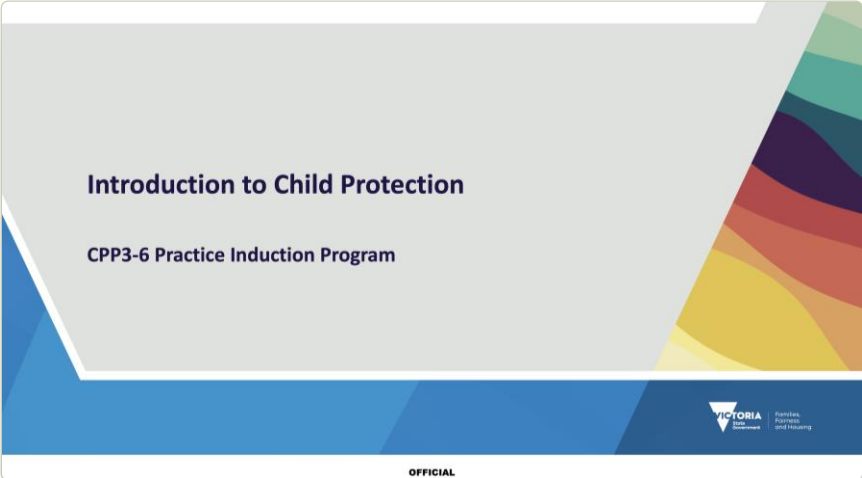


Cover Slides Bonus Section

After



Before





Cover Slides Bonus Section

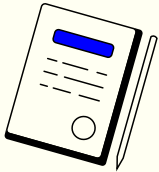
How we made the transformation



- 1 We've made the heading nice and big and updated the font to follow the brand. Avoiding fonts like Calibri instantly makes a cover feel less 'PowerPointy'.
- 2 People like seeing people, and introducing photography creates that human connection and impact.
- 3 We've incorporated the pattern as it's a key graphic element for the brand so it was important to work it into the design but still look for a fresh approach.



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