

How to Design a Killer Pitch Deck

Actionable steps on how to improve your pitch deck design & stand out from the crowd.

PRESENTED BY:



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MORTENSEN
DESIGNS

The goal of design is to make your content easy to digest.

It should be:

1. Easy to read
2. Easy to understand
3. Easy to remember

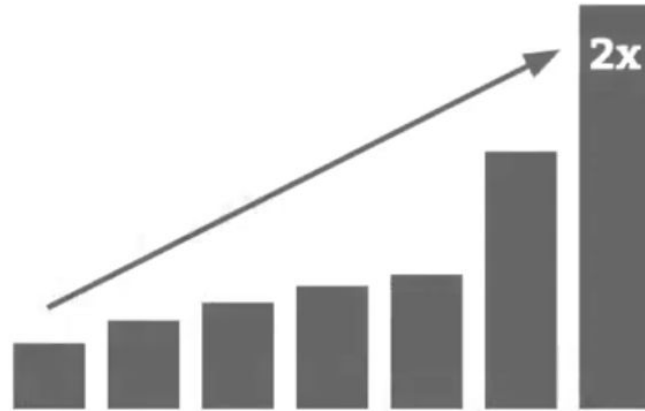
Then:

4. Aesthetically pleasing

Remember.ai uses machine learning to solve companies biggest problems.

Remember.ai uses machine learning to solve companies biggest problems.

We offer 20% return in the
first five years, then 30%
return each year after



2x return over seven years

John Smith, CEO of HealthMD
recommends our product, saying that
it helped his team add 20% more
clients.



“I highly recommend this product.
It helped my team **add 20%
more clients.**

- John Smith, *CEO at HealthMD*

Our solution's benefits:

- Saves you 15% on annual fees
- Has an intuitive interface
- Quick to get started with
- Wider selection of investments
- Daily portfolio digest

Benefits



**Save 15% on annual
fees**



**Wider selection of
investments**



Daily portfolio digest

**Bullet points are good,
headlines are better, and
images are best.**

Testing Your Slides

DIGEST

Show a slide to someone briefly

UNDERSTAND

Ask what they remembered

REPHRASE

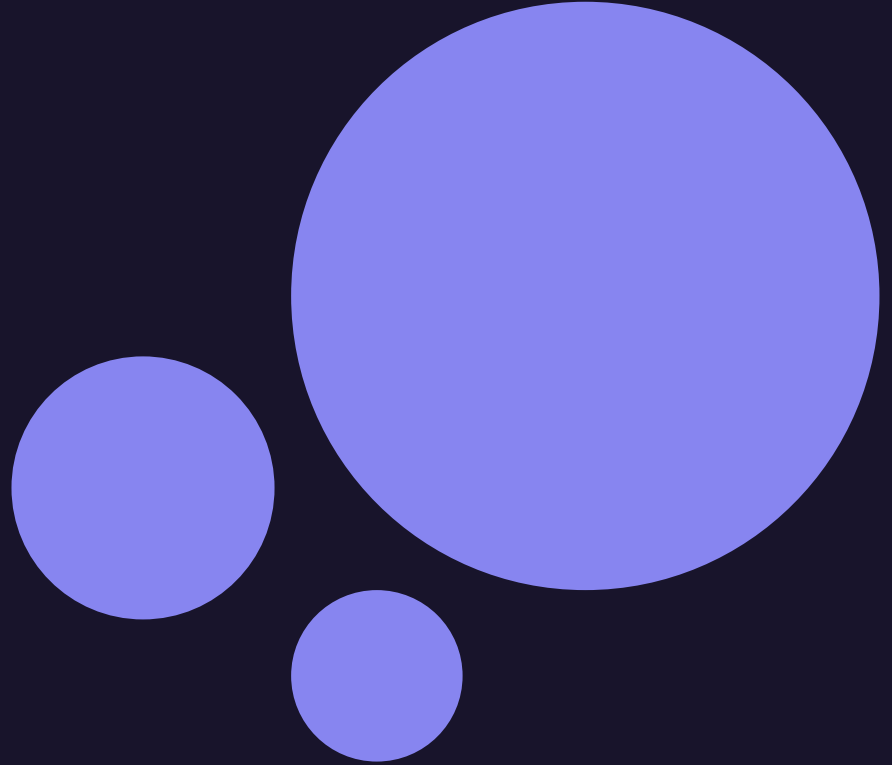
Get them to rephrase your slide back to you



Top 5 Design Principles

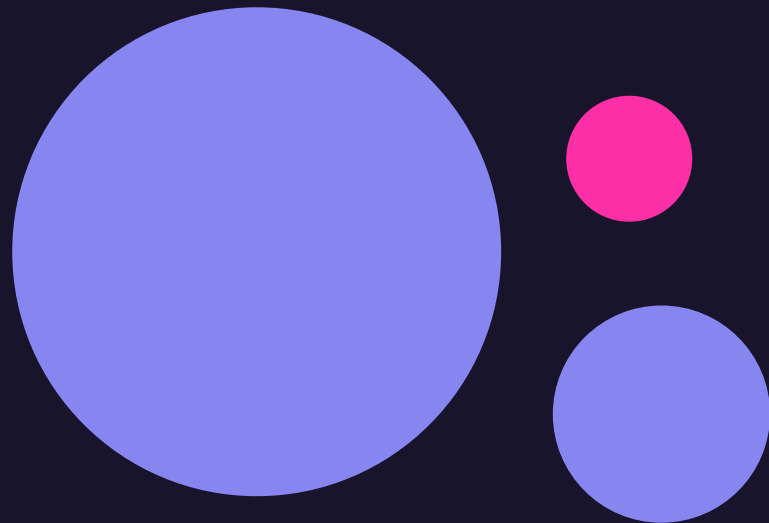
Scale

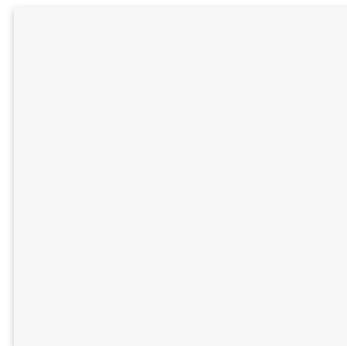
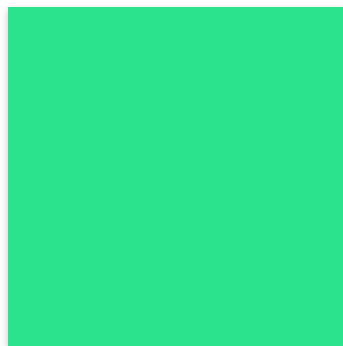
Users notice larger elements more easily. Size is an effective tool for guiding a viewer's eye to a specific element of a design.



Color

Users are immediately drawn to bold, contrasting pops of color.





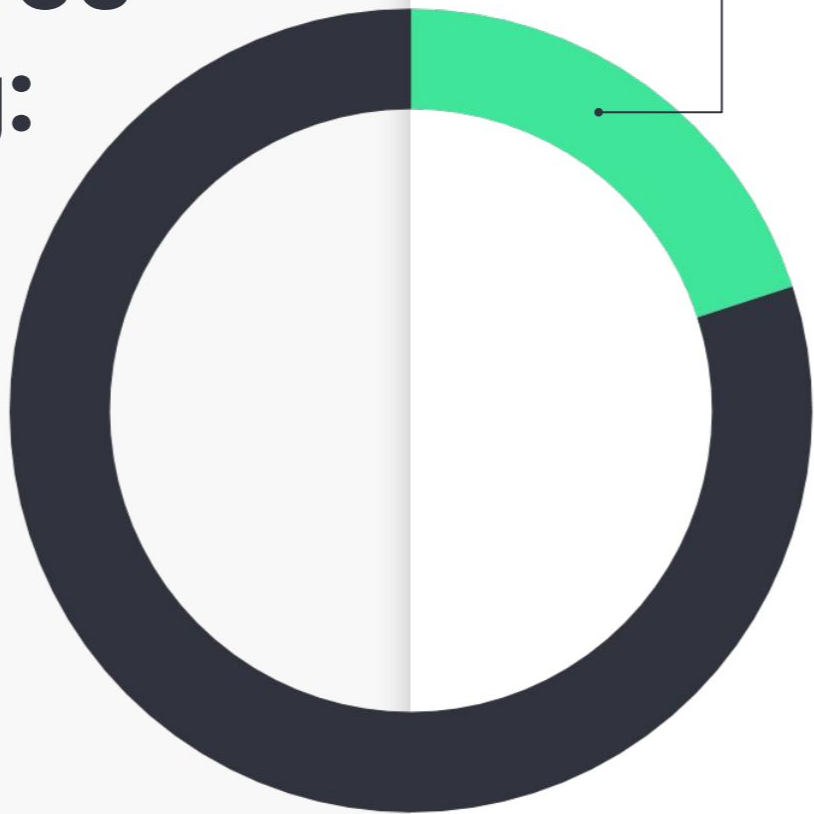


The hearing aid market is **massive**

\$5.3B

Growing at 7% YoY

...but here's the thing:



ONLY
20%

of the people who need
them actually wind up
getting them



Stigmatized



Awful process

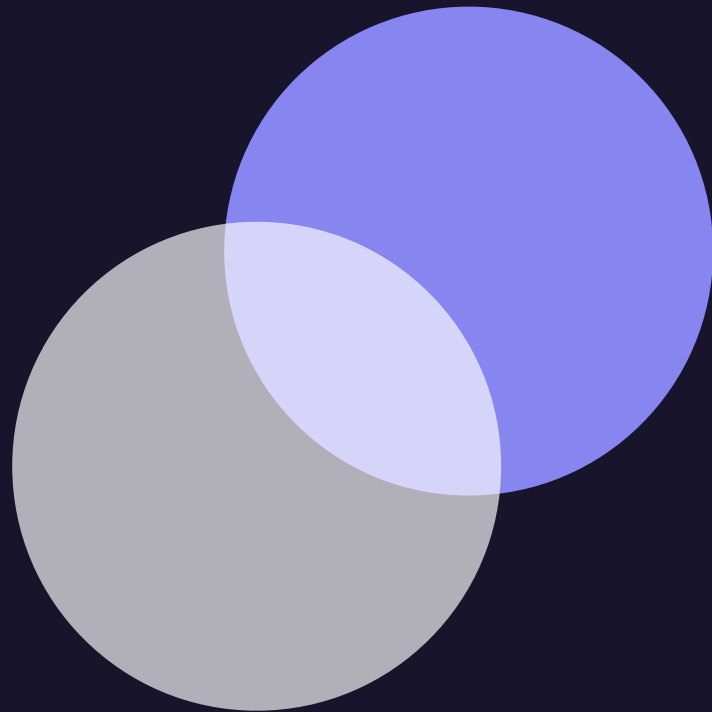


Terrible devices

Don't do this.

Contrast

Dramatic shifts in color or text size signal that something is different, which grabs attention.



Your titles are large.

Your subheads are smaller.

The body copy is presentable.

Captions are the smallest.

Your titles are large.

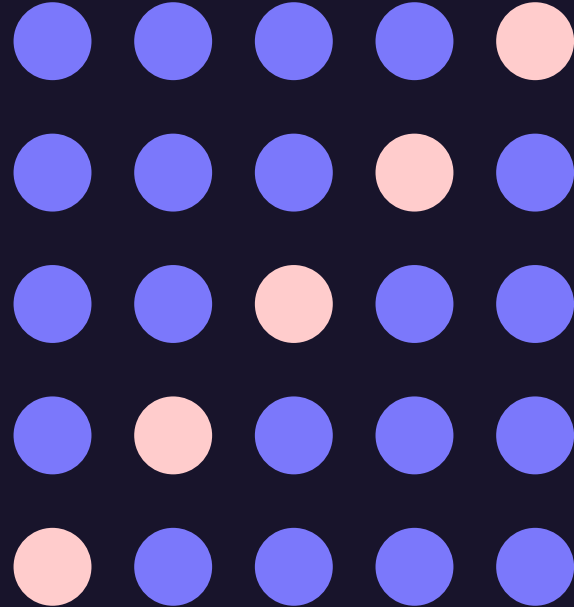
Your subheads are smaller.

The body copy is presentable.

Captions are the smallest.

Alignment

Order between design elements is often created through alignment. It guides the viewer's eye around a page by allowing them to subconsciously follow lines.



Unaligned Content

Subheader is just out of alignment

Body text that is a series of long lines of text make it harder for the reader to pay attention and have negative effect on those engaging with the deck.

Another piece of body text out of alignment.

Aligned Content

Subheader is great

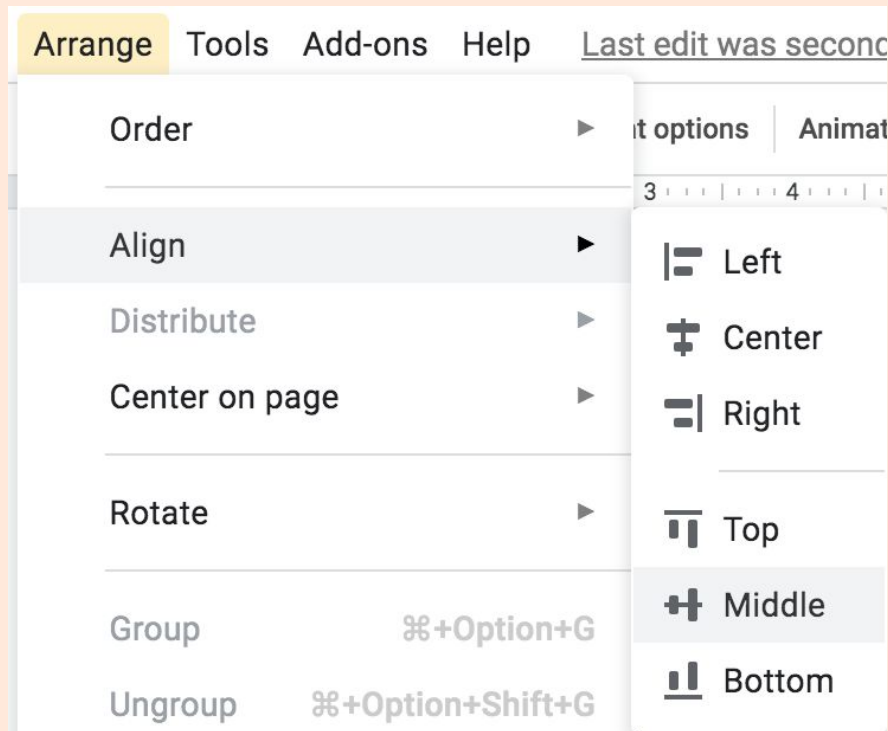
Body text that follows the informational hierarchy as inline with previous content.

A second paragraph that fits perfectly and doesn't have overwhelming long lines of text that make it tiring for the reader to read. Instead the lines are deliberately short.

Use the Align Tool

Select all the items you want to align.

Click “Arrange”, then “Align”, then make your selection.



Our Amazing, World Leading Team



JEFF SIMMONS

Bio goes here and is really long, like really really long..Bio goes here and is really long, like really really long..Bio goes here and is really long, like really really long..



SARAH SMITH

Bio goes here and is really long, like really really long..Bio goes here and is really long, like really really long..Bio goes here and is really long, like really really long..



JAKE KIM

Bio goes here and is really long, like really really long..Bio goes here and is really long, like really really long..Bio goes here and is really long, like really really long..

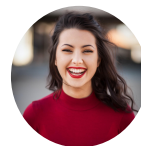


Our Team



JEFF SIMMONS

- Bio goes here.
- Bio goes here.
- Bio goes here.



SARAH SMITH

- Bio goes here.
- Bio goes here.
- Bio goes here.



JAKE KIM

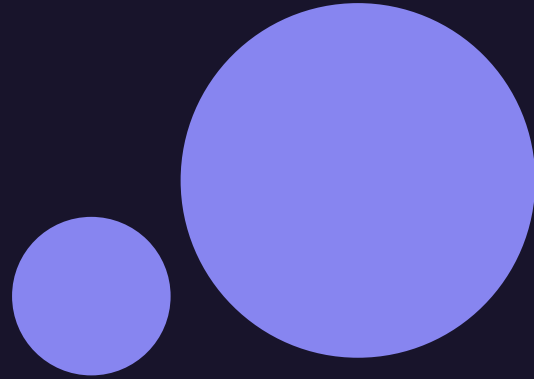
- Bio goes here.
- Bio goes here.
- Bio goes here.

Before

After

Proximity

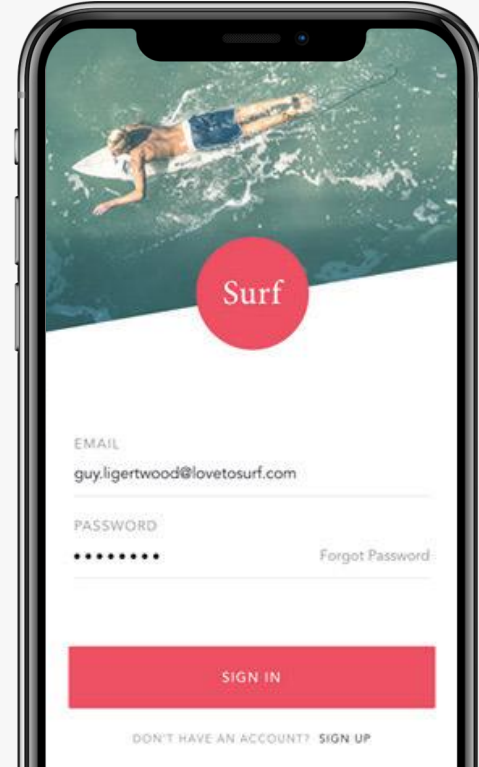
Utilizing the placement of objects on a slide so they are either seen as a unit or separate.



The Solution

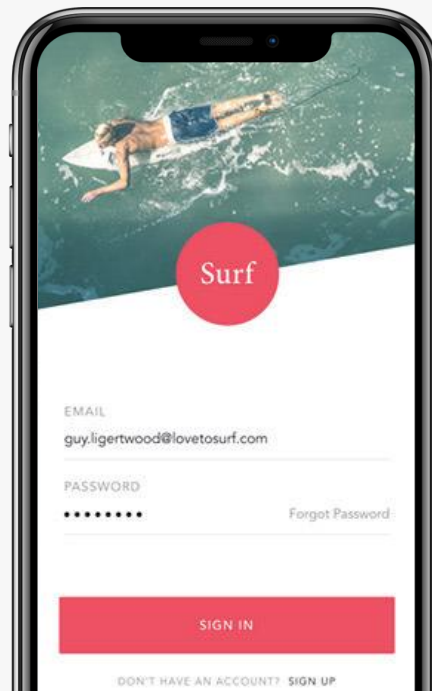
A web platform where users can rent out their surfboards to travelers.

- Users save money when traveling.
- Renters make money.
- Share favorite locations and tips.



THE SOLUTION

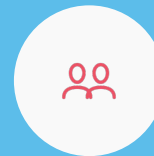
**A web platform
where users can rent
out their surfboards
to travelers.**



Users save
money when
traveling.



Renters make
money.



Share favorite
locations and
tips.

Starting Your Pitch Deck Design

The Design Process

DISCOVERY

Learning the client's business model & competitive research

OUTLINE

Visually outlining the narrative on slides

DESIGN

Telling your story clearly and simply through visuals

REVISIONS

Run through the pitch deck and make revisions as needed

Create Your Style Guide

Primary Wordmark
(Color logo on white background)

Color Palette

Reverse Wordmark
(White logo on dark background)

Fonts
(Header, Subhead, Body Copy)

Additional Elements

Photography

Icons



Icon Styles

Choose the right one for your task

Blue UI

4,217 icons · 40×40



Circle Bubbles

1,938 icons · 100×100



Cloud

1,957 icons · 100×100



Color

8,689 icons · 48×48



Color Hand Drawn

2,481 icons · 100×100



Cute Clipart

1,650 icons · 64×64



Cute Color

3,403 icons · 64×64



Cute Outline

3,333 icons · 64×64



Icon Consistency

Round vs Sharp Corners



Outline vs Fill



Simple vs Detailed



Create Your Style Guide

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DESIGNS**

#18132c

#6761E7

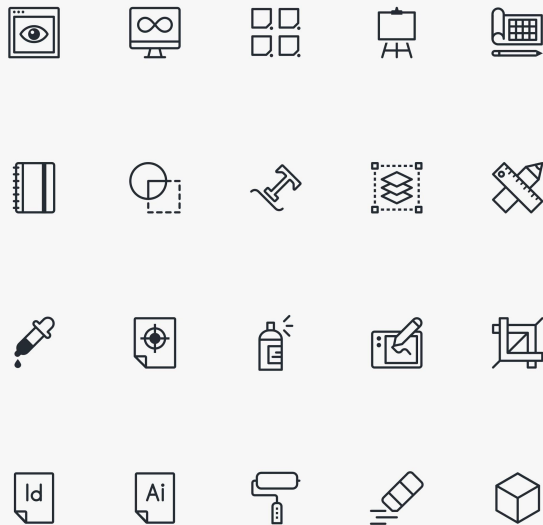
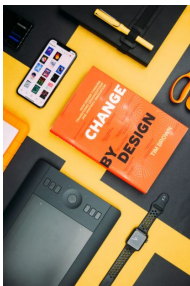
#ffe9da

#ff1ba4

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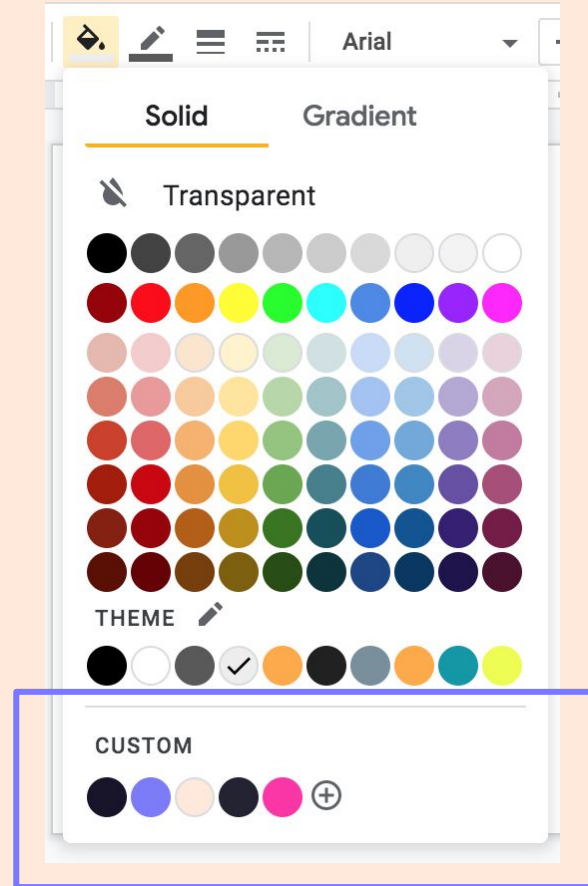
Header: Work Sans Normal
Subhead: Work Sans Bold
Body Copy: Work Sans Normal

Additional Elements




Brand Colors

Click the “+” button under the paint bucket to add in all your brand colors.




Picking Brand Colors

COOLORS  **Coolors for iOS** The essential app for every designer. Generate and collect beautiful color palettes on the go. [Download Now](#)


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Find the perfect palette by mixing search terms.

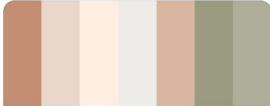
Trending ▾ 

Trending color palettes


Get inspired by thousands of beautiful color schemes and make something cool!




24,859 saves ...




10,542 saves ...




19,859 saves ...



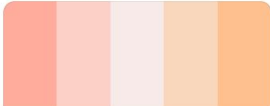
7,064 saves ...




19,566 saves ...




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8,786 saves ...




7,898 saves ...




11,592 saves ...




10,061 saves ...




1,239 saves ...




677 saves ...



7,176 saves ...




6,247 saves ...



9,028 saves ...

Picking Brand Colors

COOLORS  **Coolors for iOS** The essential app for every designer. Generate and collect beautiful color palettes on the go. [Download Now](#)

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Find the perfect palette by mixing search terms.

Trending ▾

☰

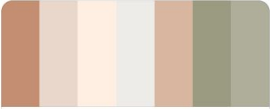
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Get inspired by thousands of beautiful color schemes and make something cool!




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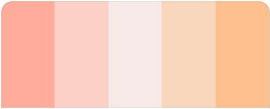
19,566 saves

...




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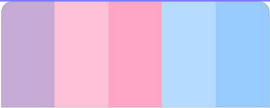
10,061 saves

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1,239 saves

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677 saves

...




7,176 saves

...



6,247 saves

...



9,028 saves

...

Picking Brand Colors

Adobe Color

CREATEEXPLORETRENDSMY LIBRARIES

☆🌙🌈?💬Sign In

Color WheelExtract ThemeExtract GradientAccessibility Tools New

Intent

Color Blind Safe ▾ ?

Potential Color Conflict ?

✔ No conflicts found. Swatches are color blind safe.

Save

Sign into Creative Cloud to save this Color Theme, created from color wheel or image.

You can then use your saved color themes, in Adobe products (Photoshop, Illustrator, Fresco etc.), via Adobe color theme panel or CC Libraries.

Color Mode

RGB ▾

A

B

C

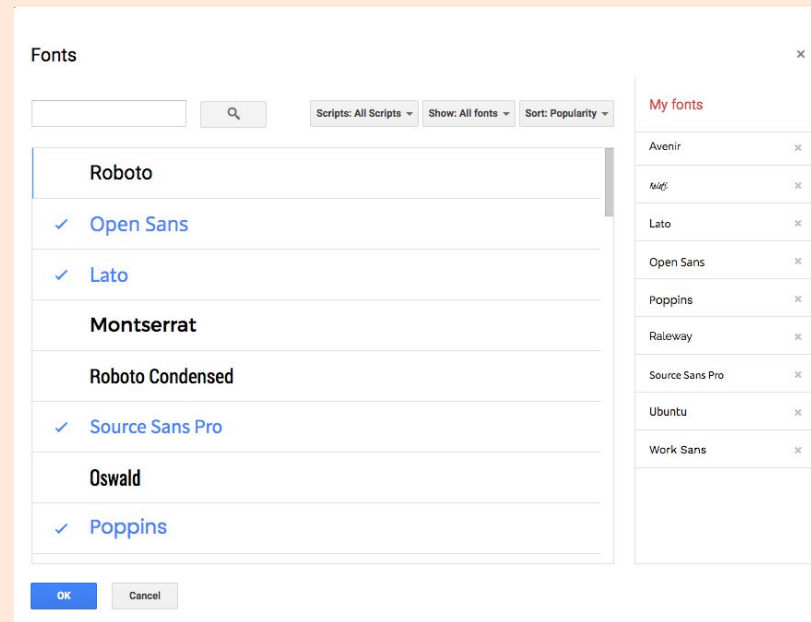
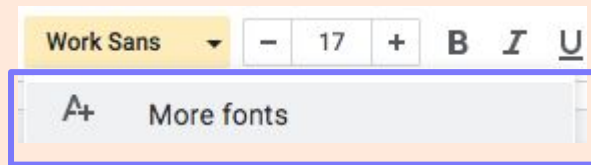
D

E

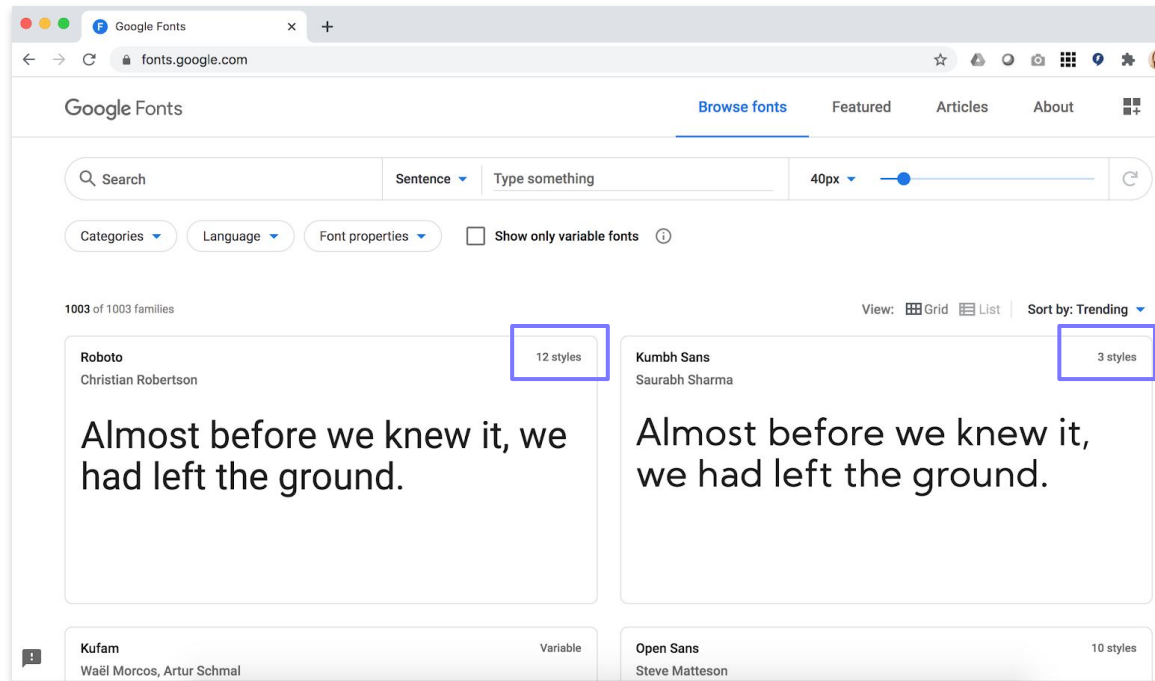
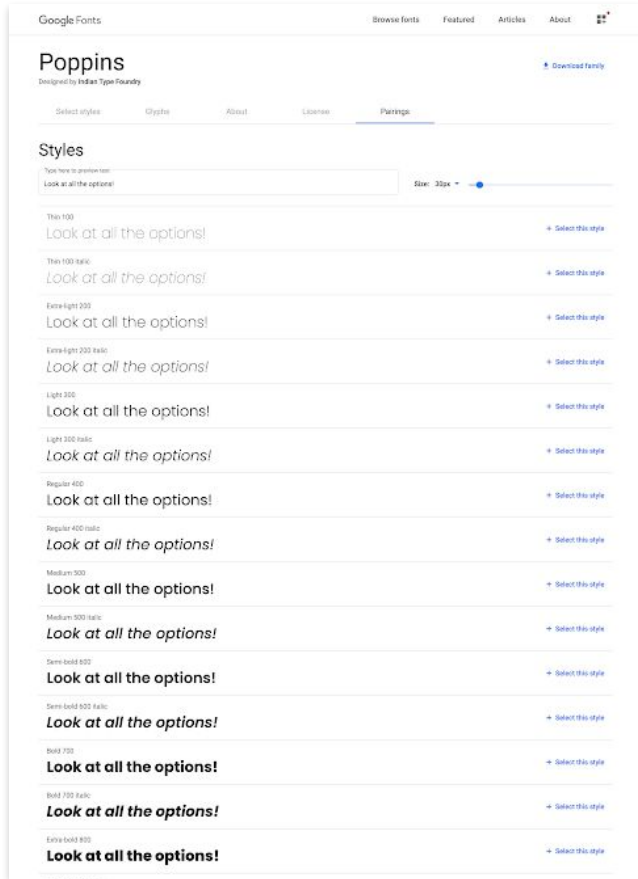
Language: EnglishTerms of UsePrivacyUser ForumsCommunity GuidelinesCopyright © 2020 Adobe. All rights reserved.Cookie preferences

Fonts

If your brand font isn't listed, click "More Fonts" in the dropdown menu and search for your brand font.

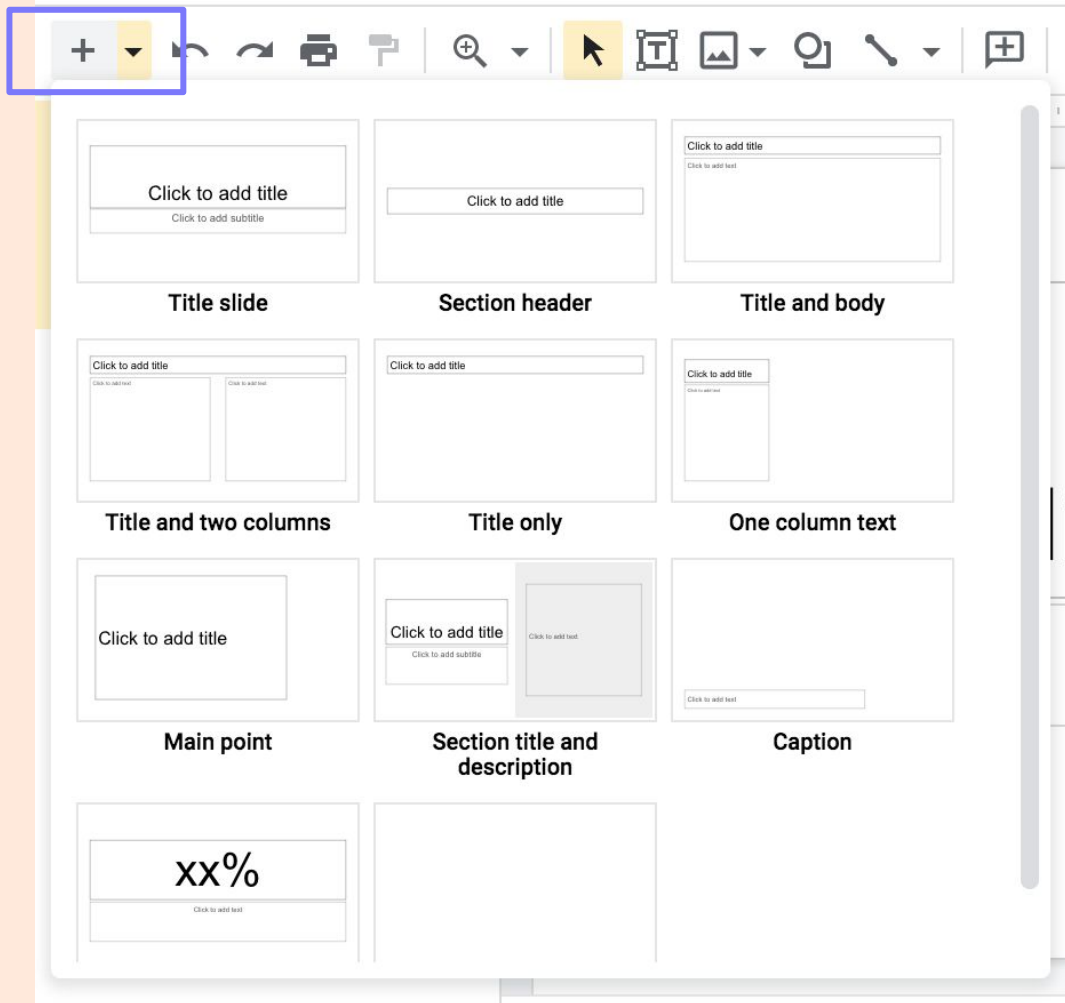


Picking a Font



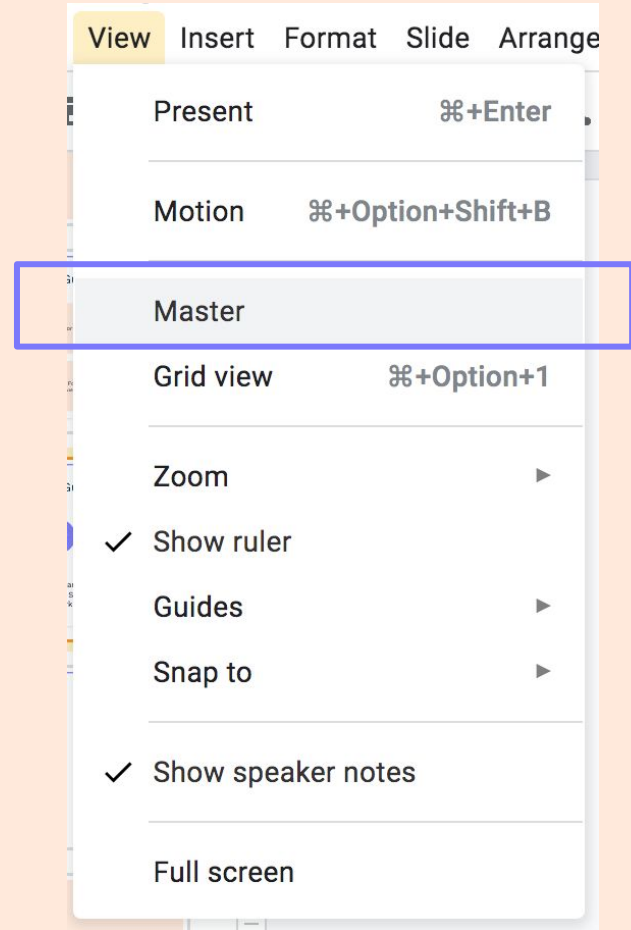
Create Master Slides

Click the “+” button located on the far left side of your Google Slides toolbar. This is right under the yellow google slides logo.



Edit Master Slide

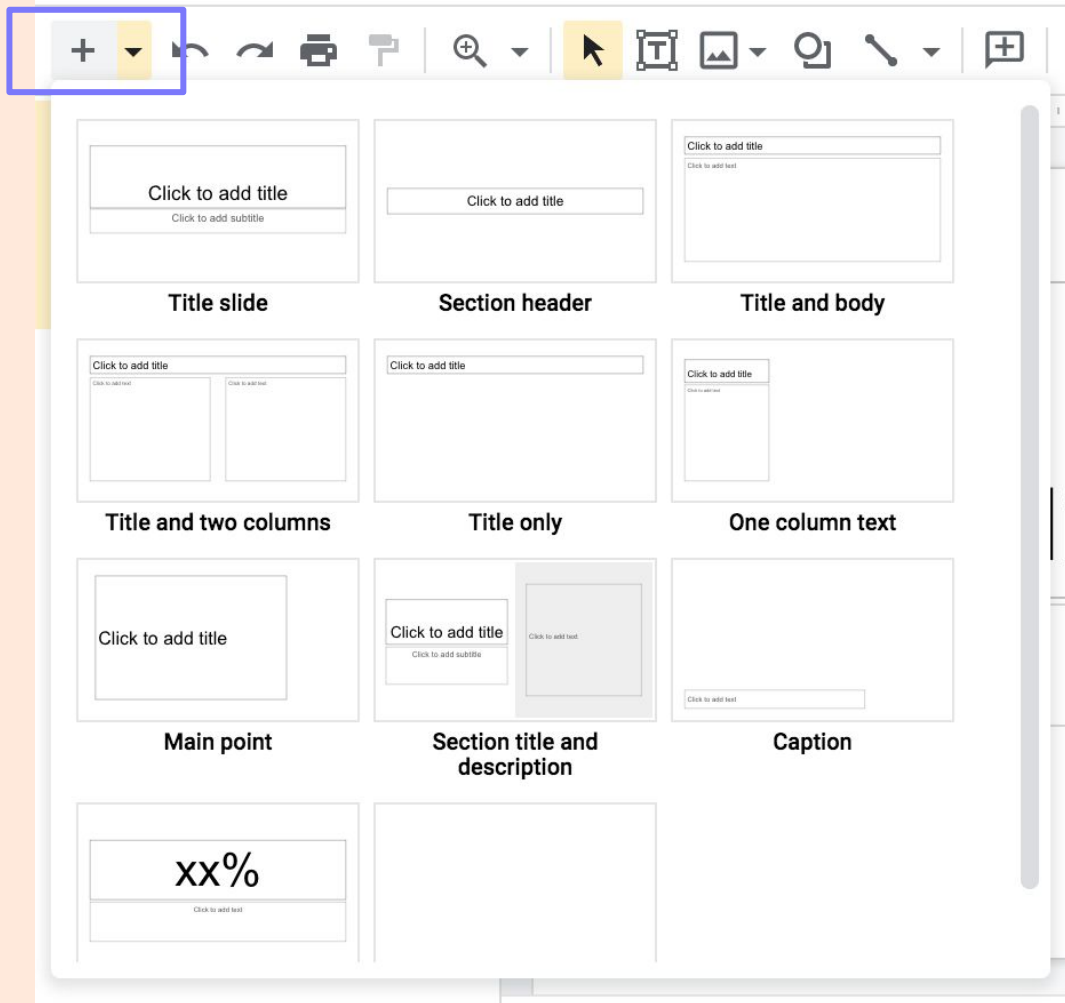
Click View then click Master.



Create Master Slides

Don't Forget!

- ❑ Add your logo to every slide
- ❑ Update fonts to match your branding



Key Takeaways



Each slide should have one point per slide.



Great design makes slides easy to read, understand, and remember.



You can achieve visual hierarchy through scale, color, contrast, alignment, and proximity.

Thank You



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