How to Design a Killer Pitch Deck

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

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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

Image Source: Stripe

Sources:
https://www.graphiconline.com/industry-analysis/hearing-aid-market
...but here’s the thing:

ONLY 20% of the people who need them actually wind up getting them

- Stigmatized
- Awful process
- Terrible devices

Sources: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3665209/
Don’t do this.
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.
Before

Our Amazing, World Leading 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.

After

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.
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)

- Reverse Wordmark
  (White logo on dark background)

- Color Palette

- 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**
  - Star
  - Paper Airplane

- **Outline vs Fill**
  - Watering Can
  - Plane

- **Simple vs Detailed**
  - Orange
  - Map Pin

Create Your Style Guide

Header: Work Sans Normal
Subhead: Work Sans Bold
Body Copy: Work Sans Normal
Brand Colors
Click the “+” button under the paint bucket to add in all your brand colors.
Picking Brand Colors

Trending color palettes

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