



DESIGN GUIDE.

INNOVATION HUBS | ATTRACT LOOPS | DEC 2024

Design: General

Format

	4K
16:9	3840 x 2160
3:2	3840 x 2560

16:9



3:2



Typography

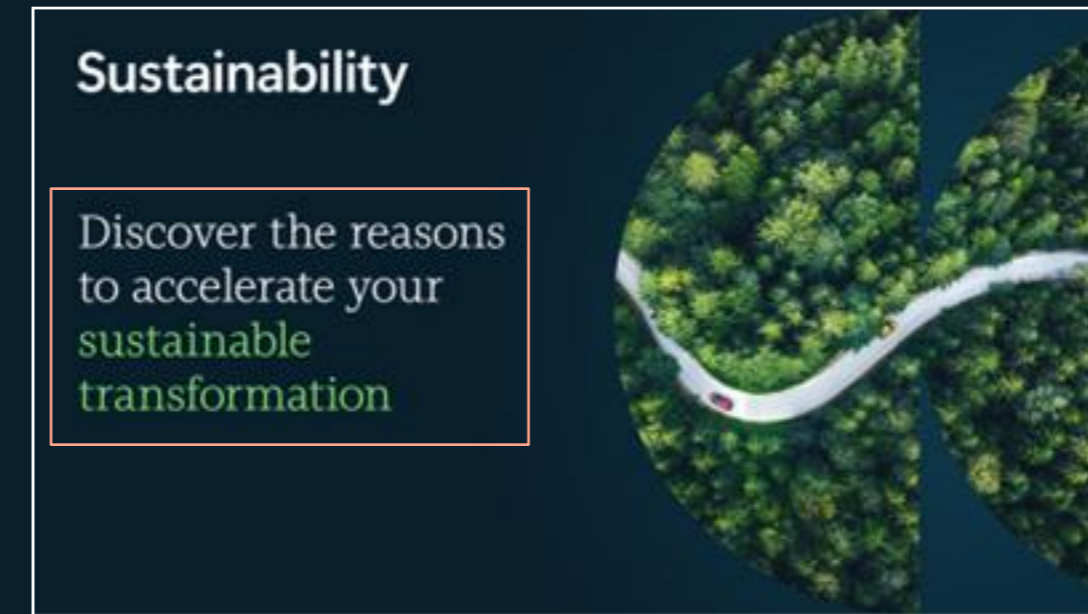
The margin is consistent in each subgroup.



01. Margins for large headings = 1150 pt
Tracking -10 except AI



Font: Segoe Sans Display Semibold
1. Heading Margins = 200 pt



Font: Segoe Serif Display Semilight
1. Margin of the main text in Key Message = 160 pt



Font: Segoe Serif Display
1. Margin of large numbers in statistics = 600 pt



02. Margins for medium headings = 550 pt
Tracking -10 except AI



Font: Segoe Sans Display + Segoe Sans Display Semibold (selection)
1. Statistic size = 95 pt

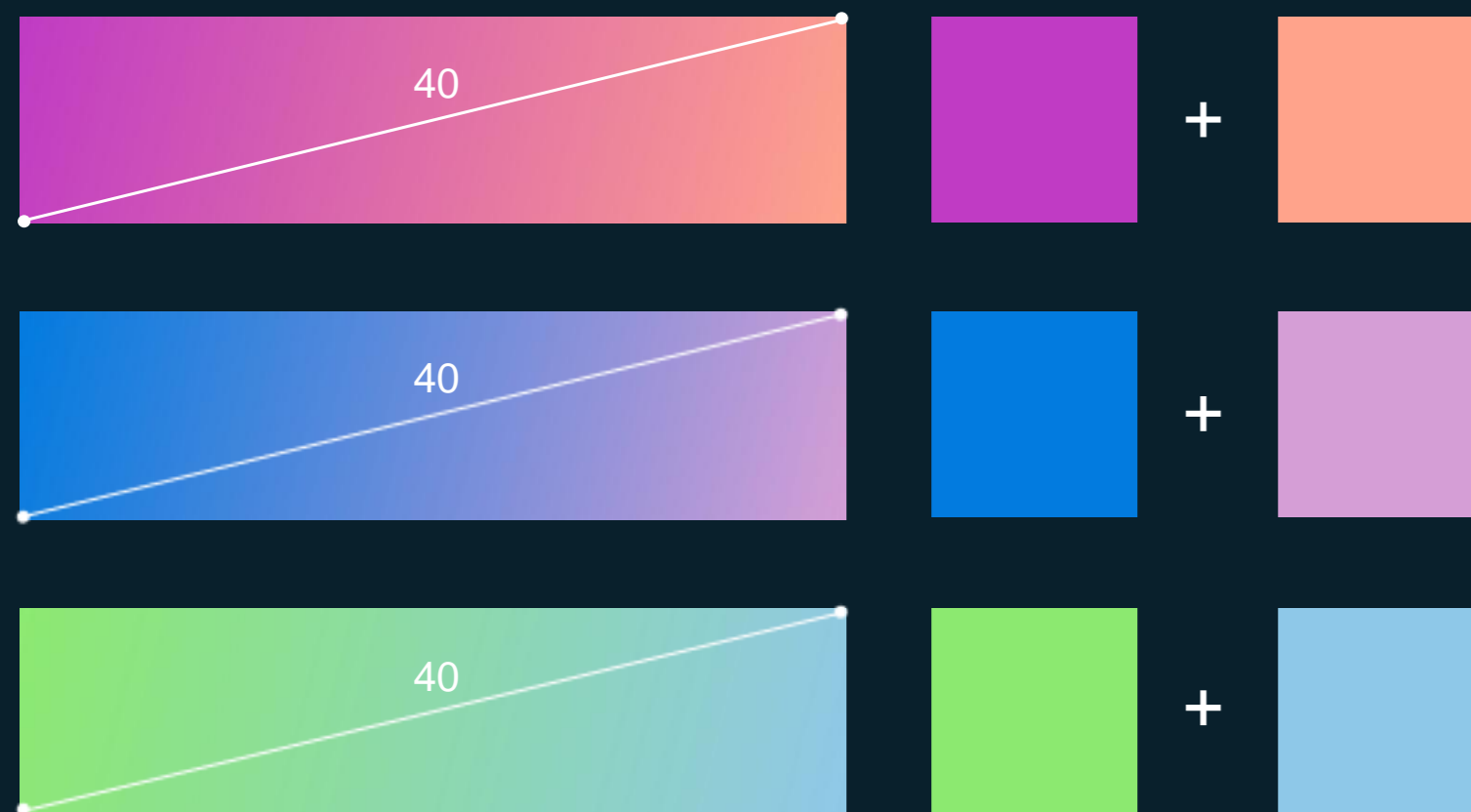


Font: Segoe Sans Display
1. Margin of statistic = 55 pt

Color

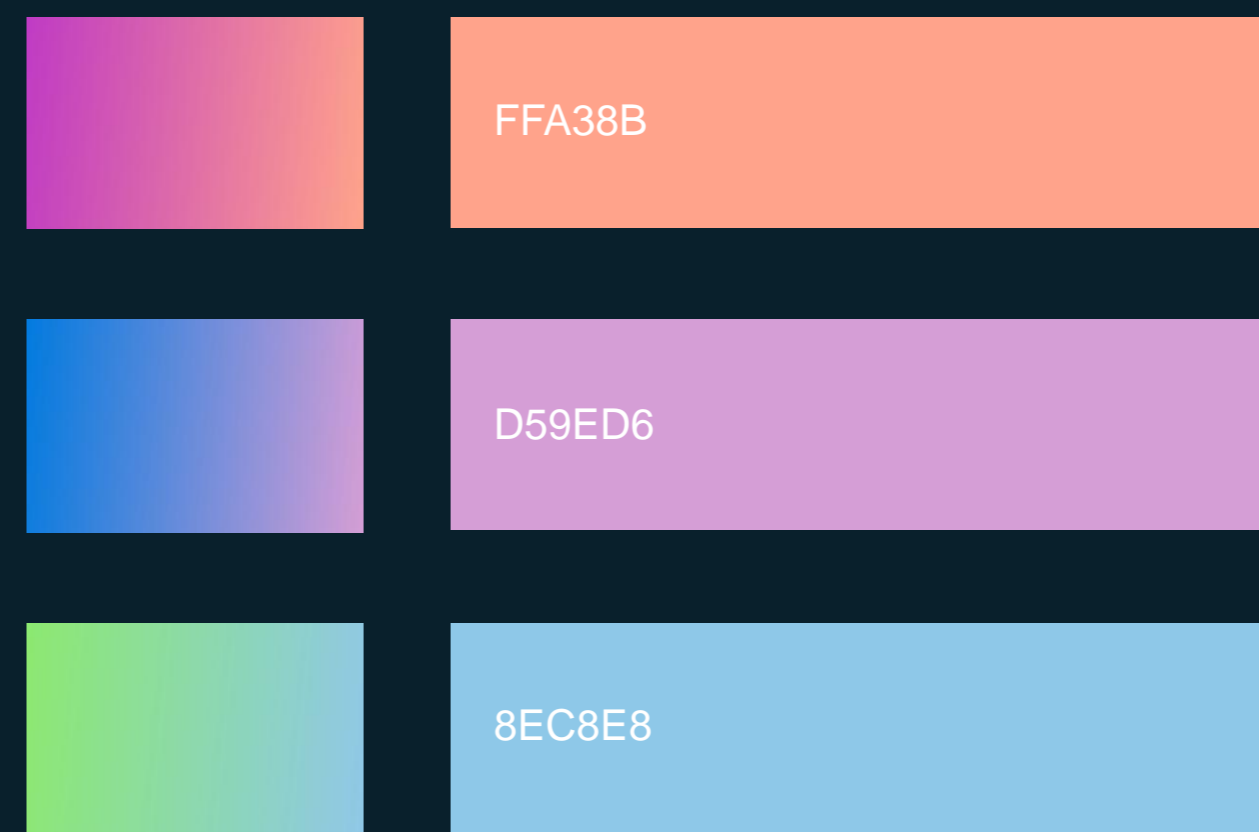
- Gradients are placed at an angle of 40 degrees from dark to light
- Fill all geometric objects, headings, and large numbers in statistics with a gradient.

There are only 3 gradient options:



- The text in the statistics and key message are highlighted in a light color to match the selected gradient for the industry

There are only 3 gradient options:



(numbers in statistics)



(numbers, pattern)



(highlight text in Key message)

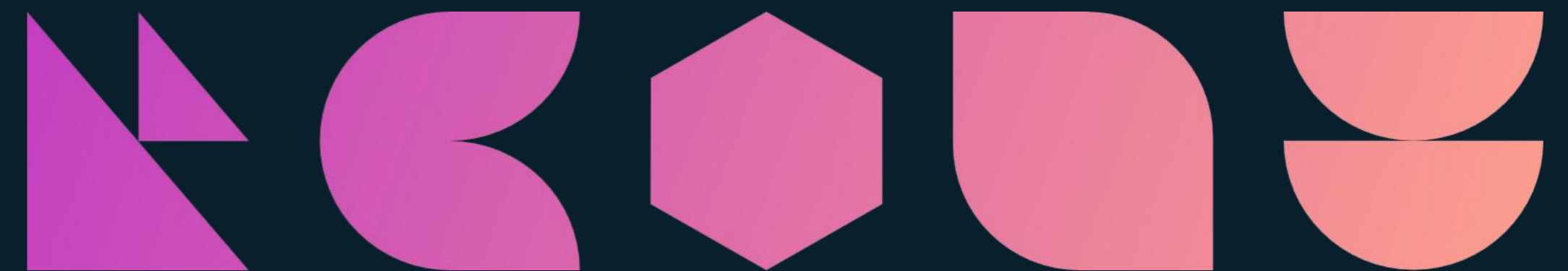


(highlighting text in statistics)

Forms. Pattern

In total there are 4 shapes which fit an image or a cropped object, however in the pattern, we use 5 shapes to balance the composition.

- Placement in the lower right corner
- A pattern consists of 5 constant symbols
- The pattern is filled with one gradient



(pattern bottom right)



(pattern bottom right)



(pattern bottom right)



(pattern bottom right)

Shapes. Geometric figures

In total, there are 3 gradients and 4 shapes that we can be used together. The shape can be created in any of the recommended colors.

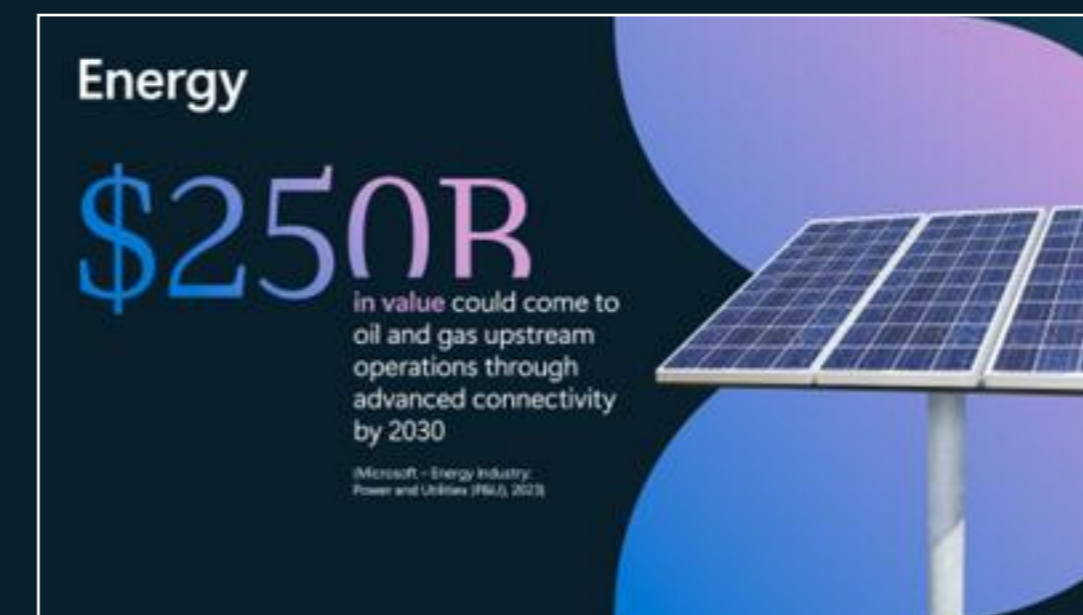
- The shape location is fixed for all scenes
- Per industry there is an identical form for statistics and key messages
- On slides with statistics, fill the form with a gradient



(figure in Key message)



(figure with gradient in statistics)



(figure in Key message)

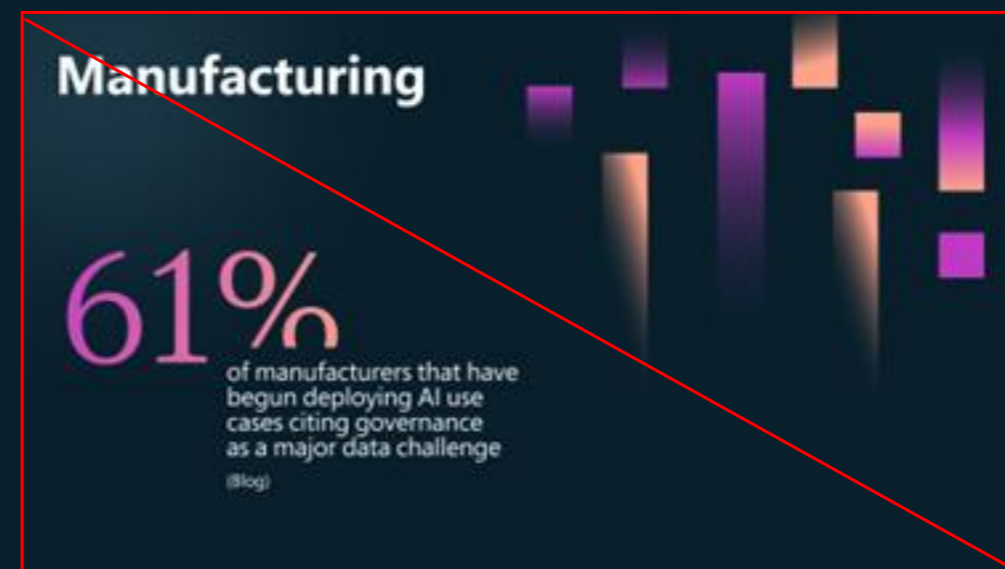
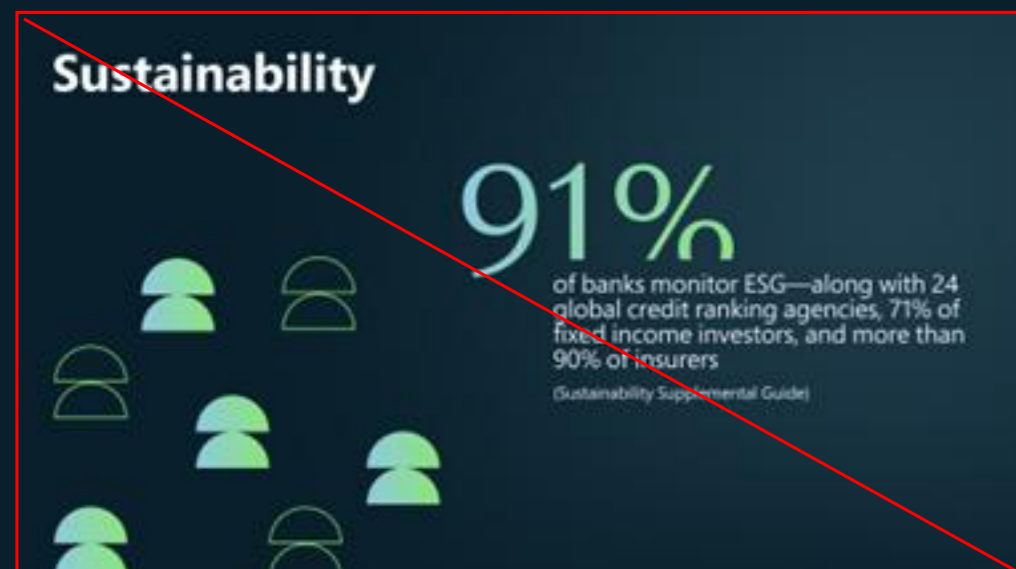


(figure with gradient in statistics)

Background

To enhance the depth and dynamics of the slides, we incorporate highlights using gradients. However, it's crucial to maintain high contrast in areas containing text, so gradients **should be avoided** in the following sections:

- statistics
- behind the industry heading in the corner
- behind the key message



Headlines

There are 2 variations of headings (Industries) on the title slide:

1. Large size for shorter words (AI, Energy, Retail)

Adjust to the size of Energy



2. Medium size for longer words (all other industries)

Adjust to the size of Manufacturing



Font: Segoe Sans Display Semibold

The title should be no more than 20 characters, especially if it contains several words

Headlines on slides with key message and statistics

- Headlines are in the upper left corner
- If the title consists of several words and exceeds 10 characters, then part of the title is transferred to the second line

Font: Segoe Sans Display Semibold



Headlines. Visual

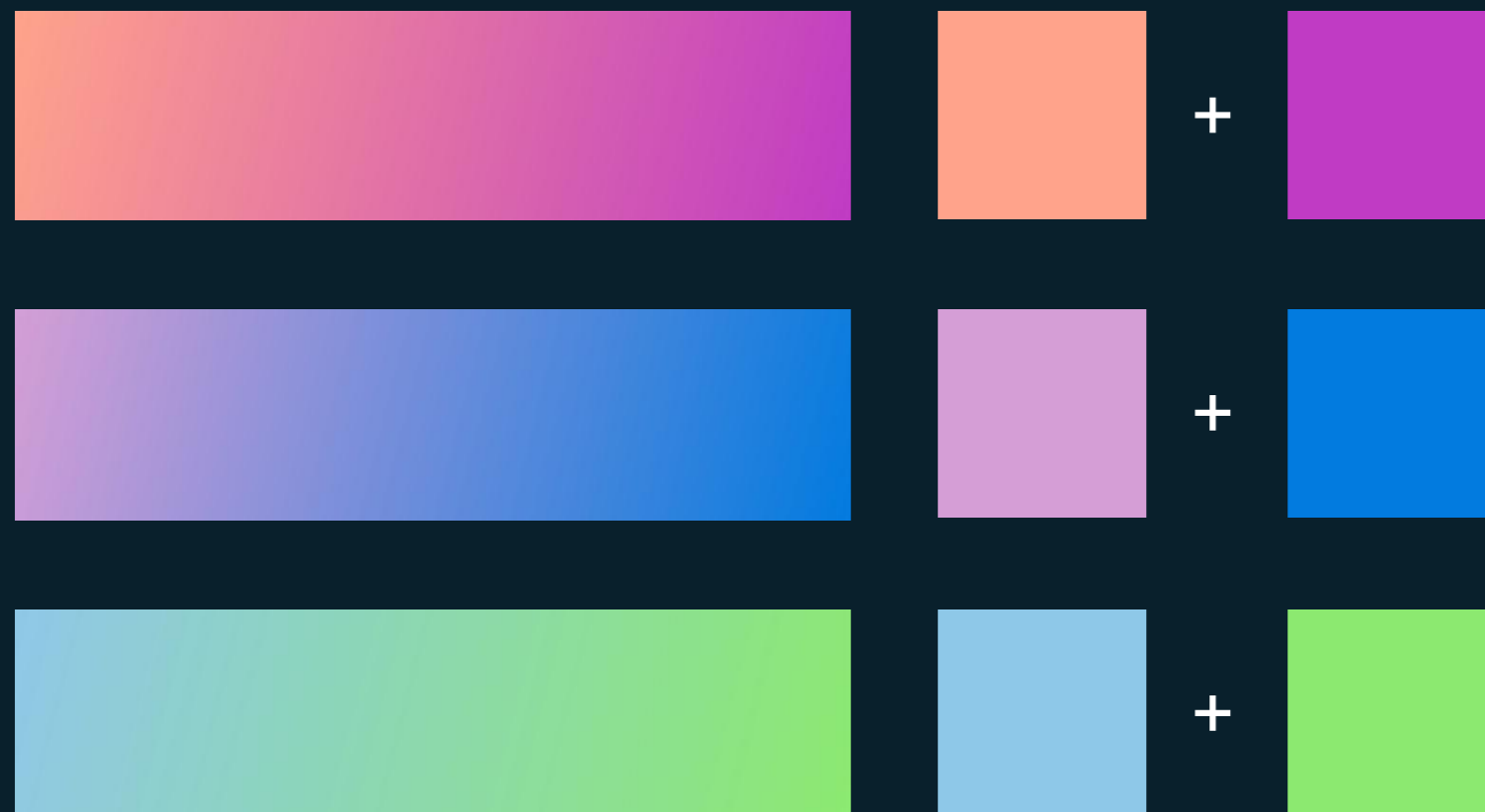
Objects inscribed in letters



The letters are filled with a gradient

a) Saturated gradient

The selected gradient color per industry should remain consistent across all scenes



(gradients at 40 degrees)

b) Light gradient

In cases where a bright gradient is unsuitable, use a light gradient consisting of white + a light shade from a bright gradient

(!) we use only for headings



Design: Templates

Templates. General

Each industry is assigned one geometric figure and one gradient fill. The selection is intuitive, all shapes and colors are universal. At times, an additional white gradient is used in the header.

Numbers in the statistics are partially covered with text, ensuring that readability remains unaffected.

LAYOUT:



(the object is included in the title)



(standard layout)



(object on the left, text on the right)



(text on the left, graphics on the right)



(text on the left, shape + object on the right)



(text on the left, pattern on the right)
additional 4th option statistics

The design also needed to account for the banner, which remains permanently displayed on the screens.



Templates. Headers

- The title is always filled with a gradient
- The title always contains 1-3 objects



Retail

The word "Retail" is displayed in a large, bold, pink-to-red gradient font. A blue and white receipt printer is positioned behind the letter 'e', with a white receipt emerging from it. The background is a dark teal gradient.



Sustainability

The word "Sustainability" is displayed in a large, bold, white font. Two green pine trees are positioned behind the letters 'i' and 'a', appearing to grow through the text. The background is a dark teal gradient.

Templates. Key message

- The title is always located on the top left in a consistent font size, if the title is more than 10 characters and consists of several words, then it is written in 2 lines
- The main text is aligned to the left in the center of the slide
- The shape used to frame the photo is fixed
- Words in the text are highlighted with a solid color derived from the lighter tones of the gradient.
- **Font:** Segoe Serif Display

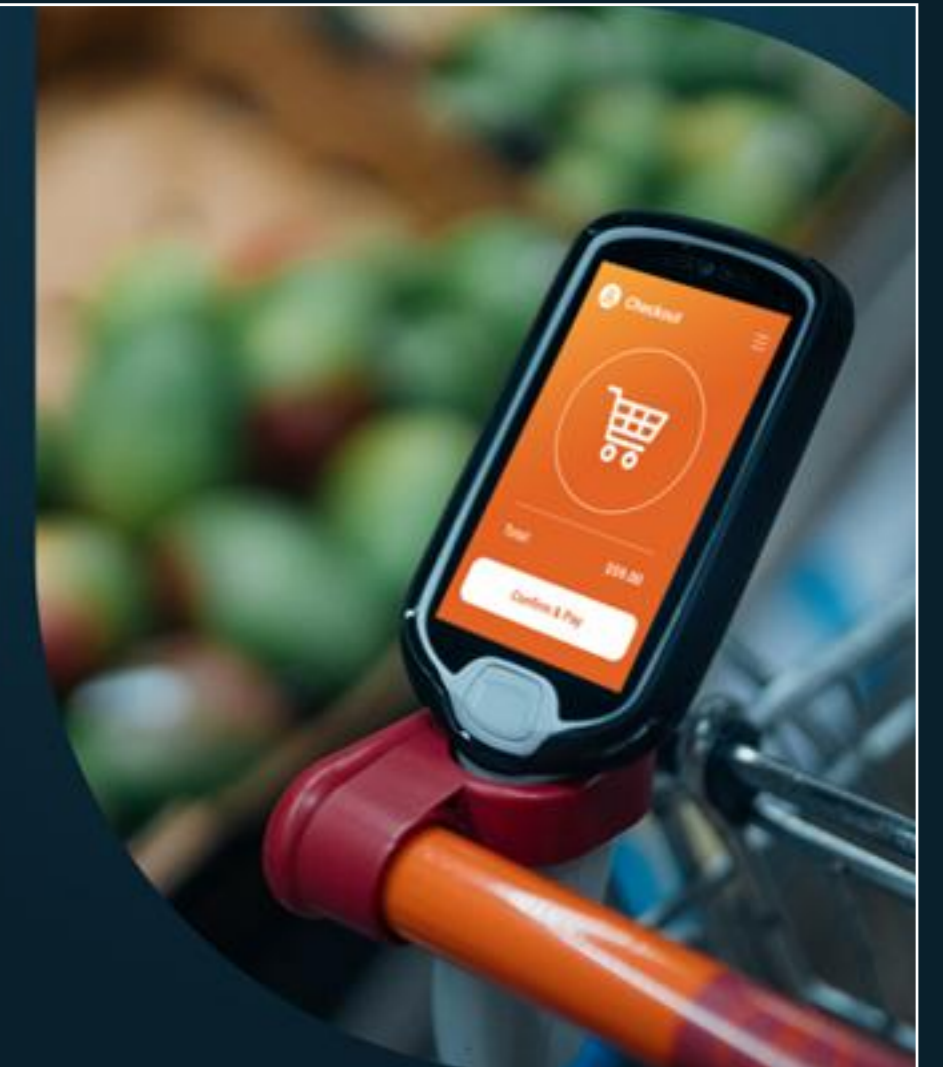
Security

Secure your future
with the AI-first
end-to-end security
platform



Retail

Discover the reasons
to connect your
customers, people,
and retail data



Templates. Statistics 1

- The title is always located on the left at the top in a consistent font size, if the title is more than 10 characters and consists of several words, then it is written in 2 lines
- Words in the text are highlighted using a solid color and bold formatting
- The cropped object is located on the left
- The pattern is located on the right at the bottom
- The text is located on the right and is placed over the number

(!) The overflowing text should not interfere with readability or cover important elements of the numbers (for example: periods, commas, etc.) As an exception, the text may be written under the number

Numbers should be no more than 5 characters, if possible, and should be abbreviated (1000=K, 1,000,000=M, etc.), including abbreviations.



Templates. Statistics 2

- The title is always located on the left at the top in a consistent font size, if the title is more than 10 characters and consists of several words, then it is written in 2 lines
- The main text is located on the left, the text is placed over the number, as an exception, the text can be written under the number
- Words in the text are highlighted using a solid color and bold formatting
- Graphics are located at top right



Templates. Statistics 3

- The title is always located on the left at the top in a single font size, if the title is more than 10 characters and consists of several words, then it is written in 2 lines
- The main text is located on the left, the text is placed over the number
- Words in the text are highlighted using a solid color and bold formatting
- The gradient-filled shape is fixed on the right, with the cropped object seamlessly positioned within it

(!) The overflowing text should not interfere with readability or cover important elements of the numbers (for example: periods, commas, etc.)
As an exception, the text may be written under the number

Numbers should be no more than 5 characters, if possible, and should be abbreviated (1000=K, 1,000,000=M, etc.), including abbreviations.



(example text below the number)



(example text below the number)



Templates. Statistics 4

This template is an additional option and can be used for a 4th statistic or as an alternative to basic templates when they cannot be used.

- The title is always located on the top left in a consistent font size, if the title is more than 10 characters and consists of several words, then it is written in 2 lines
- The main text is located on the right, the text is placed over the number
- Words in the text are highlighted using a solid color and bold formatting
- The pattern is positioned in the top-right corner and filled with a gradient independently



Design: Animation

Animation

Animation is template-based and relevant for all areas.

The timing is the same in each video:

The video lasts 50 seconds.

Headline	Key message	Statistics №1	Statistics №2	Statistics №3
7 sec	7 sec	12 sec	12 sec	12 sec

Export: MP4 H.264,
40 Mbit/sec,
60 fps

Animation. Headline

1. Sequential display of letters from bottom to top by opacity
2. Fade object by Opacity + Fade In with a soft mask
3. Looped gradient change on the title
4. Blur + moving the title forward



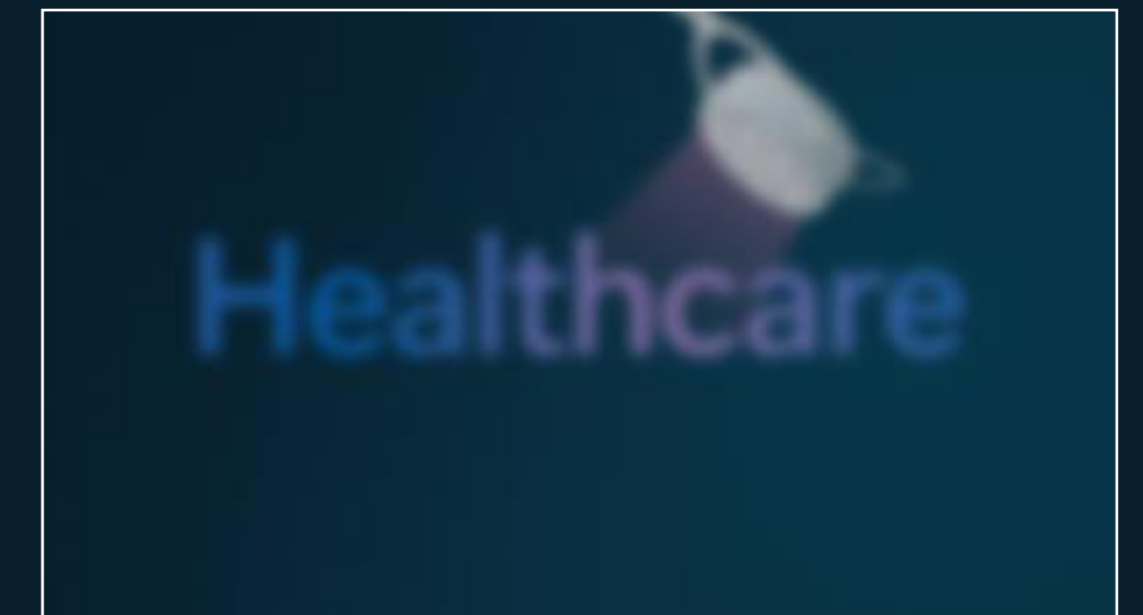
(sequential display of letters)



(object manifestation)



(gradient overflow)



(blur)

Animation. Key message

1. Header enters from the left with opacity
2. Line-by-line text appearance from right to left
3. Line-by-line text appearance from right to left
4. Disappearance of objects with text from left to right in a “wave”, except for the headline in the upper left corner



(heading + text display)



(departure of the object)



(panorama)



(wave effect)

Animation. Statistics 1

- 1.The appearance of the clipped object on the left by Opacity + the pattern on the right below by Opacity
- 2.The appearance of numbers with the effect of a “counter”
- 3.The appearance of statistics from right to left line by line + Opacity
- 4.Looped change of gradient on the pattern and numbers
- 5.The disappearance of objects with text from right to left in a “wave”, except for the title in the upper left corner



(manifestation of objects)



(text in)



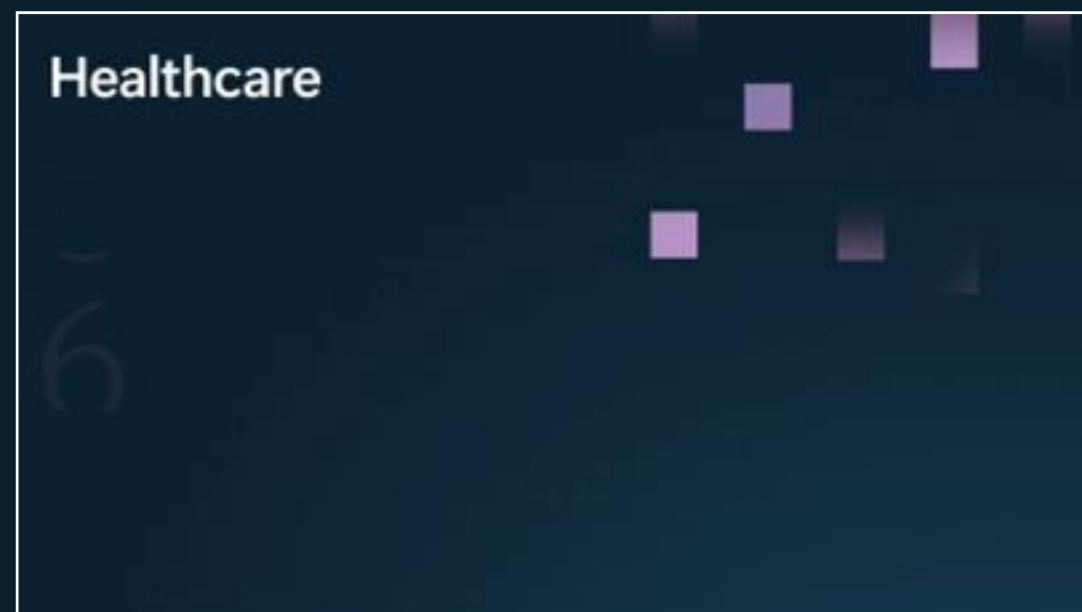
(gradient overflow)



(wave effect)

Animation. Statistics 2

1. Graphics appear on the top right
2. Numbers appear with a “counter” effect
3. Statistics appear from right to left line by line + Opacity
4. Looped gradient change on graphics and numbers
5. Disappearance of objects with text from right to left in a “wave”, except for the title in the upper left corner



(revealing of graphic elements)



(statistics in)



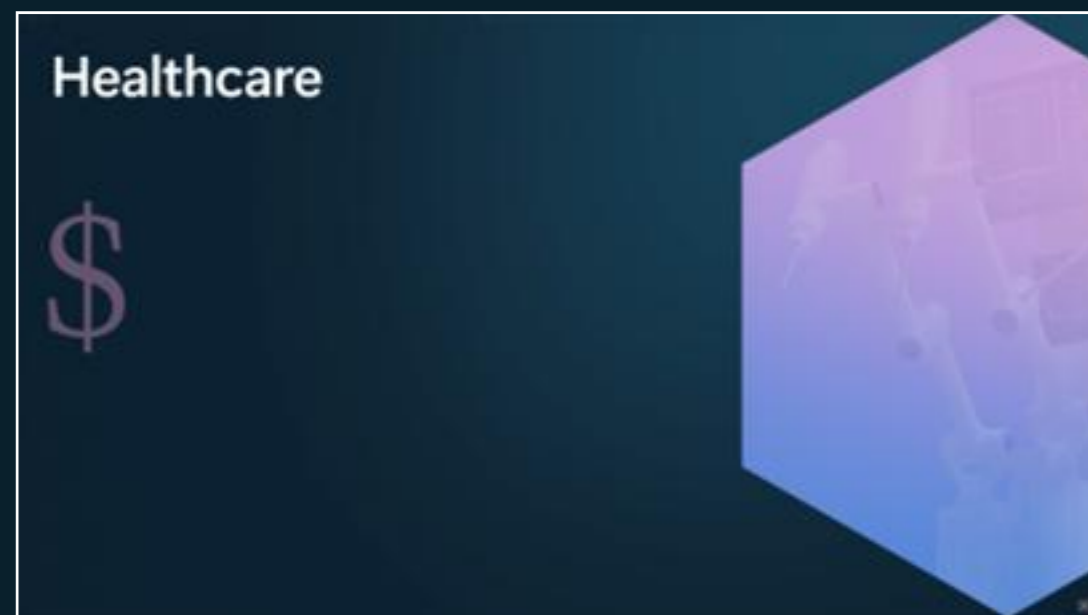
(gradient overflow)



(wave effect)

Animation. Statistics 3

1. Graphic figure moving from right to left with a clipped object appearing by Opacity
2. Numbers appear with a “counter” effect
3. Statistics move from right to left line by line + Opacity
4. Looped gradient change on figure and numbers
5. Objects disappear by blur + Opacity



(object exit)



(statistics in)



(gradient overflow)



(blur)

Animation. Statistics 4

1. Graphic figure move from right to left with a clipped object appearing by Opacity
2. Numbers appear with a “counter” effect
3. Statistics move from right to left line by line + Opacity
4. Looped gradient change on figure and numbers
5. Objects disappear by blur + Opacity



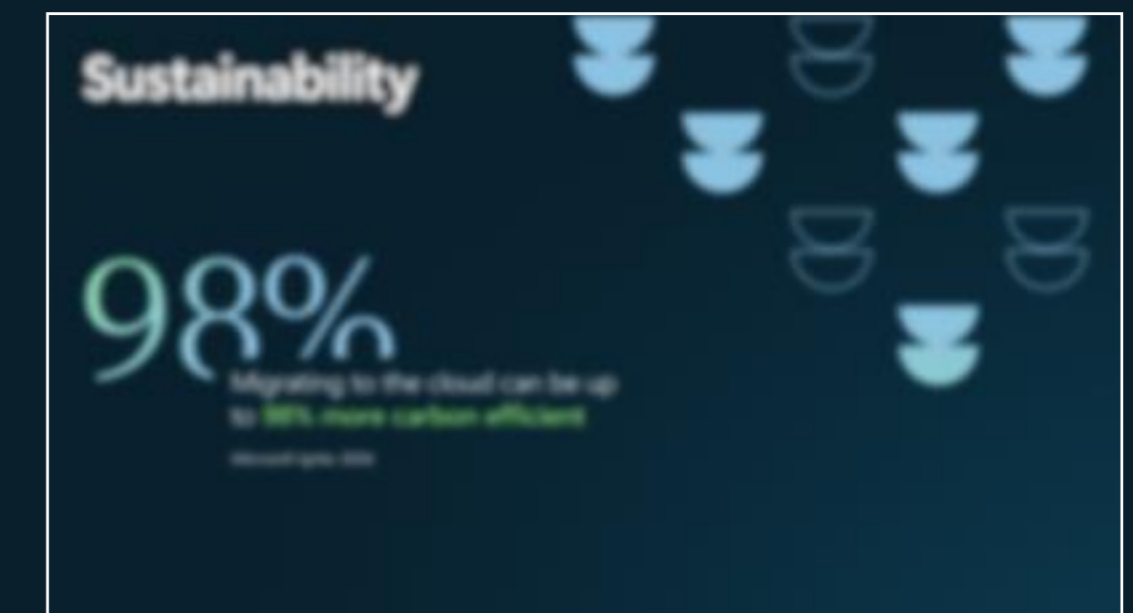
(revealing of graphic elements)



(statistics in)



(gradient overflow)



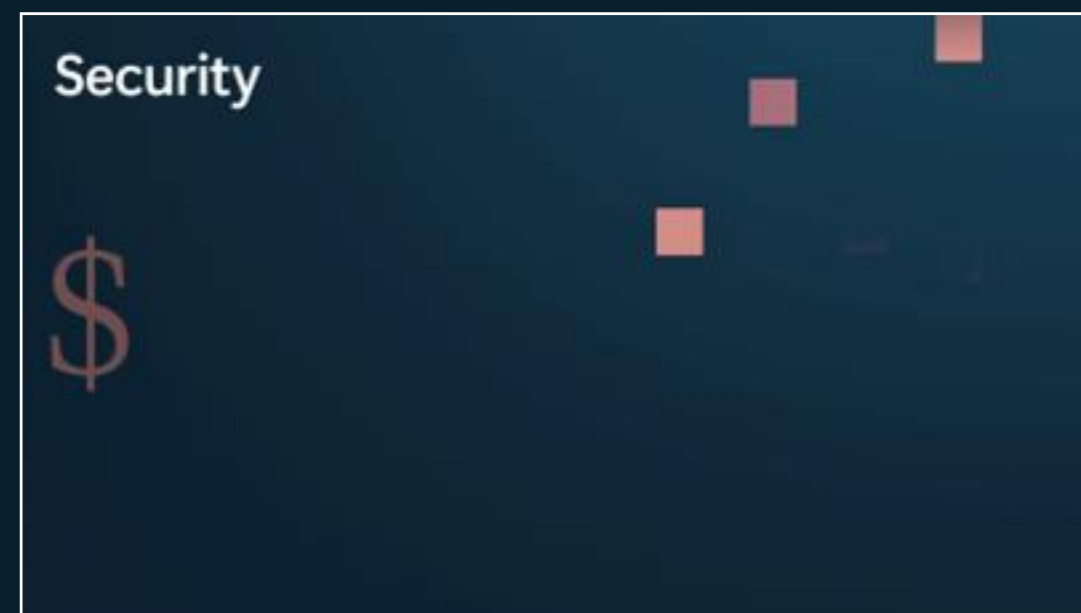
(blur)

Animation. Counter

Animation. Counter

All symbols except numbers are displayed by moving from bottom to top + Opacity.

Numbers scroll with a “counter” effect from bottom to top, with an offset of 2 characters (from 0 to 9).



(appearance of signs)



(character fixation + digit counter)



(finishing off the numbers)



(statistics showed up)