

# Slide 1

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Objective: Create an impactful title slide that establishes the presentation's purpose and energizes the Crew Army team with the transformation vision.

Layout Composition:

The slide is a single flex-col container that fills the entire viewport, with all content centered both horizontally and vertically. The layout uses three main sections: a top section sized to content for the main title, a middle section that grows to fill available space containing the subtitle and tagline, and a bottom section sized to content for the year identifier.

Content Breakdown:

- Block 1:
  - Block Type: "Text"
  - Placement: Top section of the centered flex-col layout
  - Component Schema: "Cover Title"
  - Content:
    - Main\_Title: "2025 PACKAGING & MAINTENANCE STRATEGY"
    - Department: "CREW ARMY"
  - Creative Brief: "Bold, commanding presence. Main title in largest font size with bright yellow accent. Department name in clean white below."
- Block 2:
  - Block Type: "Text"
  - Placement: Middle section that grows to fill the central space
  - Component Schema: "Cover Mission Statement"
  - Content:
    - Mission: "Empowering Frontline Excellence Through Strategic Operations"
    - Focus\_Areas: ["Safety First", "Quality Always", "Volume Optimization", "Cost Management"]
    - Tagline: "Make Newlands Great Again through AUTONOMOUS TEAMS"
  - Creative Brief: "Mission statement prominent but secondary to main title. Focus areas in horizontal row with color-coded highlights. Tagline as powerful closing statement in bright accent color."
- Block 3:
  - Block Type: "Text"
  - Placement: Bottom section of the layout
  - Component Schema: "Cover Date Identifier"
  - Content:
    - Year: "2025"
    - Subtitle: "Strategic Implementation Framework"
  - Creative Brief: "Clean, minimal footer information. Year prominent, subtitle understated."