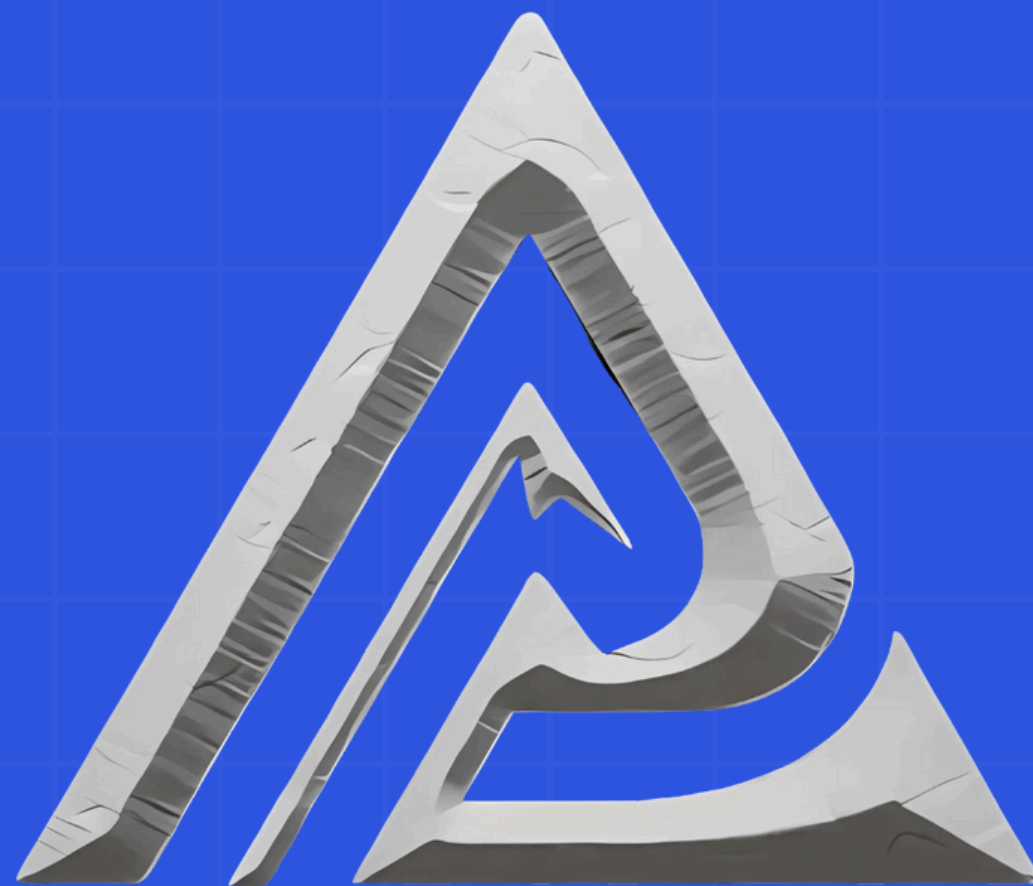




# Creative Strategy

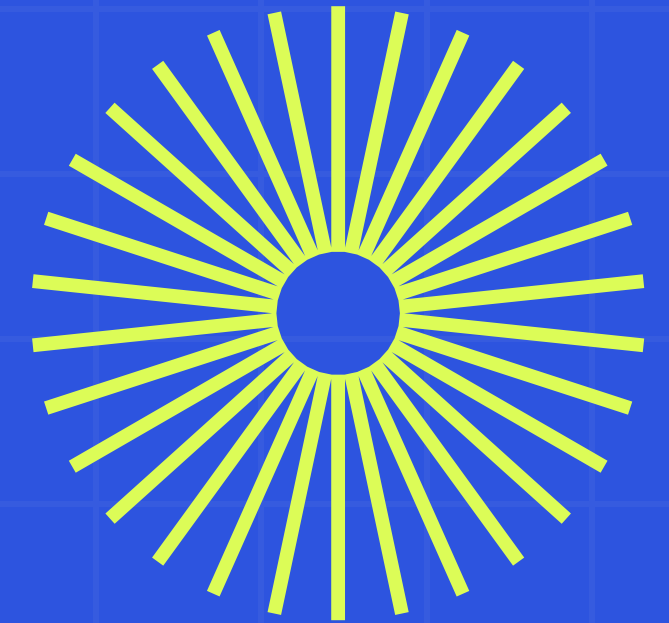
**Presented By :**  
Media Unit  
Pinnacle 2025

Creative Strategy for Pinnacle 2025 ✨



# Visual Identity

\*theme



01 Logo

02 Color Palette

03 Fonts &  
Typography

# Logo

01

**Slogan**

E.g. Just do it.

03

**Brand Mark**



*\*simplify*

02

**Word Mark**

***NIKE***

04

**Combination  
Mark**

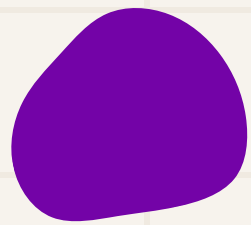


*\*perfect*



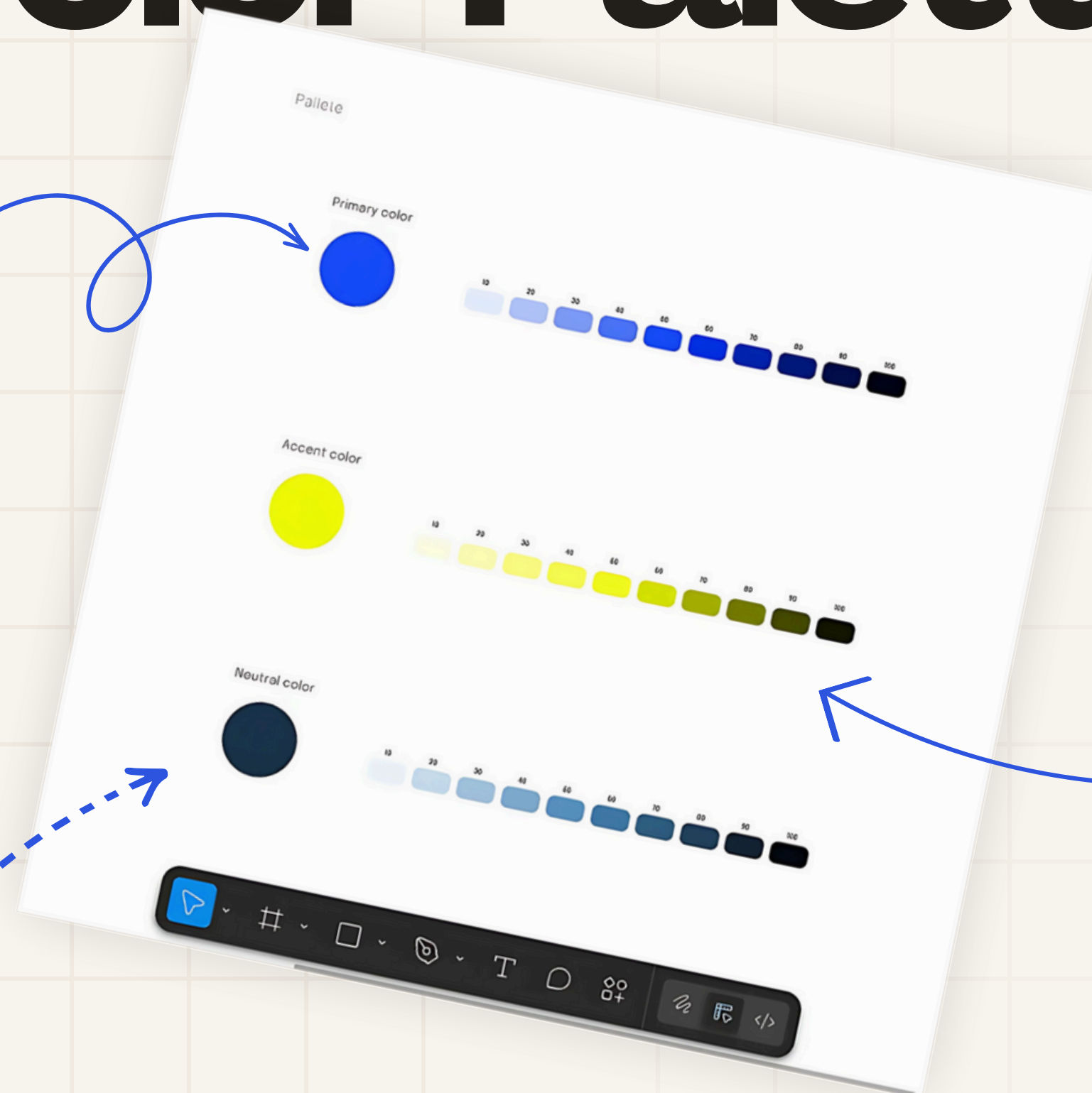
# Color Palette

Primary Color



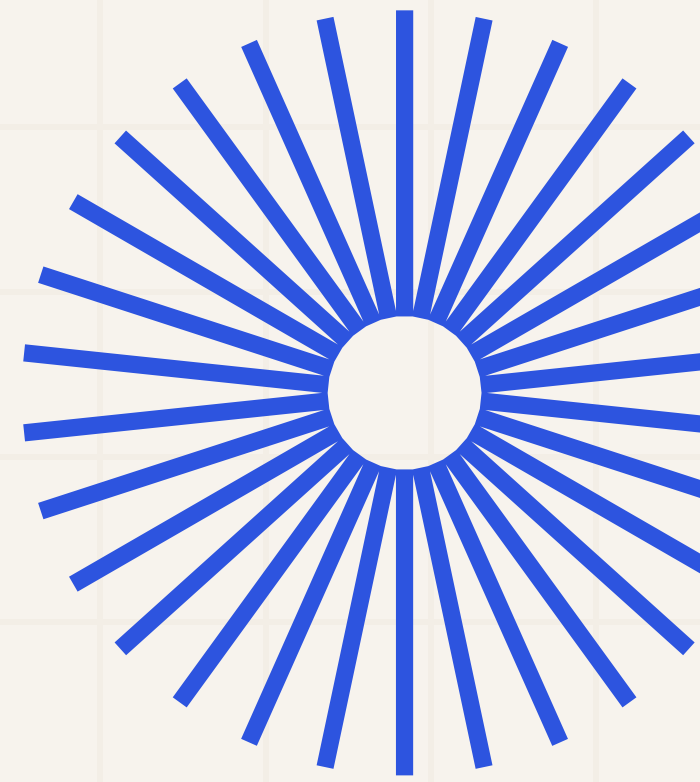
*\*perfect*

Neutral  
Color



Accent Color

# Fonts & Typography



Font  
Pairings

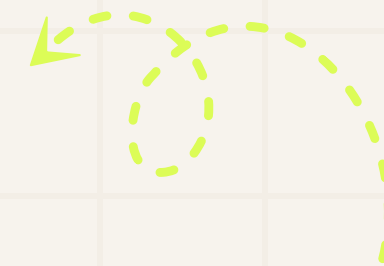
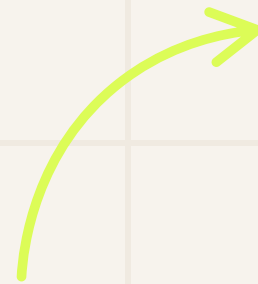


heading

subheading

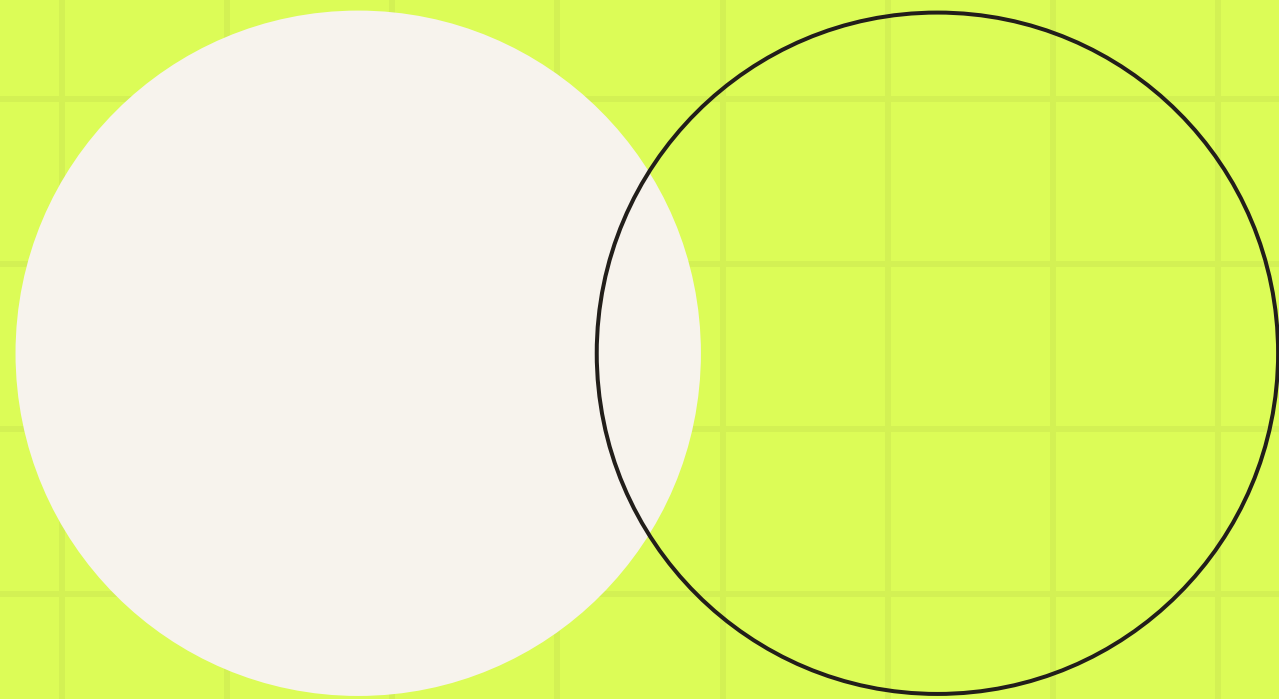
body

Spacings



Font sizes

# Key Contents



**Graphics**

**Videos**

# Graphics & Templates

01

## Logo Pack

E.g. Black/White/Color versions

02

## Custom icons for each category

03

## Countdown Visuals

04

## Judges/special guests reveal

05

## Announcements

E.g. Category  
intros/Rules/Winners

# Videos & Templates

01

## **Animated Teaser**

logo reveal + theme music

02

## **Intro/Outro**

03

## **Countdown Visuals**

04

## **Judges/special guests reveal**

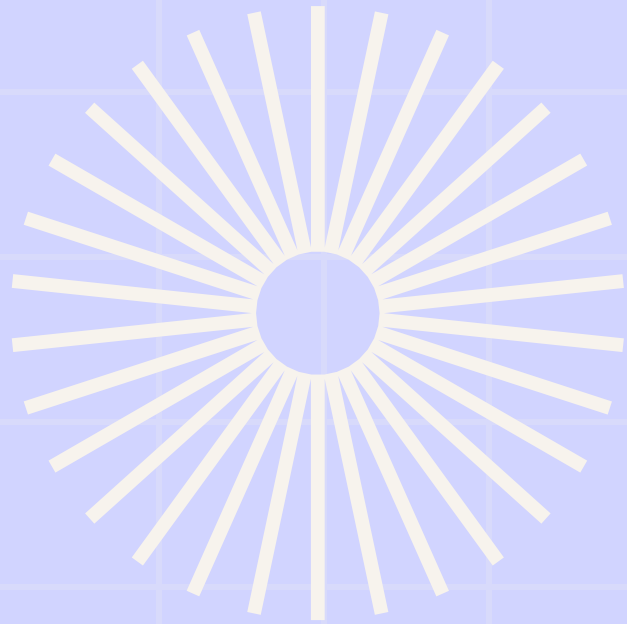
05

## **Behind the Scenes (Optional)**



# Collaboration

## & Internal Flow 🤝



*\*have you tried?*

01 Photoshop

02 Canva

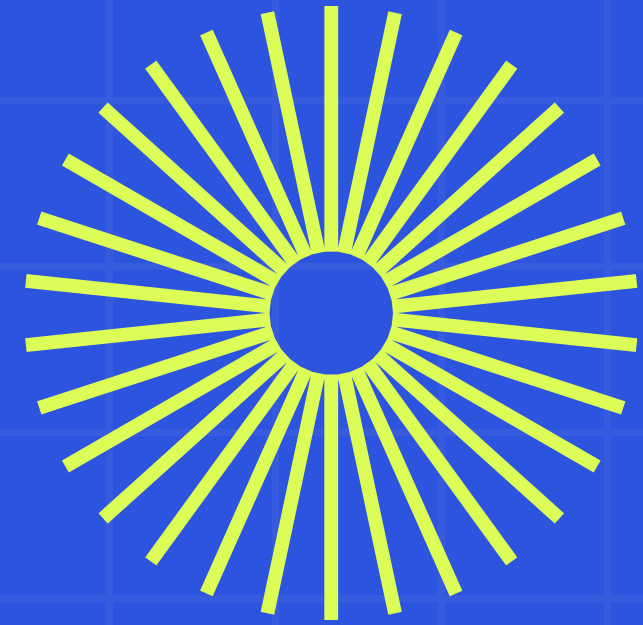
03 Premiere Pro

04 Capcut

05 Figma

Tools





# Thoughts?