

# Exploring PDF Creation

Insights into pdf-lib for document creation

Presented by: Unknown Author

May 22, 2025



# Using Google slides

This document provides select slide masters from our primary corporate template. These samples will be helpful for real-time collaboration when building internal presentations with your teams.

For external sharing, and a more comprehensive set of slide masters, we encourage use of our Microsoft Powerpoint template, which supports our brand font - Community.

Century Gothic is our recommended font in Google apps

Hello, I'm Century Gothic

---

The LinkedIn brand font - "Community" - is not currently supported in all web applications. Please use "Century Gothic" as your default font when working in Google applications.

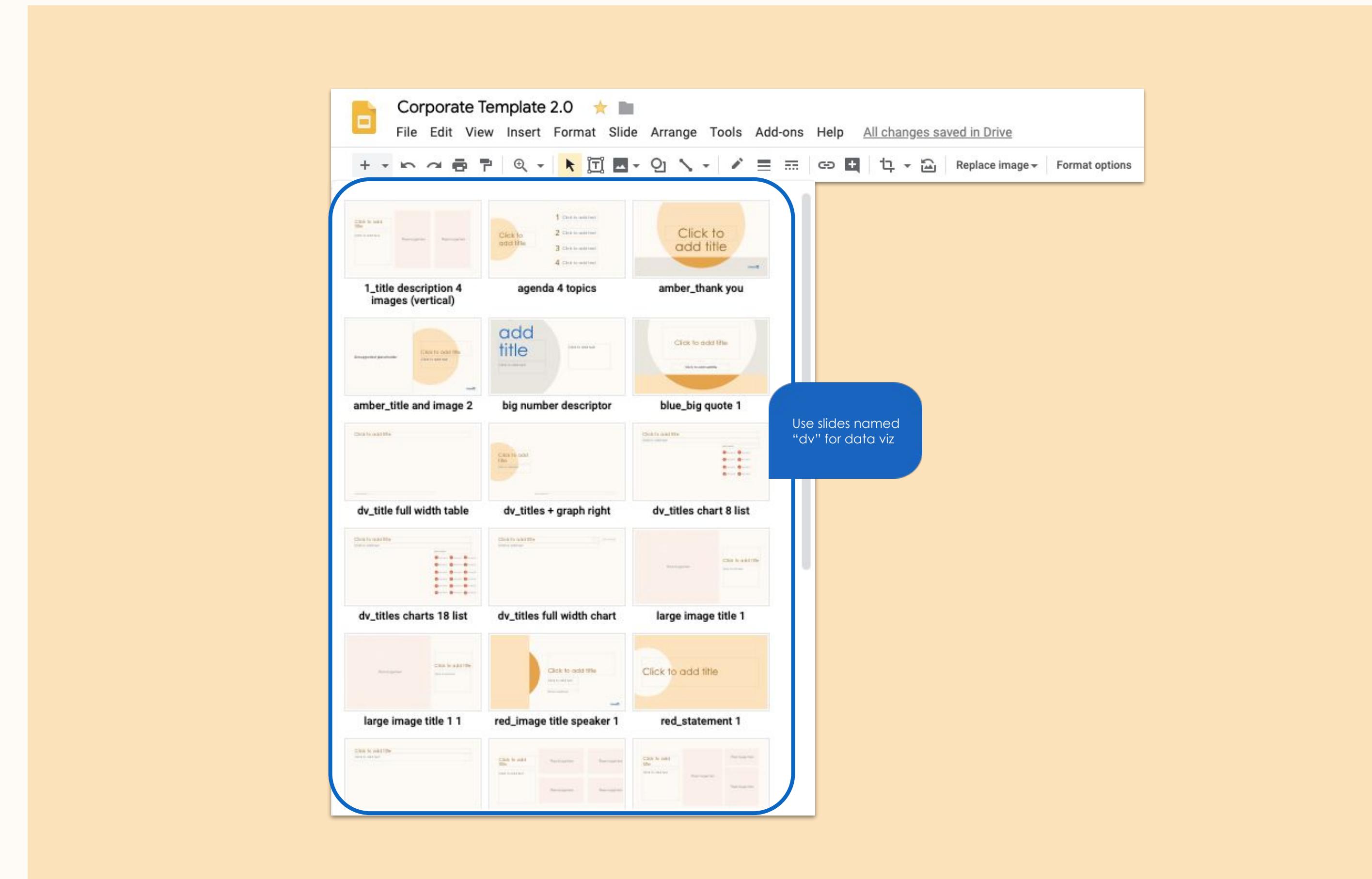
# How to use slide masters

## Templates for your slides

To build your own slides, use the slide masters located in the **New Slide** drop-down menu, under the **Home** tab.

Use this same color theme throughout your presentation for consistency.

In cases where your presentation has discreet sections, or is delivered by multiple speakers, you can use different colors to denote different chapters of your story.



# How to use our global photo library

## Show the latest stories from the world of work

After downloading a photo from our **Global Photo Library** on go/brand, you can place images on top of designated areas to best fit layouts included in this template.

Unlike PowerPoint, Google Slides does NOT support image placeholders. You'll have to place and crop to cover designated image areas (anything with a candy stripe pattern.)

LinkedIn Voice Visual identity Playbooks Assets Gallery Support Search

Search results

All Images Pages Other

Sort results

Newest Most Viewed Recently Viewed

Viewing 1 - 18 of 1,273

go/photolibrary

Place image here

Enter slide title here, one or two lines

Jane Doe  
Brand Specialist  
date date date

Headline with multiple photos here

Subhead here. Keep it simple and to the point.

Place image here

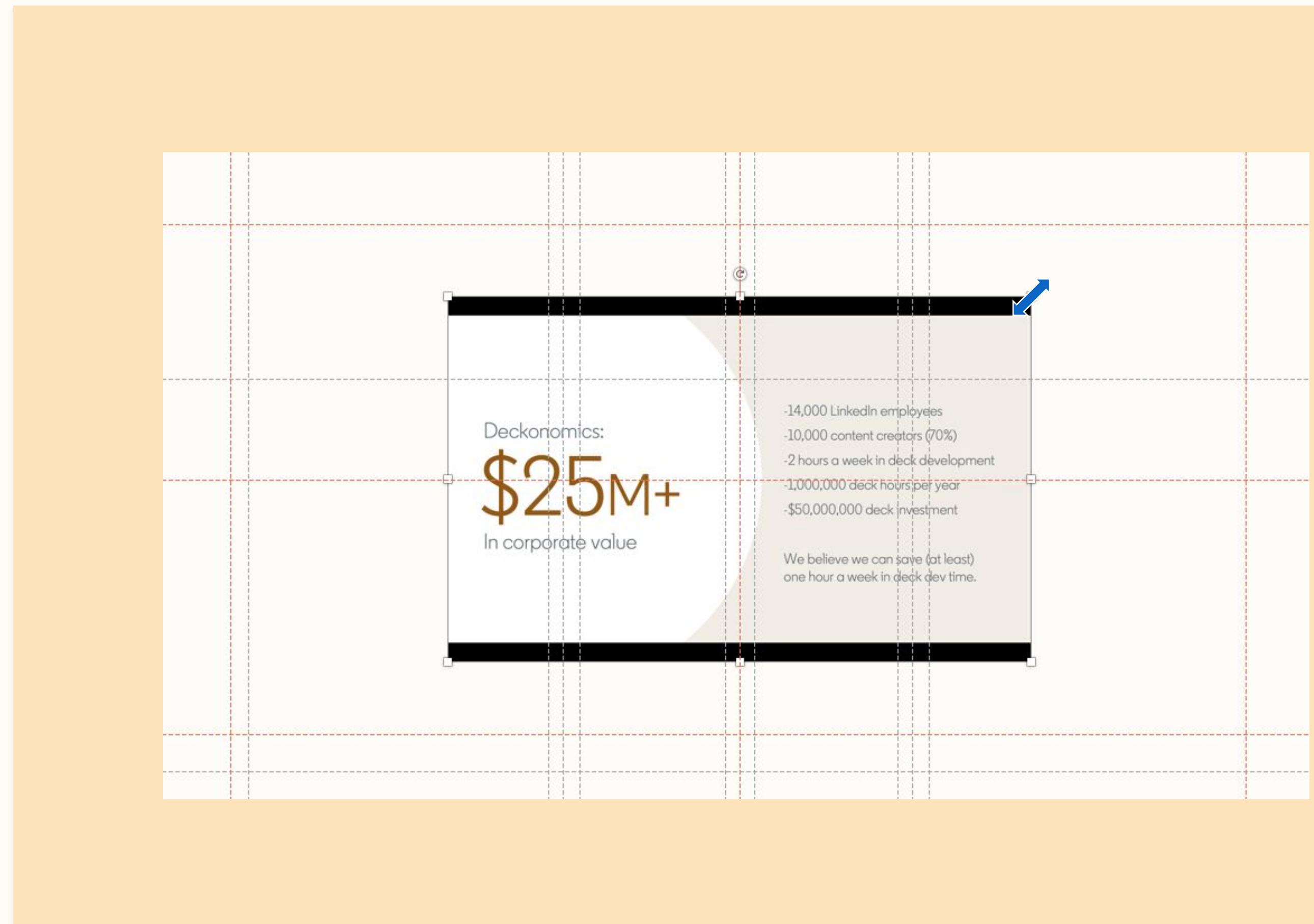
Place image here

# How to use a screenshot

## No time to remake slides?

Use the guides embedded in this template to scale and align your slide screenshot. To activate them, go to **View > Guides > Show guides**.

It should match the slide masters included in this template — no one should be able to notice as you advance from slide to slide.



# Core and supporting colors

Our brand colors will help to add warmth to your presentations.

Core colors

#004183 Dark Blue	#44712E Green	#915907 Dark Amber	#B24020 Dark Red	#38434F Dark Gray
#0A66CA LinkedIn Blue	#83941F Lime Green	#E7A33E Amber	#F5987E Warm Red	#56687A Cool Gray

Supporting colors

#DCE6F1 Light Blue	#D7EBCE Light Sage	#FCE2BA Light Amber	#FADFD8 Light Warm Red	#E9E5DF Warm Gray
-----------------------	-----------------------	------------------------	---------------------------	----------------------

#FDFAF5  
Off-white

Foundational colors



Enter slide title here,  
one or two lines

Jane Doe  
Brand Specialist

Date goes here.



# Enter slide title here

Enter subtitle here for additional context or detail.



Enter name

Enter their title



Enter name

Enter their title



Enter name

Enter their title



Enter name

Enter their title



# Agenda

- 1 Section one  
subtext
- 2 Section two  
subtext
- 3 Section three  
subtext
- 4 Section four  
subtext

“You have to maintain a culture of transformation and stay true to your values.”

---

**Jeff Weiner**

# 580M+

Subhead here providing  
description of the key  
data point

Narrative text here. Try to  
keep the text to six lines or  
less, using the total area of  
the top and bottom of the  
headline and subhead as a  
guide for the total area you  
have to make your point.



We want everybody  
to have the opportunity  
to be successful.

# 24%

Before: This represents a key current fact or figure before a recommended transformative action.

# 28%

After: This represents a figure representing the actual or desired outcome of the recommendation.

# Big ideas photograph layout

Here are three-up circular image frames with descriptors.



## First big idea

Enter description here,  
no more than two lines.



## Second big idea

Enter description here,  
no more than two lines.



## Third big idea

Enter description here,  
no more than two lines.

# Sample: The magic of three columns

Subhead: The “right” number for conveying ideas more effectively.

## 1. Just enough

Sample support copy here:

There's a Swedish word “lagom”, that's used to convey the harmonious measurement. Finding balance is key — not too much, not too little but the perfect amount will bring greater satisfaction.

## 2. It's playful

Sample support copy here:

Whether you're talking about a movie trilogy, the scrooges, cereal commercials: Snap, Crackle, Pop — it's a magic number prevalent in our society that spreads optimism, fun, and creates a sense of verbal cohesion.

## 3. Rooted in culture

Sample support copy here:

It begins with our thoughts —whether you're writing the beginning, middle, or end, past, present, or future...we are lured by a number that has literary greatness and rhythmical harmony.

# Sample: Two column layout

Two columns to comparing and contrasting points, such as do's and don'ts.

## Do this

---

- Do talk like a real person.
- Do show professionalism while still staying approachable.
- Do listen first to understand member and customer goals.

## Don't do this

---

- Don't use jargon.
- Don't confuse being human with being quirky.
- Don't presume to know what someone's goals are.

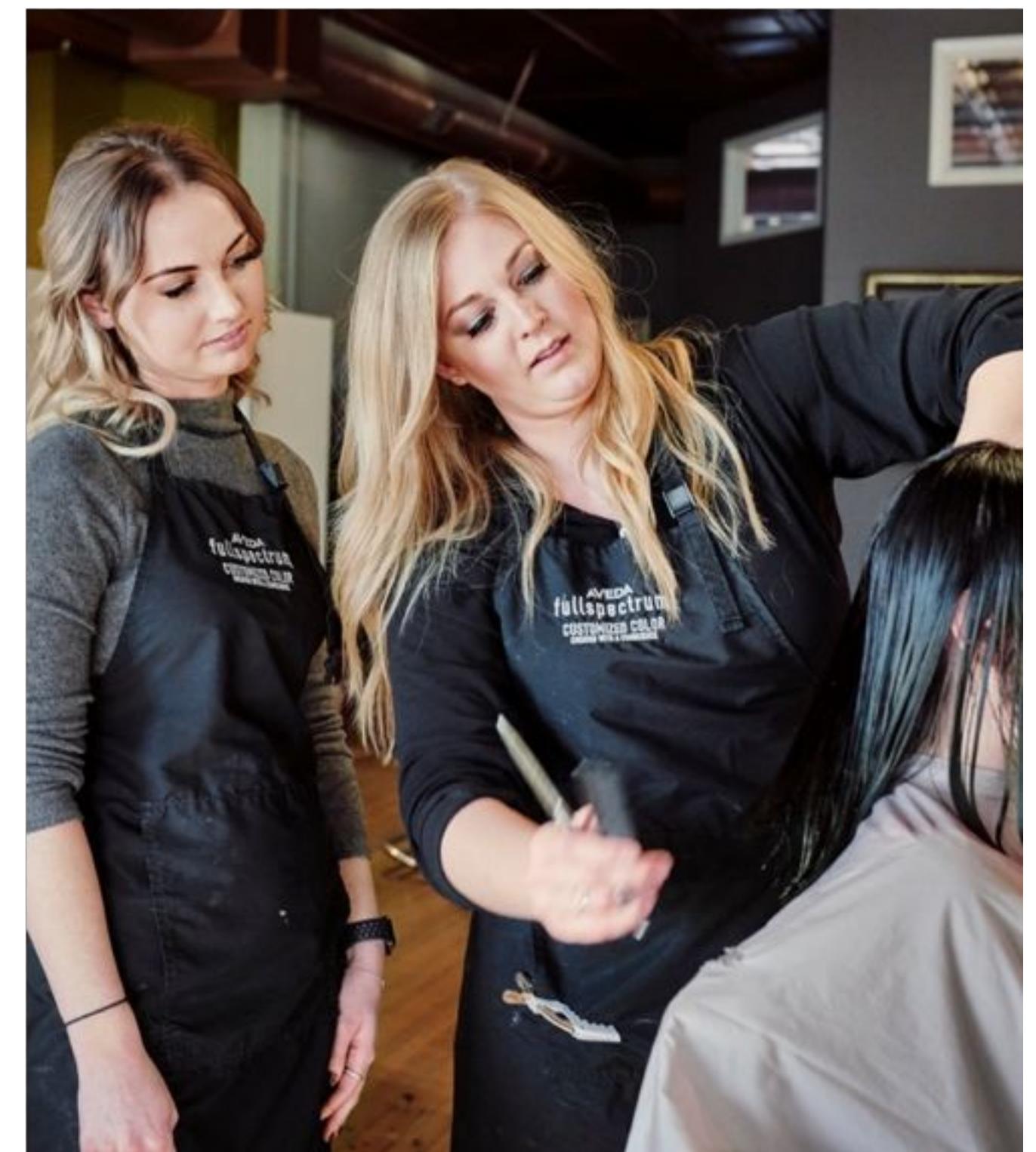


Headline here.  
Two lines.

Subhead here. Keep it simple  
and to the point.

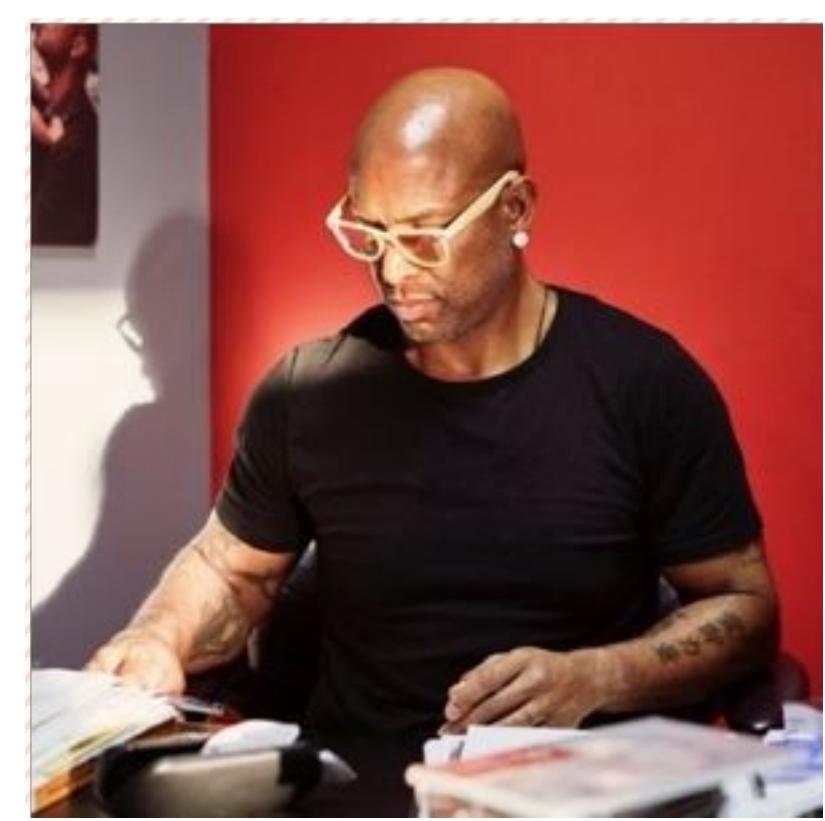
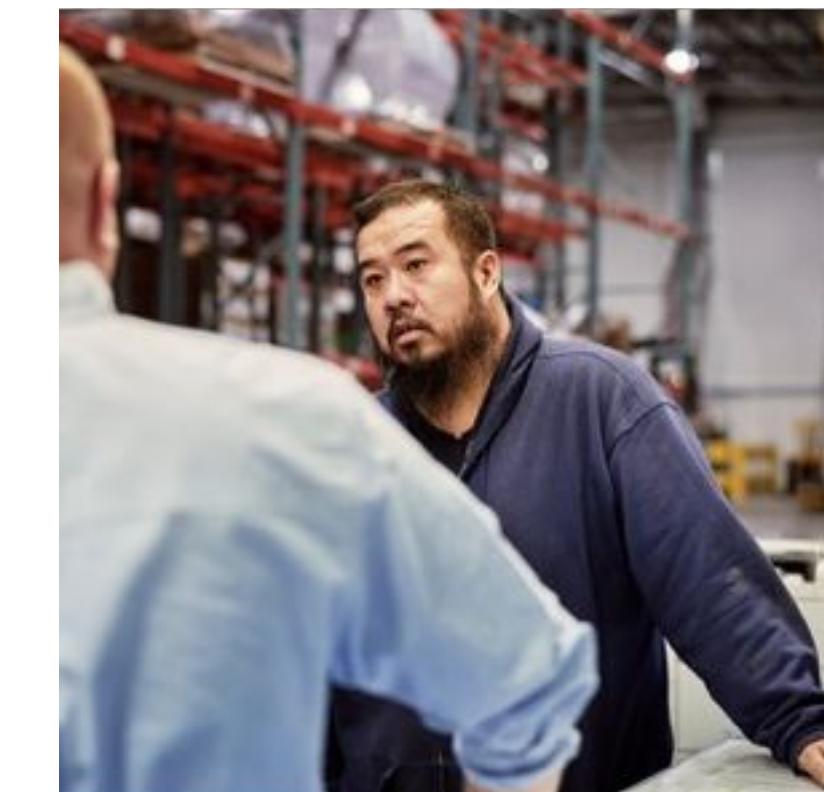
# Headline with photo montage

Subhead here. Keep it simple and to the point.



# Headline with photo montage

Subhead here. Keep it  
simple and to the point.



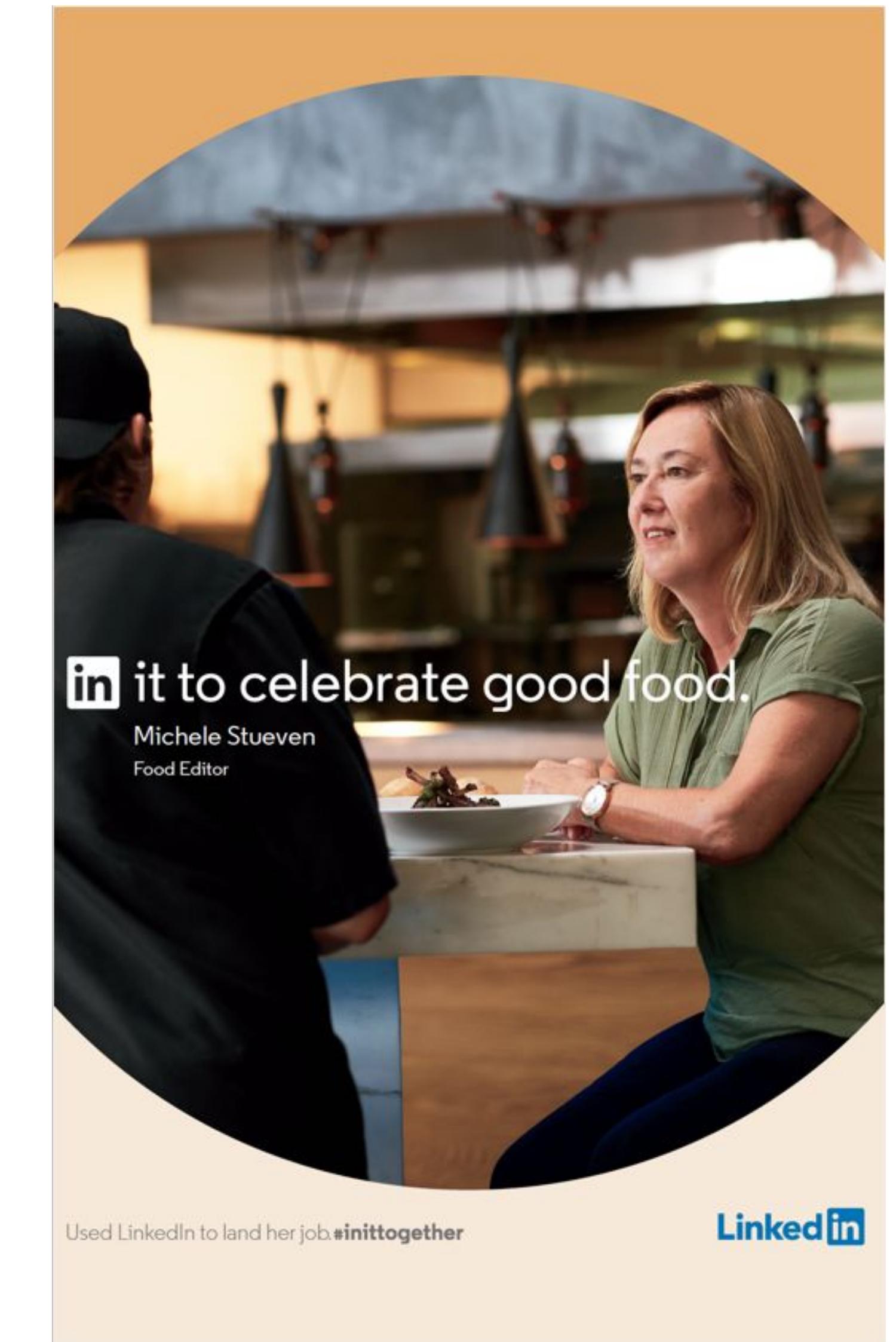
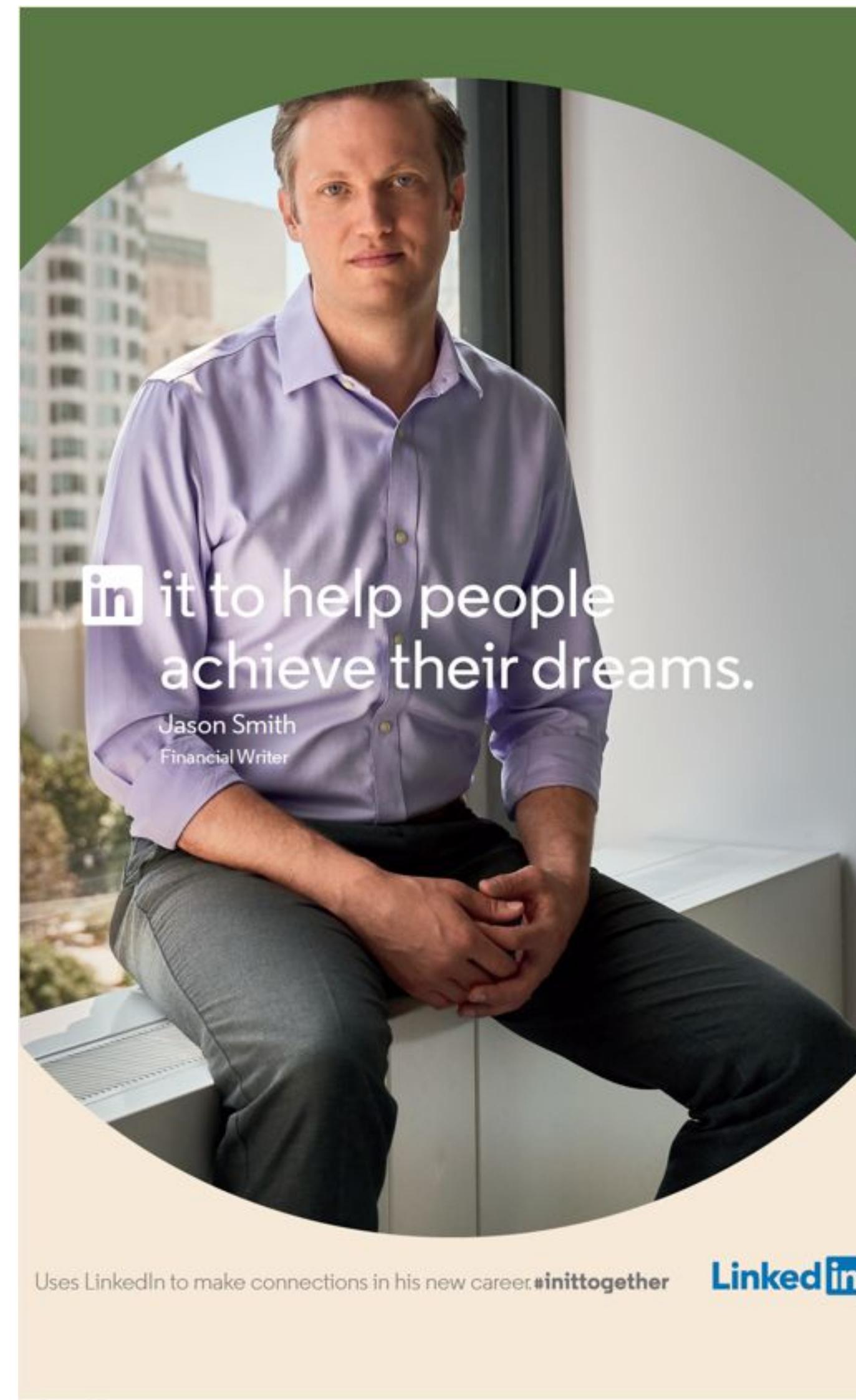
# Headline for work samples

Subhead here: Give additional context for the work shown on this slide.



# Headline for work samples

Subhead here: Give additional context for the work shown on this slide.



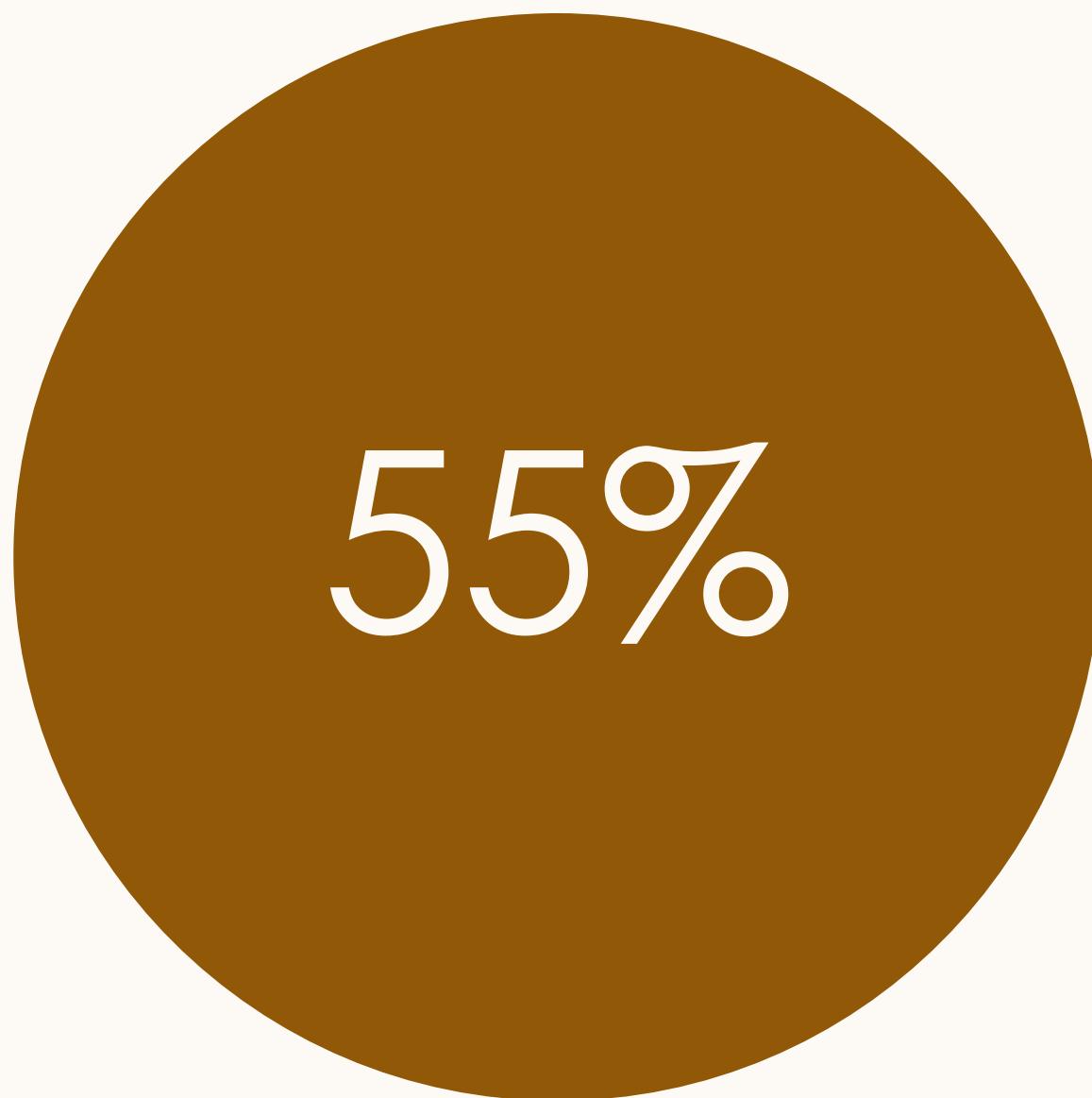
# Headline here. Two lines.

Quote or subhead here,  
establishing your purpose for  
the adjacent points. Keep it to  
no more than four lines of text.

- First point. Keep it to no more three lines of text.
- Second point. Keep it to no more than three lines of text.
- Third point. Keep it to no more than three lines of text.

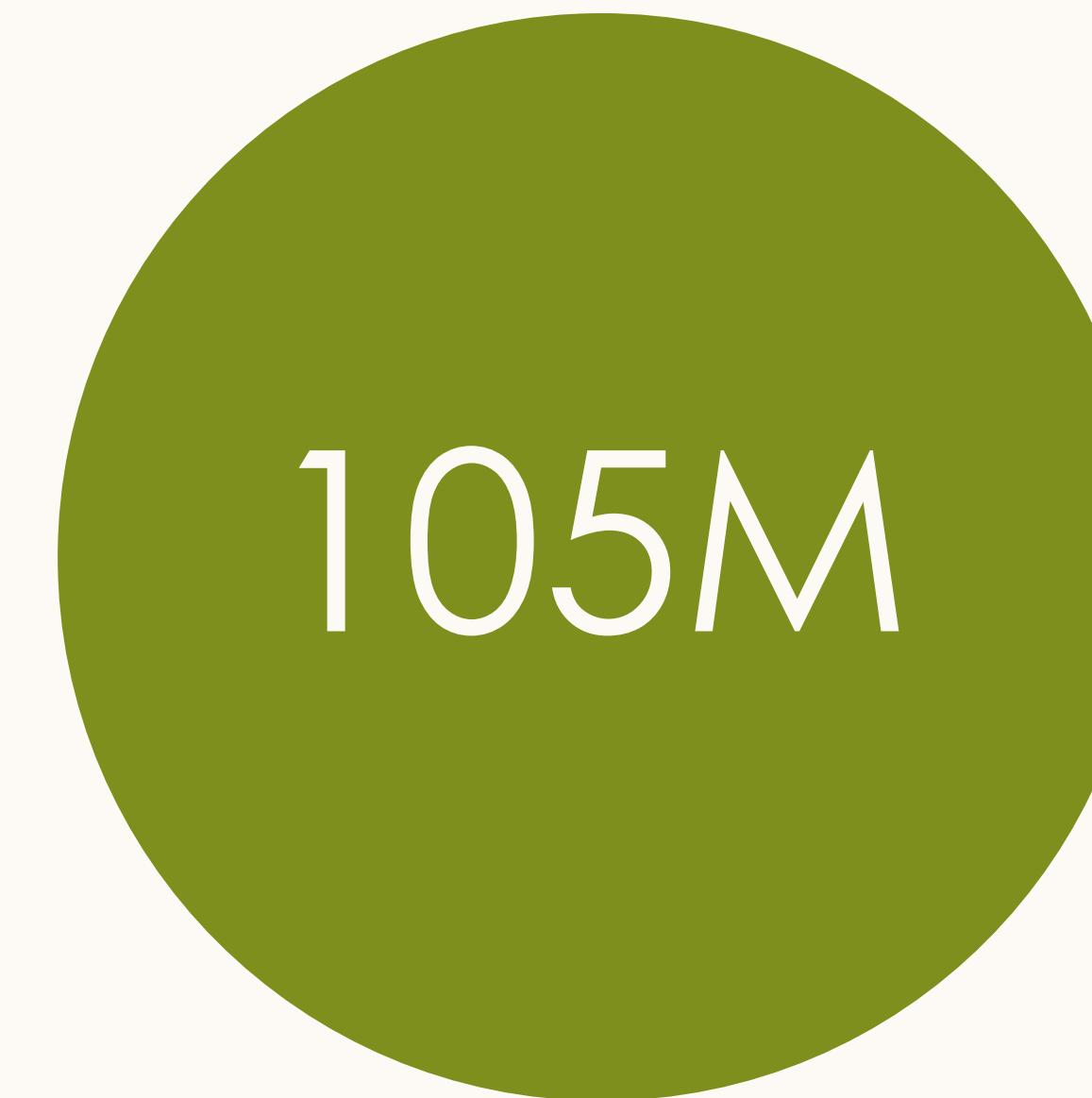
# Sample: Spotlighting a set of three large statistics

Subhead: With descriptor text below.



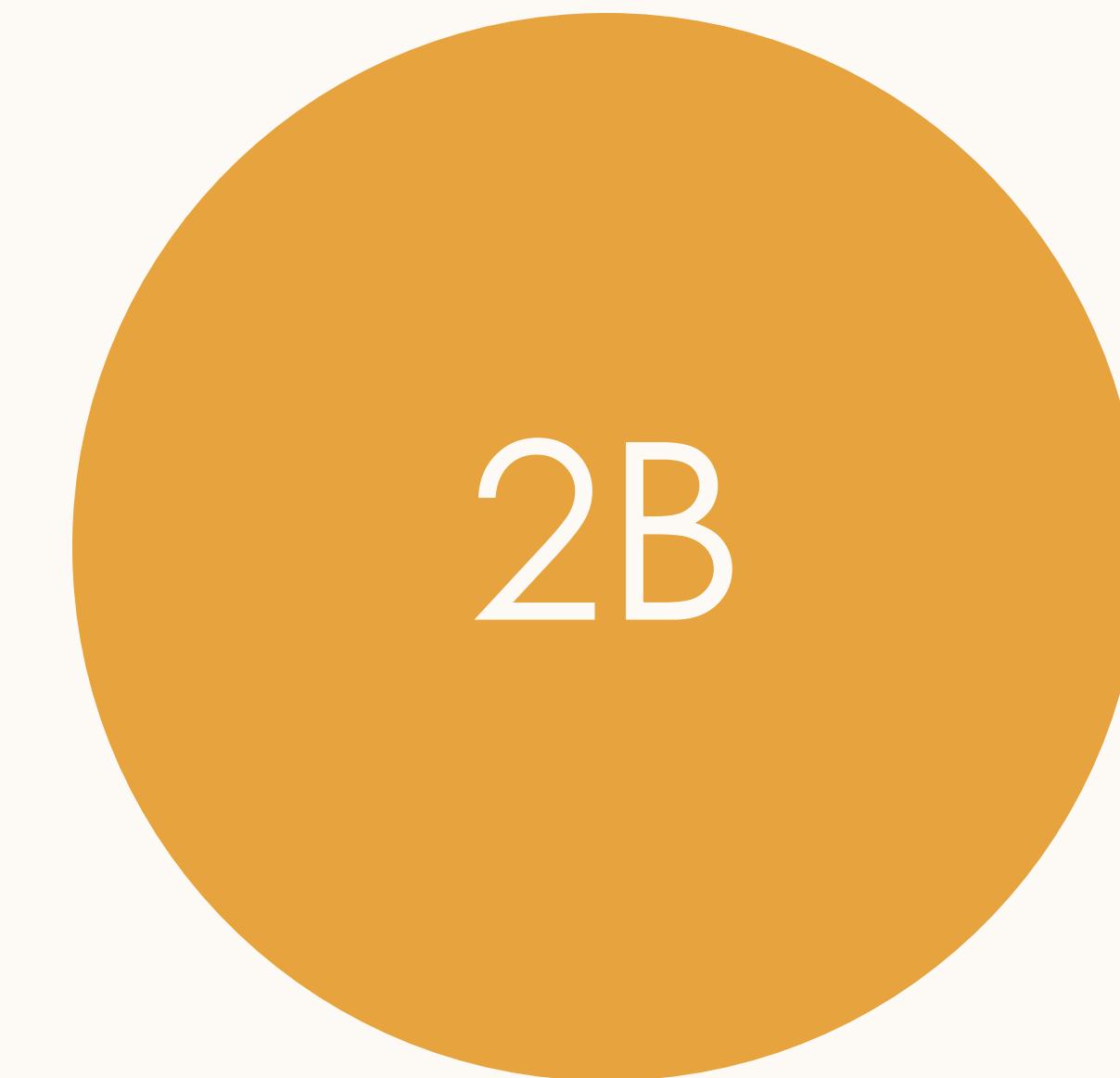
## First statistic

Description or insight here, try to keep to two lines.



## Second statistic

Description or insight here, try to keep to two lines.



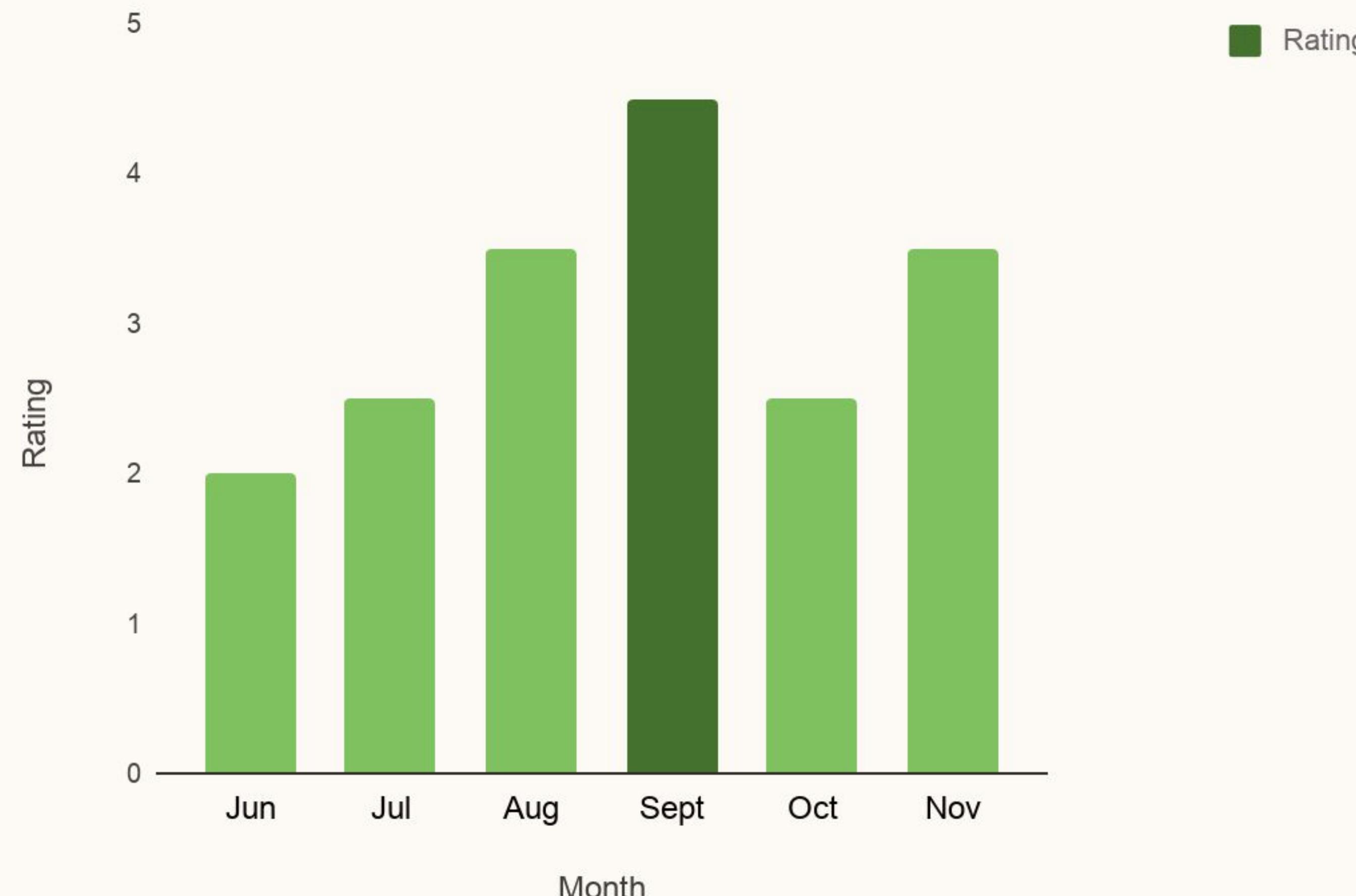
## Third statistic

Description or insight here, try to keep to two lines.

# Enter chart title here

Source, date or date range of data collection goes here.

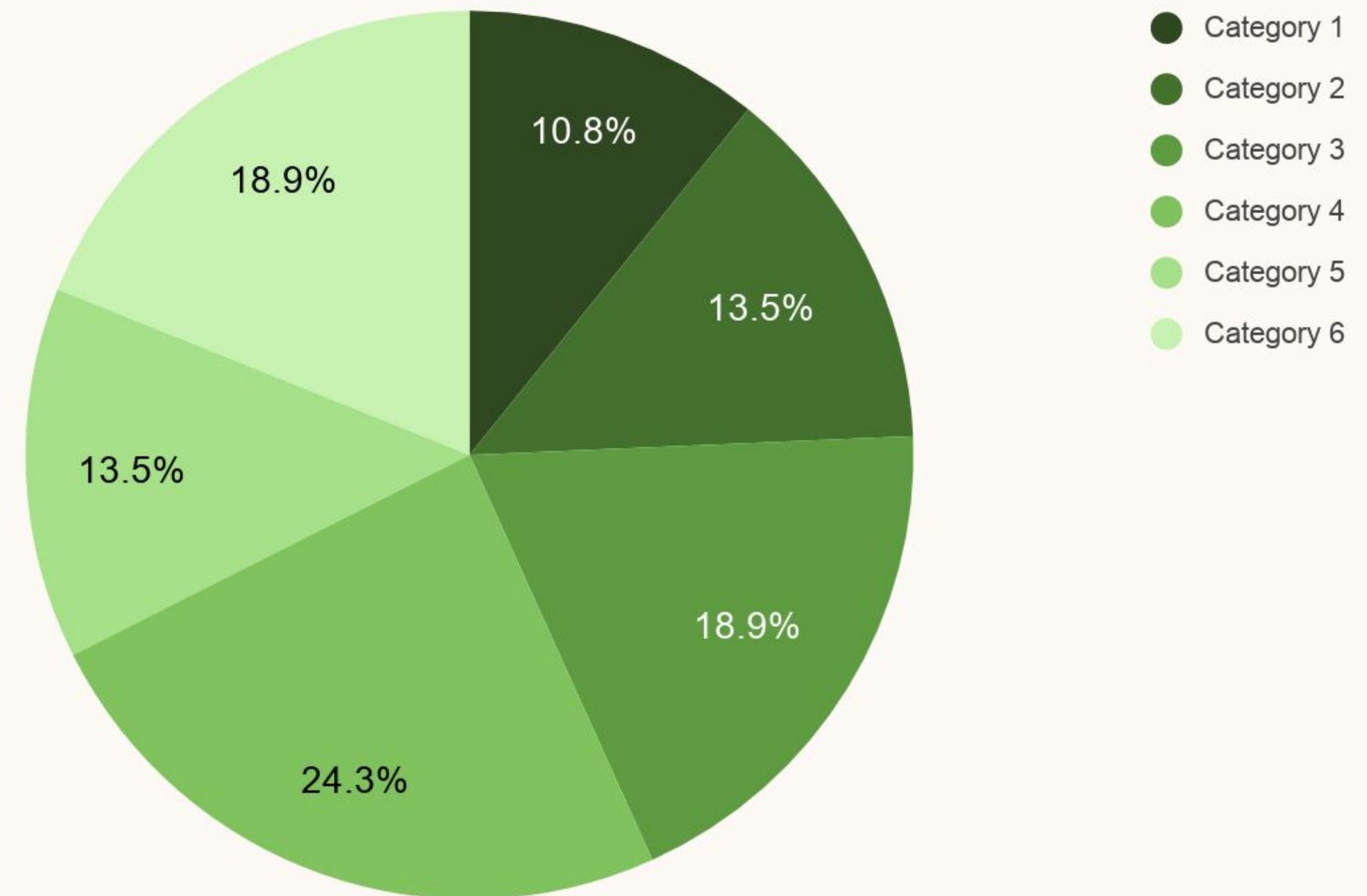
## Enter chart subtitle here.



# Enter chart title here

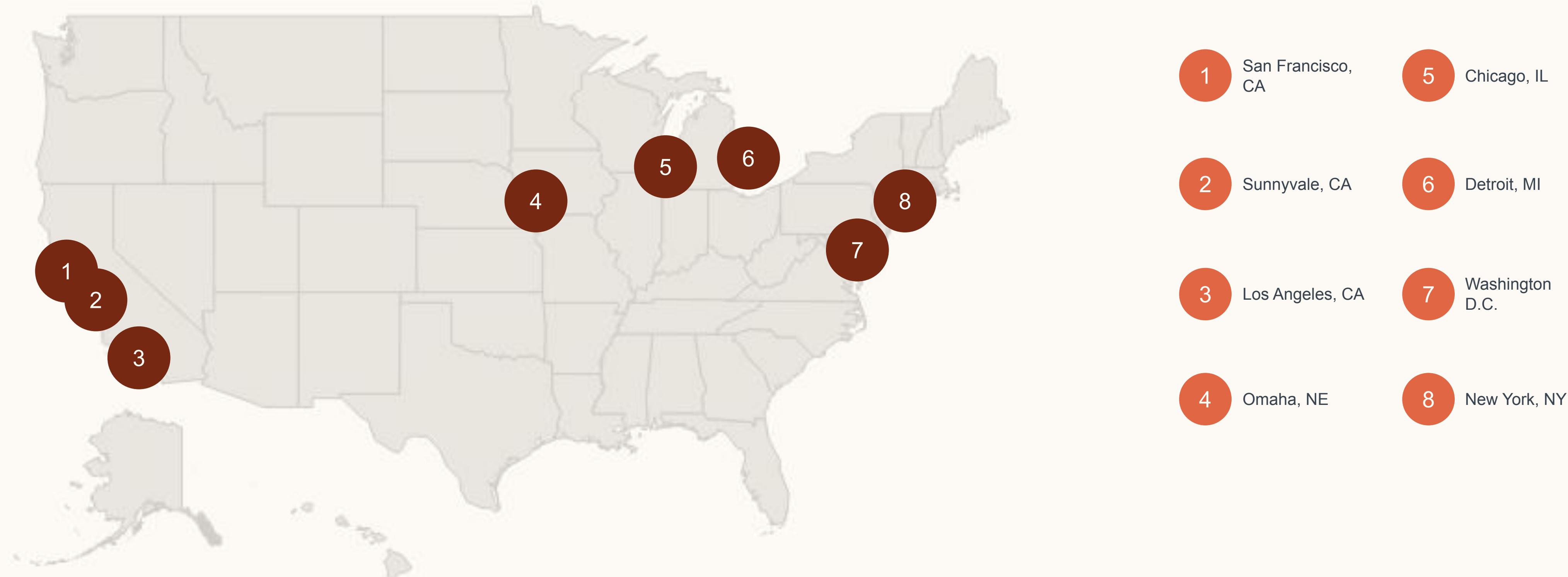
Source, date or date range of data collection goes here.

## Enter chart subtitle here.



# U.S. map example: LinkedIn offices in U.S.

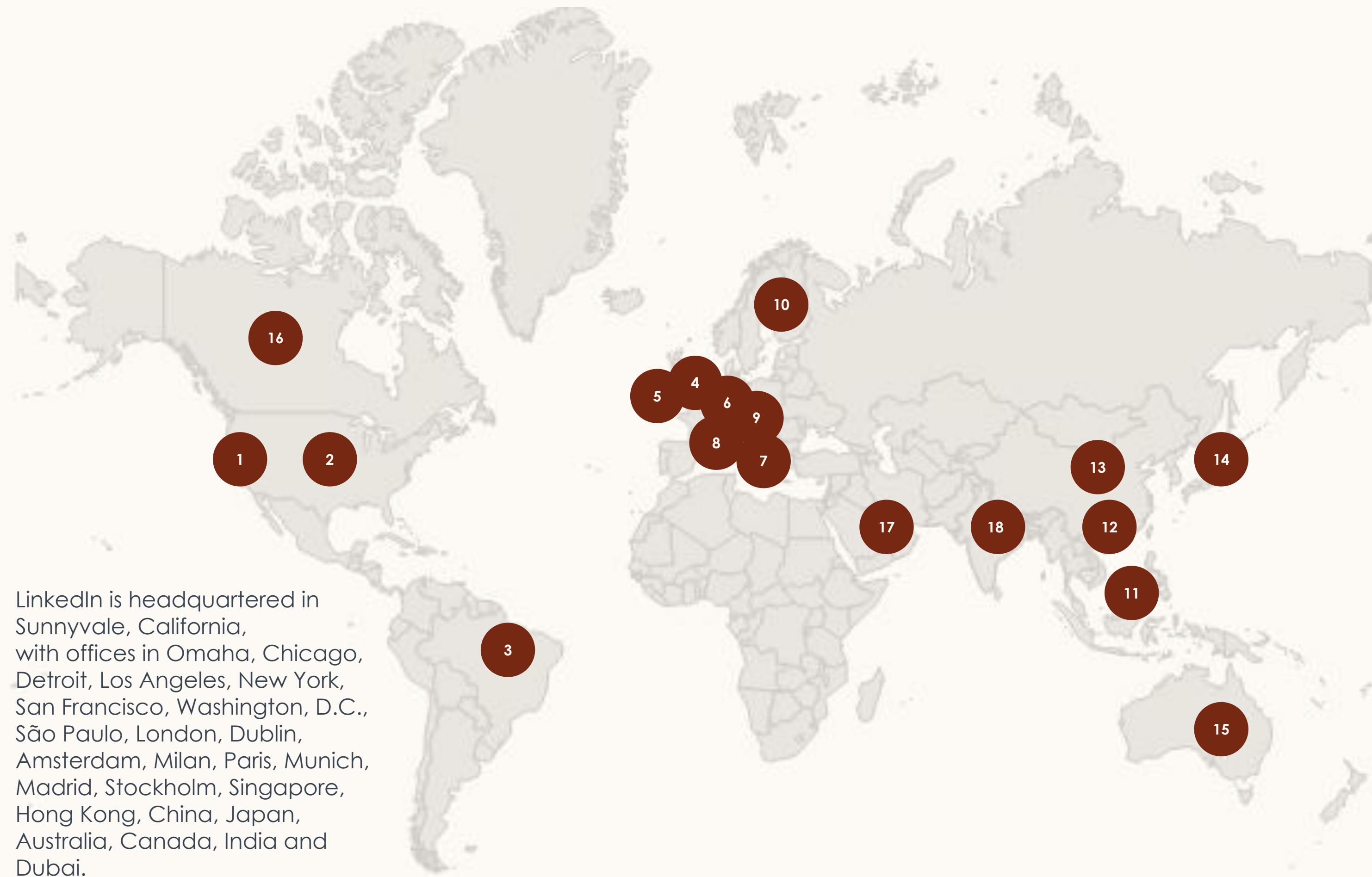
Subhead example: Where our trusted teammates work in the U.S.



LinkedIn is headquartered in Sunnyvale, California, with offices in Omaha, Chicago, Detroit, Los Angeles, New York, San Francisco, and Washington, D.C.

# Global map example: LinkedIn offices worldwide

Subhead example: Where our trusted teammates work around the world.



1	Headquarters	7	Italy	1	China
2	USA	8	France	1	Japan
3	Brazil	9	Germany	1	Australia
4	UK	10	Sweden	1	Canada
5	Ireland	11	Singapore	1	United Arab Emirates
6	Netherlands	12	Hong Kong	1	India

# 6 months with highlighted area and bolded data

	May	June	July	August	September
Visits	<b>533</b>	704	2,032	5,282	<b>10,207</b>
Unique Visitors	497	641	1,575	4,980	<b>9,234</b>
Page Visits	1,234	1,585	2,556	6,356	<b>13,456</b>
Duration	0:01:25	0:03:46	0:05:28	0:08:25	<b>0:10:38</b>
Transactions	50	123	356	578	<b>1,574</b>
Revenue	\$2,802	\$3,567	<b>\$5,987</b>	\$10,879	<b>\$15,327</b>

Data source, sample size and dates here.

# 12 months with highlighted area and bolded data

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Visits	533	704	2,032	5,282	10,207	533	704	2,032	5,282	10,207	533	704
Unique Visitors	497	641	1,575	4,980	9,234	497	641	1,575	4,980	9,234	497	641
Page Visits	1,234	1,585	2,556	6,356	13,456	1,234	1,585	2,556	<b>6,356</b>	13,456	1,234	1,585
Duration	0:01:25	0:03:46	0:05:28	0:08:25	0:10:38	0:01:25	0:03:46	0:05:28	0:08:25	0:10:38	0:01:25	0:03:46
Transactions	50	123	356	578	1,574	50	123	356	578	1,574	50	123
Revenue	\$2,802	\$3,567	\$5,987	\$10,879	\$15,327	\$2,802	\$3,567	\$5,987	<b>\$10,879</b>	\$15,327	\$2,802	\$3,567

Data source, sample size and dates here.

# Thank you