

Common Design Guidelines for Agentic AI Presentation

Theme & Visual Identity

- **Background:** Dark gradient from slate-900 to slate-700 on all slides
- **Primary Text:** White (#FFFFFF) for maximum readability
- **Accent Colors:**
 - Blue (#3B82F6) for highlights, icons, and primary CTAs
 - Purple (#8B5CF6) for secondary highlights and chart elements
- **Typography:** Clean, professional fonts (Arial, Verdana, Sans-Serif)

Layout Principles

- Each slide: 1920px × 1080px
- Centered content with appropriate margins
- No overlapping components
- Consistent spacing and visual hierarchy
- Professional, executive-level aesthetic

Content Strategy

- Non-technical language accessible to business leaders
- Focus on business impact and competitive advantage
- Include actionable insights on every slide
- Maintain sense of urgency about AI adoption
- Use icons from lucide-react for visual enhancement

Target Audience Considerations

- Business owners, C-suite executives, startup founders
- Annual sales: \$5M-\$50M
- Limited AI knowledge but need competitive awareness
- Seeking actionable business insights