TEMPLATE INSTRUCTIONS

If you have not read the brand guide provided, please do so. Make sure you have the fonts you need (Montserrat & Didot).

Hello Graphic Designer,

It's time to make pitch decks and these are the templates you will be working with, based on the design and aesthetic of Laboratory's template. Please follow this guide to effectively use the files I've made and build on them to find success during your time working here. First, here is a break-down of what each template is used for:

INFLUENCER: You are pitching Room Edit's package(s) to the influencer, convincing them of the quality of our work and how we can accommodate them and their style.

VENDOR: Similar to INFLUENCER, except that the collaboration is with an organization and not a singular person; less personal and addresses company brand and goals rather than individual styles.

REAL ESTATE DEVELOPER: You are pitching a collaboration in which you want to convince the collaborator why Room Edit is the right place to promote for their real estate.

MEDIA: You want to tell a story related to the work Room Edit does to be shared with other people in publications in order to gather interest.

NETWORKS: Similar to MEDIA, except that it is in preparation for a later event in which a company representative from each side will talk in a manner that is recorded, televised, streamed, etc.

CONTESTS: This is less a pitch of Room Edit's service and more about pitching the collaboration and establishing terms in the contest. They most likely are already set on the collaboration. You just need to clarify the details for their understanding.

You and your team will select one of these templates that best suits your needs and work from there. ***Slides 2–8 will almost never change*** unless specifically asked. Those slides explain what Room Edit is, who Stacey is, and a breakdown of our services. The following slides are the ones you and the team will work on. Anything marked in yellow (#FFF200) is something that needs to be changed whether it's headings, body copy, or images. Feel free to redesign the layout as much or as little as you want to meet the project's needs.
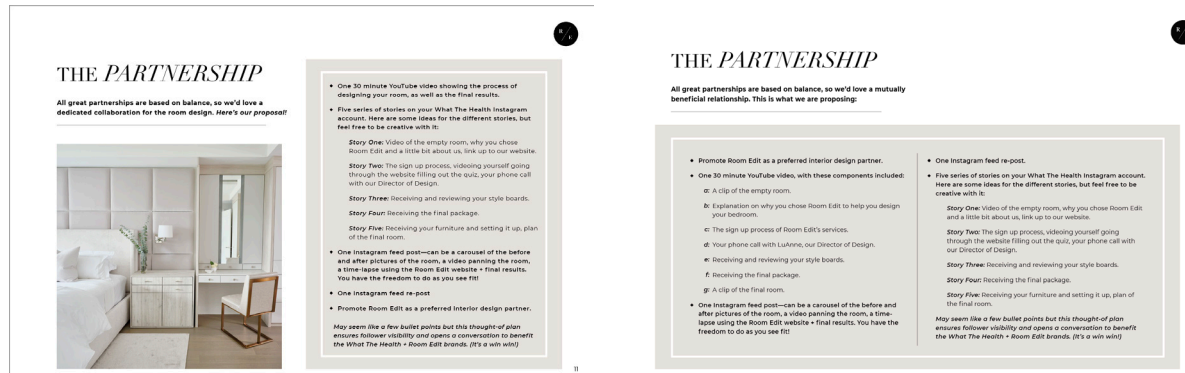
Figure: Same Page/Different Layout to Fit Content

Folders and Files

The folder is called *'Template Variations'*. Open this folder and you get *'~pictures'*, *'~template instructions'*, and all the Indesign files for each template. Inside the *'~pictures'* folder are more folders organized by what they contain. Room specific folders can be added to if needed. They are not comprehensive and are meant to grow the more these templates are used. The *'all use'* folder is one that you **do not** change unless slides 2–8 need to be changed.

Format and Settings

Now that you know which template to use, let me explain what you can do with it. The document is 14 columns with 0.1875 inch allies [1]. Margins are 0.345 inches and bleed is 0.25 inches [2]. These numbers should not be changed. There are styles you can use to make typography easier for yourself. Object styles are made with different coloured highlights used in select headings and subheadings; usually paired with images. Character styles are made for headings, subheadings, and one-off typographic emphases. Paragraph styles are made for bodies of copy longer than a title.

Please note that my styles are not completely refined and have flaws because I am not particularly adept at them. If you find it easier to do everything manually (like I do) or you can make better styles, please do so.
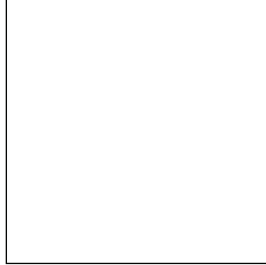
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[1] called gutters in Indesign
[2] note that bleed will most likely not be used so **do not** export with crop marks or bleed
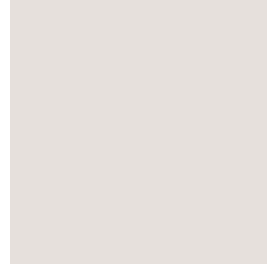
Colour Palette

Pure Black
#000000

Pure White
#FFFFFF

Grey [3]
#E5E0DC

Room Edit's Unsaid Typography/Layout Tips For Decks

- Keep things simple and practical
- *Do not* use old style figures
- *Do not* use superscript or subscript
- *Do not* use pictorial glyphs such as those found in Wingdings or Dingbat
- *Do not* use drop shadows
- *Do not* place typography over images unless it has a solid colour background
- *Do not* set your own paragraph spacing. Please just double return or use a new text box for new paragraphs.
- *You may* use small caps where appropriate
- *You may* fix kerning and use different tracking than the brand guide (and my styles)
- *You may* use rules (lines for typographic purposes) when appropriate (use sparingly)
- *You may* use hyphens to appropriately break a word
- These rules *are not* ironclad; exceptions can be made
- Trust in what you learned at school
- Ask questions when you are unsure

Rules do not exist to bind us,
but exist so we may know our freedoms
Frya (Nier: Gestalt, 2010)

[3] note that this is different from the primary blush colour in the brand book