

Overview

This guide outlines how to create a professional portfolio presentation for boAt Lifestyle branding and marketing.

1. Presentation Format Options

- Google Slides / PowerPoint (PPTX)
- Canva / Figma (for a polished, visual approach)
- High-Resolution PDF (for professional sharing and viewing)

2. Slide-by-Slide Structure

Slide 1: Cover Page

- Project title, your name, date
- Brand logo or a hero image

Slide 2: Project Overview

- 1-2 sentence summary
- Project goals and chosen startup

Slide 3: Branding Research & Mood Board

- Brief research insight
- Mood board and brand inspiration

Slides 4-5: Logo Design Process

- Sketches and iterations
- Final logo variations
- Font, color, and shape rationale

Slide 6: Branding Guidelines Summary

- Color palette (HEX, RGB, CMYK)
- Typography and iconography

Slides 7-8: Business Card & Social Media Templates

- Front and back of business card
- Social templates in mockups

Slide 9: Promotional Poster & Collateral

- Final poster and its use case
- Display it in a physical/digital mockup

Slide 10: Real-World Mockups

- Showcase all brand items (cards, site, app, packaging)

Slide 11: Final Thoughts

- Learnings, challenges, solutions
- Contact info and a thank you message

3. Design Best Practices

- Consistent color and typography
- High-resolution visuals and mockups
- Clean layout and minimal transitions
- Clear headlines and short paragraphs

4. Export & Share

- Save as PDF (final output)
- Save as PPTX or link (Google Slides, Canva, Figma)
- Upload to Google Drive, Dropbox, or Behance