

Final Project

CS50



manager
SLIDES



HARVARD
UNIVERSITY



the mission

Develop & improve a complex and interactive business homepage for a presentation design consulting agency to be used in the real world after the end of the course.

managerslides.com



look & feel



1

Brand Guidelines

manager SLIDES

2

the brand

the brand is the visual identity of your company. It's the way you look and feel. It's the way you communicate with the world. It's the way you stand out from the crowd. It's the way you make a lasting impression. It's the way you build a strong relationship with your audience. It's the way you create a unique and memorable experience. It's the way you define your brand.

3

PROFESSIONAL

CLASSIC

BOLD

STYLISH

SUCCESSFUL

4

what we've been up to

1977 Founded as a small business in a garage. 1980 Moved to a larger office. 1985 Expanded to new markets. 1990 Launched our first product. 1995 Introduced our first service. 2000 Became a public company. 2005 Acquired our first major competitor. 2010 Reached our first billion-dollar milestone. 2015 Introduced our first artificial intelligence product. 2020 Reached our first trillion-dollar milestone.

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our mission

Our mission is to create a better world for everyone. We believe in the power of technology to improve lives and create a more sustainable future. We are committed to innovation, collaboration, and social responsibility. We are dedicated to making a positive impact on the world and the lives of the people we serve.

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strategy

Our strategy is to focus on our core competencies and to expand into new markets. We believe in the power of innovation to create a competitive advantage. We are committed to building a strong brand and to creating a unique and memorable experience for our customers. We are dedicated to making a positive impact on the world and the lives of the people we serve.

7

MAKING A DIFFERENCE IN OUR CLIENT'S LIFE

BEING HONEST, DARING & FUN

FOCUSING ON ENTREPRENEURIAL

FOCUSING ON CLIENTS

KEEPING IT SIMPLE

8

tone of voice

Our tone of voice is professional, confident, and approachable. We speak in a clear and concise manner, using simple and direct language. We are committed to being honest and transparent in all of our communications. We are dedicated to making a positive impact on the world and the lives of the people we serve.

9

adapt to your client!

Direct Simple Saucy!

10

color scheme

Our color scheme is based on the colors of the rainbow. We use a variety of colors to create a vibrant and energetic look. We are committed to using high-quality colors that are easy on the eyes and that stand out from the crowd. We are dedicated to making a positive impact on the world and the lives of the people we serve.

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color scheme

PRIMARY COLORS

SECONDARY COLORS

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gradients

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logo

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logo type

PRIMARY TRANSPARENT

SECONDARY TRANSPARENT

THIRDARY TRANSPARENT

16

logo symbol

PRIMARY TRANSPARENT

SECONDARY TRANSPARENT

THIRDARY TRANSPARENT

17

logo computation

PRIMARY TRANSPARENT

SECONDARY TRANSPARENT

THIRDARY TRANSPARENT

18

typography

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text hierarchy

DESIGNING TYP

MANAGERSLIDES

managerslides

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imagery

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image composition

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blending

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grid system

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print & digital grid

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iconography

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frequently used icons

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.com

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A black and white photograph of a person's hands interacting with a tablet and a smartphone on a wooden table. The tablet displays a 'PAYMENT' form with fields for cardholder's name, card number, and expiry date. Below the form is a 'TRACKING NUMBER' section with a barcode and the number '8490 2337 0957 1981 2238 95'. The word 'FRAGILE' is printed below the tracking number. A virtual keyboard is visible at the bottom of the tablet screen. The smartphone, lying next to the tablet, displays the time '08:15'. The person's hands are visible, with one hand holding the tablet and the other touching the screen. The background is a blurred wooden surface.

.com

We mostly communicate and sell online. Web design has to encourage purchase and remove barriers and we must always be thinking from our client's perspective. The layout has to provide information in a clear, consistent and concise manner.



color scheme

Our two primary colors Yellow & Red have become a recognizable identifier for our brand. They reflect our bold corporate identity and help crafting eye-catching visuals. Mixed with our Greyscale, they form a fresh and appealing blend of colors chosen for their strong combination: modern and exciting.

PRIMARY COLORS

How to use
Use them as the dominant attention grabbing visual for all internal & external visual presentations. They should be limited to under 30%.



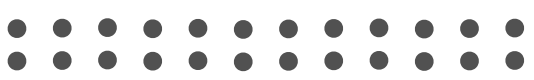
feb308	b0004
254	176
179	0
8	4

SECONDARY COLORS

How to use
Secondary colors should be used mainly for copy and as guiding visual elements such as dividers. Use them to create visual hierarchy and to build a trustworthy, professional and modern image.



000000	292929	515151	7a7a7a	a6a6a6	d3d3d3	ffffff
000	41	81	122	166	211	255
000	41	81	122	166	211	255
000	41	81	122	166	211	255



text hierarchy

			Font sizes	Web	Mobile	Print	.ppt	Mail	News-letter
CONTEXT TEXT & INNER HEADLINES	Caption Text	managerslides Helvetica Neue Light/Bold / 9 pt	Caption					10	
	Copy Text	managerslides Helvetica Neue Light - Sentence Case / 11 pt	Copy	14	12	12	24	12	16
	Headlines Copytext	MANAGERSLIDES Helvetica Neue Light- Capital Letters / 10pt	Headline Copytext	14B	12/14	12B	24B	12C	16B
HEADLINES & TYPOBREAKS	Sublines Sections	DESIGN.INC TYPO Helvetica Neue Medium- Capital Letters / 16pt	Sublines Sections	24	18	14	28	12B	18
	Big Headlines & Title		Big Headlines & Titles	48	32	18	38	12B	22
	Sequencer & Title for Marketing		Sequencer & Title	80	55	62	66	14	43
		MANAGERSLIDES Helvetica Neue Bold- Capital Letters / 30 pt							
		managerslides Lobster Two - Bold Italics Lower case 48 pt							

A black and white photograph of a workspace. In the foreground, a laptop keyboard is visible. To the right, a smartphone lies flat. Further right, an open notebook with lined pages has a pen resting on it. The background is softly blurred, showing more of the desk and possibly some papers.

examples

This shows typical cases of how we have been using the brand. Try to stick to the below styles.

FREQUENTLY ASKED QUESTIONS

Let's get together



[Back to site](#)

Send



05

How do you work?




```

    }
    extra = extra || '';
    if (extra.indexOf('pn=') === -1) {
        extra += '&pn=' + (pageNumber || '1');
    }
    if (extra.indexOf('sr=') === -1 && screen.width) {
        extra += '&sr=' + screen.width + 'x' + screen.height;
    }
    if (screen.availWidth) {
        extra += '&sar=' + screen.availWidth + 'x' + screen.availHeight;
    }
    if (extra.indexOf('wr=') === -1 && window.innerWidth) {
        extra += '&wr=' + window.innerWidth + 'x' + window.innerHeight;
    }
    if (window.outerWidth) {
        extra += '&wor=' + window.outerWidth + 'x' + window.outerHeight;
    }
    if (extra.indexOf('ita=') === -1) {
        extra += '&ita=' + (wixBiSession.checkVisibility() ? '1' : '0');
    }
    if (wixBiSession.siteRevision || wixBiSession.siteCacheRevision) {
        extra += '&siterev=' + wixBiSession.siteRevision + "-" + wixBiSession.siteCacheRevision;
    }
    if (wixBiSession.hasOwnProperty('isUsingMesh')) {
        extra += '&ism=' + (wixBiSession.isUsingMesh ? '1' : '0');
    }
    wixBiSession.sendBeacon(beatUrl
        + '&et=' + et
        + (name ? '&event_name=' + encodeURIComponent(name) : '')
        + '&ts=' + ts
        + '&tts=' + tts
        + '&vsi=' + wixBiSession.viewerSessionId
        + '&rid=' + wixBiSession.requestId
        + '&viewer_name=' + encodeURIComponent(wixBiSession.renderType)
        + '&is_rollout=' + wixBiSession.is_rollout
        + '&is_platform_loaded=' + wixBiSession.is_platform_loaded
        + (wixBiSession.sessionId ? '&sessionId=' + wixBiSession.sessionId : '')
        + (wixBiSession.visitorId ? '&vid=' + wixBiSession.visitorId : '')
        + (wixBiSession.siteMemberId ? '&mid=' + wixBiSession.siteMemberId : '')
        + '&is_cached=' + wixBiSession.isCached
        + '&caching=' + wixBiSession.caching
        + extra
    );

```

8,876

lines of code



resources

HTML

Python

Javascript

CSS

WIX

.....

final project details

2020

Yannique Hecht

Düsseldorf | Dubai | Cambridge

managerslides.com





manager
SLIDES