

Unleashing the Power of

DESIGN

for Presentations





NICK CHIECHI
 CHIEF EXECUTIONER
 OFFICER
 CS DESIGNWORKS

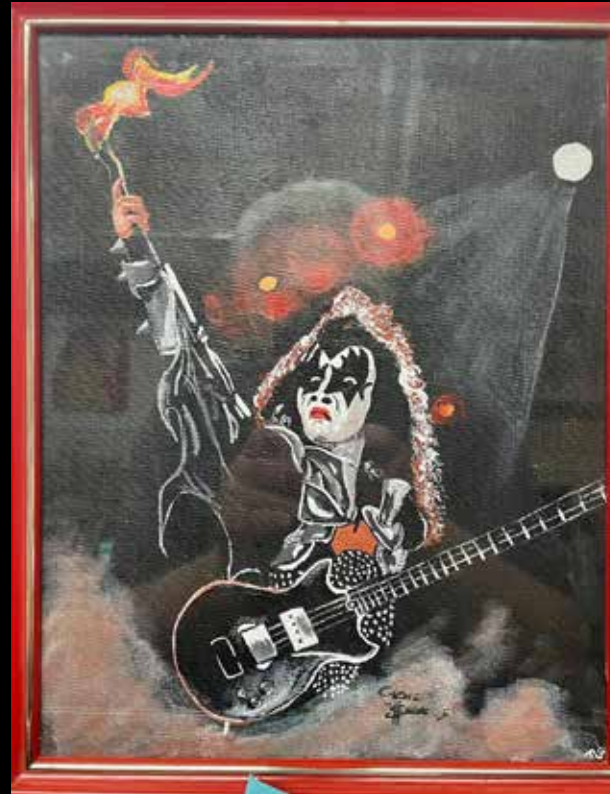
- Owner & Creative Director – CS Designworks
- Founded 1996
- Boutique full-service corporate design agency
- Industries: Commercial Real Estate, Finance, Technology, Private Equity, Commercial Mediation, Main Street, Non-profits
- Delivering: Corporate Communications, Visual Branding, Web, Digital Marketing, Swag





1970

THAT'S ME – BORN WITH A
PAINTBRUSH IN HAND



1980

FIRST BUSINESS – ROCK
GENRE PAINTINGS



\$35

EXPANDED INTO
DUNGAREE JACKETS...
AND FORGED DRIVERS
LICENSES



01 DOES DESIGN
MATTER?



04 READY.
SET. GO!



02 DESIGN
THINKING



05 NUTS &
BOLTS



03 IT'S
STORYTIME



06 CASE
STUDIES



DOES DESIGN MATTER?

THE NOT-SO-SILENT AMBASSADOR OF YOUR BRAND

DESIGN

“

Don't look for a style. Let it find you, again and again as it deepens and grows in richness, and as to your style, your friends will recognize it, you won't, unless you stole someone else's".

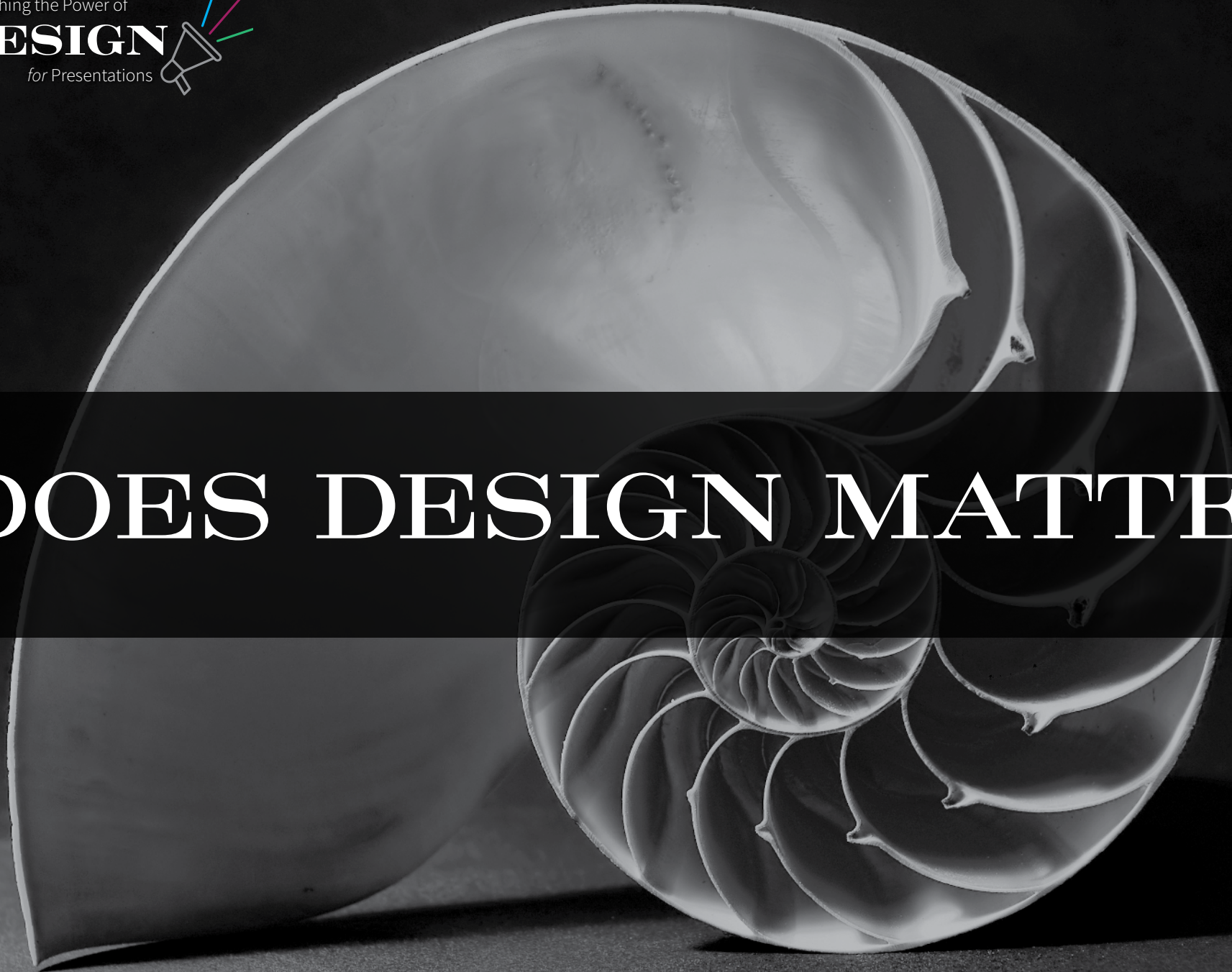
CHARLES GOSLIN



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DOES DESIGN MATTER?



DOES DESIGN MATTER?

- Influences Perception and Comprehension
- Communicates the Value Proposition
- Enhances Understanding and Messaging
- Reinforces the Company Brand Story
- Helps You Stand Out from Competition
- Facilitates Clear Communication
- Promotes Professionalism

63%

OF PEOPLE
ARE VISUAL
LEARNERS

SOURCE: SOCIAL SCIENCE
RESEARCH NETWORK

68%

CONSIDER
VISUAL CONTENT
IMPORTANT IN
MARKETING

SOURCE: VENNGAGE

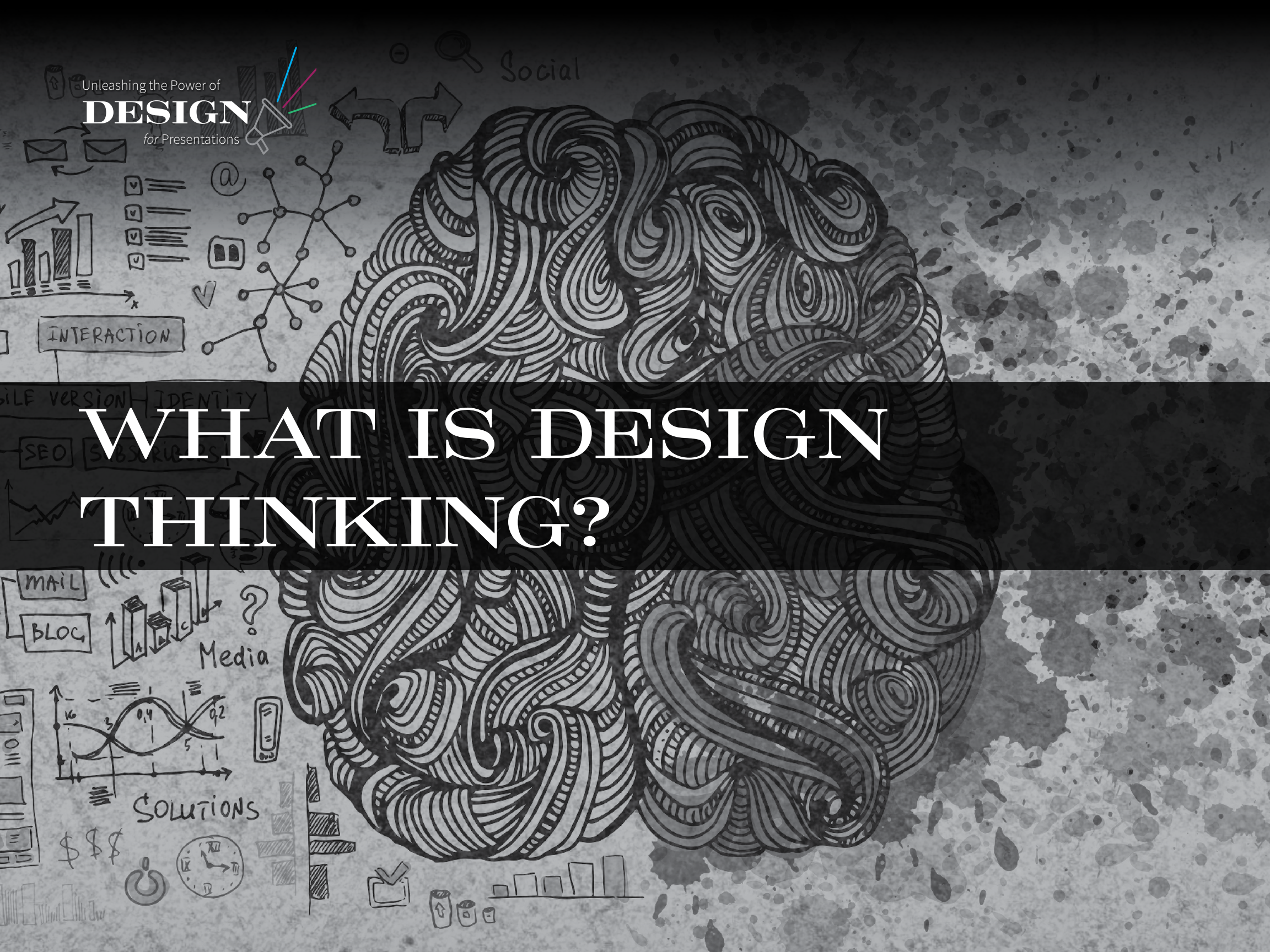
YES!

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WHAT IS DESIGN THINKING?



“

Good design is a matter of discipline. It starts by looking at the problem and collecting all the available information about it.

If you understand the problem, you have the solution.”

MASSIMO VIGNELLI



We like design to be visually powerful, intellectually elegant, and above all timeless.

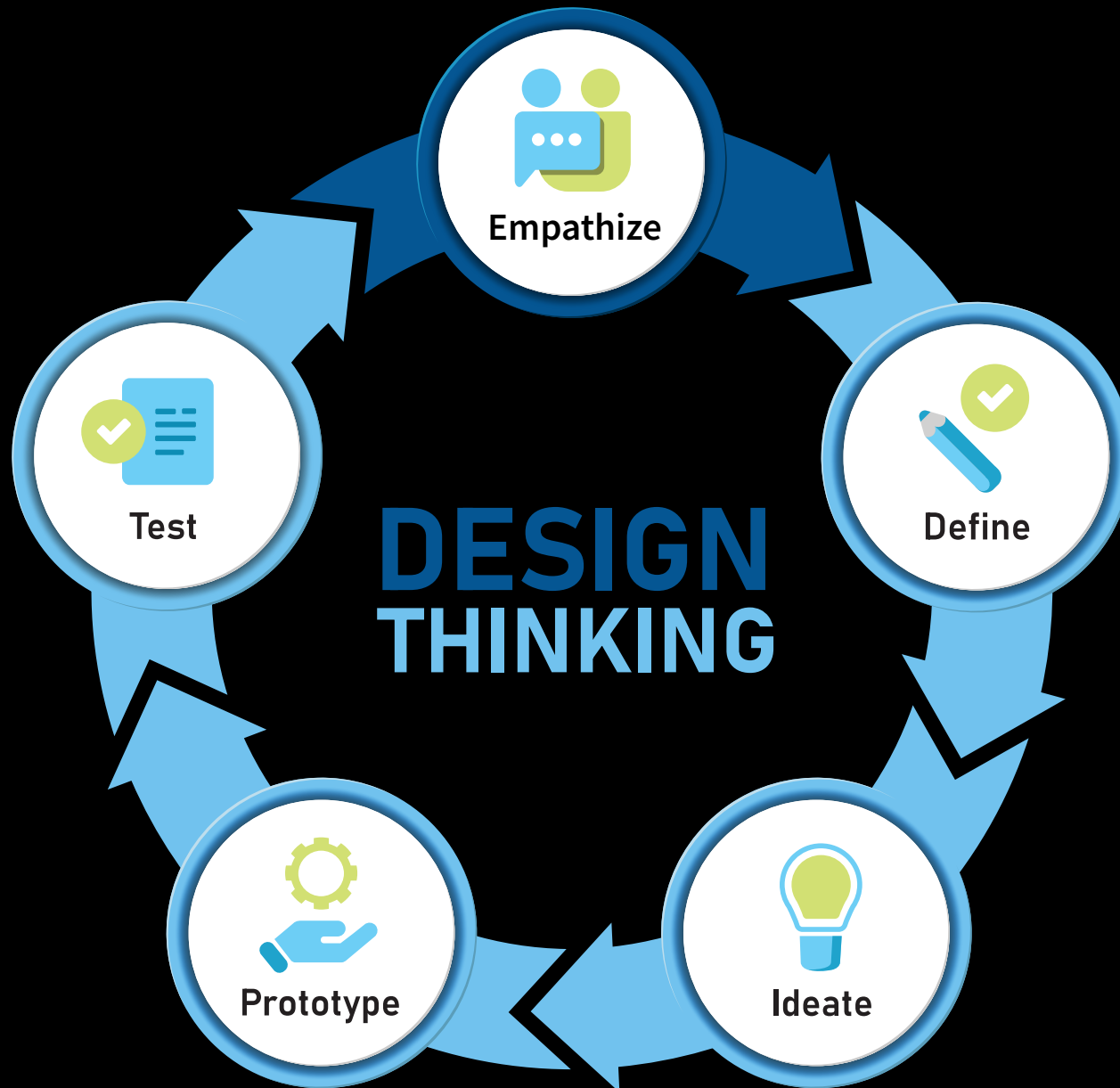
One life is too short for doing everything.

If you do it right, it will last forever.

If you can design one thing, you can design everything.

The life of a designer is a life of fight against the ugliness.

WHAT IS DESIGN THINKING?





WHAT IS DESIGN THINKING?



Empathize

Valuing the User Experience

Places the consumer at the center of the creation process and forces the creators to not just try to understand their audience but rather place themselves in the situation and question what needs to be done.



Define

Identifying the Problem

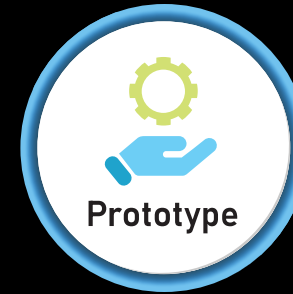
Where the empathy gathered from users is distilled into a clear, actionable problem statement. This is the moment of clarity in the design thinking process, where vague understandings are transformed into focused objectives.



Ideate

Brainstorming Solutions

The creative heart of design thinking, characterized by its emphasis on quantity over quality, fostering an environment where creativity flourishes without the constraints of practicality or feasibility.



Prototype

Bringing the Ideas to Life

Creating simplified, experimental models of ideas to test their viability. The key is to make ideas tangible, enabling designers to interact with their concepts, gather feedback, and identify potential improvements.



Test

Assessing the functionality of your solution

Scrutinize under the lens of real-world user interaction. Understanding how it solves the problem they were designed to address.

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IT'S STORYTIME!



- Hook Your Audience: Grabs Attention
- Emotional Engagement: Emotion Persuades
- Simplify Complexity: More Tangible
- Create a Journey: Narrative Arch
- Reinforce Brand Story: Companies Values
- Engagement: Encourage Participation
- Memorable Closing: Recap and CTA

70%

RETENTION OF
INFORMATION
WHEN
DELIVERED IN A
STORY FORM

SOURCE: BLOG
MARKETINGWORDS.COM

ONCE UPON
A TIME...

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READY. SET. GO!

- **Context: What is the Deliverable?**
PPT, Leave Behind, Seminar etc.
- **Define the Goal: What does Success Look Like?**
Begin with the End in Mind
- **Cadence: Inspire, Inform, Educate, Persuade**
- **Audience Analysis: Who are You Talking to?**
- **Reconnaissance: Gathering all Information**

91%

OF CONTENT DOES
NOT GET NOTICED
IF NOT TAILORED TO
AUDIENCE NEEDS

SOURCE: AHREFS

65%

RETENTION RATE
WHEN INFORMATION
IS PRESENTED IN A
CLEAR, STRUCTURED
WAY

SOURCE: BRAIN RULES

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NUTS AND BOLTS

“

Most people make the mistake of thinking design is what it looks like. People think it's this veneer — that the designers are handed this box and told, 'Make it look good!' That's not what we think design is. It's not just what it looks like and feels like. Design is how it works.”

STEVE JOBS



- Brand Standards: Reinforces Company Brand
- Page Grid: Structure for Visual Flow
- Fonts: Type is Talk
- Color: Every Color Means Something
- Imagery: A Picture is Worth a Thousand Words
- Infographics: Emphasizes Key Points
- Charts and Graphs: Data Storytelling
- Other: Callouts, Quotes, Sidebars, Testimonials

65%

BETTER RECALL
WITH IMAGERY
VS. WORDS
ALONE

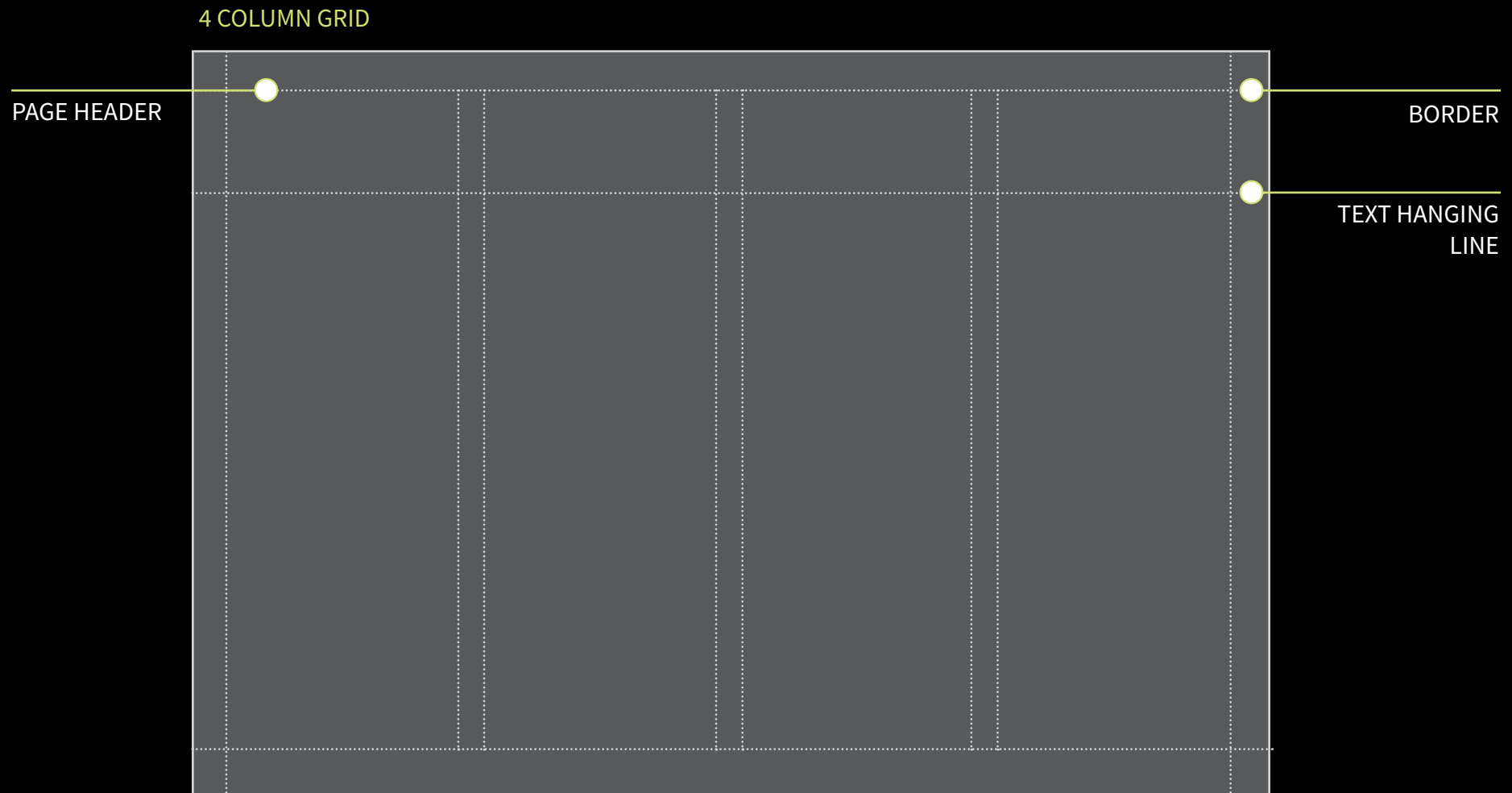
SOURCE: BRAIN RULES –
JOHN MEDINA

30K

FONTS ARE
AVAILABLE IN
ADOBE FONTS
COLLECTION

SOURCE: ADOBE

GRID BASICS: FOUNDATIONAL TO DESIGN



TYPOGRAPHY: Type = Speak

HEADLINE

CRAW MODERN URW REGULAR

NOTES

ALL CAPS

TEXT

Source Sans 3

NOTES

Upper/ Lower Case, Flush Left

SUBHEAD

SOURCE SANS 3 BOLD

NOTES

ALL CAPS, FLUSH LEFT

CALLOUTS

Source Sans 3 Semibold Italic

NOTES

Upper/ Lower Case, Flush Left

FONT RESOURCES

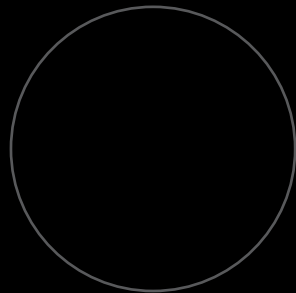
Adobe Fonts (Paid)
MyFonts (Paid)
Google Fonts (Free)

FONT MANAGEMENT

Extensis Connect (Paid)
Apple Font Book (Free)

COLOR PALETTE: KISS

PRIMARY



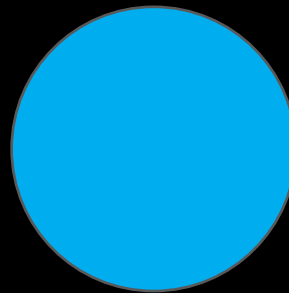
SPECS

CMYK

0C 0M 0Y 100K

RGB

0 R 0G 0B



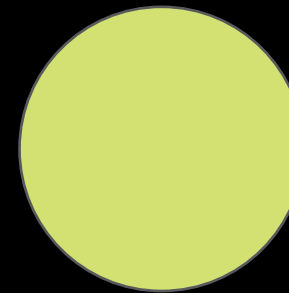
SPECS

CMYK

100C 0 M 0Y 0K

RGB

0 R 74G 39B



SPECS

CMYK

20C 0 M 70Y 0K

RGB

210 R 224G 115B

SECONDARY



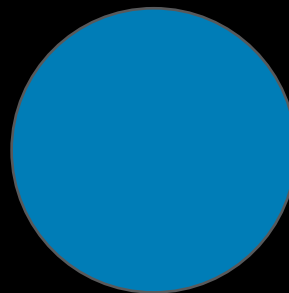
SPECS

CMYK

0C 0M 0Y 80K

RGB

79 R 6G 77B



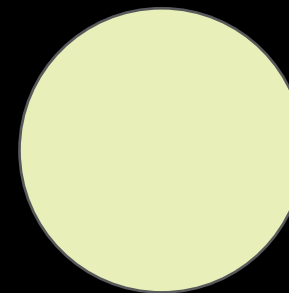
SPECS

CMYK

100C 0 M 0Y 20K

RGB

0 R 125G 183B



SPECS

CMYK

10C 0 M 35Y 0K

RGB

231 R 239G 184B

VISUALS: A THOUSAND WORDS

PHOTOGRAPHY / ILLUSTRATIONS



RESOURCES

Adobe Stock (Paid)
Getty (Paid)
Shutterstock (Paid)
Pictabay (Free)
Google (Beware)

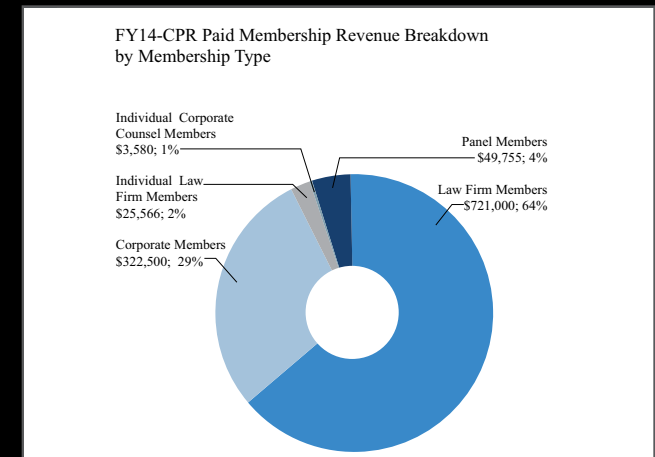
INFOGRAPHICS



RESOURCES

The Noun Project (Paid)
Huge icons (Paid)
Lucide icons (Paid)

DATA



RESOURCES

Adobe Illustrator (Paid)

MOOD BOARD: GET THE JUICES FLOWING



A mood board is a type of visual presentation or collage consisting of images, text, and samples of objects in a composition. It can be based on a set topic or can be any material chosen at random. A mood board can be used to convey a general idea or feeling about a particular topic.

RESOURCES

[Pinterest \(Login\)](#)

[Dribbble \(Login\)](#)

[Google \(Free\)](#)

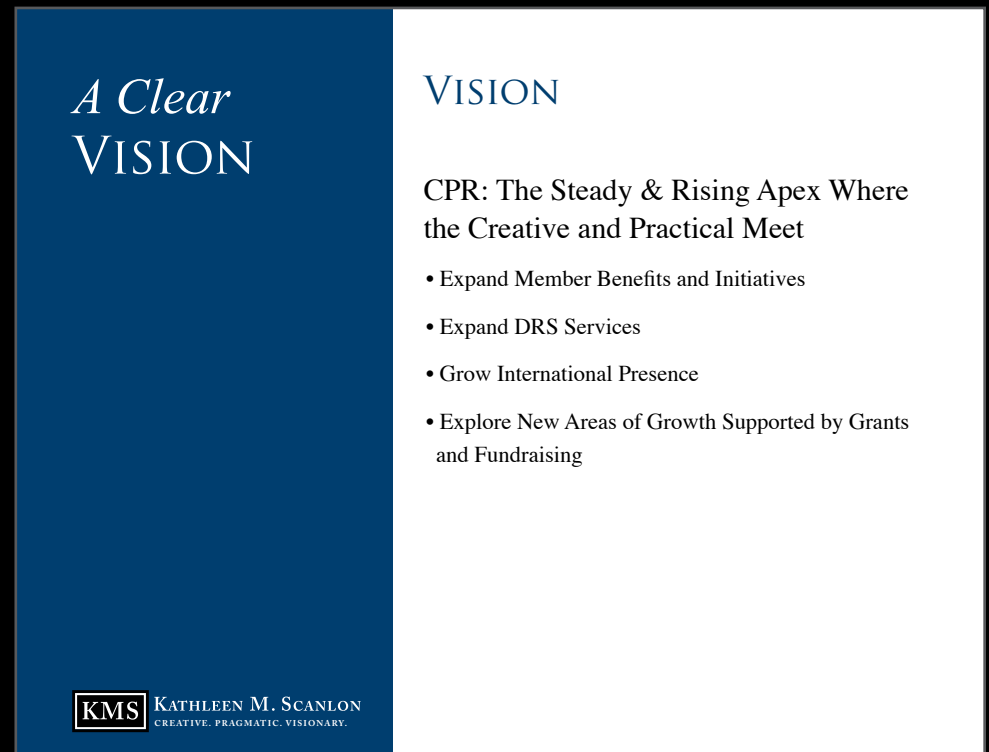
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CASE STUDIES



A VISION FOR CPR: PPT PRESENTATION



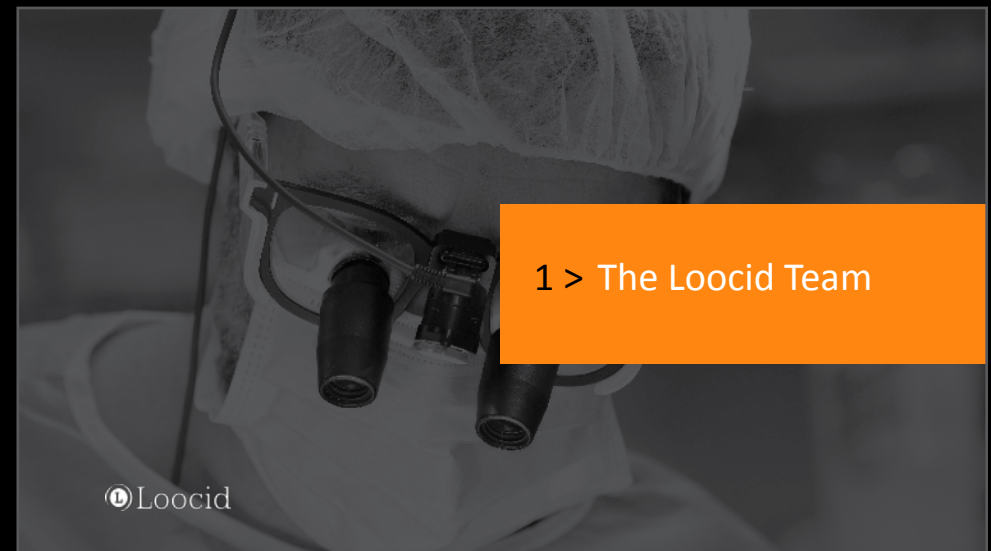
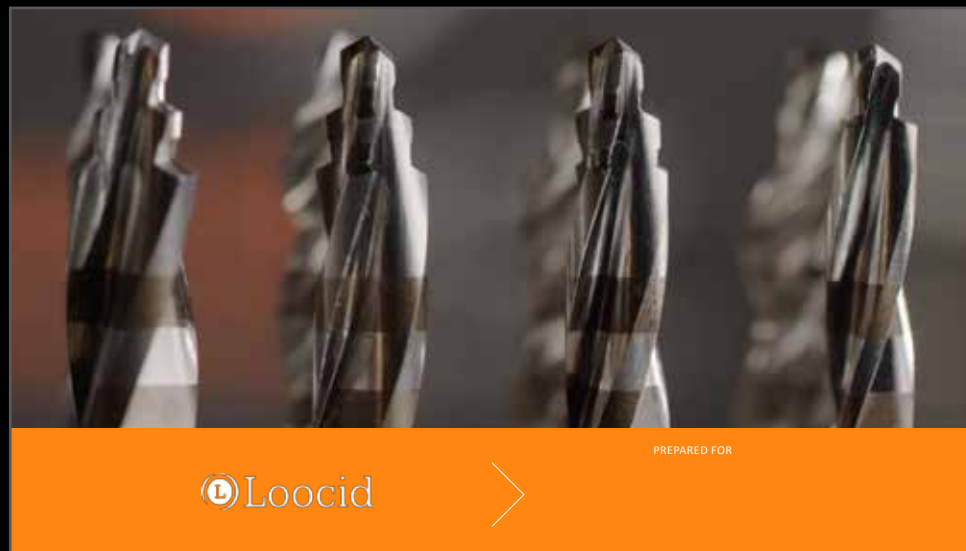
PPT PRESENTATION TO CPR: GOAL TO BECOME CEO OF ORGANIZATION. PRESENTED TO BOARD OF DIRECTORS

A VISION FOR CPR: PPT PRESENTATION



PPT PRESENTATION TO CPR: GOAL TO BECOME CEO OF ORGANIZATION. PRESENTED TO BOARD OF DIRECTORS

LOOCID: PITCH DECK FOR INVESTORS




PITCHBOOK TO INVESTORS OF LOOCID: GOAL TO RAISE CAPTIAL TO BRING TO MARKET NEW DENTAL TECHNOLOGY

LOOCID: PITCH DECK FOR INVESTORS

Loocid

Mission & Objective



The video thumbnail shows a man in a blue blazer speaking. The background features the Loocid logo (a stylized 'L' in a circle) and the text 'Loocid LLC' and 'Dr. Marwan Abboud, DDS, PhD'. A play button icon is overlaid on the video.

Loocid

Organizational Overview

LOOCID LLC DENVER, COLORADO	LOOCID GMBH HAMM, GERMANY	MANUFACTURING PARTNER CAMPO LARGO, BRAZIL
<ul style="list-style-type: none">> Administration> Sales & Marketing> Testing & Compliance	<ul style="list-style-type: none">> Manufacturing> Technology> Innovation	<ul style="list-style-type: none">> Manufacturing
		


PITCHBOOK TO INVESTORS OF LOOCID: GOAL TO RAISE CAPTIAL TO BRING TO MARKET NEW DENTAL TECHNOLOGY

MARKETING PROGRAM FOR PLAZA 10: PROPOSAL



MARKETING PROPOSAL FOR PLAZA 10

Statement of Understanding



csdesignworks

SCOPE

In partnership with Dividend Capital and the C&W leasing team, CS Designworks will create a marketing program for the upcoming availabilities at Plaza 10.

The program will explore:

- Re-branding the asset
- A promotion campaign to re-familiarize the property and it's benefits to the A-List brokers
- Broker event coordination for the A-List brokers
- A print and online advertising campaign targeted to the NYC and NJ brokerage communities
- A direct mail campaign that coordinates with advertising to maximize visibility to the target market

KEY POINTS

Primary Differentiators

- **Architectural Design** – world class design
- **Location** – Waterfront with unmatched NYC views
- Smart and efficient **floor plates**, responsive **ownership and management**, state-of-the-art **amenities**
- Incredible building **infrastructure**

Secondary Differentiators

- A true **live-and-play urban experience** – Paulus Hook is a mature neighborhood that not only offers the traditional amenities of an established residential neighborhood, but like all cities, a variety of lifestyles, like the Brooklyn vibe of Grove Street, luxury towers on the waterfront and 19th century brownstones.
- A **hub location** – one of the key components of new-urban environments is transportation, and JC has them all. From Light-rail, to the PATH, from highways to the airport – get anywhere and everywhere.
- **Incentives** – the Grow NJ incentive program offers significant tax savings to tenants
- **Attractive Rents** – Sizable savings to comparable NYC space

PROPOSAL TO CUSHMAN & WAKEFIELD: GOAL TO MARKET PLAZA 10 FOR LEASE OPPORTUNITIES

MARKETING PROGRAM FOR PLAZA 10: PROPOSAL

MARKETING PROPOSAL FOR PLAZA 10

Building the Brand

SAMPLE WEBSITE HOMEPAGE

The cornerstone of a strong brand is to have a solid website. It is recommended that we upgrade the current website to a more modern and easy-to-navigate site. Recommend beefing up content to communicate more effectively to brokers and end-users alike.

Recommendations:

- Simplify Navigation
- Upgrade Photography
- Video if in budget
- Interactive area map
- Interactive floor plans
- Blog or News area to promote happenings in Jersey City and Building
- Social Media

csdesignworks



WORLDVIEW TOWER
 HIGH RISE WORKSPACE JERSEY CITY ON THE HUDSON

THE PROPERTY THE RECOMMENDATIONS AVAILABILITIES GALLERY TESTIMONIALS CONTACT

EXCELLENCE IN AVAILABILITIES

Beauty... Brains... Braun.

Welcome to WORLDVIEW TOWER

Stunning Modern Architecture. Unmatched building Infrastructure. An emerging urban neighborhood and positioned on the Hudson River with views that are second to none, Worldview Tower has it all.

- Excellence by Design (architectural story)
- Property Specifications
- Building Amenities
- Building Improvements
- Infrastructure Fiber, Backup Power, Flood Protection

IC **ECO-FRIENDLY** **RACK IT UP** **COFFEE BREAK?**

Charge your car while you work... What better way to get to work... No one brews a better cup of Joe...

CUSHMAN & WAKEFIELD

For more information, please contact:
 Robert Rubin Vice Chairman • 201 994 3348 robert.rubin@cushwake.com
 David DeMartino Director • 201 994 3348 david.demartino@cushwake.com

MARKETING PROPOSAL FOR PLAZA 10

Marketing

PROPERTY TOUR AND INVITATION

Invitation: Model Helicopter with Logo Imprint. Formal Invitation to tour the property by Helicopter.

Tour: Helicopter tours can accommodate up to 6 people.

csdesignworks

Model Helicopter
 This fun item can be branded with our marketing message and act as the invitation to the helicopter tour.



Sample Invitation



YOU'RE INVITED
 See Jersey City's most amazing building in a most amazing way.
 BY HELICOPTER

Helicopter Tour



PROPOSAL TO CUSHMAN & WAKEFIELD: GOAL TO MARKET PLAZA 10 FOR LEASE OPPORTUNITIES

“

What I do is not really graphic design; it is the expression of ideas in graphic terms.”

HERB LUBALIN



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D **E** S I G N **E**
D

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