

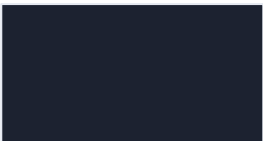


Palette, type, spacing

Everything that follows is assembled from these parts — replace the sample text, keep the sizes.

01 PALETTE

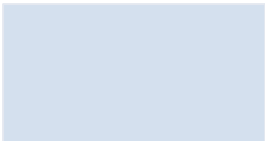
EIGHT VALUES



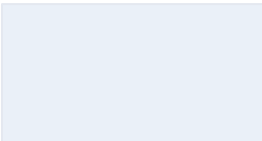
INK
#1C2230
display type · dark ground



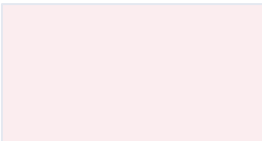
RED
#C42039
the mark · the active state



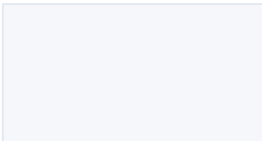
BLUE FILL
#D4E0EE
filled shapes on light



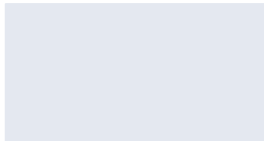
BLUE WASH
#EAF0F8
the governed panel



RED WASH
#FBEDEF
the caution panel



PANEL
#F6F7FB
the quiet card



RULE
#E4E8F0
hairlines · dividers



GREEN
#1A6852
the rare third accent

02 TYPE

TWO FACES

Display headline
Slide title

Panel heading

Lede and body copy

LABEL · EYEBROW

Georgia Bold · 44 / 36

Georgia Bold · 30

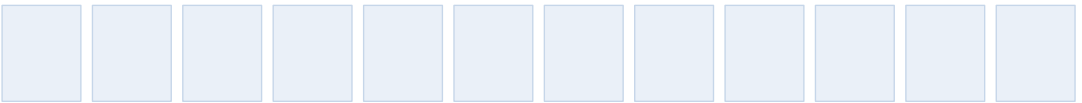
Georgia Bold · 22 / 15

Arial · 14 / 11.5

Arial Bold · 9 / 8 · +2.2

03 GRID

12 COLUMNS



Margin 0.72" · Gutter 0.14" · Block gap 0.34" · Hairline 0.75pt

04 PARTS

COPY THESE



- Square bullet row — the list mark
- ✓ Check row — evidence inside a panel
- \$ Cost row — the same list, money

PREPARED BY	FUNCTION	ISSUE	PAGE
Your name	Your role	Month 2026	01 of 14

■ EYEBROW LABEL · SECOND LABEL

Display headline over two lines

One sentence of subtitle that says what this is and who it is for.

Chip label

Chip label

PREPARED BY

Your name

FUNCTION

Your role

ISSUE

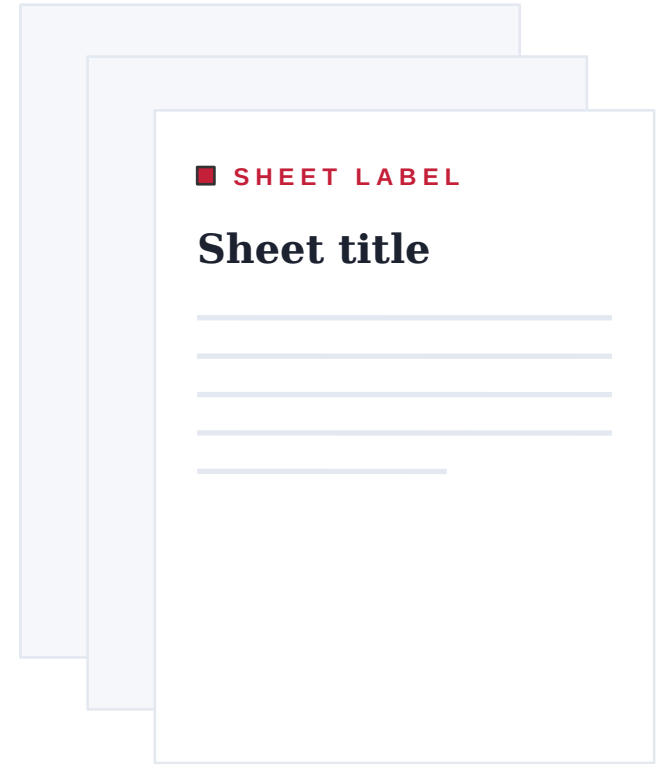
Month 2026

SET

REF-00-0

Display headline, set in two lines

A subtitle line that carries the promise. Replace this sentence with yours and keep it under twenty words.



■ KICKER LABEL

Panel heading

Two or three lines of supporting copy sit here.

■ KICKER LABEL

Panel heading

The counterweight to the panel on its left.

PREPARED BY

Your name

FUNCTION

Your role

ISSUE

Month 2026

PAGE

01 of 01

SET

REF-00-0



01

■ SECTION LABEL

Section title goes here

One line on what this section covers and why it comes here.

Slide title, set in the display face



A lede line under the title, one or two sentences long, that sets up the three panels below it.

■ KICKER · 01

Panel heading

Three or four lines of body copy. Replace this text; the panel grows and shrinks with it, so keep the three the same length.

■ KICKER · 02

Panel heading

Three or four lines of body copy. Replace this text; the panel grows and shrinks with it, so keep the three the same length.

■ KICKER · 03

Panel heading

Three or four lines of body copy. Replace this text; the panel grows and shrinks with it, so keep the three the same length.

Callout lead. The rest of the callout sits in the muted tone so the lead reads first.

Two columns that argue with each other

Left column heading

OUR LANE — SUBHEAD IN CAPS

- ✓ A row of evidence, one line long
- ✓ A row of evidence, one line long
- \$ A row of evidence, one line long
- A row of evidence, one line long

Right column heading

THE OTHER — SUBHEAD IN CAPS

- ✓ A row of evidence, one line long
- ✓ A row of evidence, one line long
- \$ A row of evidence, one line long
- A row of evidence, one line long

01 Step label — one line



02 Step label — one line



03 Step label — one line

The line that closes it. One sentence, bold lead, muted rest.

Chips

STATES



TAGS



STATUS



Buttons



Labels and marks

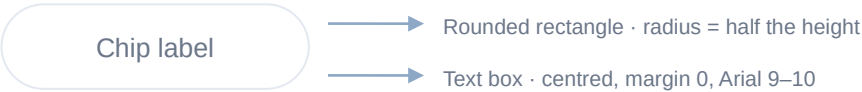
■ EYEBROW · WITH A SECOND PART

■ EYEBROW IN THE MUTED TONE

Two shapes, every time.

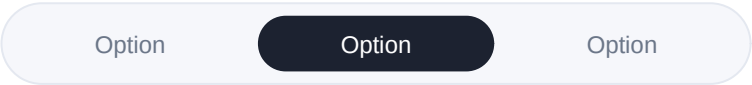
Copy the pair, retype the label, drag the right edge — nothing is grouped.

ANATOMY



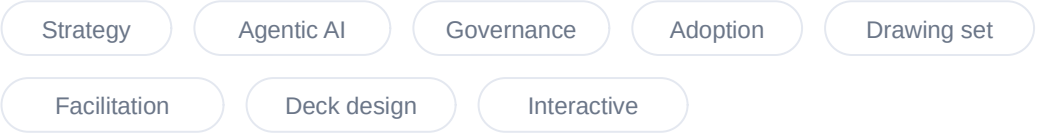
TWO SHAPES

SEGMENTED CONTROL

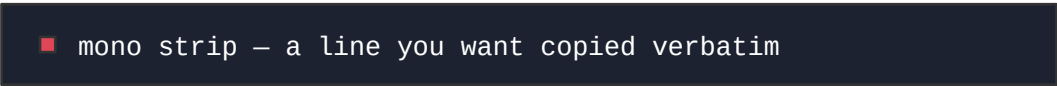


ONE OF THREE

TAG CLOUD

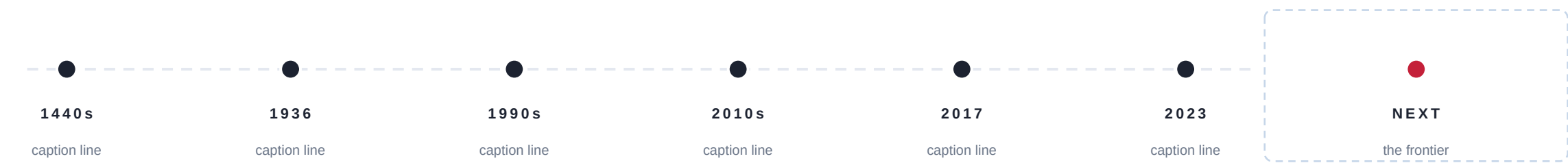


WRAPS FREELY

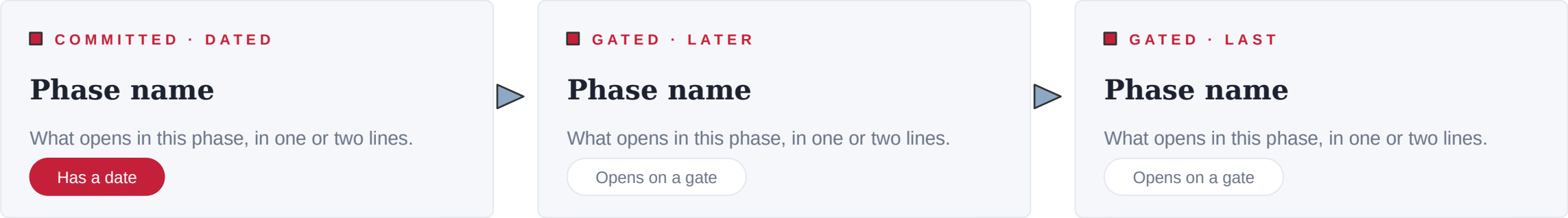


LABEL	LABEL	LABEL
Value	Value	Value

A line with things on it



Phases



The numbers

00

LABEL

One line on what this counts

0-0

LABEL

A range, not a point

\$00k

LABEL

Money, with the basis under it

0%

LABEL

A share, with its denominator

KPI NAME

ASKS

The question it answers

BASELINE

Where it starts

TARGET

Where it has to get to

CHECKED

How often

KPI NAME

ASKS

The question it answers

BASELINE

Where it starts

TARGET

Where it has to get to

CHECKED

How often

KPI NAME

ASKS

The question it answers

BASELINE

Where it starts

TARGET

Where it has to get to

CHECKED

How often

A note that keeps it honest. What the numbers cannot tell you yet, and who supplies it.

■ LEFT PANEL LABEL



A short, hard statement.

Two or three lines under it, in the muted tone,
that carry the reasoning.

■ RIGHT PANEL LABEL



What that means in practice

- A bullet row, one line long
- A bullet row, one line long
- A bullet row, one line long

A paragraph under the list that turns the three rows into a single point, in two sentences at most.

Tinted callout heading

"A quoted line sits here, in the panel that means look twice."

■ "a line worth copying exactly as written"

One

Two

Three

10 / 14

A pulled sentence, kept short enough to land.

§00 · SOURCE OR SECTION

Dark band. Bold lead, muted rest.

Tinted band. The same shape, other tone.

Callout heading

The tinted card, used for a point that needs a frame around it.

Callout heading

The same card on the dark ground, for a statement rather than a detail.

■ a mono line – for anything that must be copied exactly

Rows, ruled

CATEGORY	ESTIMATE AND BASIS
Row label	Value, with the basis in a second clause
Row label	Value, with the basis in a second clause
Row label	Value, with the basis in a second clause
Row label	Value, with the basis in a second clause

Contents

00	Section name	Page 02
01	Section name	Page 03
02	Section name	Page 04
03	Section name	Page 05
04	Section name	Page 06

PREPARED BY	FUNCTION	ISSUE	PAGE	SET
Your name	Your role	Month 2026	00 of 00	REF-00-0

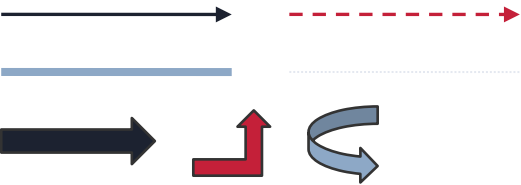
The title block travels with the piece. It is the one row that says who made it and when.

Parts bin

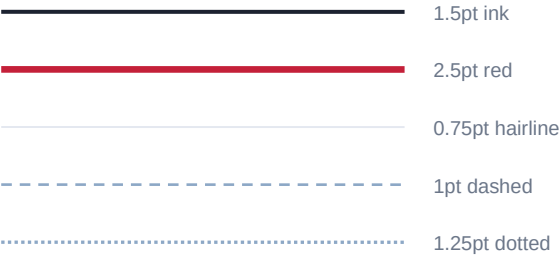
MARKS



ARROWS AND CONNECTORS



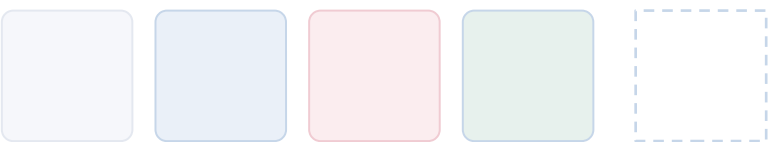
RULES



NODES AND BADGES



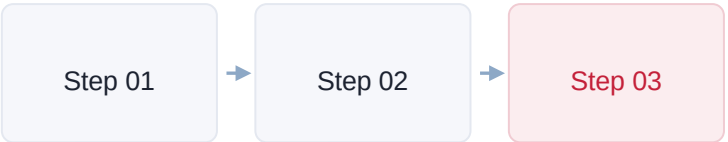
FRAMES AND FILLS



SHEETS AND CROP MARKS



ASSEMBLED — A THREE-NODE FLOW



ASSEMBLED — A STAT BLOCK





■ CLOSING LABEL

The line you want them to leave with.

One supporting sentence, in the muted tone.

- Contact chip
- Second chip

NAME	ROLE	EMAIL	SITE
Your name	Your role	name@example.com	example.com