

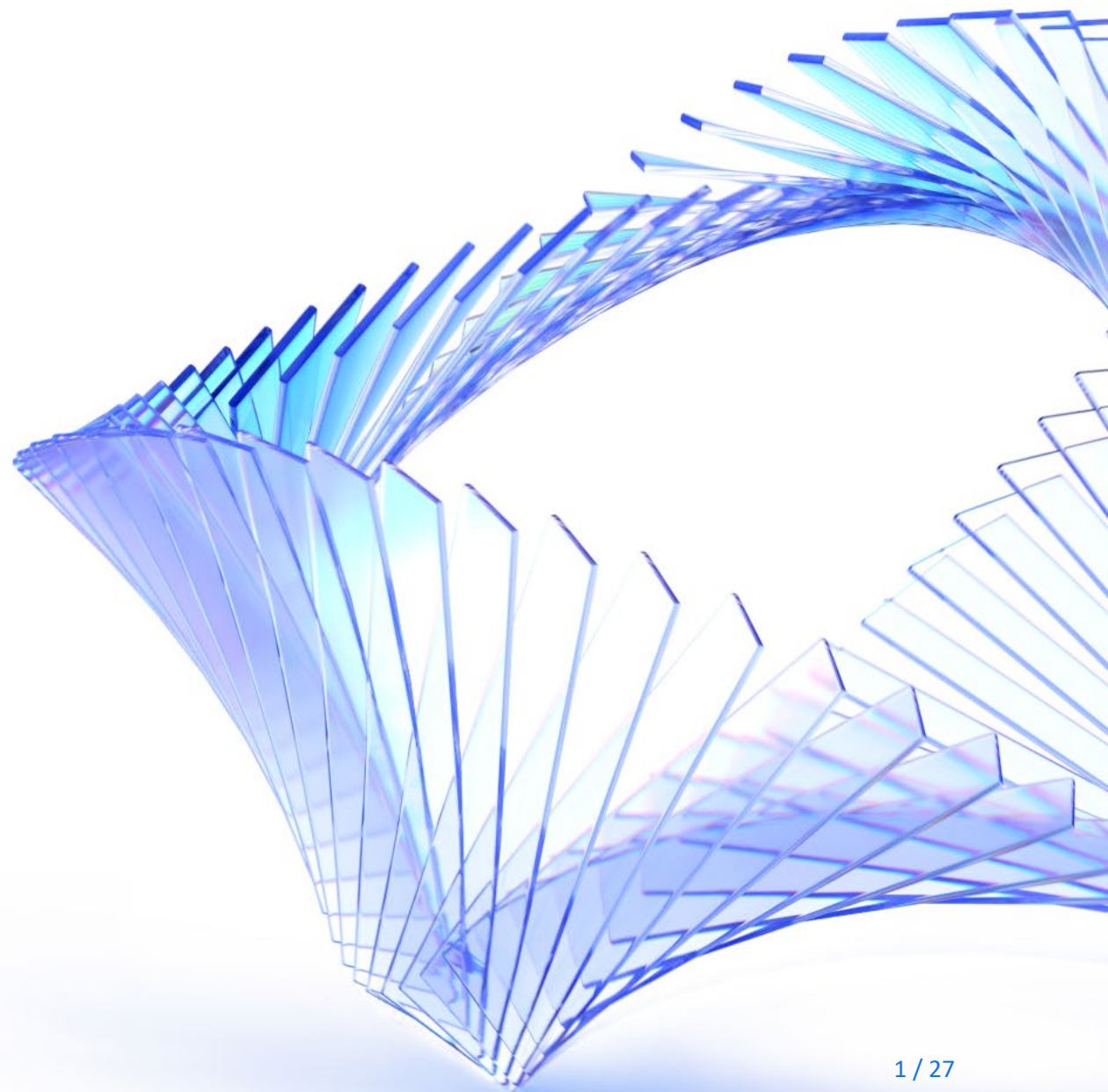


Presentation Title

Empowering the Future of AI

Speaker Name

2026-04-13



Agenda

1. Design System Overview
2. System Goals
3. Design Principles
4. Foundation Layers
5. Component System
6. Color Specification
7. Surface, Border & Text Roles
8. Line & Bullet Specification
9. Connector & Timeline Patterns
10. Line Application Patterns

New Category

Title (40pt Calibri)

- Content font (32pt)
 - Level 1 (24pt)
 - Level 2 (20pt)
 - Level 3 (16pt)

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Title (40pt Calibri)



Thank you

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Assets Library

Foundations, surfaces, components, and application patterns.

Component Overview

Core card families translate the shared surface system into entry, hero, capability, and support roles.



System-Level

Cards for interface quality, journeys, and system polish.



Capabilities

Cards for research, framing, and audience insight.



Infrastructure

Cards for implementation, APIs, and release execution.



Workload

Cards for interface quality, journeys, and system polish.



Optimization

Cards for interface quality, journeys, and system polish.



System-Level

Cards for interface quality, journeys, and system polish.

Navigation Chip Set

Compact horizontal chips for category switching, active-state emphasis, and lightweight navigation.



AI Platform



Architecture



Security



Scalability



Design System



Performance

Asymmetric Card Group

Mixed card widths help establish primary, secondary, and support narratives within one composition.

Lead Narrative

Use the primary card to frame the main story, business question, or strategic headline.

Priority Action

Use a highlighted secondary card for rollout, launch, or time-sensitive activation.

Expert Insight

Use a neutral support card for context, commentary, or specialist interpretation.

Integration Flow

Use wide cards to explain orchestration, handoffs, and cross-functional movement.

Scale Readiness

Use a wide companion card for platform resilience, operations, or growth planning.

2 x 2 Capability Grid

Use a balanced matrix when four capabilities need equal weight and fast scan-ability.



Discovery

Cards for research, framing, and audience insight.



Delivery

Cards for implementation, APIs, and release execution.



Experience

Cards for interface quality, journeys, and system polish.



Enablement

Cards for growth, go-to-market, and internal adoption.

Surface State Matrix

Preview the approved frosted and neutral surface treatments across default, active, and emphasis states.

Surface / Base

Default content card

Surface / Elevated

Raised nested group

State / Quiet

Low-contrast background card

State / Accent Edge

Gold-accent emphasis state

Color Specification

Canonical palette tokens for brand expression, emphasis, and neutral structure.

Core Palette



Color / Brand / Primary

Vision Blue

#1473E5

CTA, key nodes, section dividers



Color / Brand / Secondary

Energy Blue

#0092E6

Highlights, data accents, secondary cues



Color / Accent / Gold

Signal Gold

#E6BF26

Premium emphasis, directional moments



Color / Neutral / 100

Mist Gray

#E0E6EF

Quiet separators and low-noise structure



Color / Text / Neutrals

Heading

2F2F36

Heading



Color / Text / Neutrals

Subtitle

6A7B8C

Subtitle

Text neutrals: Heading / #2F2F36, Subtitle / #6A7B8C.

Reserve blue and gold for emphasis, keep body copy neutral, and avoid ad-hoc accent variants outside the token system.

Surface, Border & Text Roles

Card recipes for surfaces, subtle borders, text hierarchy, and frosted-glass treatments.

Surface, Border & Text Roles

Surface / Base

Default content cards and clean canvas

#FFFFFF

Surface / Elevated

Raised groups and nested content blocks

#FCFCFD

Surface / Frosted / Default

Glass overlays using white plus subtle border
Used by Glass card components

#FFFFFF 72%

Border / Subtle

Primary outline for cards, tables, and panels

#DCE5F0

Text Roles

Text / Primary #111111

Text / Secondary #6A7B8C



Frosted

Glass card

White 72% + subtle border

Recipe Rule

Apply the same frosted fill and subtle border recipe across all component pages.

Line & Bullet Specification

Canonical stroke and bullet tokens for dividers, callouts, and low-noise navigation cues.

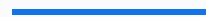
Stroke Tokens

Line / Brand / Primary

Vision Divider

#1473E5 | 2 pt | Solid

Section dividers and hero separators

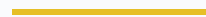


Line / Accent / Gold

Signal Arrow

#E6BF26 | 2 pt | Solid

Directional emphasis and premium cues

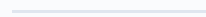


Line / Neutral / Subtle

Mist Divider

#E0E6EF | 1 pt | Solid

Quiet structure and timeline baselines



Bullet Tokens

Bullet / Brand



Vision Blue

Key ideas, section anchors, and active states

Bullet / Secondary



Energy Blue

Support points, data callouts, and secondary marks

Bullet / Neutral



Mist Gray

Background lists and low-priority navigation

Rule: Keep paragraph text neutral; only bullets, dividers, and directional moments should carry brand or accent color.

Connector & Timeline Patterns

Approved pattern recipes for sequenced milestones, vertical connectors, and directional rhythm.

Pattern / Timeline / Milestone



Use a neutral baseline plus branded milestone nodes to show sequence without overwhelming the content.

Pattern Tokens

Baseline

Line / Neutral

Milestone

Bullet / Brand

Connector

Line / Brand

Usage Rule

Keep the baseline quiet, then use one active color family to guide the milestone order.

Line Application Patterns

Reusable application cards showing how tokens translate into dividers, arrows, and timelines.

Divider

Pattern / Divider / Title

Section Title



Use a primary brand divider to separate headings from content blocks without adding extra color noise.

Arrow

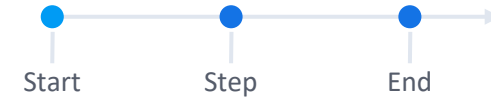
Pattern / Arrow / Direction



Use the accent arrow for flow direction, handoff states, or premium callouts that need stronger emphasis.

Timeline

Pattern / Timeline / Sequence



Use a neutral line with selective colored nodes when the slide needs order, milestones, or stage progression.

Rule: Choose one pattern family per slide so dividers, arrows, and timelines reinforce a single hierarchy instead of competing.

Gold Decorative Line

Formal PowerPoint spec for all short, medium, and long gold decorative lines, including exact gradient stops and usage guardrails.

Gradient Direction

Type	Linear
Angle	0° (Left -> Right)
Applies To	All gold decorative lines: Short / Medium / Long

Color Stops & Position

Position	Hex	Intent
 0%	#A9791C	Deep gold start for a controlled edge.
 20%	#C89A2A	Warm gold transition.
 50%	#E6BF26	Primary brand gold anchor.
 80%	#F2D36B	Highlight gold.
 100%	#FFF1B0	Light gold lift at the tail.

Sizing & Preview

Width: 2 pt	Style: Solid
Long	 100%
Medium	 60-70%
Short	 ~10%

PowerPoint Notes

- Use the built-in line gradient, not images.
- All gold decorative lines must share the same stops and percentages.
- Keep #E6BF26 fixed at 50% as the visual center.
- Do not reorder stops or change their ratios.
- Maintain a balanced dark-to-light flow; avoid a one-sided metallic look.

Gold Decorative Line Linear Gradient, 0° (Left -> Right) 0% #A9791C / 20% #C89A2A / 50% #E6BF26 / 80% #F2D36B / 100% #FFF1B0 Width: 2 pt, Solid

Table Patterns

Reusable PPT table families that keep hierarchy clear while adapting to comparison, list, and executive-summary business needs.

Difference-led

Comparison Table

Use clear column contrast and selective accent fills to make trade-offs visible at a glance.

Feature	Plan A	Plan B
Setup	Fast	Requires vendor onboarding
Cost	Lower fixed cost	Higher but more scalable
Risk	Manual QA needed	Governed rollout flow
Fit	Pilot / lean teams	Enterprise / long-term

For

Vendor selection, plan comparison, pricing options, and before / after discussions.

Readability-led

List Table

Use restrained striping, stable alignment, and neutral text so long lists remain easy to scan.

No.	Action Item	Owner
01	Finalize narrative headline	PM
02	Confirm product screenshots	Design
03	Align KPI wording with sales	Biz
04	Review presentation flow	Lead
05	Export final client deck	Ops

For

Task lists, rollout trackers, meeting actions, checkpoints, and owner-based coordination.

KPI-led

Summary Table

Use compact labels plus oversized values so the table behaves like a quick executive dashboard.

Metric	Value
Revenue	+ 28%
CAC	- 12%
Pipeline	34 Deals

For

Board updates, campaign recap, monthly reporting, and management summary slides.

Rule: Copy one pattern family per slide, keep the header style consistent, and only use accent fills where the hierarchy truly needs emphasis.

Standard Data Table

Core layout for structured comparison and data reporting.

Product / Service	Category	Q1 Revenue	Q2 Revenue	Growth	Status
Vision Analytics Pro	SaaS	\$1,240,000	\$1,580,000	+27.4%	●
Edge Connector Suite	Hardware	\$ 820,500	\$ 910,200	+10.9%	●
DataBridge API	Platform	\$ 640,000	\$ 730,000	+14.1%	●
InsightBoard Lite	Freemium	\$ 210,000	\$ 195,000	-7.1%	●
Cloud Relay Service	Infra	\$ 480,000	\$ 560,000	+16.7%	●

Data reflects consolidated Q1–Q2 actuals. Growth calculated YoY against prior half.

Feature Comparison Matrix

Side-by-side capability alignment across plan tiers.

Feature	Starter	Professional	Enterprise
Users	Up to 5	Up to 25	Unlimited
Data Sources	3	15	Unlimited
API Access	—	✓	✓
Custom Dashboards	—	✓	✓
SSO / SAML	—	—	✓
Dedicated Support	Email	Priority	24 / 7 SLA

All plans include 99.9% uptime SLA and SOC 2 Type II compliance.

KPI Performance Summary

Key metrics with trend signals and target tracking.

KPI Metric	Owner	Target	Actual	vs Target	Trend
Monthly Recurring Revenue	Finance	\$2.4 M	\$2.58 M	+7.5%	▲
Customer Churn Rate	Success	< 2.0%	1.6%	-0.4pp	▼
NPS Score	CX	≥ 55	61	+6 pts	▲
Support Ticket SLA	Ops	95%	91.2%	-3.8pp	▼
Pipeline Coverage	Sales	4×	3.7×	-0.3×	▶
Feature Adoption Rate	Product	40%	44.1%	+4.1pp	▲

Actuals reflect month-to-date as of last business day. Targets set at start of quarter.