



Pitch Deck Design Checklist

By following this checklist, you can create a pitch deck that effectively communicates your message and makes a strong visual impact on investors. It also helps to create a more professional and credible image of your company, which can be important in securing funding.

Consistency in design: Ensuring that the design elements are consistent throughout the deck.

- Color palette
- Typography
- Imagery
- Simple and Clear:** Making sure that the design is simple and easy to understand, avoiding any unnecessary clutter or complexity.

Branding: Incorporating the company's branding into the deck.

- Logo
- Color palette
- Typography
- Style
- High-Quality Images:** Using high-quality images, graphics, and charts to enhance the visual appeal of the deck and make it more engaging.
- Layout and organization:** Organizing the deck in a clear and logical way, using appropriate headings, bullet points, and white space to make it easy to read.
- Contrast:** Using high contrast between text and background for better readability.
- Typography:** Choosing appropriate and readable typography for different types of content and using appropriate font sizes.
- Color:** Using appropriate and effective color to highlight important information and create visual interest.
- Adaptability:** Designing the deck to be easily adaptable for different formats and platforms, such as print and digital presentations.

Brand storytelling: Incorporating the company's brand story, mission, vision and values into the design.

- Brand story
- Mission & Vision
- Values