



Decktalks”

” Slide Different

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[hi@decktalks.co](#)

Inspirations



Decktalks”

is a creative design studio built on one belief that every great idea deserves a great presentation. We transform strategy into visuals that persuade, inspire, and leave a lasting impression.

Chameleon

kuh·mee·lee·un

A reptile of extraordinary adaptability, known for shifting its colors to match any environment with speed and precision never rigid, never restricted, always in perfect harmony with its surroundings.

Like the chameleon, Decktalks adapts to any brand, any brief, any vision fluid in style, unwavering in quality. We don't have a signature look. We have yours





We believe that

great pitch deck isn't just designed, *it's engineered*. We work with founders and marketing teams to build decks that balance narrative, data, and visual impact. Every slide earns its place. Every word carries weight."





THE POWER OF PRESENTATION

Your brand is only as strong as how it's told.

In a world of short attention spans, a great presentation is not a luxury it is the difference between a brand that gets remembered and one that gets ignored.

WHY IT MATTERS

94%

of first impressions are design-driven

3x

more likely to win a deal with a polished deck

55%

of communication is visual, not verbal

7 sec.

to make or lose an impression

Build instant credibility:

A polished deck signals a serious brand before a word is spoken.

Simplify complex ideas

Visuals help your audience understand, retain, and act on what matters.

Drive decisions

The right structure moves people from interest to conviction.



EVERY STUDIO
HAS AN OPINION
ABOUT HOW
A DECK SHOULD
LOOK.

We have one opinion, it should look like you

WHAT FOLLOWS IS A CROSS-SECTION OF THE
WORK DIFFERENT INDUSTRIES, DIFFERENT
AESTHETICS, ONE STANDARD.



Decktalks”



What's inside

A curated look at the work we do and how we do it.



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About Decktalks

Who we are, what we believe, and why design changes outcomes.
Studio

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Pitch Decks

Investor-ready decks built around narrative and structure.
Work

03

Presentations

Sales, product, and keynote decks that hold attention
Work

04

Brand Guidelines

Visual identity systems built to stay consistent at every scale
Work

05

Company Profiles

The document that sells who you are before the meeting starts
Work

06

Instagram Carousels

Branded scroll series designed to educate, promote, and convert
Work

Creative portfolio

A PRODUCT BY

About

How do we think?

Based on our experience

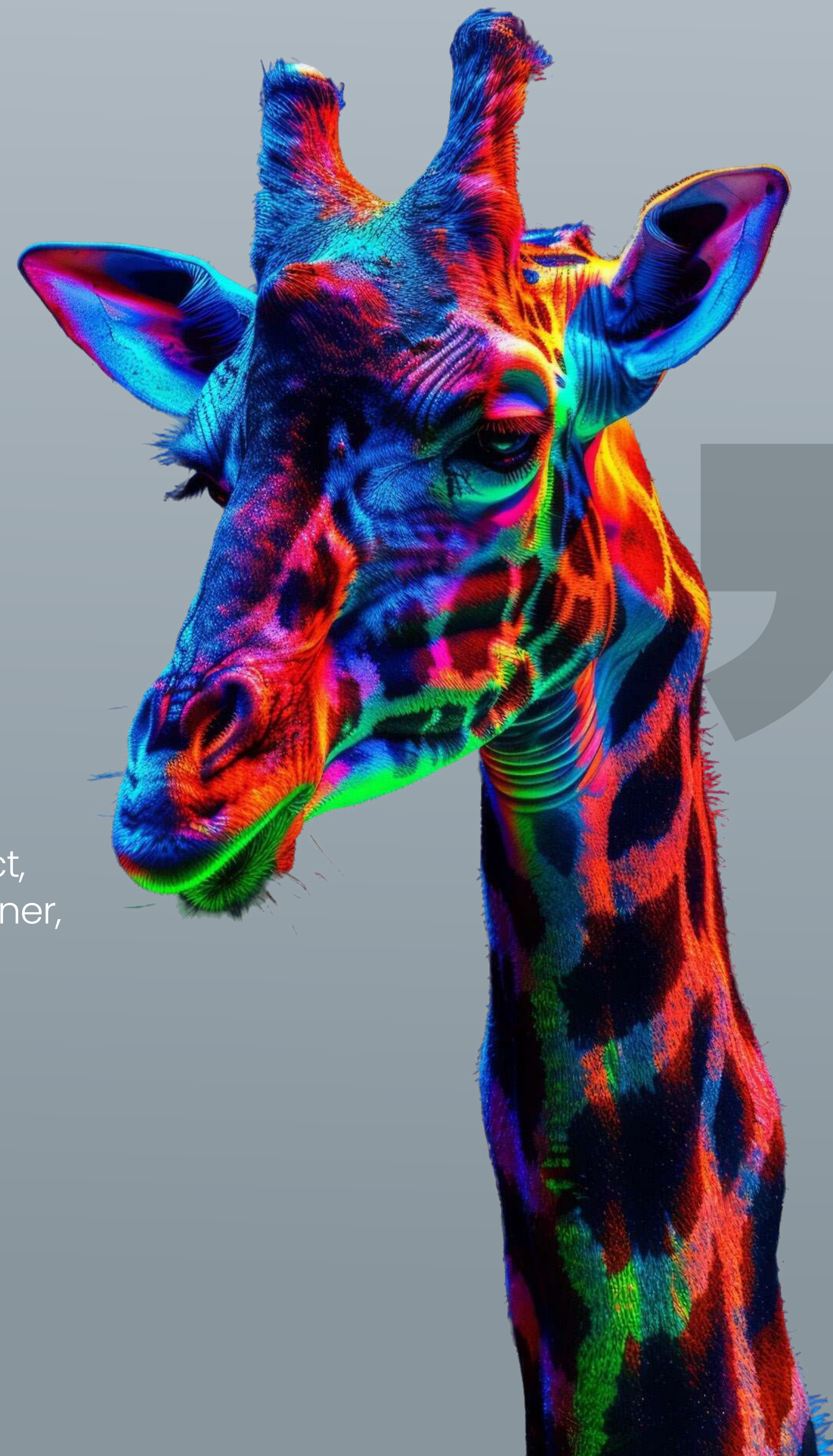
**MOST FOUNDERS HAVE
A STRONG VISION.**

**VERY FEW HAVE A DECK
THAT MATCHES IT.**

At Decktalks, we close that gap. We take what you know your product, your market, your story and turn it into something an investor, a partner, or a client can feel in thirty seconds.

STRATEGY FIRST. DESIGN SECOND.

Always in service of the idea.



OUR **5 STEPS** MISSION

WITH NO SHORTCUTS

A journey to follow



” *Slide Different*



” Slide Different

OUR 5 STEPS MISSION

WITH NO SHORTCUTS

A journey to follow

Decktalks”

- 1 *The* **BRIEF**
Questions First. Strategy before anything.
- 2 *The* **STORY**
The script before the design tool opens.
- 3 *Visual* **DIRECTION**
We adapt to your brand, not the other way.
- 4 *Build* **& ITERATE**
Fast rounds. No surprises at delivery.
- 5 *Business development* **REVIEW**
Built to close, not just impress



PITCH DECKS

CHAPTER ONE



You don't get a second chance to make an investor lean forward. Every deck in this chapter was built for exactly that moment for founders who need a room to feel the idea before they can fund it.





Pitch Decks FRAMEWORK

EVERY PITCH DECK WE BUILD FOLLOWS ONE UNWAVERING PRINCIPLE

01

The Hook

The first slide does one job: make them lean in. We open with a statement, a tension, or a truth the audience already feels but hasn't heard said out loud.

02

The Problem

We make the audience feel the pain before we offer the cure. A problem they recognise is a problem they want solved.

03

The Solution

Clear. Simple. Undeniable. We present the solution in a way that feels inevitable like it was always the obvious answer.

04

The Proof

Numbers, traction, case studies, or social proof. This is where the brain says "this is real." We make it impossible to doubt.

05

The Vision

Where is this going? We paint a picture of the future that makes the audience want to be part of it. Ambition backed by clarity.

06

The Ask

Direct. Confident. Specific. We close with a single, clear ask no confusion, no hesitation, no room for "let me think about it."

HERE IS HOW WE DO IT

The deal is the destination. Every slide is a step towards it. We engineer the journey from the first slide to the last so that by the time the final slide lands, the answer is already yes.



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Towell Group Muscat, Oman 212 - Automotive

Designing a full pitch to cover the brand launch covering strategy, content pillars, sample designs, website design & launch event.

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Decktalks™



Hunters Food Dubai, United Arab Emirates Hunters Gourmet

Designing a full pitch to cover the brand launch covering strategy, content pillars, sample designs.

Decktalks”



Moiseau Jewelleries

Designing a full pitch to cover the brand launch covering strategy, content pillars, sample designs and Instagram grids.

Gargash Group
Dubai, United Arab Emirates

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SOCIAL CA~ELS

Chef.
Social Media Management Proposal



UAE | KSA

SOCIAL CA~ELS

Audience Insights



Instagram
Chefs & Culinary Creators: Professionals seeking inspiration, innovative ingredient ideas, and recipe tips.
Aspiring Chefs: Young, up-and-coming culinary talent eager to learn and connect with industry leaders.
Foodservice Businesses: Restaurants, hotels, and catering services looking for premium suppliers and inspiration to elevate their offerings.
Food Enthusiasts & Influencers: Individuals who engage with culinary trends and unique dining experiences.

LinkedIn
Senior Chefs & Culinary Leaders: Industry professionals looking for trusted partners and suppliers to elevate their kitchens and businesses.
Foodservice Decision-Makers: Restaurant owners, hotel managers, and corporate event planners seeking high-quality ingredients and foodservice solutions.
Industry Professionals: Individuals engaged in food trends, sustainability, and innovations in the culinary sector.

UAE | KSA

SOCIAL CA~ELS

Social Media Management Proposal

Why Chef Middle East?

25+ years of expertise in the culinary industry.
Premium distributor of specialty food and beverage products.
Partner to 3,500+ customers across the Middle East, Indian Ocean, Africa, and CIS.
Official partner of the Michelin Guide.
Positioning: Evolving from a partner, empowering chefs' culinary experiences.



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SOCIAL CA~ELS

Sample Calendar

Instagram

Week 4 Content Pillar

Future of Flavor



Content Type Video	Content Type Video	Content Type Static
Content title / Description "Sustainability in the Kitchen: Eco-Friendly"	Content title / Description "Innovating for a Sustainable Future: The 'Zero-Waste' Kitchen"	Content title / Description "Sustainable Sourcing: What It Means for Your Kitchen" - Carousel post about sustainable sourcing and its impact on food preparation and the environment.

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SOCIAL CA~ELS

Sample Calendar

Instagram

Week 3 Content Pillar

Beneath The Toque



Content Type Video	Content Type Video	Content Type Static
Content title / Description "The Journey of a Chef: From Passion to Plate" - Highlight a chef's personal journey and the dedication behind their craft.	Content title / Description "A Day in the Life of a Chef: The Grind Behind Culinary Mastery" - A look into the daily challenges and triumphs that chefs experience in the kitchen.	Content title / Description "Why We Love Our Chefs" - Celebrate the passion, creativity, and dedication of the culinary professionals who bring joy to our plates.

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Sample Calendar

LinkedIn

Week 5 Content Pillar

Culinary Partnerships in Excellence



Content Type Video	Content Type LinkedIn Article	Content Type Corporate Announcement
Content title / Description "Building Culinary Partnerships: Chef Middle East's Collaborations with Leading Hotels & Restaurants" - Showcase successful partnerships with top-tier hotels and restaurants.	Content title / Description "How Strategic Partnerships in the Culinary World Foster Innovation and Success" - Discuss how collaborations elevate both brands and drive innovation in the hospitality space.	Content title / Description "New Michelin Star Partners: Chef Middle East's Role in Shaping Exceptional Culinary Experiences" - Announce new partnerships with Michelin-starred chefs or restaurants.

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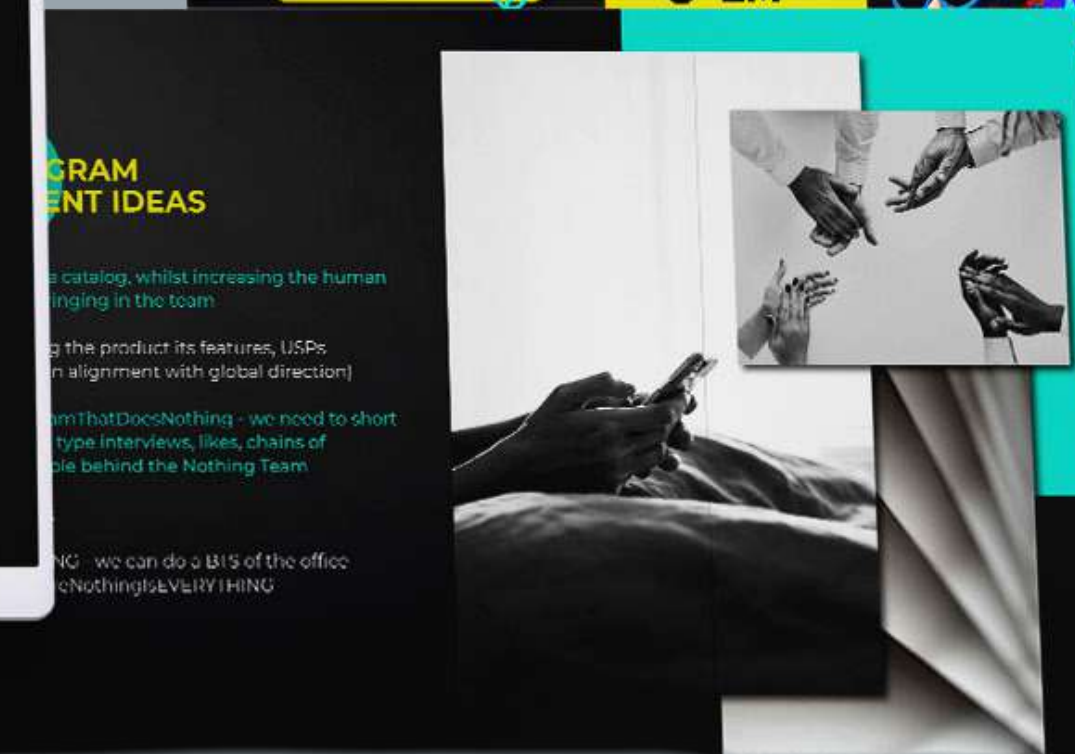
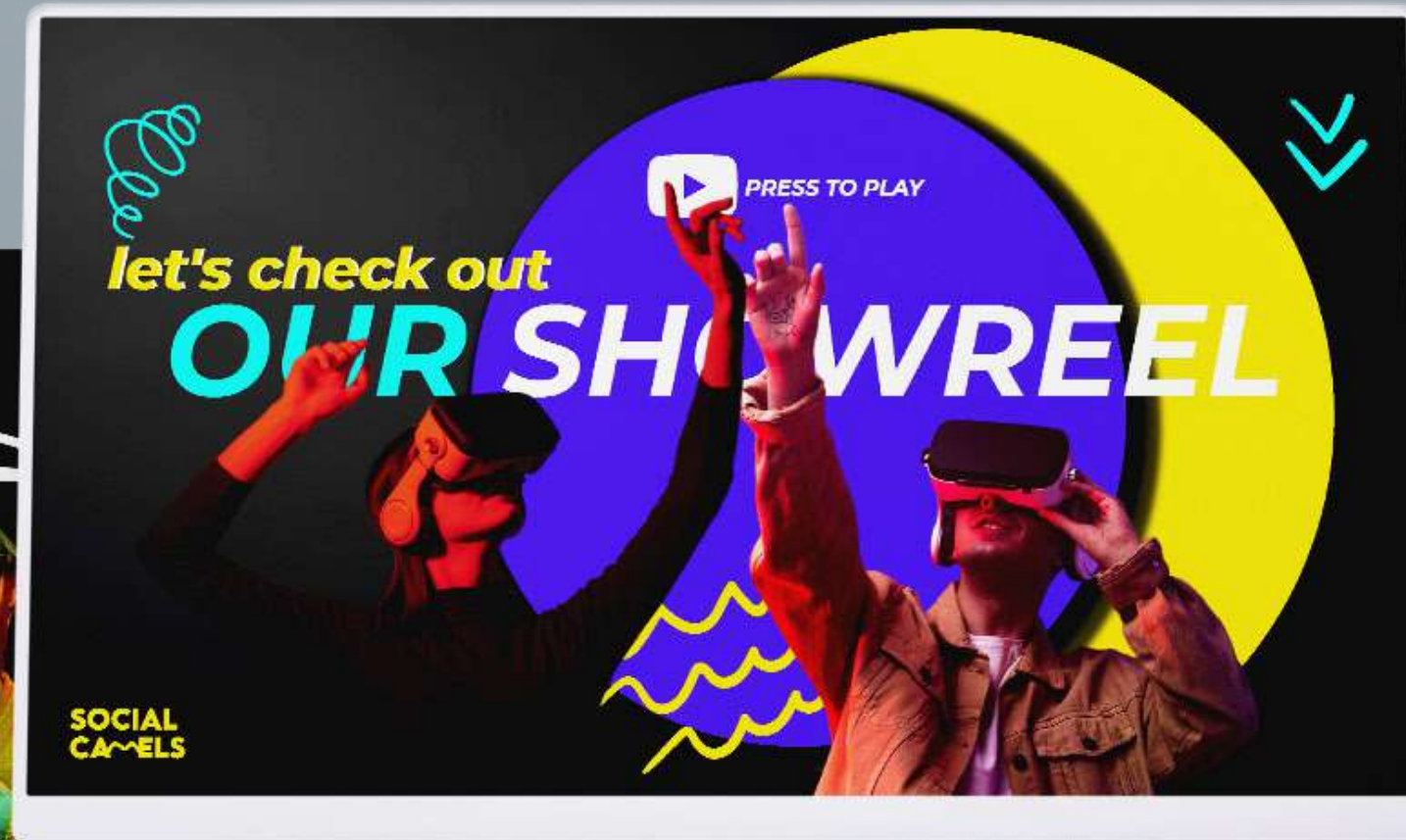
SOCIAL CA~ELS

Performance Marketing



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LE CREUSET Social Media Strategy

Social Media Creative Direction

Visually and emotionally, our approach will combine French heritage with Middle Eastern hospitality.

The Aesthetic:
 Natural, light, real homes, and beautifully imperfect moments.
 Warm tones that evoke comfort and generosity.
 Table scenes filled with life — not styled to perfection, but full of emotion.

The Voice:
 Heartfelt, sensory, and inclusive. Sentences that taste like stories.
 Bilingual (English and Arabic), ensuring emotional accessibility across the GCC.

LE CREUSET Social Media Strategy

Social Media Management Proposal

Our creative direction for Le Creuset GCC will transform social media into a space of warmth, beauty, and belonging — where every colour, aroma, and family gathering becomes part of the brand story.

The content will celebrate not only the craftsmanship of the cookware, but also the life that happens around it — the laughter, the rituals, and the shared love of food.

THROUGH

Content strategy: storytelling approach, frequency, tone, and regional adaptation.

Influencer management: from monthly partnerships to seasonal collaborations.

Tawi Media Group synergies

LE CREUSET Social Media Management Proposal

Tone of Voice

Warm & welcoming: inviting and human, like a trusted friend who loves food and hosting.

Elegant & confident: refined language that reflects French artistry and craftsmanship.

Family-oriented: highlighting love, care, and connection at the dining table.

Joyful & sensory: evoking texture, aroma, flavour, and emotion through words and visuals.

LE CREUSET Social Media Management Proposal

What We Know

Le Creuset is more than a cookware; it's a heritage of craftsmanship, connection. In the GCC, our role is to translate this timeless French legacy into stories that feel emotionally rooted in Eastern warmth and hospitality.

Brand feel: warm, elegant, and family-centered — a celebration of cooking, and togetherness.

SOCIAL CAMELS

LE CREUSET

SOCIAL MEDIA MANAGEMENT PROPOSAL

LE CREUSET Social Media Management Proposal

Tawi Media Group Synergies

Supplementary support for retainer clients

- Loyalina Privee [click here](#)
- Loyalina [click here](#)
- Yummy [click here](#)
- Guilty Moments [click here](#)

LE CREUSET Social Media Management Proposal

TIJAN AL KHATIB
@tjanalkhatib

Tijan's creative eye and passion for design, family, and food make her the perfect voice to showcase Le Creuset as both functional and beautifully timeless.

81.8K followers
[Instagram Page](#)

In Creuset, Tijan mixes the pancake with the Le Creuset mixing bowl, taste test moment, smiling, reacting to an colors, textures, and the quality of

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Moiseau Jewelleries

Designing a full pitch to cover the brand launch covering strategy, content pillars, sample designs and Instagram grids.

Gargash Group

Dubai, United Arab Emirates

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SOCIAL CAMELS

High-End Production Video - Direction 01

A Mother's Touch – The Gift of Purity

Story: A young Emirati mother starts her day with her baby, gently massaging him with Nature Dale Virgin Coconut Oil. As she does, serene, warm, emotional moments, her baby smiling, healthy skin glowing, and a sense of deep mother-child bonding.

Mood: Soft, heartfelt music emphasizing warmth and love.

Message: "Purity you can trust. Care that lasts a lifetime."



Social Media Management Proposal

SOCIAL CAMELS

Communication Pillars

- Brand Story & Heritage**
Highlight Nature Dale's journey, legacy since 1992, and commitment to quality.
- Product Benefits & USPs**
Educate consumers on 100% organic, chemical-free, cold-pressed coconut oil.
- Health & Wellness**
Share the medicinal benefits of coconut oil for heart health, brain health, and skincare.
- Cooking & Recipes**
Showcase how coconut oil enhances traditional & modern recipes.
- Baby Care & Motherhood**
Position virgin coconut oil as a trusted baby massage oil.



Social Media Management Proposal

SOCIAL CAMELS

Communication Pillars

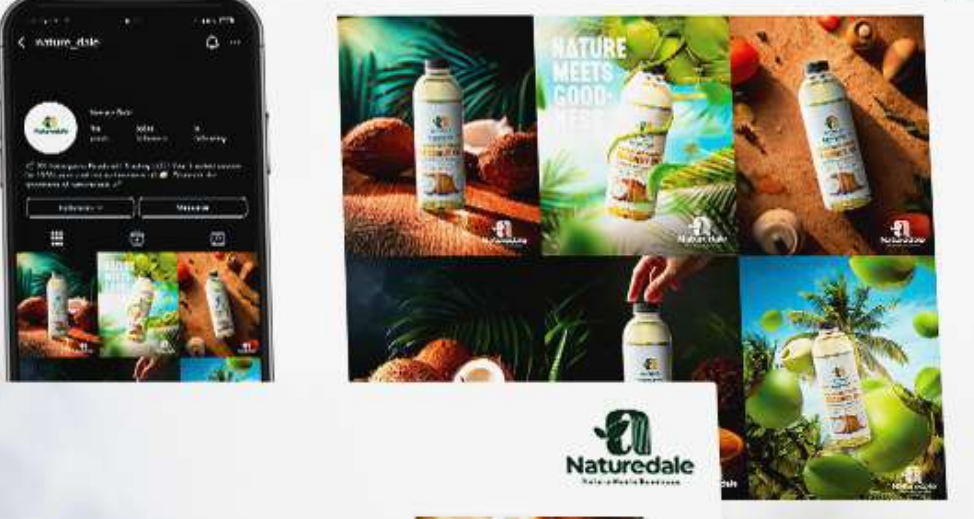
- Fitness & Keto Lifestyle**
Target gym-goers & keto enthusiasts who use coconut oil for energy & weight management.
- Hair & Skincare**
Coconut oil as a remedy for skin.
- Heritage & Quality**
Highlight the brand's long history and commitment to quality.
- Local & Regional Campaigns**
Target specific geographic areas.



Social Media Management Proposal

SOCIAL CAMELS

Social Media Management Proposal



SOCIAL CAMELS

Social Media Content Direction

- A Day in the Life of Nature Dale Coconut Oil**
Showcase different ways to use the product from morning till night.
- Minute Quick Recipes with Coconut Oil**
Fast and healthy meal ideas.
- Why Moms Love Virgin Coconut Oil**
A relatable mom testimonial.
- From Kerala to UAE**
The Journey of Purity: A documentary-style video showing sourcing, production, and quality testing.



Social Media Management Proposal



SOCIAL CAMELS

Influencers Campaigns

- Recipe Takeover**
Influencers create 3 dishes using Nature Dale's coconut oil (one sweet, one savory, one snack).
- Baby Massage Routine**
Mommy influencers showcase a 5-step baby massage using Nature Dale's oil.
- Shop With Me Video**
Influencers take followers on a shopping trip to buy Nature Dale's and review it.
- My Favorite Coconut Oil Hack**
Influencers share their unique ways of using coconut oil (DIY beauty, cooking).



Social Media Management Proposal

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MBRL MOHAMED BIN RASHID LIBRARY

Tower Quartz
 2 Level All Rooms - Dubai
G+12
168 120 48
 UNITS 1 BHK 2 BHK
 GYM POOL

THE VISION STARTED
 In the UAE country began to transform, it did not mean the absence of an economic boom, but the rise of a new vision. A vision that was not just about the future, but about the present. A vision that was not just about the future, but about the present. A vision that was not just about the future, but about the present.

VISION

Horizon Heights
 G+4P+19 2 / Jumeirah, Dubai
270 UNITS
158 112
 1 BHK 2 BHK
 GYM POOL SHOPS

STRATEGIC GROWTH
 Having a long-term vision for the future is the key to success. It is not just about the future, but about the present. It is not just about the future, but about the present. It is not just about the future, but about the present.

2012

محمد عميل الزعوني
 MOHAMMED AQIL AL ZAROONI

محمد عميل الزعوني
 MOHAMMED AQIL AL ZAROONI
 A LEGACY BUILT ON VISION
 2025

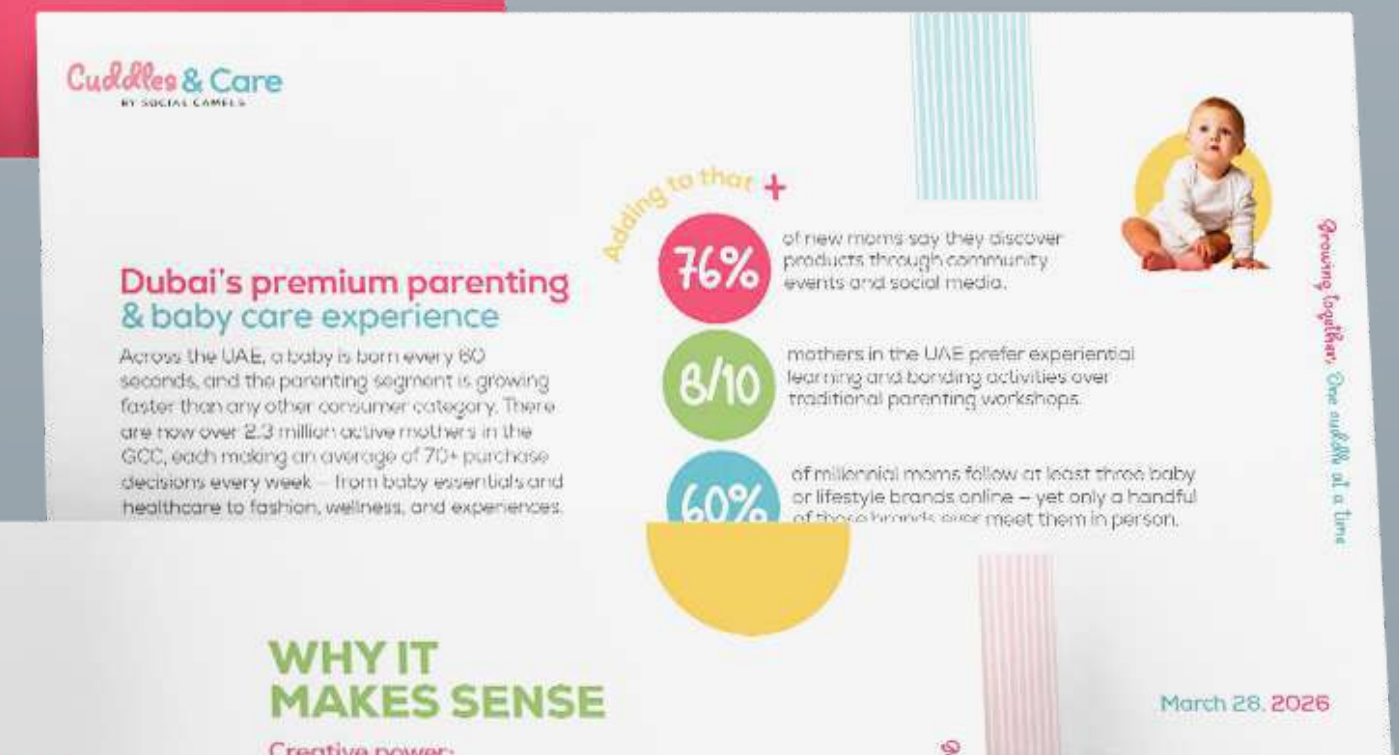
PERSONAL PROFILE

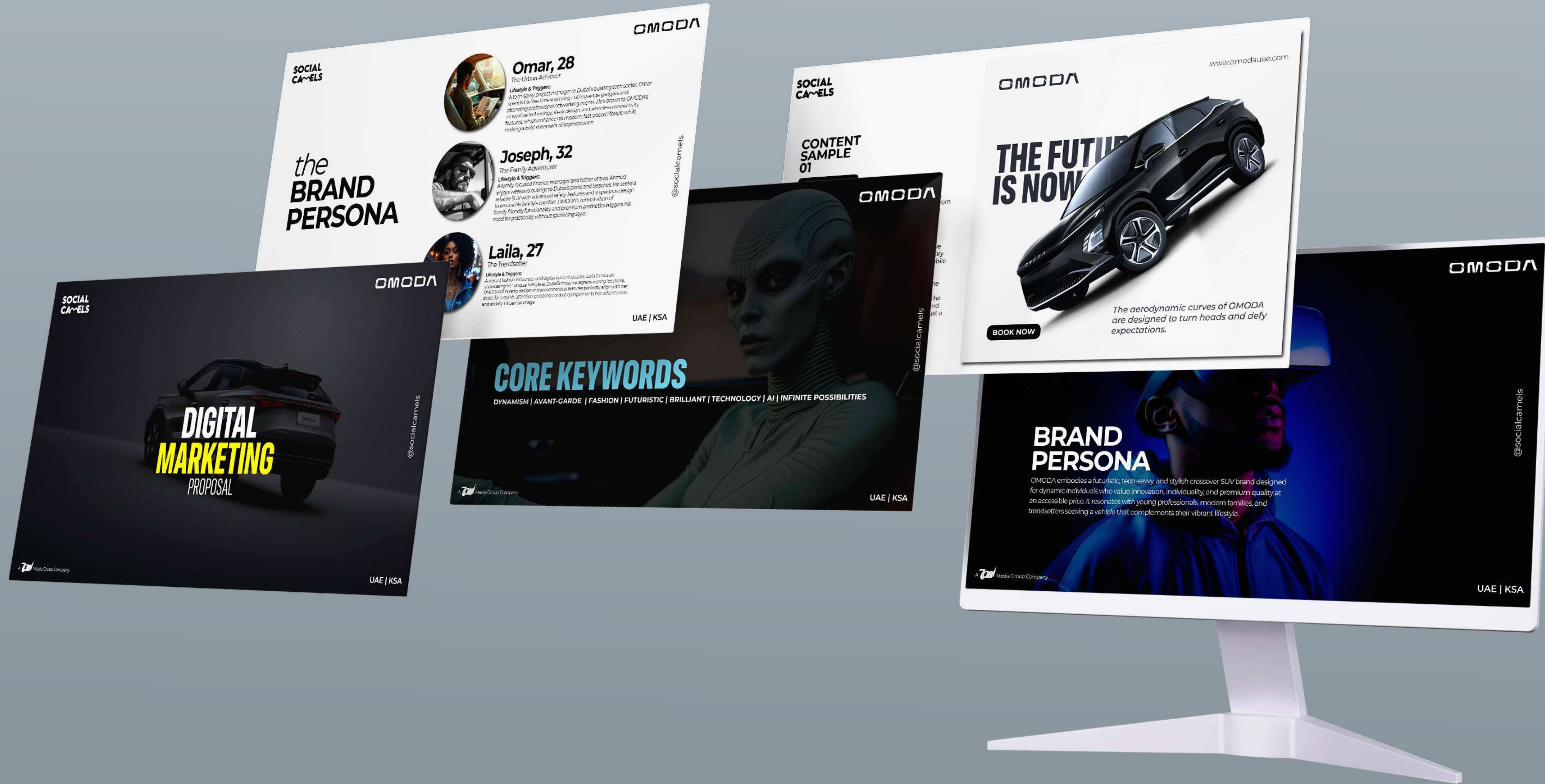
STORY
 It begins with a vision. A vision that was not just about the future, but about the present. A vision that was not just about the future, but about the present. A vision that was not just about the future, but about the present.

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R E M E M B E R

WE ARE NOT **ONLY DESIGNERS**

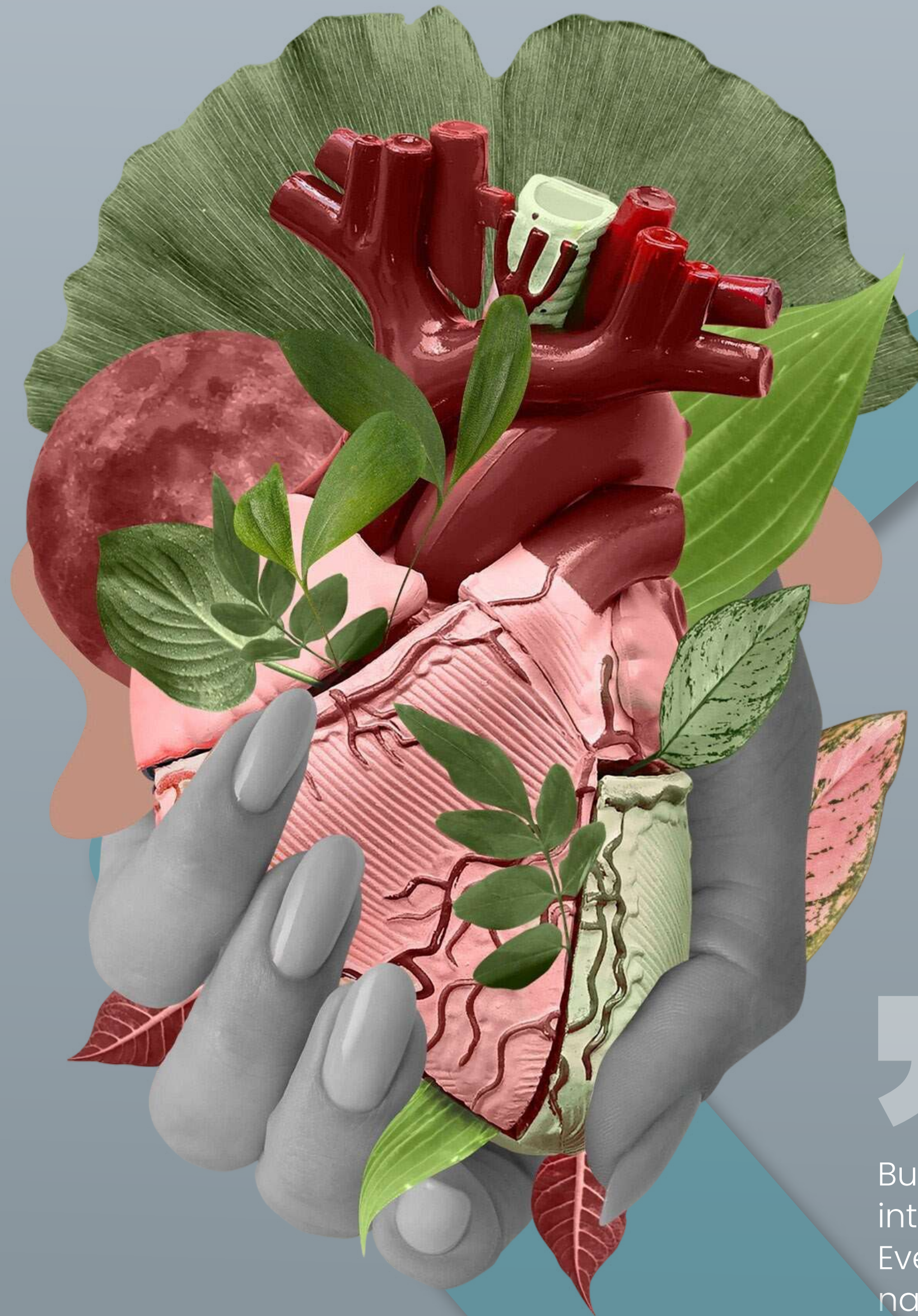
Every deck that leaves Decktalks is reviewed by experienced Business Development managers slide by slide to ensure your presentation is not just well-designed, but built to close.

Built to close not just to impress



Chapter **two** BRAND GUIDELINES

A brand without guidelines gets diluted the moment it leaves the boardroom. This chapter is about building visual systems that hold across agencies, markets, and time.



”

Built for founders who need to walk into a room and be taken seriously. Every deck we design has a clear narrative, a sharp structure, and zero filler slides.

Egyptian Cotton

Cairo, Egypt

Textiles

Designing a full Brand guidelines for the brand, including imagery, typography, brand elements & stationaries.





La Fazou

Dubai, United Arab Emirates

Beauty Salon

Designing a full Brand guidelines for the brand, including imagery, typography, brand elements & stationaries.

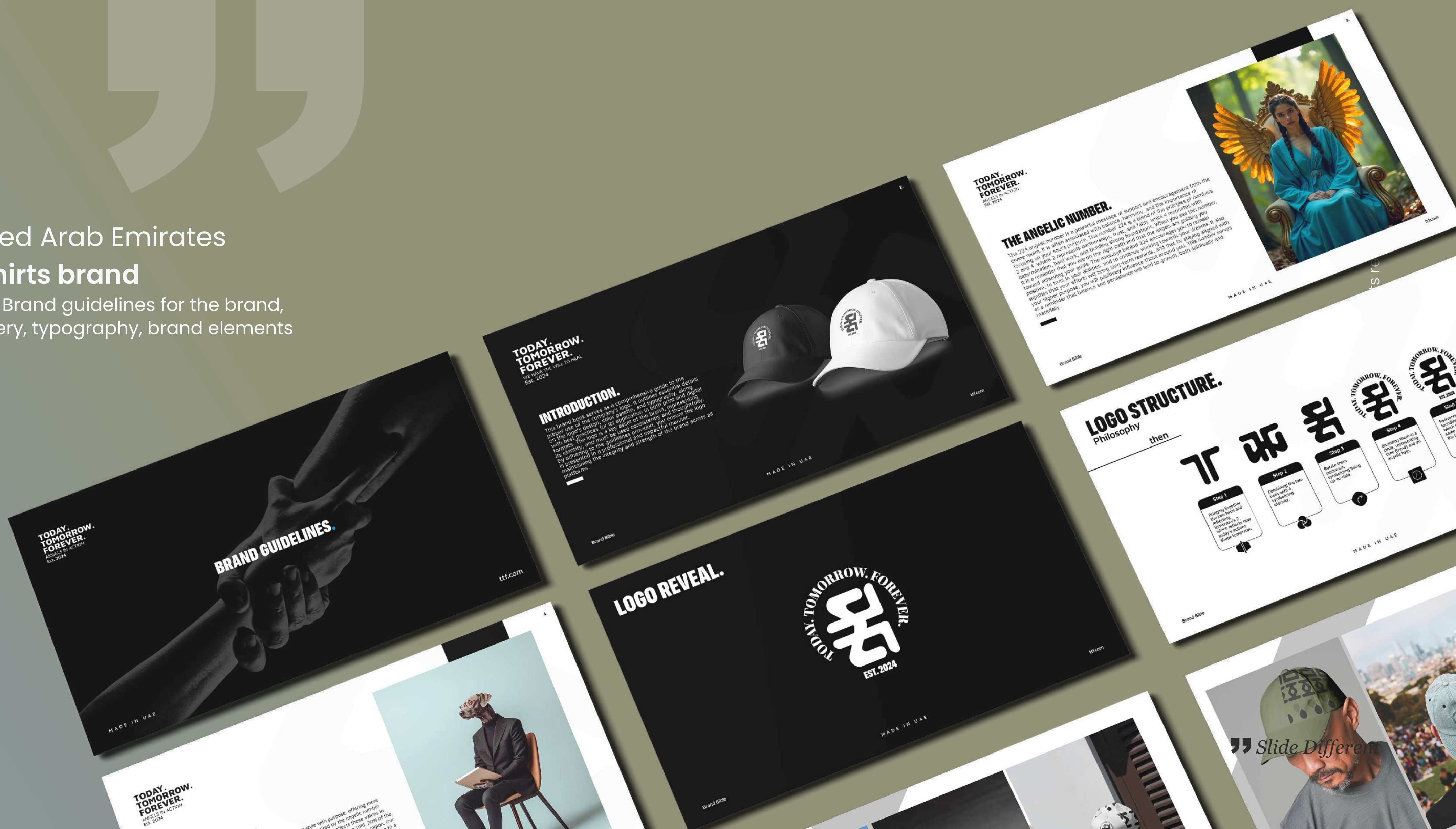


224

Dubai, United Arab Emirates

Caps & Tshirts brand

Designing a full Brand guidelines for the brand, including imagery, typography, brand elements & stationaries.



COMPANY PROFILES

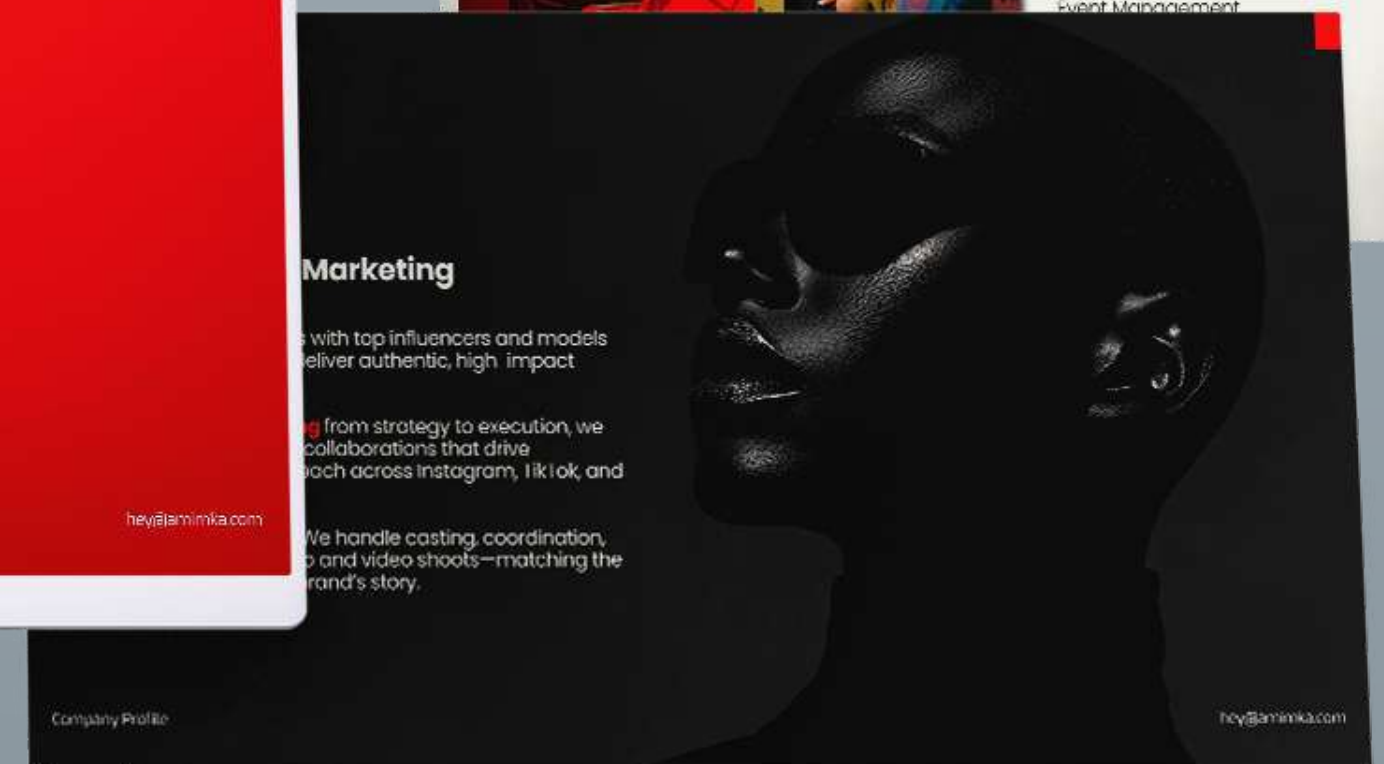
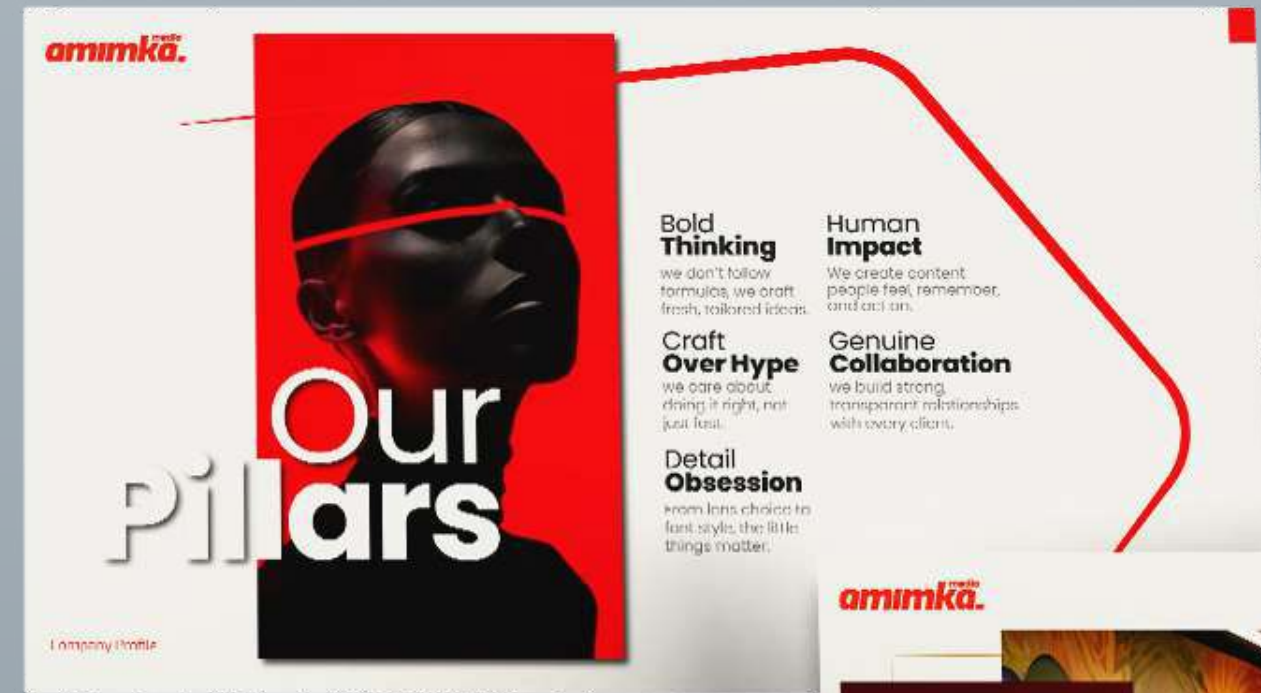
Chapter

T H R E E



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The company profile is the document that walks into the room before you do. It answers the question every client asks before they ask anything else: can I trust these people?



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Choice in Dubai?

Buy Low - Sell High
Off-plan properties are priced significantly lower than ready-to-move-in properties. Lock in today's price before market rises. Make a year investment and you'll be in a prime location. Secure immediate equity upon project delivery.

Maintenance-Free Assets
Lower start-up costs. More attractive to investors. Built-in maintenance. High-end finishes.

Flexible Payment Plans
Developers offer payment plans. Pay as you go. Spread the cost. Save on up-front costs. Post-handover plans.

Off-plan investments offer UK investors a rare combination. Whether your goal is short-term flip or long-term hold, off-plan offers a unique opportunity.

the Property Consultants



Invest Dubai
Anis Merakich Harry Cooke

The Secondary Market

What You Should Know

Swipe down

the Property Consultants

5 Key Reasons to invest in Dubai

the Property Consultants

Invest Dubai

Capital Appreciation from Off-Plan Property Investments

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Invest Dubai

The Secondary Market

What You Should Know

Swipe down

the Property Consultants

Typical Costs Involved
Buying in the secondary market involves several additional costs that must be considered:
4% Dubai Land Decrement (EAD) Fee
2% Agency Fee
AED 2,000 Transfer Fee
NOC Fee (varies by developer)
Conveyancing Fee (AED 6,000 - AED 10,000)

Why Most Investors Still Prefer Off-Plan
Although the secondary market may offer short-term solutions, off-plan investments remain the preferred choice for strategic investors focused on:
Lower entry prices
Flexible payment plans
Significantly higher capital appreciation
Developer incentives that reduce acquisition costs

Where Do Investors Look in the Secondary Market?
While off-plan offers stronger long-term returns, some investors still consider secondary options for specific reasons. Here are a few areas of interest:
Dubai Hills Estate: High demand for ready-to-move homes and rental appeal.
Palm Jumeirah: Luxury resale market with potential for end-user buyers.
Dubai Marina & JVC: Consistent rental demand but capital appreciation is often limited due to supply.

Invest Dubai

Rental Yield Comparison Dubai vs Manchester

This graph illustrates the annual rental yield (ROI) of a 2-bedroom apartment in Park Point, Dubai Hills Estate, compared to the average ROI of a similar property in Manchester, UK. With rental yields reaching 10.2% in Park Point—driven by strong tenant demand and premium community amenities—Dubai continues to outperform traditional UK markets like Manchester, which currently offers an average yield of 7.5%. The combination of tax-free rental income, capital appreciation, and rapid population growth in Dubai makes off-plan property a compelling choice for investors seeking higher returns and long-term value.

Location	Rental Yield (ROI) Per Year
Manchester (UK)	7.5%
Park Point (Dubai)	10.2%

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Invest Dubai

Rental Yield Performance ROI After Handover

Dubai's off-plan properties not only offer strong capital appreciation—but also deliver exceptional rental returns once handed over. The graph showcases properties that have transitioned from development to occupancy and are now generating consistent income for investors. Units such as those in Park Point and Coli Suites are delivering net rental yields of 6-7%, significantly higher than global metropolitan averages. More recent handovers in Emaar South and Dubai Hills Estate are achieving strong rental income growth, with annual rental increases of 10-15%, reflecting rising demand and limited supply of quality housing.

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Why should you Invest in Dubai?

We will tell you why

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Invest Dubai

The Secondary Market

What You Should Know

Swipe down

the Property Consultants

Invest in Dubai
Real Estate Consultancy



flexaccess

Accessible Vehicles

Driving Freedom and Exploration Mobility should not stop at your front door. Our vehicle solutions are modified to ensure that wheelchair users can travel comfortably and safely on the road.

Because everyone belongs

Beach and Pool Access Solutions

Enjoying Leisure and Water Activities Without Limits We believe everyone deserves to enjoy a day at the pool or the beach. These solutions provide stability and independence, ensuring that sand and water are accessible to all.

Because everyone belongs

flexaccess

Playing area for POD

People of Determination

flexaccess

Inclusive Mobility Solutions

Supporting Care, Play, and Safety in Public Spaces From hospitals to playgrounds, these specialized solutions ensure that public and care environments are equipped to support everyone with dignity and safety.

Wheelchair Cabinet Secure storage solutions designed specifically for wheelchairs and mobility equipment, keeping spaces organized and safe.

Special Mobility (Airport and Hospital) Specialized mobility solutions designed for high-traffic medical and transport environments.

Playing Area for POD (People of Determination) Inclusive playground solutions that promote safe play and social interaction for children of all abilities.

Evacuation Chair Reliable evacuation and stair transport solutions that ensure individuals can be moved safely down stairs during emergencies.

Because everyone belongs

flexaccess

Smart TV System
Smart stereo control
Ambient lighting
Theater mode setting

Scene Control System
At home mode
Away mode
Sleep mode

Fire Alarm System
In-building fire alarm
In-unit fire alarm
Alarm linkage

Property Mgmt. System
Rentals payment
Information posting
Push-outs

Home Security System
Video camera
Invasion alarm
Utility safety

Smart Lighting System
Dimming the lights
Scene control
Move lights to the music
Bedside voice control

Smart Curtain System
Temperature adjustment
Humidity control
Ventilation system

Smart CCTV Camera
Blind corners
Children's play area
Fitness areas

Smart AC
Video of
Active
elevat

Because everyone belongs

flexaccess

On-Site photos for our Accessibility Solutions

Platform Stairlift

Chair Curved Stairlift

Mobile Stair Climber

Chair Straight Stairlift

Because everyone belongs

flexaccess

Inclusive Mobility Solutions

Mobby Mover

Aisle Mobby

Multimobby

PPM Lift 2.0

E-Mobby

Luggage cart

Luggage trolley

Because everyone belongs

Flex Access
POD Equipments

Our Mission

Our mission at La Fazou is to provide our clients with the highest quality beauty services and products in a luxurious and relaxing environment by developing our beauty techniques, dedicate the experts and aim to the customer satisfaction

La Fazou is a luxury beauty lounge offering a wide range of services, including haircuts, styling, coloring, treatments and more. Our team of experienced and talented estheticians are dedicated to providing our clients with the highest quality services and products. La Fazou helps you look and feel your best, so you can take on the world with confidence.



Moroccan Bath

Indulge in the ancient and exotic ritual of the Moroccan Bath, also known as Hammam. This traditional spa experience is designed to cleanse and rejuvenate your body and soul. Our Moroccan Bath treatment combines the use of steam, exfoliation, and luxurious natural products to leave you with silky-smooth skin and a profound sense of relaxation.

lafazou.ae

Hair Styling & Coloring

Our expert hairstylists are skilled in creating stunning hair transformations. Whether you're looking for a new haircut, style, or color, we customize each service to enhance your natural beauty and personal style. From classic looks to avant-garde trends, we have you covered.

lafazou.ae

Skincare and Facials

Experience the ultimate in skincare and rejuvenation with our luxurious facials. Our skilled estheticians analyze your skin and tailor treatments to address your specific concerns, leaving you with a radiant complexion and a renewed sense of confidence.

lafazou.ae

Our Values



La Fazou

Beauty Salon

INSTAGRAM CAROUSELS

Chapter FOUR



A swipe is a micro-pitch. You have three seconds and one frame to earn the next one. Every carousel in this chapter was built to stop the scroll — not fill it.



BONBON GIRL

Fragrances brand

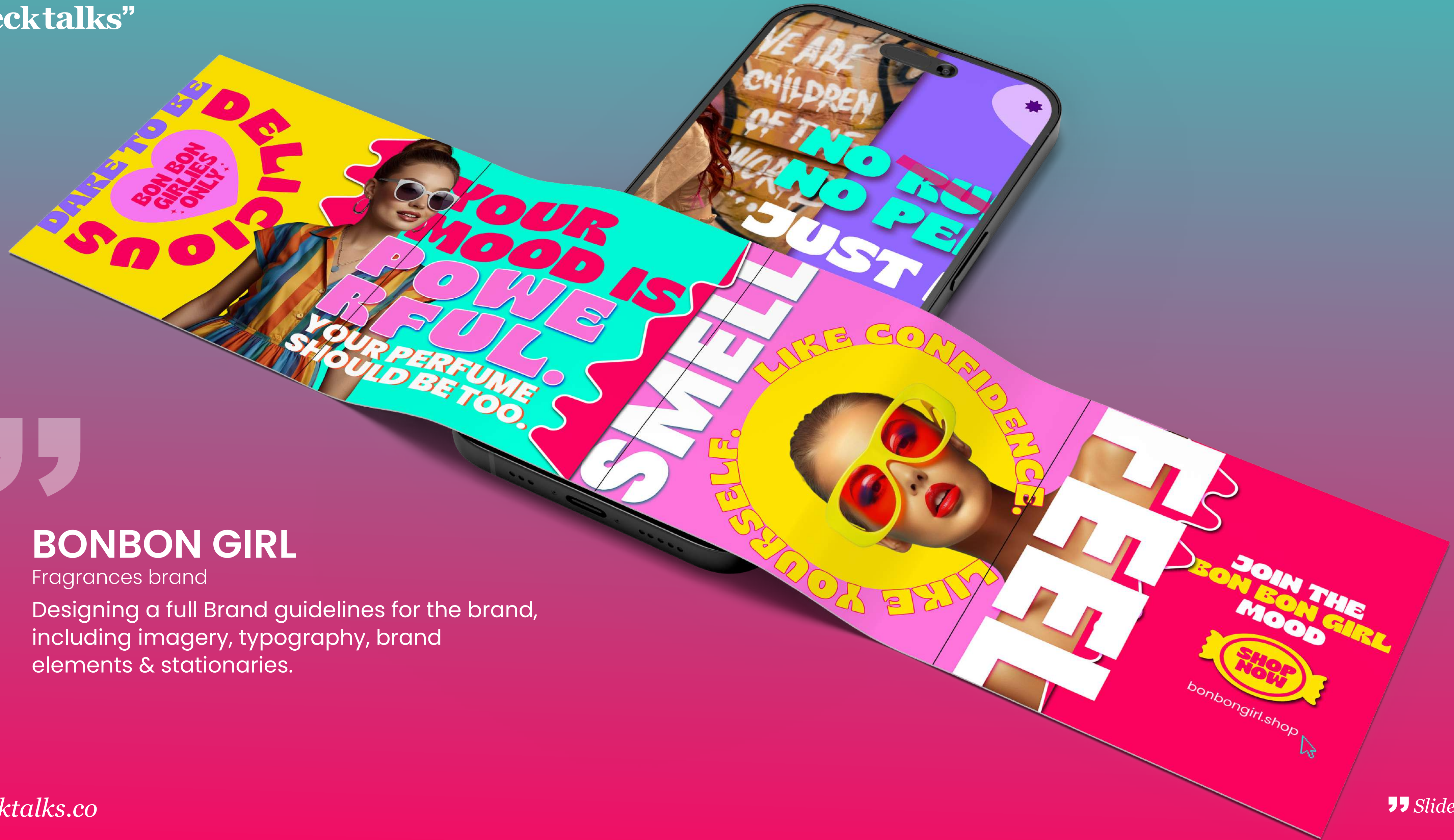
Designing a full Brand guidelines for the brand, including imagery, typography, brand elements & stationaries.



BIM ROAD ACADEMY

Learning Institute

Developing a complete visual direction for social media content, including the design of carousels, posts, and branded layouts.



BONBON GIRL

Fragrances brand

Designing a full Brand guidelines for the brand, including imagery, typography, brand elements & stationaries.

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***Most decks
look good.***

Very few close deals.

If you're building something
that needs to do both

Let's Connect

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hi@decktalks.co

BRANDING
DESIGN STUDIO



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