

CXD Event Templates: Audit

How might we create **consistency** and **distinction** across our event templates to **enhance storytelling**?

CXD Event Templates: Synopsis

The three concepts offered use color, fonts, shapes, illustrations and content to create consistency and synergy across all of the CXD internal events. While all of the presentation templates offer distinct connection to the Fannie Mae and CXD branding, these templates are designed to match the audience of each event. Together they present an inclusive and diverse design system of slides which are intended to offer the flexibility to meet CXD audiences.

Coffee Chats with Cindy

Open. Easy. Conversational.

This concept outlines the proposed PowerPoint template design for the Coffee Chats with Cindy. This meeting is intended to offer updates, announcements, celebrations & wins, with a specific Q&A with Cindy.

Coffee Chats

- Symbols and Illustrations as key design element
- Brand colors: Maroon and Yellow
- Inclusive illustrations



Cover



Agenda



New Hires



Content



End

CXD Spotlight

Deep. Rich. Saturated.

This concept outlines the proposed PowerPoint template design for the CXD Spotlights. This meeting is intended to offer deep dives into CXD project work and initiatives intended for contractors and FTE.

CXD Spotlights

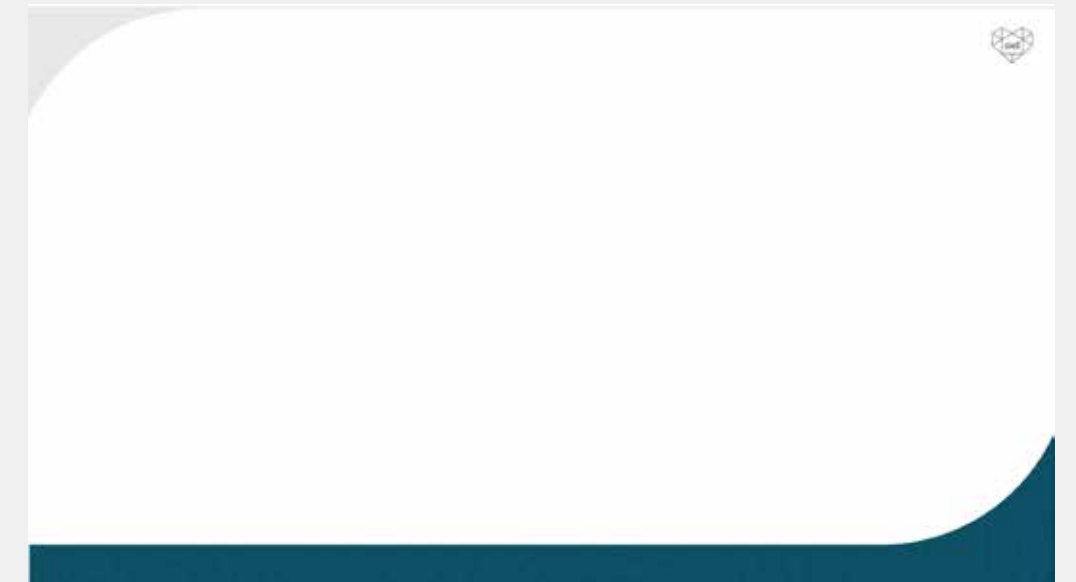
- Symbols & Illustrations as key design element
- Brand colors: Teal, Yellow & Gray
- People-centric illustrations
- Thinner Lines



Cover



Agenda



Content



Next Steps



End

Digital Shared Services (DSS)

Easy. Light. Informational.

This concept outlines the proposed PowerPoint template design for the DSS Bi-Weekly Meeting hosted by Aza. This meeting is intended to offer celebrations, wins, strategic announcements, with a rotating Team share-out.

DSS Bi-Weekly Meeting

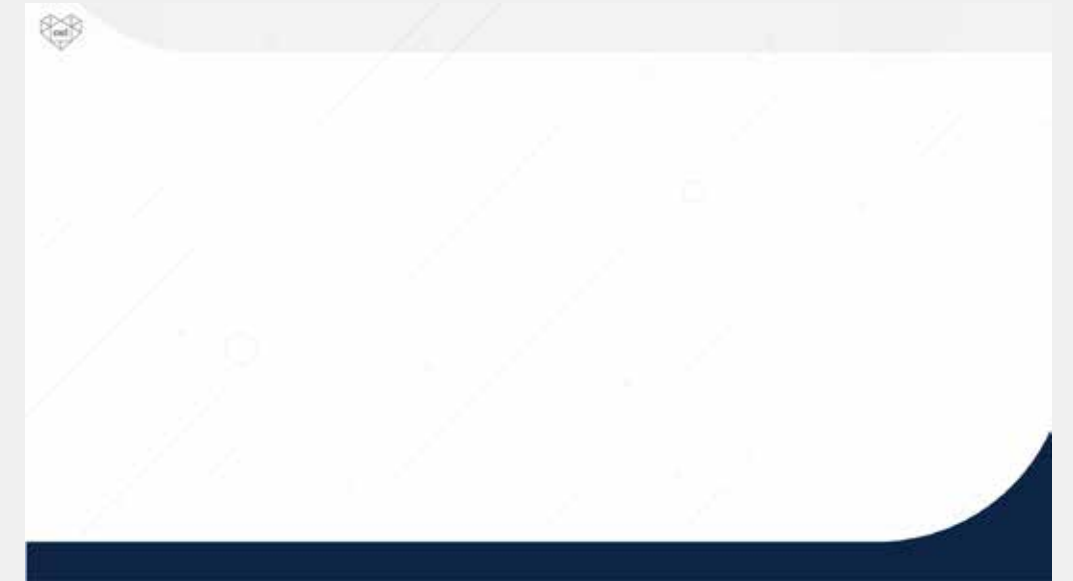
- Symbols & Illustrations as key design element
- Brand colors: All with a focus in blues
- People-centric illustrations
- Layered elements



Cover



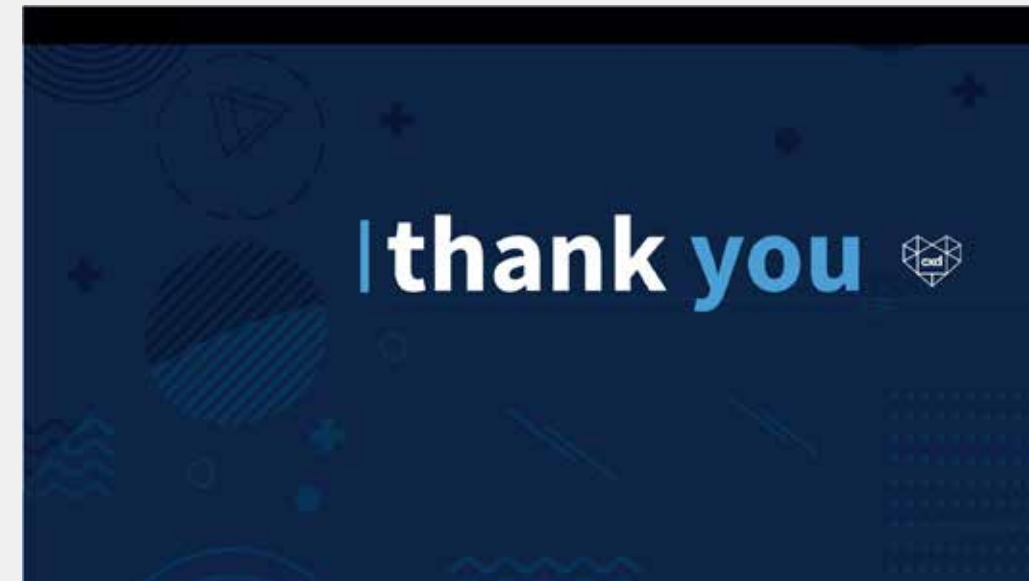
Agenda



Content



Next Steps



End

Icon concept: CXD Values & Events

Use of inclusive icons/illustrations of people to highlight the human centered-design approach. Icons use people first working together and within their environment to uphold the values of CXD. The icons are featured with a circle signifying the cyclical nature of our work and our connection to one another.

CXD Values

- Symbols & Illustrations as key design element
- Brand colors: All with a focus in blues
- People-centric illustrations
- Layered elements



Value



Maturity



Effectiveness



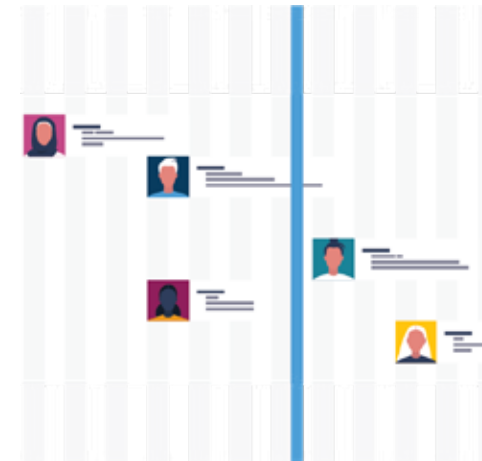
People



Value



Maturity



Effectiveness



People

CXD Events

- Highlighting CXD Events
- Use of consistent CXD colors and design system
- Event centric illustrations that match event covers
- Layered elements
- People centric representations of the event



Coffee Chats



Spotlights



DSS Bi-Weekly

