

Penn Proia

6-slide presentation using the site's brand language

Clear structure | warm contrast | confident, professional tone

01. Who Penn Proia serves

Focused support for organizations that want stronger messaging and a cleaner page

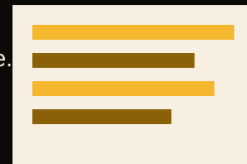
- Purpose-driven teams that need a clearer public story
- Leaders who want practical communication that is easy to use
- Groups that value consistency across web, print, and presentations



02. What the brand needs to say

Simple message hierarchy that makes the first impression clear and memorable.

- Who it helps
- What problem it solves
- Why the work feels credible and easy to act on



03. Brand system on the page

Built for a strong grid, warm spacing, and a single signal color.

- Paper background with obsidian text for legibility
- Gold reserved for emphasis, markers, and key calls to action
- Clear type scale keeps section titles and body copy distinct



04. Content flow

Each slide moves from context to proof, then ends with a next step.

1. Introduce the need
2. Show the message
3. Make the action obvious



05. Use cases

Best when the goal is to clarify value without adding noise.

- Website overview or homepage deck
- Client pitch or stakeholder update
- Internal alignment around positioning and priorities



06. Closing message

A clear Penn Proia presentation should feel direct, trustworthy, and ready to use.