

HOLIDAY CATALOG 2024

Creativity Unwrapped



IDEAS TO KEEP YOUR CONTENT SHINING IN 2025

OUR GIFT TO YOU

This catalog is our holiday gift to you—filled with insights and examples from our work with tech clients. Use it to get inspired to create standout content and make your brand shine this season and beyond.

Holiday 2024



At a glance

2025 trends on our radar for all things content design



Evergreen content pieces you MUST have

These content formats will keep your brand relevant and impactful all year long.



Let's unwrap with video

Break down complex ideas into videos that feel as easy as unwrapping a gift.



Light up your data

Bring your data to life with infographics that make everything crystal clear.



Sales materials that spark joy

Give your sales deck a holiday glow-up that leads to faster “yeses.”



Sleigh the competition

Make your trade show booth the star of the event with standout designs.



eBooks that keep on giving

Engage, inform, and provide lasting value long after the first read.



Quick, festive, and full of motion

Tell your story in seconds with motion graphics.



Tell your story, B2B style

Create visual stories that make a lasting impact and set you up for a big win in 2025.



Content basics refresher

Start the new year with a solid foundation.



AT A GLANCE

What it takes to content in 2025.

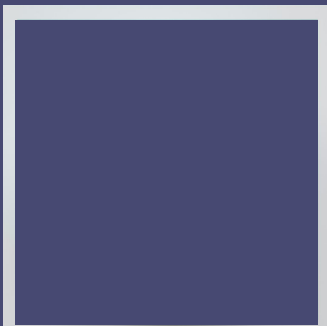
Content production in 2025 will be all about enhancing copy, format and design, that help position your brand clearly, humanly, and boldly. Here's a breakdown of what we expect:

2025

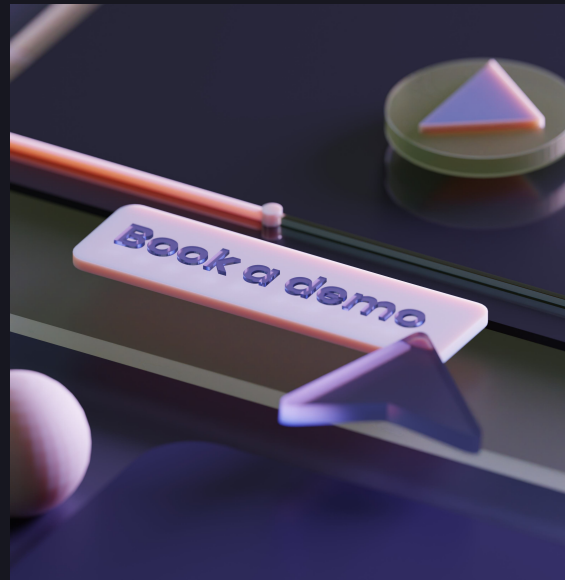
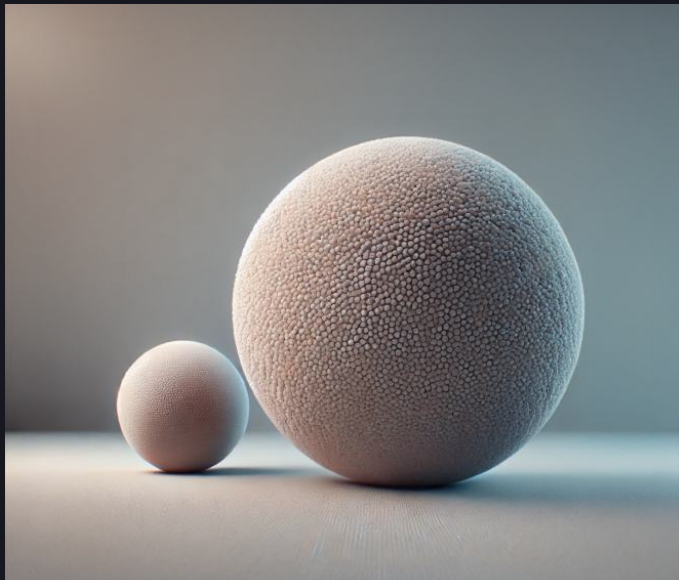
Copy

Format

Visuals



PANTONE
Future Dusk



Copy

Conversational & Human: Speak like you're talking to a friend. A warm, relatable tone builds real connection and trust.

Strategic Boldness: Make your key points impossible to miss. Use bold statements for CTAs or highlight must-know features in your copy. These focused touches draw attention without clutter, keeping messaging clean and impactful.

Story-Driven Content: Go beyond the basics. Stories need a structure that builds intrigue and taps into emotions, showing not just what your product does, but why it matters. From customer transformations to the problem-solving journeys, great storytelling is about creating real moments your audience can connect with.

Format

Interactive Videos: Short, compelling videos with motion graphics and interactive elements are key to simplifying complex ideas while keeping attention high.

Multi-Use eBooks: Today's eBooks integrate videos, clickable links, and dynamic visuals to educate, engage, and generate leads all in one.

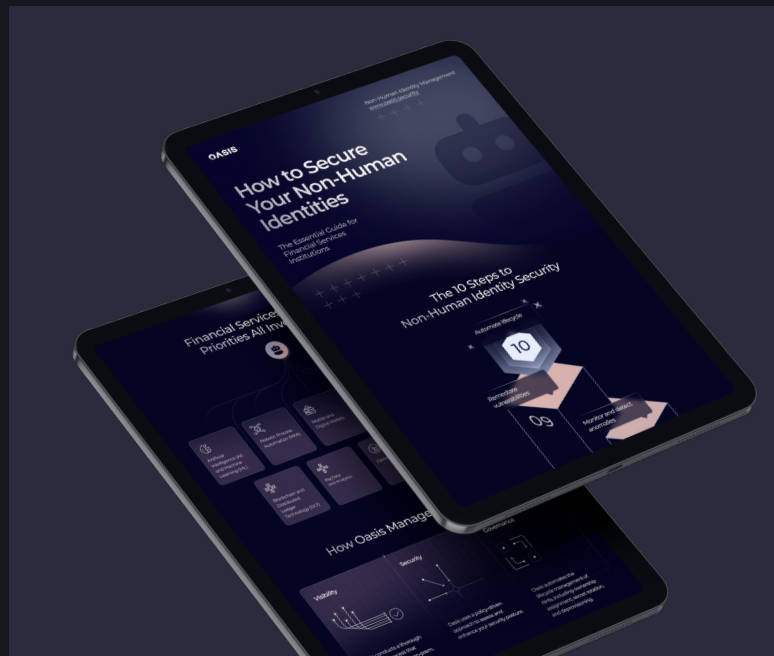
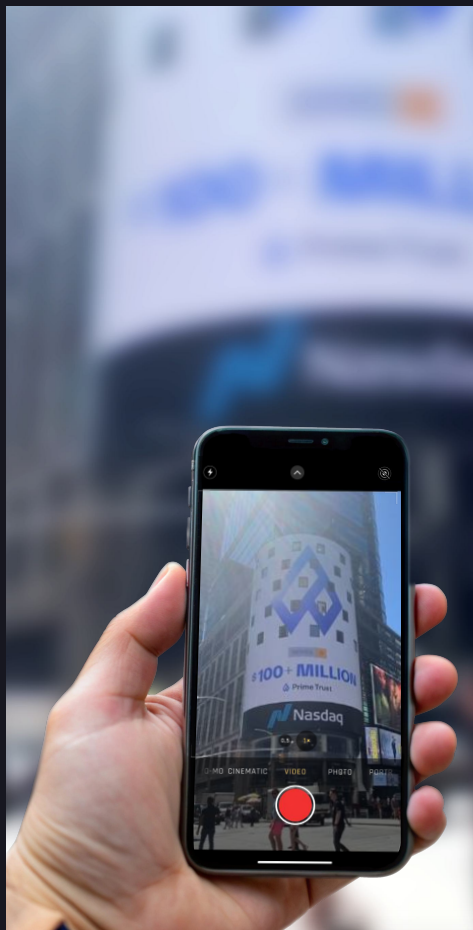
Short-Form Animations: Quick, looping animations for social headers or web banners bring a modern edge and deliver info in seconds.

Design

Bold Palettes: Combine rich tones like Future Dusk with bright accents for a balanced, standout look that pops.

Minimalist Maximalism: Clean layouts meet bold elements, such as oversized text or textured backgrounds, adding depth without distraction.

3D Realism: 3D graphics bring demos and visuals to life, offering an immersive and modern experience that draws in viewers.



2025 in color

We get it—you need to stick with your brand's colors to stay consistent and recognizable. But there's room to add a little fresh pizzazz and break the monotony.

By subtly weaving in a few of 2025's hottest colors, you can give your visuals a modern edge without losing your core look. Use these trending shades as a "wild card" for campaigns or seasonal pushes, giving your brand a refreshing boost when it counts. These colors are crafted to resonate with audiences today, adding a touch of relevance that keeps your brand looking fresh and current.



LET'S UNWRAP WITH VIDEO

Video is a powerful tool to simplify the complex. Here's a rundown of key video formats and how to make the most of each one.



Because not all videos are created equal



01 | Hype videos

Think of these as your brand's highlight reel. Hype videos show off what you stand for and the energy behind your mission. They're perfect for excitement and a solid first impression.

Tip: Go big with bold visuals and a snappy script to leave viewers fired up about your brand.

02 | Explainer videos

Keep it simple. Explainer videos help break down complex ideas and give people a quick, clear look at what your product does and why it matters.

Tip: Aim for a 2-3 minute runtime—just enough to hook your audience and make it stick.

03 | Event videos

Designed for live events and trade shows, these videos set the vibe at busy booths. They're there to grab attention and tell your story without overwhelming visitors.

Tip: Keep it visual-heavy and light on text to let booth staff take the lead in conversation.

04 | Product demos

Show off your product's top features and what it's like to actually use it. Product demos give prospects a real feel for how it works and the value it brings.

Tip: Keep the tone friendly and make it easy to follow—stick to the highlights to avoid information overload.

05 | Onboarding videos

Make new customers feel at home from day one. Onboarding videos guide them through setup and best practices, showing they made the right choice.

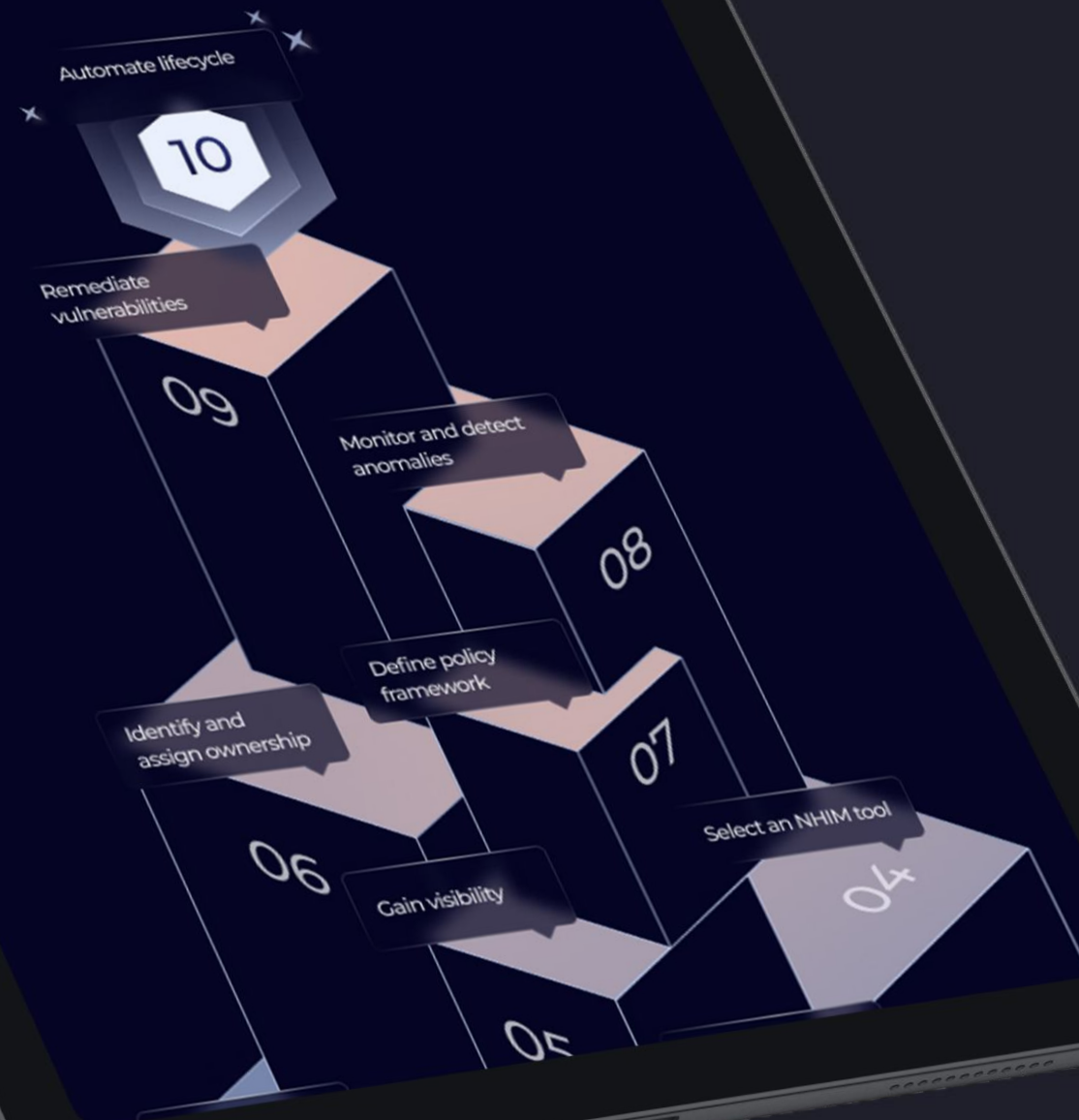
Tip: Be straightforward and warm to help them feel comfortable and confident using your product.

LIGHT UP YOUR DATA

Infographic design
for client Oasis, NHI
management
solution. Learn more
at oasis.security

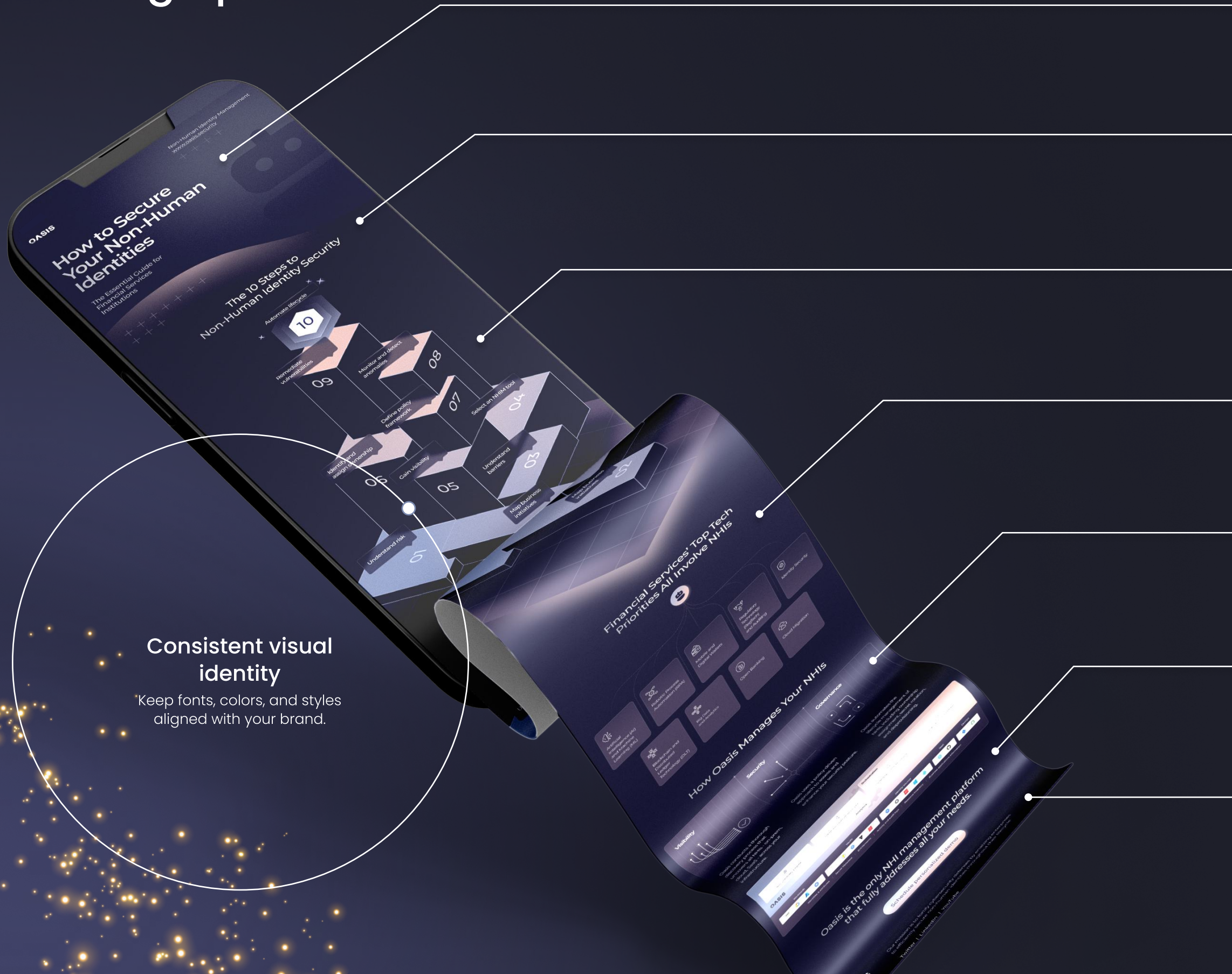


The 10 Steps to Non-Human Identity Security



Bring your data
to life with
infographics
that make your
message
visually clear.

Anatomy of an infographic



Title

A one liner about what you do – don't leave people guessing what you're about.

Clear Structure

Bold headlines and organized sections make key points easy to find.

Strong Visual Anchor

Charts, icons, and images make data digestible and engaging.

Key Takeaways

Use callouts or quotes to highlight essential data.

Your Solution

Visually showcase how your solution can help.

Clear CTA

What action do you want people to take? Now's your chance.

Contact

This is for people to reach out, but also for credibility.

Consistent visual identity

Keep fonts, colors, and styles aligned with your brand.

Turn “maybe” into a resounding “yes.” It’s time to give your sales materials a glow-up—bring energy, clarity, and a fresh look to your pitches.



Sales deck design for client Deephaven, a live dataframe company. Learn more at deephaven.io



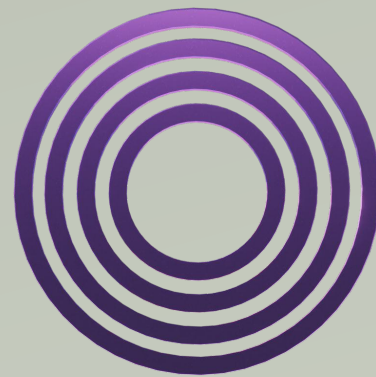
COPY



Clear structure

Include a brief agenda to set expectations and help your sales rep master the script. Use clear headings and visual cues to guide your audience through the narrative, and keep text concise, letting visuals convey your key points.

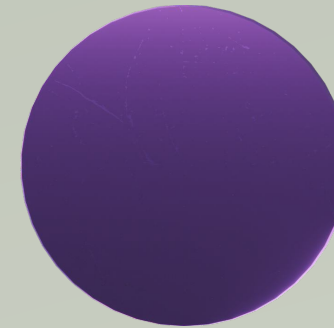
FORMAT



Make it easy

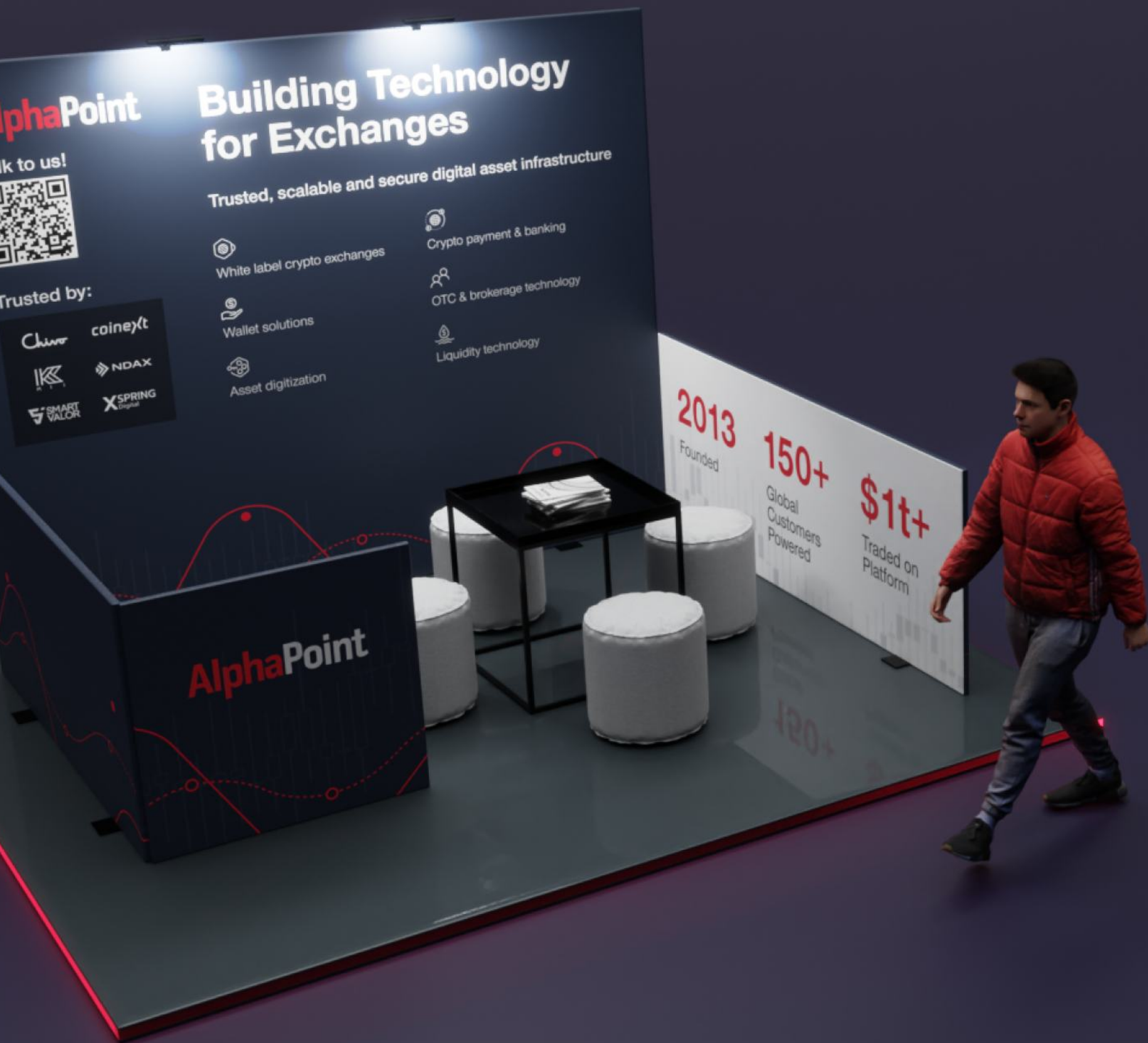
Clearly highlight the problem and emphasize why it's urgent to fix. Focus on how your product or service provides a solution. Remember, people connect with benefits—improvements to their day-to-day life—rather than features.

VISUALS



Up the visuals

Up the visuals: think diagrams - remember an image is better than 1000 words? Avoid overwhelming your audience with too much information. Stick to key takeaways, and ensure every slide has a clear message.



Make your trade show booth the star of the event with standout designs and crisp messaging.

Trade shows are your chance to make a big impact, and your booth design plays a crucial role in drawing attention and sparking conversations. A well-designed booth not only looks great but also invites attendees to engage, learn, and walk away with something memorable.

Tips for creating a show-stopping booth



Branded visuals

Make your booth unmistakably yours. Use brand colors, logos, and visuals consistently throughout to create brand alignment and recognition.

Creative giveaways

Go beyond the basics. Offer something unique—custom swag, exclusive digital content access via QR code, or even a mini demo station with personalized touches for attendees.



Buy or rent?

Renting offers flexibility to update your booth's look, while buying may be more cost-effective for reuse. Download our comparison guide here. [🔗](#)

Strategic lighting

Use lighting to guide the focus and set the mood. Highlight key areas, products, or interactive spaces with spotlighting or color accents to draw people in.

Interactive elements

Encourage hands-on engagement with touchscreen displays or gamified experiences. Let visitors explore your product or service in a way that feels personal and immersive.

Immersive visuals

Bring your booth to life with interactive screens, video backdrops, or augmented reality demos that showcase your product in action. Engaging visuals create a memorable experience beyond static displays.

Clear messaging

Keep your message concise and on-brand. Let visitors instantly know who you are and what you bring to the table. Think bold, readable fonts and high-contrast visuals.

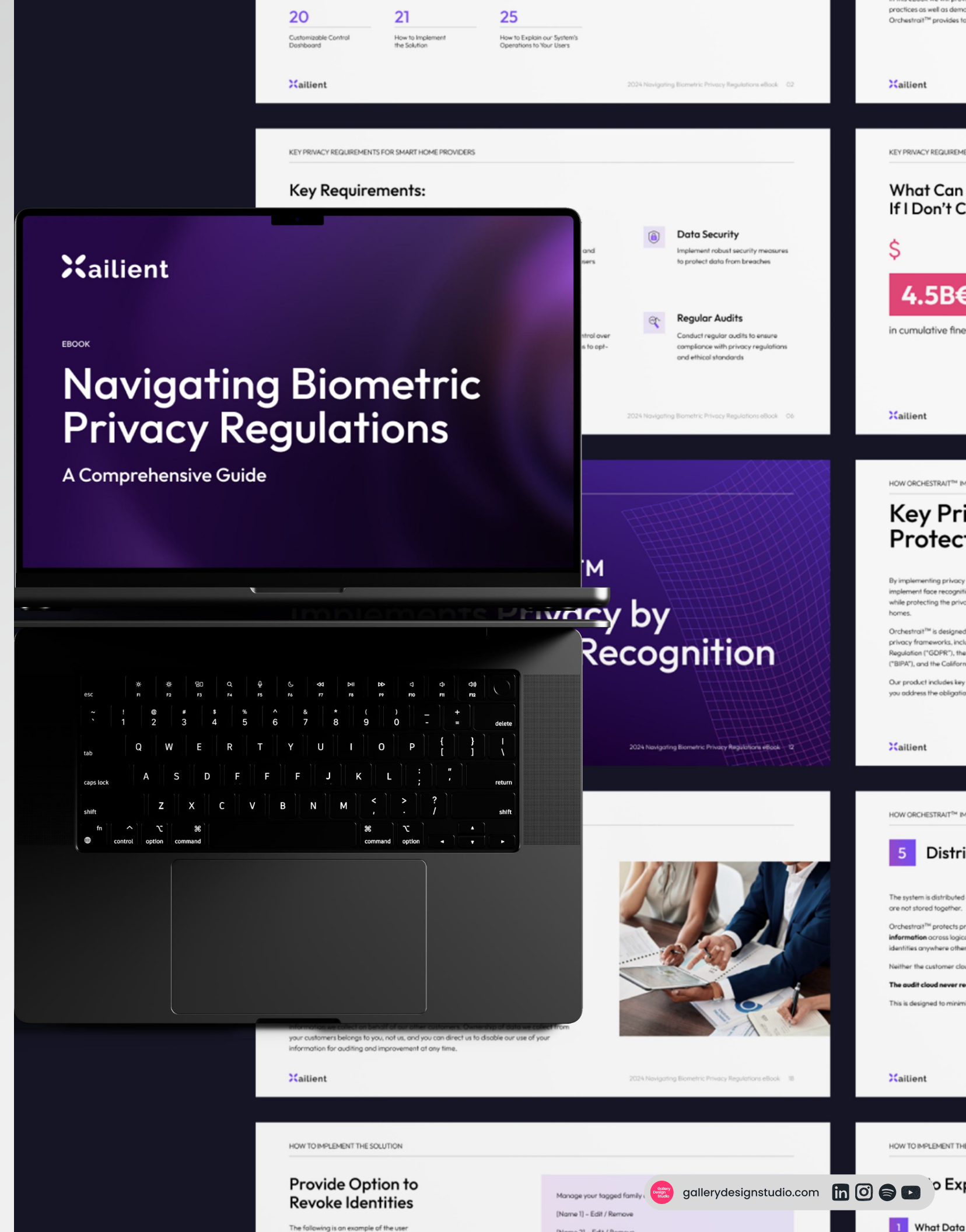


EBOOKS THAT KEEP ON GIVING

Engage, inform, and provide lasting value long after the first read.

An eBook is not just long content—it's a tool that can provide long-lasting value. Whether used for lead generation or building thought leadership, a well-crafted eBook positions your brand as a trusted resource.

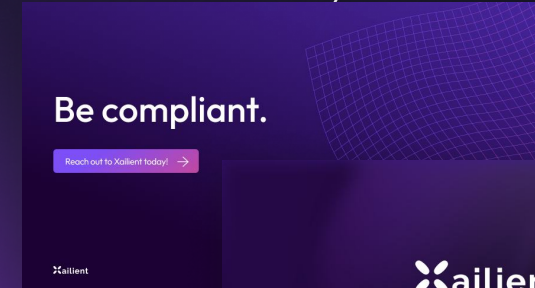
Good eBooks are a gift that keeps on giving—driving engagement, generating leads, and building lasting relationships.



Anatomy of an eBook

Branded visuals

As soon as your readers' eyes land on your eBook, your brand has to pop out. Use your brand colors, fonts, and elements.



Endplate

Start strong and end strong. Make sure your brand is the last thing they see... and remember.



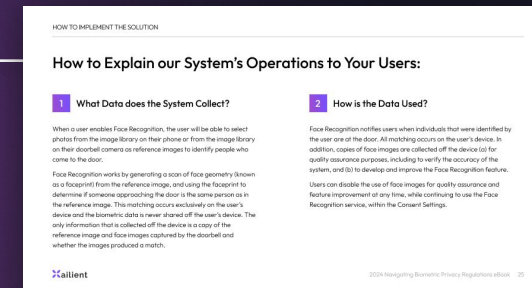
Table of Contents				
03	05	09	12	13
Key Privacy Requirements for Smart Home Providers	US and International Legislation	EU AI Act	How to Optimize your Privacy Policy for Designing Face Recognition	Key Privacy Protections
15	16	17	18	19
On-Device Matching	User Control	No Stranger Identification	Auditing and Improvement	Distributed Architecture
20	21	25		
Customizable Control Dashboard	How to Implement the Solution	How to Explain our System's Operations to Your Users		

Outline

Tell 'em what you're going to tell 'em. People need to know what's inside to know if it's worth their time to read.

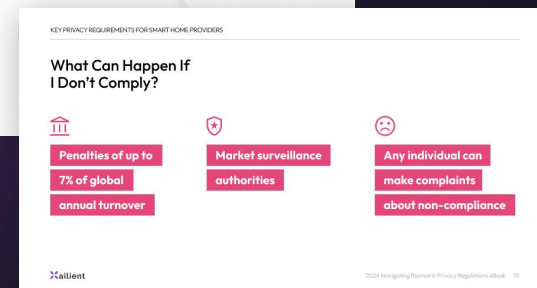
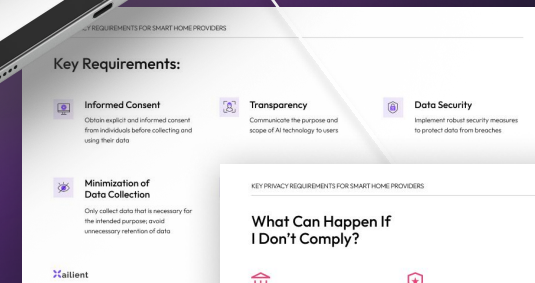
Compelling section titles

Make the title juicy while still describing the contents correctly. If the information isn't arresting... why is it there?



Key takeaways

Make it easy for readers to remember the main points. Write a succinct key takeaway section.



Interior pages

The meat needs to be there, but keep it visually interesting so you don't lose your reader.

QUICK, FESTIVE, AND FULL OF MOTION

Tell stories dynamically in seconds with motion graphics.

Unlike video editing, which focuses on cutting and arranging live footage, motion graphics animate illustrations, text, or shapes. They're also different from full 3D animations, which create lifelike environments and characters—motion graphics tend to be simpler and more focused on conveying messages clearly.

The power of motion to amplify clarity and meaning

Branded movement

Keep motion consistent like you do with your brand's colors and fonts. Consider developing a motion style library—a guide including your brand's motion design elements (like transition styles, animation speeds, and effects).

Motion everywhere

Don't limit motion to just videos—explore how movement can enhance other touchpoints, like animated buttons on your website or interactive graphics that guide users through your story.

Don't overcomplicate it

Animation should support the product's story, not overshadow it. Keep the movement in line with what you are trying to convey.

Micro pops for macro affect

Small movements have the power to make a big impact, adding personality to your brand and leaving a lasting impression.

'Tis the season

Bring in a subtle touch of the season with festive sound effects or playful animations. Keep it light—small details can make a big impact without distracting from your message.

Titbit explainers

Have a new feature update? Create a 15-30 second animated video highlighting it to encourage adoption. No voice over, no music - just quick visuals of your product animated for quick comprehension.

TELL YOUR STORY, B2B STYLE

What it takes to story in 2025.

Stories are the essence of entertainment, and entertainment is something B2B content can desperately use. Whether you're telling how your product solves a specific problem or sharing customer success stories, storytelling can humanize your brand and connect emotionally with your audience.

Tell your customer's story

Highlight key success stories

Reinforce the message with real customer stories or testimonials. Show how others have achieved success with your solution. Success stories add credibility and make the outcome feel tangible.

End with a clear call to action

Wrap up your story by encouraging your audience to take the next step. Whether it's signing up for a demo, downloading a case study, or scheduling a consultation, make it easy for them to continue their journey with you.

Introduce the solution

Now, reveal your product as the answer. Highlight how it addresses the specific needs of your protagonist. Use clear, benefit-driven language to show how your solution is uniquely suited to solve the problem.

Showcase the transformation

Describe the positive impact your solution has on the protagonist's journey. Perhaps their workflow is streamlined, their data is more secure, or they've gained valuable insights. This is where you illustrate the "before and after" transformation.

Build toward the challenge

As your story progresses, build up the obstacles that make the journey tough. Maybe your protagonist has tried other solutions that didn't work, or they're facing resource limitations. The challenge should feel like a real hurdle that only the right solution (your product) can overcome.

Set the scene

Create context for the conflict by illustrating the environment or industry where it exists. For B2B tech, this could mean emphasizing the unique pressures of the tech landscape or the fast-paced demands of innovation. Build a world where your product can make an impact.

Present the conflict

Define the problem that stands in the way of your protagonist's goal. Whether it's streamlining processes, saving costs, or securing data, make the pain points clear and relatable. This is the tension that drives the story forward.

Identify your protagonist

Every story has a hero, and for B2B storytelling, that hero is your customer. Show you understand their world, challenges, and ambitions. The more relatable the protagonist, the more your audience will connect with the journey.

Start with a strong hook

"It was the best of times, it was the worst of times." "It was a pleasure to burn." "Call me Ishmael." Just like in the best stories, capture your audience's attention immediately. Introduce a compelling scenario or a pressing question.

Start the new year with a solid foundation.

Here's a quick guide to help you understand essential B2B content concepts and start the new year on the right foot. Each point links to a deeper explanation so you can dive in further.

01 | What is content?

Content is anything you create to communicate your brand's message—like blog posts, videos, or social media updates.

[Read more about what content is here.](#) 

02 | What is content marketing?

Content marketing is using content to build a connection with your audience, answer their questions, and encourage them to take action, like signing up or purchasing.

[Learn more about content marketing here.](#) 

04 | The role of brand identity in content

Brand identity makes your content recognizable and trustworthy by using consistent colors, fonts, and messaging that represent you.

[Discover the role of brand identity here.](#) 

05 | The role of design in content

Good design helps make your content clearer and more appealing, helping people understand your message faster.

[Find out more about the role of design in content here.](#) 

06 | Understanding content formats

Different content types—like blogs, videos, and infographics—serve different purposes, so choose the right one for your goals.

[Explore content formats here.](#) 

07 | Content budgeting

Setting a realistic budget helps ensure you have the resources to create strong, effective content. Think of it like an investment—great content compounds over time, delivering ongoing value and impact.

[Learn about content budgeting here.](#) 

08 | 3 key steps before you start

Plan your goals, know your audience, and organize your ideas before creating content to make the process smoother.

[Learn the 3 key steps here.](#) 

Get content done.

We make complex tech easy to understand—fast.

We turn complicated tech products into clear, engaging visual content that your audience can actually “get.” Whether it’s software, systems, or solutions, we simplify the hard tech stuff so you can get more customers.

If you’re a marketer or creative at a high-growth B2B tech company looking for high quality custom creative, learn more about our flexible membership below.

Learn more



This catalog is proudly brought to you
by the incredible GDS team:



Sergey Baleca
Sr. Motion Designer,
Editor & 3D Artist



Zoe Descoteaux
Graphic Designer



Mindy Schaper
Technical Writer



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