

FIELD GUIDE / 2026 EDITION

Five Decks. One Deck System. $5,800 Less.

Which decks to order from the funding round to company-wide templates, what the deck system carries over, and a priced composite of the whole run against starting every deck from scratch.

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START HERE

Five decks, one company, five different looks

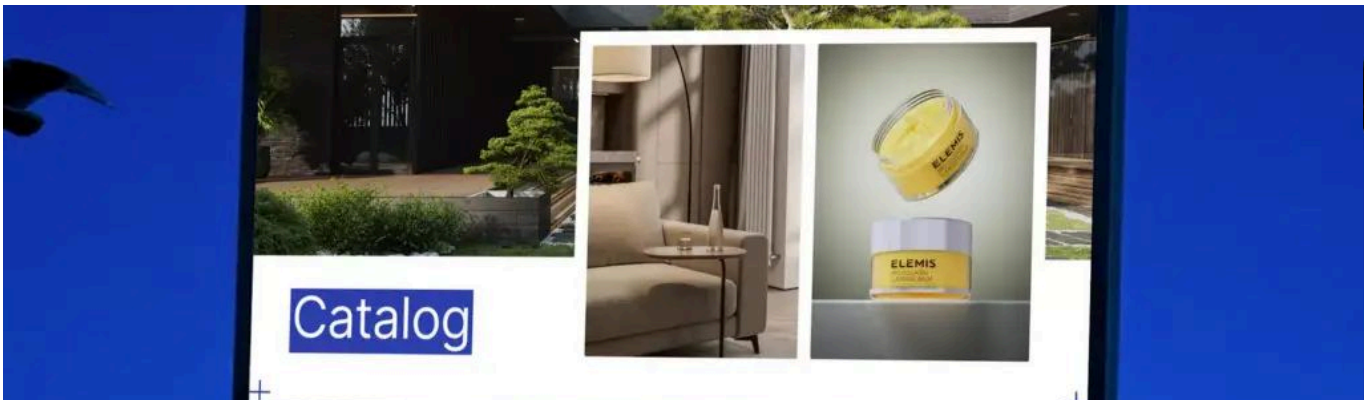
A growing company presents many times in a year: a pitch for the round, board updates every quarter, a sales deck, a launch keynote, then templates for everyone else. The brand barely changes. The deck system behind it, the master slides, chart style and icons, is usually drawn again for every deck.

The reason is ordinary. The pitch was done by a freelancer, the board deck by the finance team, the sales deck by the agency that ran the campaign, the keynote by the event company. Each one rebuilds charts and layouts, and the template everyone needed arrives last, after five decks that look like five companies.

	BOUGHT DECK BY DECK	PLANNED AS ONE ROADMAP
01	**Master slides and charts drawn again for each deck**	One deck system, kept on file
02	**Numbers styled differently in the pitch and the board deck**	One chart style, refreshed each quarter
03	**Product visuals shot or rendered again for the launch**	3D product model reused for new angles
04	**Company template made last, from a finished deck**	Template planned from the first deck

The system is the slow part. Pay for it once.

Type, colour, grid, charts and icons take the longest to get right. Keep the system, and every later deck pays for slides and story, not for the look again.



Catalogue and deck design by Maverick Frame.

THE ROADMAP

Which deck to order, stage by stage

Five stages, from the funding round to company-wide templates. The last column is what the studio should hand forward, so the next deck starts from a working system.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Funding	Pitch deck, investor teaser, 3D product stills	Investors, accelerators	Deck system, 3D product model
Board	Board and investor update decks	Board, investors, finance team	KPI dashboards, chart templates
Sales	Sales deck and proposal template	Sales team, key accounts	Case and pricing layouts
Launch	Keynote with animated builds and renders	Events, press, partners	Event-screen formats, animations
Templates	Master template and slide library	Every team in the company	Layouts for every future deck

Start where you are

If you are at Sales, order the sales deck now and ask for two things: the master slides and charts are built as a system rather than for one deck, and the source files are yours. The keynote and the company template then start from layouts you have already approved.



Maverick Frame production render, the kind of 3D still a deck reuses.

WHAT IT COSTS

The deck roadmap, priced both ways

A composite for one company with a physical product, priced at mid-market studio rates. Slide counts and rates are the same in both totals; only the system, the template and the 3D model change.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Funding: deck system, masters, charts, icons	once	**$1,800**
02	Funding: pitch deck, 16 slides	16 x $150	**$2,400**
03	Funding: 3D product model	once	**$900**
04	Funding: three 3D product stills	3 x $400	**$1,200**
05	Board: KPI dashboards and chart templates	system reused from Funding	**$600**
06	Board: board deck, 20 slides	20 x $120	**$2,400**
07	Sales: case and pricing layouts	system reused from Board	**$500**
08	Sales: sales deck, 18 slides	18 x $150	**$2,700**
09	Sales: proposal template, 10 slides	10 x $120	**$1,200**
10	Launch: keynote styling for event screens	system reused from Sales	**$700**
11	Launch: keynote, 25 slides with animated builds	25 x $180	**$4,500**
12	Launch: two new product angles	scene reused from Funding	**$600**
13	Templates: master template, 40 layouts	system reused from Launch	**$1,500**
14	Templates: slide library, 60 ready slides	60 x $40	**$2,400**
	Funding stage		$6,300
	Board stage		$3,000
	Sales stage		$4,400
	Launch stage		$5,800
	Templates stage		$3,900
	Planned as one roadmap		**$23,400**
	The same visuals bought stage by stage, from scratch		**$29,200**

From scratch, each deck goes to a new designer who builds the system again ($1,800 a stage, $2,600 for the company template), plus a new 3D model and stills for the keynote. Planned as one roadmap, the difference is $5,800.

27%
FUNDING, $6,300

13%
BOARD, $3,000

19%
SALES, $4,400

25%
LAUNCH, $5,800

16%
TEMPLATES, $3,900

THE ONE PAGE

What to send us at each stage

The clients whose logos sit on our service pages do not send us slide-by-slide specifications. They send the old deck, the numbers and a line on who will be in the room. At any stage, that is enough to quote from.

01	**Funding: the story**	The deck you have now, or the ten things investors must hear, in order.
02	**Funding: the numbers**	Market size, traction and the ask, in a spreadsheet or a list.
03	**Funding: the product**	CAD, photos or a sample, if 3D stills of the product will go in the deck.
04	**Board: the metrics**	The KPIs the board follows and last quarter's figures.
05	**Sales: the buyer**	Who buys, what they object to and the cases you can name.
06	**Launch: the room**	Screen sizes, stage format and how long the keynote runs.
07	**Templates: the users**	Which teams will build decks and in which software.
08	**Any stage: the brand**	Logo files, fonts and colours, or the brand guidelines.
09	**Any stage: the date**	The meeting or event date. A finished deck takes 1 to 2 weeks.

Change stage, keep the system

Ask us to keep the master slides, charts, icons and 3D scenes when a deck is delivered. When the next stage comes, send the new content and we quote only the new slides.

Rates and terms overleaf

Freelance and studio ranges for slides, decks and templates, our production times and what a revision round covers are on the next page, so you can check every rate in this composite.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Custom slide, per slide	$25 - 75	$80 - 200
Pitch deck, 12 - 20 slides	$500 - 1,500	$1,500 - 4,000
Master template and slide library	$400 - 1,500	$1,500 - 5,000
3D product still for a deck	$100 - 300	$250 - 600

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of the key slides	3 to 5 working days from a complete brief
Finished deck, up to 25 slides	1 to 2 weeks, draft included
Master template and slide library	2 to 3 weeks, layouts reviewed first
Revision rounds included	Two at draft stage, one on the final deck
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: a presentation designer pays off when there is a deck on the desk every week. Below that, the person spends most days on other work, and the decks that matter, the funding round and the launch, still go out under deadline pressure.

NEXT

Send us what you already have

An old deck, a draft in any state, your brand files or a page of notes. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Presentation design	maverickframe.com/services/presentation-design/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.