Chapter 1 : 10 Beautifully Designed Company Annual Reports and the Stats Behind Their Virality

An annual report is an important extension of your brand's story. Presenting that information in the best package possible is crucial, yet many brands don't prioritize their annual report design, which is a shame. Whether it's making your data easier to interpret or helping you showcase your.

Warby Parker The diversity of the companies and organizations behind the reports is just as varied as the way in which each one presented their year-end summaries. For vacation rental startup Airbnb, for example, it was about visualizing growth while highlighting individual stories of travelers and hosts that are a part of that story. For Sailthru, on the other hand, it took the report as an opportunity to not only share stats with visitors but pitch them on their product, as well. We had this idea that annual reports are really, really boring so how about we kind of flip it on its side and do something wildly different. What we did is sort of create this visual annual report, that was very infographic-based and we just thought it would be really fun to dig into our data and compare things like what types of bagels we ate in the morning, how many monocles we had sold and take these random stats and throw them together in a very cohesive manner. It may lack key components, but check out this creative take from WarbyParker," said another person. Shaped by trend leaders like Warby Parker, these new reports are taking notes from one another and patterns are emerging. Digging into the 10 reports from , the following 11 content strategies were used most frequently ordered by volume of frequency: Showcase customer stats - MailChimp breaks down its users by industryâ€"its largest is commercial servicesâ€"and proudly shares it added 1,, new users in Provide product highlights and updates - charity: Present mission or value - Sailthru makes its mission clear early on and does so in big, bold letters. Boast employee stats - Like the others, charity: Have fun with employee stats - Sailthru gets very detailed with these stats, such as noting " glasses of water are consumed per week". Especially ones with smiles. How the Reports Performed Honing in on the six biggest brand names of the bunch, each has a strong base of social media followers to help share their content. If all online annual reports had been created equally, charity: The company has a history of making viral content check out their amazing videos and their organization is extremely participatoryâ€"donors, fundraisers and champions of their cause are spread throughout the world. Kickstarter also carries that strength of participation, and along with startups Airbnb and Warby Parker, is a media darling. Here are the social media sharing numbers, according to Moz Open Site Explorer , roughly one-year after the reports went live: Of the four far out in front, Airbnb is the simplest of them all, only providing about a dozen pieces of content. One thing the four have in common, important to note, is that a story is told through the report. The story of successful projects and where they go post-Kickstarter MailChimp: The story of the supporting a massive an email marketing software company Warby Parker: The story of a hot eyeglasses startup more than doubling its staffâ€"from 62 to â€"in one year Airbnb: The story of rapid worldwide user growth over four years.

Chapter 2 : Investor Relations - Annual Reports - Creative Store (Singapore)

Annual reports are the staple diet of design work the world over. They're seen by some as part of the dry, bread-and-butter grind that pays the bills and paves the way for more exciting, imaginative work. But annual reports don't have to be dull, as demonstrated by the stunning Digital Cinema Media.

How-to guides The best infographics may look like they were simple to create, but designing an effective piece of data visualization is anything but. So why go to the effort of creating an infographic? Well, they say that every picture tells a story, but sometimes it takes a clever combination of words and images to tell a story quickly, concisely and in an entertaining fashion. Most importantly, great infographic design can translate complex data into something everyone should be able to understand at a glance. How do you design an infographic? There are no hard and fast rules when it comes to designing infographics. However, there are several great tools to create infographics , which will help get you off to a great start. And these examples of infographics from around the web will show you how you can take things a step further and add a bit of style and personality to your data. Why your brain craves infographics Click the image to see the full sized infographic The popularity of infographics shows no signs of slowing down, but why are they so popular? This infographic by NeoMam Studios explores exactly what it is about infographics that hits the spot. It also explores what topics infographics work well for. The infographic of infographics Click the image to see the full-size infographic Did the title confuse you? What this infographic does is to unpick the trend for infographics and explore the stats surrounding the trend. Explore a world Click to see the full infographic UK-based portrait specialist Sam Gilbey has produced various pop-culture-universe-exploring infographics over the years, including this design dedicated to 50 years of Doctor Who. His other lavishly illustrated creations to-date range from a stat-based comparison of four Avengers characters; to the 85th Academy Awards in numbers â€" all created for Virgin Movies. All off these three infographics are excellent examples of using illustration to add interest and shareability to a list of facts and figures, rather than analysing the data per se. Hip Hop Click to see full-size version Another prolific infographic creator, UK-based design studio Dorothy has carved something of a niche in creating highly desirable infographic-style posters. Its designs often chart the many complex connections between entertainment genres and sub-genres, and are perfect for any superfan to display on their studio walls. They all share a stunning design aesthetic, ultimately driven by data. An analysis of The Beatles? Click to see the full infographic Music-loving data nerds will get a kick from this ace interactive infographic analysing the career of the Fab Four , breaking down their career by year and by album and providing plenty of insight into who wrote what, which Beatle had the biggest vocabulary hint: The Last Jedi has put you in the mood to immediately watch the original movie, hold your horses just one second. Rather than sit through Episode IV again, why not enjoy it in infographic form? A New Hope into a metre-long infographic. Created in Illustrator CC, using pictures across 22 separate files, it took him over a year to produce. Grand taxonomy of rap names Click the image to see the full-size infographic This colourful infographic examines rap names in startling detail. It was brought to you by Pop Chart Lab â€" a company set up by a book editor and a graphic designer who joined forces with one modest goal in mind: Explore the Twitterverse Click the image to see the full infographic Sometimes, Twitter can feel like another world. The magnificent multitude of beer Click the image to see the full sized infographic The multitude of varieties, brands and tastes of beer available can sometimes be a little overwhelming. So what better way to showcase the taxonomy of beer than with an infographic? It ended up being so big that the team had to enlist the help of another printing firm to handle the job. The character designs and clear presentation really help this infographic shine. The illustration was created by New York-based graphic designer Rick Slusher , his elegant summary of the film depicting each character as a coloured line; the layers of dreams depicted as concentric circles. Illustrate a list Click the image to see the full infographic An essential career skill for designers of all levels is the ability to explain your work effectively, and articulate your vision to clients. Fortunately the design industry is shaped by a glossary of terms that explain the technical thinking behind creative decisions, as this infographic from DesignMantic reveals. A neat piece of design work in itself, this beautifully illustrated

ABC of design runs through 26 key words every designer needs to know and turns their meaning into stylish graphics. Designmantic has come up with this go-to graphic to help you get your website interface just so. A-Z of typography terms Click image to enlarge Do you know your aperture from your apex? How about the difference between a finial and a flag? If not, then this typography terms infographic acts as a handy cheatsheet that will help you get up to speed. It contains all the usual suspects, plus plenty more â€" only a true typography pro will know all of these, so take a look to fill in the gaps in your knowledge! Take a look at our roundup of the best typography tutorials. But how do you reignite your creative spark when all you want to do is give up? Designed by the team at Creative Market , this colourful list of 40 inspirational tips contains advice that artistic greats have turned to in times of need. This particular infographic breaks down the key rules you need to know to create all-important visual hierarchy in your data â€" from using the golden ratio to implementing grid theory to bring balance to your work. To help, The Visual Communication Guy has created a great infographic that provides designers with 18 rules for using text. This cheatsheet includes some helpful information on the subtleties of working with words. More of the best infographics 1.

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The usual company annual report is a word-filled extravaganza of jargon, terms, figures and text. If beautiful report designs were the norm, maybe more people would actually read them. We are used to seeing pages after pages of annual reports printed in black and white on unassuming pages. Totally.

Shares Annual reports are the staple diet of design work the world over. Get Adobe Creative Cloud From innovative print techniques to stop-motion animation, artful infographics , eye-catching use of colour and even savvy integration of classy free fonts , a brilliantly designed annual report can sit at the cutting-edge of graphic design â€" and take pride of place in your portfolio. Toronto International Film Festival The TIFF report is inspired by a love of cinema Guaranteed to catch the eye with its limited, on-trend palette, the annual report for the Toronto International Film Festival TIFF was conceived as a love letter to cinema and an ode to a respected cinematic organisations. Packaged in per cent recycled plastic and bamboo covers, the award-winning report is comprised of three booklets focusing on the responsible use of soils, oceans and forests, with handmade bindings and hand-drawn habitat art on the back. Showing off its highlights of the year through a combination of eye-catching headlines and figures, big visuals and simple hand-drawn animations, with links through for readers to explore more, it takes readers on a journey that puts the brand in a positive light. With so much fun to be had with travel themes, design agency Noord developed this beautifully illustrated book to highlight what happened in the company back in To celebrate this cool act of commitment, Flywheel whipped up a free set of temporary tattoos that sum up what the company did that year. Having set that precedent, it followed up in with a competition to win a free designers T-shirt on its annual report page , itself a beautiful parallax scrolling web page. We look forward to the creative offering. Data visualisation has never been so trendy! Topped off with an acrylic film on the cover, readers could see how all the layers worked together and fused into one beautiful picture when the report was closed. Deciding that the mechanics of emotion are what retail is all about, Ivity Brand Corp created a dynamic report that cleverly represented everything Sonae stands for with interlocking gears and cogs. Four books made up this annual report â€" one for Adris and one for each of the three successful businesses it developed TDR, Maistra and Cromaris. Seguros Pelayo An innovative take on reporting facts, figures and other corporate information from Madrid-based studio Biografica, this report for Spanish insurance firm Seguros Pelayo featured everything from cutout figures to an impromptu papercraft football match, all delivered in stop-motion animation. A great example of how a slick delivery can make even the most straightforward information appear more engaging. This was certainly the case with this report by German agency Jung von Matt for solar energy client Austria Solar. Proudly heralded by the team as the first ever annual report powered by the sun, its pages remained blank until you took it outside, where they flooded with type and colour. L-Bank Jung von Matt visualised business data as a series of art installations Another example of stunning report design by German agency Jung von Matt, the L-Bank annual report this time was notable for its compelling art direction rather than its innovative print techniques. Artistically arranged clusters of phones, lamps and other items, combined with stylish photography and minimal copy, told the story. Its bold, conceptual annual report for Austrian lighting company Zumtobel comes in two volumes: This impressive annual report design for Australian arts organisation Craft Victoria shows off his love of tactile print materials, including textured paper stock and translucent section break dividers for maximum effect.

Chapter 4 : Annual Report Design - ArtVersion Creative Agency

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Chapter 7 : best annual report design images on Pinterest | Graph design, Page layout and Editorial layout

While annual reports are often seen as a design drag, there are plenty of ways to turn this report into a fun and memorable design project. And with better design comes more reading and retention, two positives for your brand.

Chapter 8 : 5 Creative Annual Report Designs â€" Dome

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