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Annual report examples 2017

The annual report is an important extension of your brand story. Providing this information in the best possible package is critical, however many brands do not give priority to the design of their annual report, which is unfortunate. Whether it makes your data easier to interpret or help you showcase your culture, a great design is the key to making a lasting impression. To give you a little inspiration and celebrate some truly amazing works, we've compiled 50 of our favorite annual report design examples, including print, interactive graphics and video. These great creations show how clever and creative the annual report is when you're ready to experiment. We hope you enjoy – and if this inspires to design your next annual report, we hope you will share it with us. Annual Report Design: Print1) Well done 2006 Annual Report by Proquia and Žinic This incredible report features a small booklet hidden inside the report, printed with interactive thermal ink. The reader must wrap it in aluminum foil and bake it to see the text appear magically. Only catch: If you do not cook it specifically, it will burn the pages and will leave with anything. This is the genius of the annual report design at its best. 2) Austria Solar 2011 Annual Report by CollectiveAn Shipping Alternative Take on Thermal Reactive Ink. This report is visible only when activated by the sun - a genius idea for a solar company.3) New product range of companies 2013 annual report by the design of a challenging slate this report visually attractive bright colors, bold designs, and unique packaging make for a beautiful display. 4) Vrijwilligersacademie Amsterdam 2011 Annual Report by Da Costa Design, Pino Studio, and Feenman + If you ever wonder what you should do with an annual report after you have read it, this one provides an entertaining solution. The report features origami instructions within its pages so you can fold little creations as you read through. 5) Brometti Bank 2012 annual report by the beautifully painted spine brand and animals featured in the pages of this annual report reminding readers about the risk of extinction. As some visualization includes intelligent data using animal lifecycle to represent statistical figures.6) Anthony B Nielsen's 2009 annual report by Heydays instead of feature images from Anthony B Nielsen's staff, designers at Heydays decided to show staff property to allow readers to get to know them on a more personal level. 7) Informe 2009 Annual Report by Huaman Studio and Betty Comitè this annual report design includes a visually stunning cover with a black design on elegant black, as well as tangram designs. Combining each to make the report feel contemporary and fashionable.8) Piraeus 2013 annual report of cocoa design this is what happens when you turn a report into art. The sculpture show is inspired by the theme (spinning wheel). The exquisite design of a seemingly unbalanced position makes it feel as if the reports are actually rolling.9) AEGIS 2016 Reviewed by SVP Partners this annual design features module design, powerful printing, and beautiful data visualizations that make facial joy through.10) Human Rights Campaign 2012 Annual Report by Column V This annual design report includes unique packaging and bold data visualization that effectively connects the story of the organization.11) Media Survey Limited Annual Report 2014 by Phoenix Communications Ltd. This wonderful annual report uses laser cutting technology to carve complex scenes on every page. When closed, combining layers to create a colorful overview for readers.12) O'right CSR report by Ting Chen fan for a hair care brand that promotes sustainability, this annual design of the report is the best way to walk with blankets made of recycled and plastic bamboo. 13) ERGO Hestia Group 2016 Annual Report by Hanna Dyrzyc may consider this piece less than a report and more than jaw-dropping data visualization display, delivered as a black print masterpiece on black.14) Sonae 2012 Annual Report by Iivity brand company. This intelligent annual report design goes old school with mechanical engineering. It's interactive analog, featuring colorful gears for spin and beautiful overlays throughout its pages. 15) Alimentaires Québec Bank 2012-2013 Annual Report by LG2 Boutique This is another great example of genius packaging: report presented as a currency bank - the ideal offer of the Bank of Canada.16) Al Hong Kong 2011 Annual Report of Before TGF this report was built as a newspaper rather than a restricted book, displaying eye-catching yellow designs throughout its pages.17) Philtron 2014 Annual Report by Nicholas Felton's tenth and final report from Data Master Nicholas Felton features a wealth of personal data, presented on It's beautiful, stylized data visualizations and graphs. 18) Lynx 2015 Annual Report by SoonThis Brings Data to Life through 3D printed visualizations, built and photographed individually. 19) Connie Group 2014 Annual Report by Nord This gift design wrapped display, simple bound, and beautiful ink drawings make for an accurate but entertaining annual report. 20) Ablynx 2014 Annual Report by Ablynx This report is a great example of the combination of photography and data visualization. Data visualizations on daily props, such as output cylinders, pull closet drawers, and circular dining tables, giving applegreen 2013 annual report data are designed by Biográfica similar to laser cut images media report clear. Applegreen's annual report features multi-layered images, 3D artwork paper that makes information seem to jump from page.22) Pacific Life 2015 annual report by five annual report specially effective when you inject life and beauty into life and beauty A company or industry is not always glamorous. That's what this report does to the Pacific Life Insurance Company. The theme of the ocean is widespread throughout, bringing beauty and vitality to every page.23) ComfortDelGro Corporation Limited 2016 Annual Report 2016 by Silicon Plus Communications detailed illustrations made for a visually captured printed piece, As the unique transport motif appears throughout the design of the annual report.24) Tronox 2016 annual report by SVP partners may not expect a chemical company to create such a beautiful annual design, but Tronox has done it well with clean, simple and elegant minimal design.25) MMC Norilsk Nickel 2016 Annual CSR Report by DDVB unique oragami-esque packaging and bold printing make this report a beauty business. Annual Design Report: Digital /Interactive26) 2016 Boston University Annual Report by Boston University Bold and Bright. This colorful annual report design features many faces from Boston University, Presented in an interactive site spot and elegant.27) Warby Parker 2014 year in warby Parker review presented this digital report features GIFS and interactive timeline for the exchange of the most prominent companies, as well as the opportunity to make your annual report by entering personal data.28) Artsy 2014 year in review by Artie's heavy-scrollimage through is an ideal representation of the company's values and core mission: to make art in the world accessible to anyone with an internet connection. As viewers pass the report, they are treated in a visual feast, along with information about the company. 29) Shopify 2014 Year in Review by Shopify This digital report presents information in a short, sweet and simple way for easy comprehension, allowing the information to speak for itself.30) Total annual solution report 2011 by Total Identity technically, this is a printed report, but the company used QR code technology to allow readers to interact digitally with the information provided. By scanning the icons, readers are treated to a video explaining the relevant material. 31) Flywheel 2015 year in review by Flywheel not only this is a wonderfully designed digital year in review, it also includes temporary custom tattoos (in honor of the founder getting the company's logo tattoo). Even cooler, temporary tattoos are symbolic, such as the Dew Mountain Diet can, which represents 3,744 top staff consumed throughout the year. 32) PSD2HTML 10 years in PSD2HTML review this simple annual report design provides a dazzling galaxy view and cycle readers through every page filled with animations. 33) 10 years of Git by Atlassian's adorable animated graphics in this report make them look playful, but the report still provides the necessary information without distraction. 34) Energy Trust 10 years anniversary by energy trust as opposed to scrolling through the other in this list, the Energy Trust report goes from left to right, rather than top to bottom. As the reader progresses through the report, the charming designs of the landscape and city fill the background, creating A trip of landmarks. 35) Crochet Kids 2013 Annual Report by Column 5 This nonprofit clothing company enables poor women through their knit and crochet education. To reflect the company's mission, this interactive report features visualization data and other elements conceived through the theme of art. 36) VNG 10th Anniversary by VNG This Interactive Displays Company Information as a Mountain, allowing you to explore landmarks all the way to the top. 37) Kickstarter's 2016 annual report from Kickstarter Kickstarter has turned its annual kickstarter into a fun interactive site of choice, allowing you to explore the highlights of the year's end-of-year events. 38) Thanks 2015 year in review by ThankYou instead of providing direct information, the company turned its annual report into a storytelling masterpiece, making narrative come to life. 39) W.K. Kellogg Foundation 2015 Annual Report by W.K. Kellogg Foundation this colorful, illustration-heavy interactive features delicious design for a serious theme: racial healing and racial equity. 40) Nielsen 2015 Annual Report by Nielsen presents this vibrant colorful animation report to bring information to life. The design itself is simple and straightforward, making it easy to understand the materials.41) Girls who code the 2016 annual report design by column v This yearly design report features vibrant colors, heavy people's images, and personal profiles that highlight the girls who benefit from the organization's efforts.42) 2016 Weatherford Annual Report by Oakwood Agency This interactive report is cleanly designed with high-quality images and easy-to-navigate layout that makes it easy to find the information you want. Design annual report: Video43) Vimeo 2013 Timeline by Vimeo this smart report highlights what vimeo (videos, obviously), but does so through a colorful exploratory experience. Viewers can interact with animations to learn more, encouraging maximum interaction. 44) Charity: Water 2012 Annual Report by Charity: WaterViewers has the option of scrolling through charity: Water Report or watching videos highlighting the company's year of good deeds and achievements. Videos are an anchored way to view the likes and objectives of a company. 45) The Iconic Peltau 2014 Annual Report by BiográficaThis Video Colored Arrow Highlights of the Year in a highly stylized way, using real objects to represent information. It also creatively integrates iPad screens to give the rhythm of the report and energy. 46) ProSiebenSat.1 2014 Annual Report of ProSiebenSat.1 Media AG This report uses video to create an amusing background for the report itself. Movie scenes and live concert recordings flash across the screen as readers click through the slider to learn more about the company's endeavors. 47) PilaYo Paper 2012 Annual Report by Biográfica another great video by Biográfica, this one features an amazing stop-motion pop-up book inhabited by animated breakers and 3D objects. As Scrolls across the screen, they are also accompanied by clever animations. 48) BBVA 2014 annual report by BBVA VIDEO REPORT BBVA feels more like a short film brilliantly directed from an annual report. Music reminiscent of explosions in the sky plays in the background of a black-and-white movie, while the simple animated graphics connect the company highlights.49) RTL Group 2015 Annual Report by RTL GroupThis Year in reviewing video clips features of YouTube stars and movie scenes to match the information provided on the screen. Each new screen has a completely different theme and comes with its own soundtrack to make it entertaining and lively.50) Pfizer's 2015 annual report by Pfizer instead of featuring consistent information about pfizer's employees and medical scientists, viewers are treated to short videos that employees explain their role and what they are working on. This allows viewers to see a more personal aspect of the company. More tips for designing an annual report without your brand, product or service, your annual report is always an opportunity to connect with people, whether it's stakeholders, employees or customers. For more information on creating great annual reports: If you think you might use a little help in designing your annual report, let's talk. Chat.

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