

Design Principles for Annual Reports



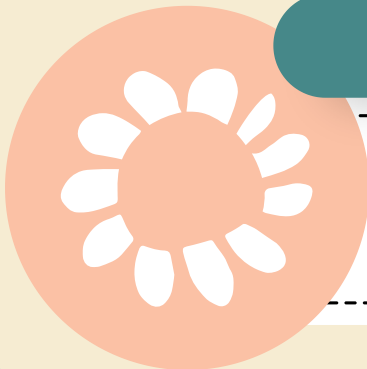
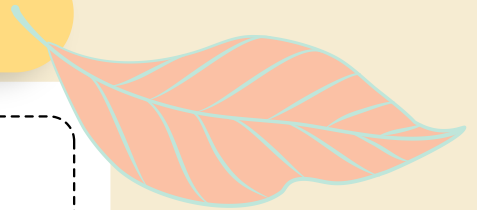
Keep it simple

People don't have time. If the report looks long or crowded with content, they're going to pass on reading it. They want to learn but they don't want to read a short novel. You'd rather have more empty space than too many words on a single page.



Give it a theme

You need a template, shape, or component to run through the entire report that ties it all together. For example, if you use a circle on the front cover, use a circle throughout the report. It will make it easy on the eyes if readers aren't presented with different colors and layouts on every page.



Make people big

Photos are your best content. If you have good photos of the people you serve, make them bigger than you normally would. It will serve as a subtle reminder that people are the biggest part of your organization.



10 Practical Tips for a Better ANNUAL REPORT DESIGN

1

Keep it simple:

Start with a clean layout. Avoid overcrowding the page. Use space wisely to make the report easy to read.



2

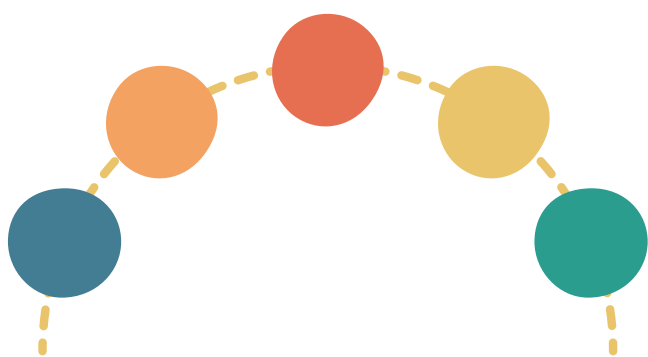
Use infographics

Turn complex data into simple graphics. Infographics are great for making numbers more interesting and easier to understand.

3

Be consistent:

Stick to a color scheme and font style. Consistency gives your report a professional look.



4

Tell a story:

Make your report tell the company's story over the past year. This helps readers connect with your organization on a personal level.

5

Focus on key information:

Highlight the most important data. Don't bury key achievements in too much text.



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6

Use High-Quality images:

Include clear, high-quality images. They make the report more engaging and visually appealing.



7

Stay on brand:

Make sure the design matches your company's branding. Use your logo and brand colors.

8

Make it accessible:

Design for everyone. Consider different types of readers, including those with visual impairments.



9

Incorporate quotes or testimonials:

Add quotes from the CEO, board members, customers and individuals you serve. This adds a personal touch and credibility.

10

Proofread:

Double-check for errors. A report with no mistakes shows attention to detail and professionalism.



GET MORE OUT OF YOUR *Annual Report*

YOU PUT A LOT OF EFFORT INTO YOUR ANNUAL REPORT. NOW IT'S TIME TO GET SOME MILEAGE OUT OF IT. THERE ARE WAYS YOU CAN USE IT ALL YEAR LONG.

Transform it into
an email series

Post it to your
website

Repurpose it for
social media

Hand it out at
meetings