

A large red circle is positioned in the upper left quadrant of the page. It contains the text 'AR: Review 2010' in white, bold, serif font.

**AR:
Review
2010**

A new
framework for
best practice
annual report
information
design.

Truly Deeply
Brand Strategy & Design



Navigation; how easily can we find the information we're after?

As annual reports strive to present a clearer picture of business activity to shareholders the ease of navigation through the financial and non-financial content has become more critical.

At a basic level reports are making better use of headers, footers, headlines and sub-heads to create a clearer hierarchy of information. Reports achieving a higher level of navigation are introducing tabbing systems, break-outs of key messages, indexing and chapter contents.

Best Practice Principles

- Does the report include comprehensive navigation aids (such as index, sub-contents, tabs and key information summaries at the start of each section) throughout ensuring all stakeholders can find their way around the report and are able to easily identify and select material of interest?
- Does it present financial information in a way that assists readers in understanding the information?
- Does the report feature references to the organisation's website and other relevant links and sources of further information?
- Is clear typography and information design used to guide the reader? Is the design functional? Does it assist in understanding the content? Is there an effective system of information hierarchy utilising headers, footers, headlines and sub-heads?

'Understandability is enhanced when information is classified, characterised, and presented clearly and concisely.' Reporting statement: The Conceptual Framework for Financial Reporting. The International Accounting Standards Board

'The report should be easy to navigate and the content capable of being skimmed. The report should focus on the reader and what the organisation wants the reader to get from the report.' Criteria statement: Australasian Reporting Awards.

If you would like to know more about our methodology for transforming good annual reports to great shareholder communications and how it may be applied to your report, call our client services director Malcolm on (03) 9693 0000.