

Seven Tips for Designing a Successful Corporate Report

Creating an engaging and impactful design for your Annual Report or CSR Report is fully within your reach if you follow sound design principles. Our “7 Tips” will steer you in the right direction, ensuring a better process and overall success.



1. Be Memorable

Text heavy layouts loaded with statistics and financials will lose a reader’s attention. Telling a story through creative content, theme development and messaging will have a greater impact because it will better connect with your audience.

2. Be Scannable

The use of factoids, callouts, infographics, bullets, photography and illustrations can be useful ways to minimize content while improving overall design and functionality. *(Bonus tip: These items are also great to repurpose for social content!)*

3. Be Visual

Using the right types of images throughout a project can make or break an entire design. Carefully select photos that mirror the message and style of your project. Do not hurry through this process!

4. Be Vibrant

Color can set the tone for the entire story. Use colors that express the emotion you are trying to achieve. Tie colors together to stimulate flow and strengthen overall creativity.

5. Be Open

Less can be more. A smart design will effectively use negative space to help guide a reader’s eye to the heart of the content and messaging.

6. Be Aware

Be sure to familiarize yourself with the expectations of your audience. Embrace environmental, social and governance (ESG) issues and incorporate them as core design elements in your communications.

7. Be Good

Regardless of your budget, schedule or audience, quality will never be dispensable. Legendary graphic designer Paul Rand said it best with his quote, “Don’t try to be original; just try to be good.”

If you follow these recommendations, your company will be well on its way to delivering a report design that evokes the trust and confidence of both customers and investors. Curran & Connors is here to help throughout the process. If you have any questions, please email us at info@curran-connors.com.

