

Case Study

Project: Annual Report & Accounts | Client: Banner Holdings Limited

BANNER HOLDINGS LIMITED

Project Background

Banner is a forward thinking specialist business solution company with market leading positions in each of their chosen areas of specialisation. These span construction within the retail, office, education, defence, healthcare, security, leisure, rail, sports surfaces, facilities management and total maintenance sectors.

The Annual Report and Accounts document is an informative and positioning tool for Banner within its market arena. It is a critical release that has to perform and deliver objectives on various levels. Primarily it has to present the results of the years accounts to existing and potential clients, demonstrate growth, reassurance and client retention/expansion. The above objectives would require visual representation to be reflected within the proposed design.

An evolution in the overall design concept would be required for the 2005 document. The brief would allow for design development within the structure and space to implement some new themes to strengthen brand values, provide longevity and reflect an obvious progression. Such elements would appear seamless in their integration and not dilute any existing rules set by the brand.

As the company's sole annual literature release, the opportunity to showcase a prestigious profile of projects would prove an effective and timely use of available content areas. It also would visually help cement the year's financial successes.

Banner were keen not to appear faceless within the document. The introduction of staff profiles and representation photographically would assist the 'people element' and also acknowledge the ongoing commitment and contributing success of team members within each business sector. Locational art directed photography would require

A CRITICAL RELEASE THAT HAS TO PERFORM AND DELIVER OBJECTIVES ON VARIOUS LEVELS.

Document content detail:

Contents and highlights spread.
Financial data is cleanly offset against the design interest provided by the opposing page.



management and collaboration with internal staff in order to compile photographic content to represent key employees from a variety of divisions.

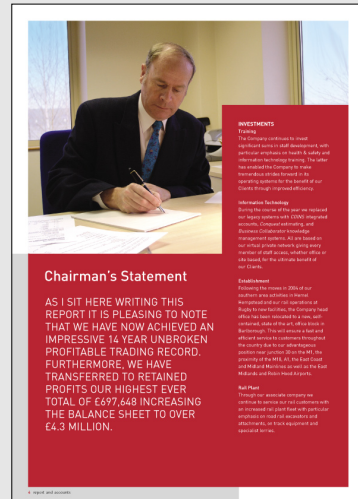
Design Tone, Content and Layout

The design interest and scale for development, as is traditional with many profile report and accounts documents, centred mainly around application within the front end section. Restrictions would apply to the treatment of financial material which would span a large proportion of the document. The type and layout of this data was respected and delivered with the priority of content focus rather than imposing inappropriate design

CORE DOCUMENT FEATURES	SUPPORTING URL
Management and publication of complete financial accounts, profiling of key projects, application of quality specialist print finishing including matt lamination and spot UV.	www.bannerholdings.co.uk/down.htm (Full report available for download in pdf format)

Document content:

Left: Sector dividing spread profiling BBC refurbishment.
Right: Content for Chairman's Statement .



THE OPPORTUNITY TO SHOWCASE A PRESTIGIOUS PROFILE OF PROJECTS WOULD PROVE AN EFFECTIVE AND TIMELY USE OF AVAILABLE CONTENT AREAS. IT ALSO WOULD VISUALLY HELP CEMENT THE YEARS FINANCIAL SUCCESSES.

themes upon the section. The decision to include page borders that would interlock areas with other content elements was implemented to break up predictable symmetry within the design and create movement within the layout of pages that featured statutory reporting content. This treatment also extended to unite elements by overlapping page spreads. A colour palette was implemented throughout based on solids and tints adapted from the existing identity guidelines.

Photographic content and quality was one of the main contributing design elements. It's application and consistency throughout was under constant scrutiny during development with the aim of achieving new levels of quality over

previous literature releases. Photography was used at scale where possible for maximum impact and often as a divider to provide relief between sections. A new concept was adopted for the photographic treatment of the Banner People profiles. To avoid unnatural 'face on' and static poses the candidates would be shot within their working environment utilising a composition that was involved yet relaxed. This method of direction created a new level of action and composure within the photography.

A degree of flexibility within the layout had to be retained throughout the development of the document to accommodate late content changes or revisions to financial data.

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