

# What visuals should say

What visuals should “say” to Henk van Dijke (Dart Design, The Netherlands):

- a. Visuals must be striking -and this should start with the report cover
- b. Visuals must show creativity -who wants to look dull today?
- c. Visuals must have relevance -they should reflect what the company did, and what’s happening now
- d. Visuals must enhance a point (if not, they are pointless)
- e. Visuals must be fully in line with all other attributes of the annual report

Dart Design aims to look at annual reports from “a purely commercial point of view”, i.e. first and foremost communicating with audiences, and not starting on an aesthetical point.

Based in Amsterdam, Dart Design specializes in corporate communication concepts, design and production, incl. annual reports. Corporate clients have included TNT, Fortis, Hagemeyer, Royal Ahold, NS (Dutch railroads), NMB Heller...

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