



最佳年度报告设计



(美)查瑞尔·丹吉·库伦 著
韩 燕 徐 娜 译



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(美) 查瑞尔·丹吉·库伦 著
(Cheryl Dangel Cullen)

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致 谢

在此我谨向全体参与编写此书的设计师们致以衷心的感谢。他们提供了大量才华横溢、光彩照人的年度报告范例,它们不分伯仲,均是杰作。

我要向热心帮助我完成此书的格雷·狄克逊 (Gary Dickson)、杰克·盖多 (Jack Gaido) 和艾伦·舒克 (Ellen Shook) 表达诚挚的感激。

特别要感谢我的母亲,她总是在那里默默地聆听着我的消息。要感谢我的父亲,他至今还在密切地关注着我。还要感谢我的丈夫,我的每一项成就都是和他的鼓励分不开的。

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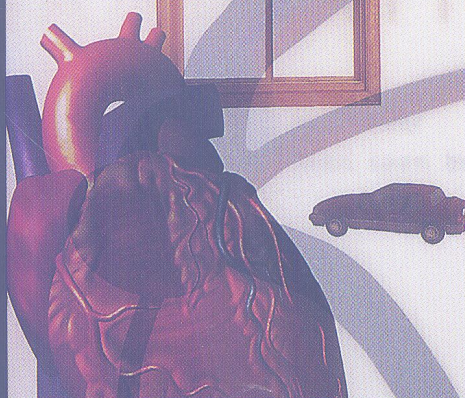
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ORDER
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Enhancing OUR WAY OF DOING BUSINESS: The Chicago Board of Trade rededicated itself to maximizing order execution and efficiency by expanding use of electronic order routing, resulting in fewer outfills, faster fills, and low administration costs.



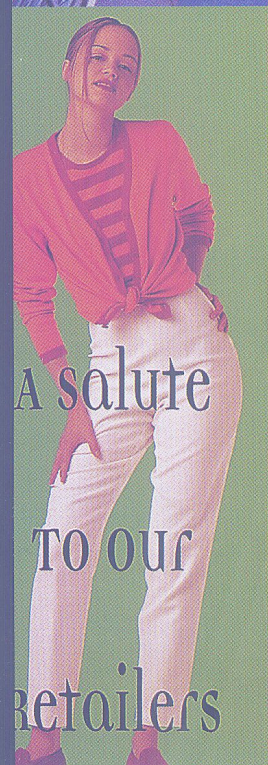
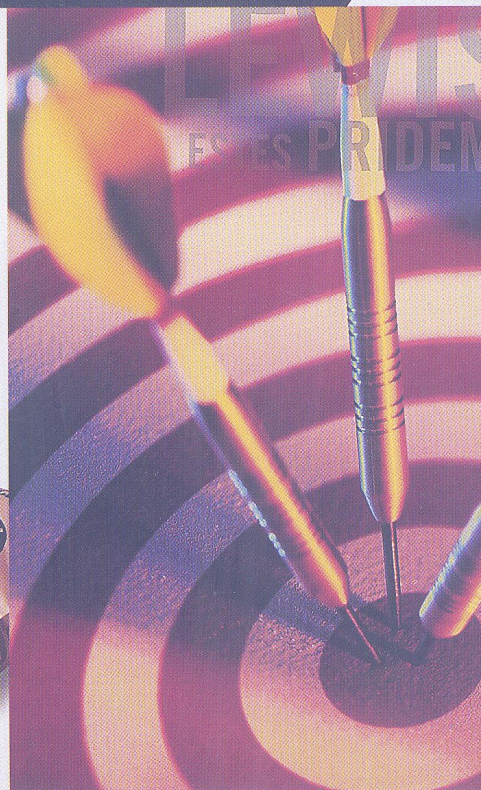
Corporate Profile

PT Indocement Tunggal Prakasa Tbk. was founded in 1973 by a group of investors known as the Licm Investors. The Company has grown to become Indonesia's second largest and lowest-cost cement producer, with its shares listed on the Jakarta and Surabaya Stock Exchanges.

The Company's ten fully integrated dry-process cement plants are strategically located in Cikoreup and Cirebon in West Java, the province that constitutes Indonesia's largest cement market. Indocement's national market share in 1997 was approximately 37 percent. Its products are sold under the Tiga Roda brandname.

The Company is increasing its production capacity with the construction of a new plant at its existing Cikoreup complex, along with a new plant at a greenfield site in South Kalimantan expected to begin commercial production by mid-1998. The successful commissioning of these two plants will increase Indocement's installed capacity from 10.8 million tons to 15.8 million tons of cement per year by 1999, an increase of 46 percent.

The Indocement workforce numbered 7,960 employees at the end of 1997.



A salute
TO our
Retailers

The Hush Puppies

Hush Puppies® is the defining brand for casual footwear around the world as men, women and children carried nearly 19 million pairs out the doors of retailers in 82 countries during 1997.

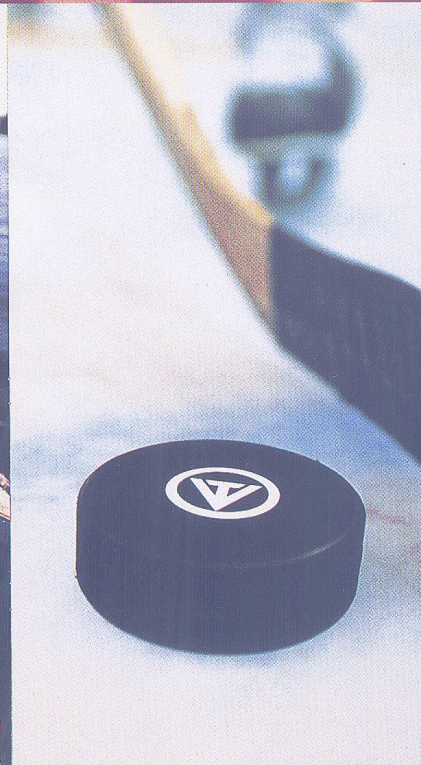
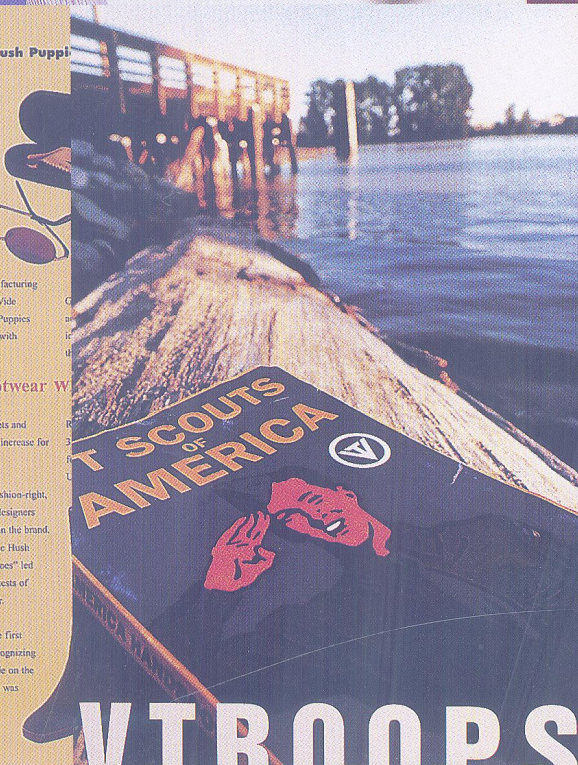
Pre-tax earnings for the year grew 53% on a total gain in net sales and other operating income of 34%, reflecting the impact of the first full year of operations of the Hush Puppies wholesale business in the United Kingdom, improved margins, domestic manufacturing efficiencies and expansion of the Wolverine World Wide global sourcing network. All divisions of The Hush Puppies Company reported double digit sales improvements with domestic operations setting the pace.

"A whole new category of footwear w

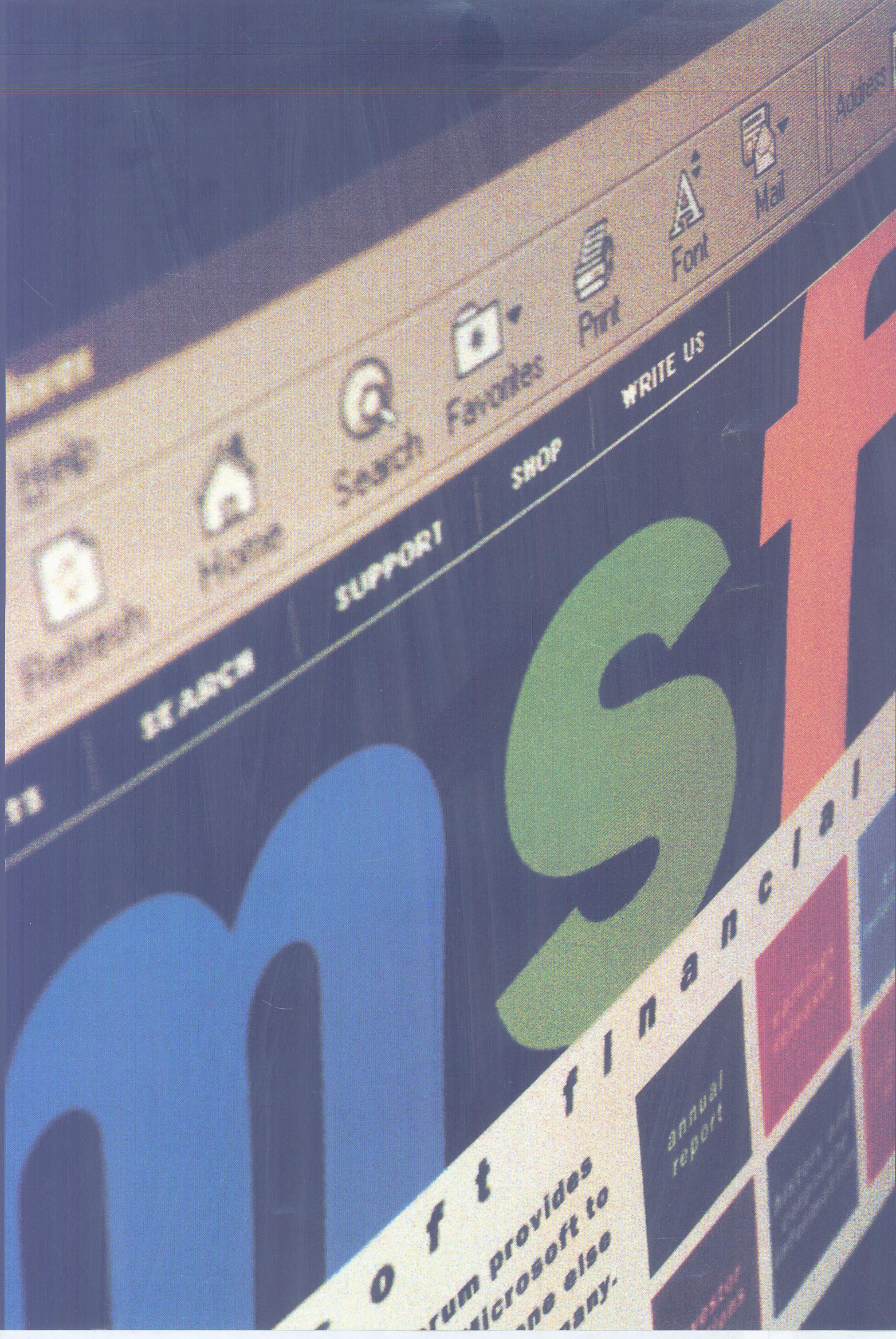
The U.S.-based chain of 60 Hush Puppies retail outlets and specialty stores achieved an 8% store-for-store sales increase for the year.

Retailers around the world featured Hush Puppies fashion-right, casual, comfortable shoes for the family as fashion designers and the media continued to build consumer interest in the brand. In the U.S. alone, nearly 18,000 retail stores carry the Hush Puppies brand. The growing trend toward "brown shoes" led several leading athletic footwear retailers to initiate tests of Hush Puppies products in their stores late in the year.

Domestic advertising support was highlighted by the first Hush Puppies television campaign in a decade. Recognizing that 70% of all footwear purchase decisions are made on the retail floor, a major point-of-purchase support effort was



VTROOPS





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前言

年度报告是一个价值数十亿美元的巨大产业。

对于涉足年度报告制作的行业而言，年度报告是非常重要的业务。年度报告一直都是造纸业、商业、印刷业的生命线，更是许多设计公司的生计来源，他们在每个财政年度的第一季度就像税收会计那样忙于制作报告。而且，那些将年度报告公布于众的公司认为年度报告对其未来的发展至关重要。

很多人视年度报告为公司最重要的文件。

年度报告早已不再只为满足证券交易委员会要求而散发的单纯的财务文件。越来越多的上市公司开始认识到年度报告是其整体营销成果的有机组成部分，应该把它看作促销材料的一种。

年度报告是影响所有受众，展示公司个性，识别企业品牌的一件工具。

由于受众的人口统计范围已经显著拓宽，年度报告中不得使用多种语言——不仅要面向个人股东，而且要面向未来的投资商、员工、潜在员工、顾客、潜在顾客、投资组合经理、证券分析家以及一般行业。很多情况下，为实现与全球受众沟通的目标，年度报告必须使用多种语言，在本书的一个例子中你会看到

一本报告使用了五种语言。

年度报告正在打破关于什么是正确和适当设计的老套标准。

由于面向如此多的受众，年度报告的设计标准已经变松了。虽然那种保守的、适宜于市场的手段一度曾经奏效，但是现在最佳的年度报告却是那些积极贴近设计艺术的作品。

客户与设计师密切配合、彼此赋予对方权力来制定一切任何有利于增强报告吸引力的决策，这是最佳年度报告设计的成功要素。

最佳年度报告设计展示了世界各地六十多位设计师创作的65份年度报告，它们共同展示了丰富的设计构思和解决问题的诀窍。

这些报告能够与受众沟通并吸引读者深入研究其内容，故此获得了“最佳”的美名。本书指出并赞美了每份报告的精髓所在——不管是设计作品的巧妙、创新、想像力、简洁、优雅，还是现代。

它们是最好的，因为它们让我们认识自己。



公 司

华尔街的经纪人公司、银行、房地产发展商和保险公司为年度报告精粹提供了主题，其年度报告是媒介和主题的完美结合。多年来，年度报告反映出了公司确定的风格。如以深蓝色的装饰配以柔和的灰色图案，使色调变得明快；白色的版面设计则以强烈的红色加以强化。这是当前公司年度报告设计的包装，或者说过去本来如此。保守的设计仍是一种风格，但目前已日暮途穷。现在，传统的公司往往在年度报告中增添一些新的趣味，如不用红色而是掺入其它亮色，前卫的插图、概念化的摄影、人物小照——有些人在应是身着套装的

场合却穿着卡其布衣服。有关公司风格的许多规定已经改写，其它的则已被彻底打破。我们现在通过这样的提问——“他们公司的文化是什么？”来寻找描述公司特色的方法。答案五花八门、多种多样，惊人地显示出公司文化的不同，有的无私忘我，有的开拓进取，但也有的被描述为仅仅具有“码头搬运工的智力水平”，在那里每个工作都好像是周末。所有这一切都导向一个疑问：“公司风格是什么？”请仔细阅读这本丰富多彩的年度报告汇编，你可以从中找到令人大吃一惊的答案。

“我们可以看到公司对待年度报告封面的态度是愈发大胆了，目的是获得第一反应。我认为这种向更为大胆的设计的转变必须是为了达到在整体中脱颖而出的目的。新的管理队伍的方向的转变导致了这个变化。管理人员的年轻化对此也有所影响。他们明白显示公司的实力、技术和内部管理的重要性。”
——杰西·威廉姆森 (Jesse Williamson), 威廉姆森印刷公司董事长兼总裁



THE CHARLES SCHWAB CORPORATION 1997 ANNUAL REPORT

INVESTING

HAS NEVER BEEN LIKE THIS



查尔斯·斯科瓦公司(The Charles Schwab Corporation)年度报告

如果说查尔斯·斯科瓦公司的目的是使自己密切接近客户,那么他们取得成功靠的则是特点鲜明、亲切友好而且易于让客户和股东接受的年度报告。

对许多人说来,投资可能是一种让人感到有点可怕的事。查尔斯·斯科瓦公司的任务就是要改变这种情况。他们想使投资对各行各业的人变得简单易行、易于接受。莱昂哈特公司的目标是将这种使用户感到温暖而友好的感觉表现到纸上。而为了做到这一点,他们以公司的特点以及其创建者的无微不至、亲切友好、客观真实并且面向高科技作为依据。

精练的文稿

与图片如出一辙,主要文稿渲染了这一点。又黑又粗的衬线和无衬线的大字标题吸引了你的注意力,其重点也就跃然纸上了。所以即使你只是浏览一下,也能抓住其要点。大标题比一般的要长,其中引用了感到满意的用户的活,它通过用户的亲身经

历告诉我们斯科瓦公司的优点。

周密而人性化

年度报告的设计增强了公司的个性色彩。为反映斯科瓦公司的目标,版面设计是井井有条的,页面上空白的地方使文字和照片显得十分引人注目。心满意足的客户(即使是故作如此)似乎是在和读者的娓娓交谈之中被拍摄下来的。

按照莱昂哈特集团(The Leonhardt Group)的说法:“1997年的年度报告,通过公司的箴言‘技术、变化和创新’,将公司定位为一个促进投资的公司——一个强大而持久的实体,它可以帮助人们成为更好的投资者。”

这份年度报告也大大地简化了整个投资过程的理念。

客户
The Charles Schwab Corporation
设计公司
The Leonhardt Group
设计师
Renee Sullivan
摄影
Thomas Heiner Studio
文案
Elaine Floyd
印刷商
Grossberg Tyler Color
纸张
Mead Signature Satin
100 号封面纸和 100 号书籍纸
印刷工艺
6 色
尺寸
8 1/2 " x 11" (22 cm x 28 cm),
34 页
字体
Berthold Garamond,
Berthold Garamond Expert,
Futura, Helvetica,
ITC Garamond Condensed,
Mrs. Eaves,
Times New Roman
印数
105000
硬件
Macintosh
软件
Quark XPress 4.0

"WE ARE ABOUT TO CHANGE"

THE FACE OF INVESTING AGAIN.
WHAT OUR INDUSTRY WOULD
CONSIDER REVOLUTION IS SIMPLY
EVOLUTION AT SCHWAB."

"WE CATER TO THE CUSTOMER WHO WANTS
TO DO IT ALL:
ONLINE INVESTING, TELEPHONE INVESTING,
OR WALKING INTO A BRANCH OFFICE.
WE CALL THAT TOTAL CUSTOMER
ACCESS.
It's what Schwab is all about."

Investing is different today. People are different today. Some people like to punch trades into a telephone or computer and follow their investment advice. Others want to sit down in an office with an investment specialist who can help them make decisions. Some people rely on the telephone, doing business with an English, Spanish or Chinese. Others speak the national language of stock markets or use telephone touch tones. Some people do their investing early before they go to work in the morning. Others do it late, before they go to bed at night.

In the old days - before technology - brokers were the gatekeepers to investing. Customers had to call their brokers during regular business hours if they wanted to complete a transaction. Today - at Schwab - people and technology are making investing. Customers can come online at any time of the day or night. They can use whatever medium they

want - again telephone, automated or speech-recognition telephone service, computer or computer with a person - and they're in control of quick, responsive service.

And because the same customer may use more than one method of investing over the course of his or her relationship with us - rather making for service orders and a branch visit for an IRA rollover, for example - we recently gave all of our customers access to our online Web trading while continuing to provide the human touch to anyone who calls or walks into a branch. We call it the best of both worlds. Online, investors can get information similar to the "Investment Toolkit" and "Market Watch". In the branches, they can get "Help and Advice the Schwab Way" from an investment specialist who's responsive to their needs. The different part? Schwab is responsive to what the customer wants to do, not just what the company or the commission brokers can offer.

"After 500 miles on the road, I want everything at my fingertips, just a keystroke or phone call away."

Krista Kishi, Travel Director, Delta Air Lines, an active investor



This statement is not intended to provide any investment advice. It is not a recommendation to buy or sell any security. It is only a statement of fact.

"I sometimes work 18 days straight. Schwab keeps my investing simple."

Anne McEvoy, Chicago, East River State, Portland, Oregon, active investor



"AT SCHWAB, INVESTORS CAN GET A
FULL RANGE
OF INVESTMENT CHOICES.
STOCKS, BONDS, MUTUAL FUNDS, IRAs, CUSTODIAL
AND TRUST ACCOUNTS CAN ALL BE HELD
UNDER ONE ROOF."

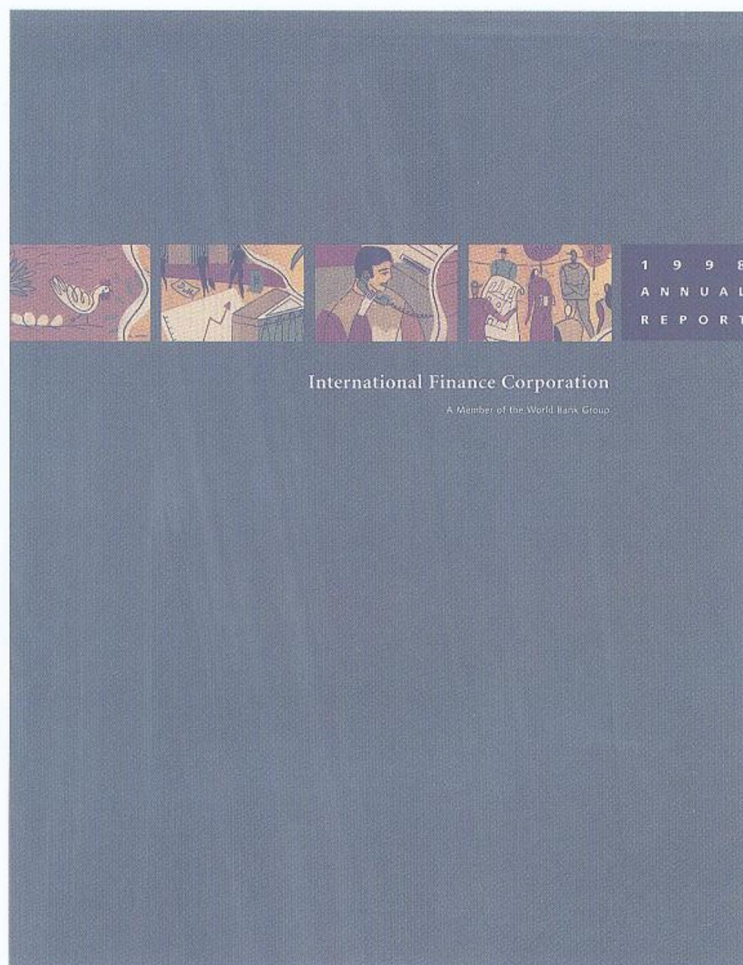
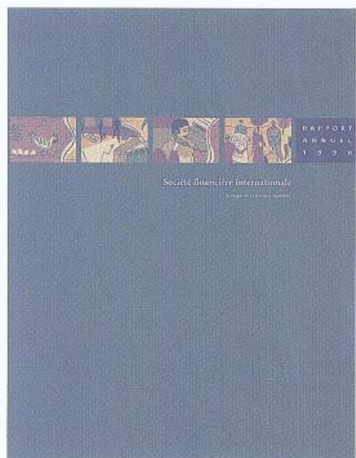
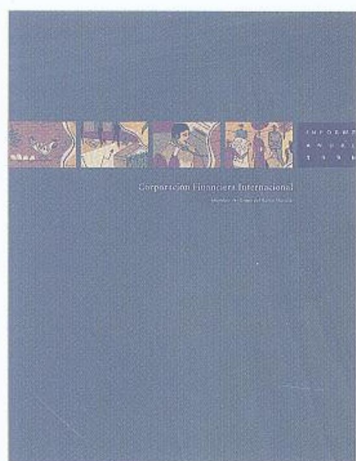
The world of investing is complex enough. People shouldn't have to go to different places for different investments and then keep track of multiple statements for each account type. Instead, they should be able to have one relationship with one brokerage firm, invest in many much simpler they can, and have all the assets appear on one statement. And if they want to have different account types - one for retirement, another for college savings, for example - they shouldn't have to go to different financial institutions. They have Charles Schwab the investor originally conceived Charles Schwab the Company. It's why Schwab customers can get a full range of investment choices and account options all in one place.

Schwab is constantly expanding its line of products and services to give people more options, more convenience and more value. When designing our programs, we take our own investment concerns. This is in direct response to the traditional way investments have been made, when most of the investments of the products appear to be the same. Our decision to offer this insurance and a variable annuity, for example, was guided by our concern with the high and sometimes hidden fees in traditional insurance and annuity vehicles.

Our Mutual Fund Checkmate program is still revolutionizing investing. Why? Because people find with multiple fund families and multiple account statements when they can buy and sell any of 825 mutual funds with a single phone call and on line! And with our Schwab Index Funds and Schwab Checkmate program, investors have even simpler ways to achieve their financial goals. Other initiatives, like offering shares of selected IPOs (initial public offerings), they set some a revolution, but they do give our customers more choices. In addition to stocks and mutual funds, Schwab customers can buy and sell U.S. Treasury securities (on margin and in the secondary market), bond corporate bonds and other fixed-income securities, as well as options.

When it comes to services, we've come a long way from our roots, beginning as one of America's first discount brokers. Services such as 24-hour toll-free access, automated quotation service and dedicated investment specialists for active traders appeal to a wide range of investors. Such highly specialized services as Charles Schwab Priority Gold for more affluent investors and Web-based research and information for more independent investors prove Schwab's ability to pinpoint the needs of different types of investors and respond with innovative service offerings.

See Schwab Investor Communications



国际信贷公司(International Finance Corporation)年度报告

用五种语言来创造一本质量上乘的年度报告,将其细节安排得井然有序,是一项庞大的事业。设计优秀的年度报告能使人们达到视觉上的沟通,使它对美国、法国、埃及以及地球上其他国家和地区的人们都能产生同样的影响。

国际信贷公司是一家跨国公司,其带有多种文化氛围的董事会监督年度报告的制作——它们的客户也是多元文化的。国际信贷公司的年度报告在英国、法国、西班牙、中国和阿拉伯国家各地出版发行。考虑到如此众多客户的不同要求,怎样才能努力调整年度报告的内容,尤其是要确保信息的正常传递呢?

细节安排简单化

格拉菲克通信公司(Grafik Communications)处理这项看起来复杂而巨大的设计工作,是用化繁为简、化整为零的方法,即把大项目分解成许多小部分来做。

英语版本的年度报告被当作所有年度报告的范本。法语和西班牙语的版本被给予特别重视,因为它们比英文版本要长10%~20%。“我们的计划是译本的定制程度很小,模仿英文版。”设计师之一的林·阿姆艾莫托(Lynn Umemoto)说。

最佳设计计划

“年度报告设计进度要求所有3种版本同时进行,英文版本的改动必须传达给译者,并且在编辑时将其结合到该语种的版本中。”阿姆艾莫托解释道。年度报告的篇幅往往长达150页以上。但是,在出这样大部头的年度报告时,翻译问题并不是惟一的障碍。找到正确的形象来表现各个不同版本是另一个挑战。国际信贷公司以前从未做过插图,而据信这是将客户公司和员工提供的照片汇集成册的最好办法。“这些照片都很有纪实价值,需要以视觉上的统一来安排版面并吸引读者。纽约的插图画家菲利普·拉迪(Phillippe Lardy)创作的令人惊异的作品,吸引了国际信贷公司的影响力所及范围的注意。我们给了他一个长长的单子,并不奢望他将国际信贷公司各方面的活动绘到一幅图上。出乎意料的是,他竟然做到了这一点。”