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Annual report cover page template free

Annual reports may seem boring, but they don't have to be. With an attractive design, annual reports can be a powerful promotional tool by drumming up enthusiasm for your company or organization. Fortunately, you don't need to be a graphic designer to create a compelling annual report design that will impress your stakeholders. All it takes are the right tools. Read on for our secrets of annual report design, inspiring examples and unique 55+ templates. Jump to a section: Short on time? Here's our video cheat sheet on how to create an annual report. Back to top corporate annual report template examples and tips Design the cover of the corporate annual report Which general theme would you use to describe last year? Create an annual report cover that reflects this topic. Right next to the bat, readers will get a sense of the story it's about to tell. The cover design will give them the first place for the rest of the information to come. For example, this annual report template uses a coastline theme on the cover. The images on the horizon create a sense of opportunity and goal setting. USE THIS ANNUAL REPORT TEMPLATE Annual Geometric Finance Report Template You don't need to rely exclusively on images to set a visual tone, however. You can also use color! In this annual report example below, a vibrant color scheme is introduced on the cover. Each of the following pages presents a single color of the original palette, maintaining a cohesive look in an unexpected way. This fresh and creative approach to annual report design stands out for more traditional alternatives. USE THIS TEMPLATE ANNUAL REPORT Brilliant corporate annual report example You don't have to use neutral colors or corporate blue just because everyone else is. Show how unique your business is by using a bright, bold color scheme in the annual report. Take this annual report template that makes no apologies for its bright yellow color scheme: USE THIS ANNUAL REPORT TEMPLATE Detailed Annual Report May have sections that include a lot of text. That's fine, as long as you organize it well. This detailed example of the annual report uses a horizontal layout and dynamic text formats for all content. These sections consist of several paragraphs, but remain easy to read. USE THIS ANNUAL REPORT TEMPLATE Annual shareholder report This annual report design uses simple icons to differentiate between different types of shareholder returns: USE THIS ANNUAL REPORT TEMPLATE In this annual report, BHA designers took some of their important statistics and combined them with icons, with primary color backgrounds, the design looks modern and in keeping with current design trends. Source In addition, because of the icons they selected, they can prepare the reader for what the information will be about. For example, using the microphone icon to show that there were 2.7 million voices behind this annual report. Simple year in annual review icons Icons the perfect way to visualize ideas and highlight points. You can use icons to emphasize specific points in a chart or to draw attention to important text. Take a look at how icons are used in this annual slide in the report: USE THIS ANNUAL REPORT TEMPLATE Financial Budget Process Infographic Template Flowchart is perfect for viewing processes, timelines, and connections between information. Simple flowchart can be used on a slide layout, while more complex ones can take up one (or even several) pages. Our flowchart maker can help you get started with creating handy flowchart. Take this report template that uses icons to make flowchart points more memorable: Use this infographic template from the annual corporate report template If charts require some added context, be sure to include a short description. For example, take this presentation slide from the report that uses a description box with the same blue as the chart bars to indicate that the audience should read the paragraph to fully understand the chart: USE THIS ANNUAL TEMPLATE REPORT Marketing analysis and business strategy reporting template Pair of dark colors with bright colors for bold design. Not only do contrasting colors look good, they can also help highlight important information. For example, displaying an important statistic in a more audacious font than the other text on the page will help you skip readers immediately. Check out how dark tones and light tones used in this annual report template are contrasted: USE this annual Neon Project Progress Report Template Many companies hold an end-of-year meeting to tour key metrics, achievements, and goals. Create a smooth presentation that keeps your team's attention. Bright colors, gradients, bold fonts, graphics, and images are elements of a successful layout design: USE THIS PRO-Tip ANNUAL REPORT TEMPLATE: Vennage makes it easy to export your presentations to PowerPoint! Basic template of the company's growth infographic report Part of creating an effective slide for the presentation of the annual report is to find the right balance between text and images. Drawing an invisible line in the middle of the slide is an easy way to guide your design. Place the graphic or photo on one side of the slide and text on the other, and voila: USE THIS Peculiarly Illustrated Annual Report Design Annual Report Design Images and Icons are perfect to help tell the story of your business last year. In fact, you can use icons to create a peculiar graphics. For example, this report design template uses icons to create some city scene in the page header: USE THIS ANNUAL REPORT template infographic to turn data into attractive visuals that anyone can understand. In addition, there are a ton of ways to integrate them into your reports, especially if you mix them with well-designed icons. Like the designer behind this actual annual report for fake Ace Airlines did it on several pages. Source Make a selection of our beginners guide to create infographics for more tips. Bold Annual Report Chart Template Grabs readers' attention with a large, bold header font. While you probably want to keep the rest of the text in your report relatively simple, headers are places where you can get more creativity. Take this annual report template that uses a slightly funkier source in your title: USE THIS ANNUAL TEMPLATE REPORT Annual corporate performance report Design Often enough, what's most missing an annual report design is a little color. Choose a bright color-could be your brand colors, or a color that reflects the theme or mood of your annual report and use it as the bottom of the page. This green annual report template with a green background also uses white boxes to help text highlight from the background: USE THIS ANNUAL PRO-Tip REPORT TEMPLATE: Vennage's brand kit feature makes it easy to import logo, brand colors, and fonts with one click. Example of the annual campaign spending report Annual reports have a lot of different topics to deal with. One small thing you can do to help the reader navigate through the information maze is to use an introduction page. Some context will give readers a clearer understanding of what the section covers. It could be as simple as a single sentence, or a short paragraph. This report template gives you plenty of maneuvering room: USE THIS ANNUAL REPORT TEMPLATE Take a look also at what The Warehouse did on a few pages of its annual report. They use an introductory page to take readers to each new section. Source Corporate Activity Report Template If you want to separate the page into sections, using colored headers is an easy way to do this. Just draw a line of blocks across the page to help the pop header. You can even encode the headings to make the annual report page more readable. This report design template uses a simple white background with bold blue headers: USE THIS annual slideshow template company report This annual report for a coffee company properly presents a background image of a cup of coffee on the cover. The pages that follow, meanwhile, include coffee beans as a background image. This ties in on the coffee issue throughout the report. USE THIS ANNUAL REPORT TEMPLATE Single-page sector report template While the full annual report can be pages and long pages, one pager that summarizes key information is a great accompaniment to create. Remove the most important or remarkable information and make the of your one-pager. You could, for example, choose to home in on our key metric and visualize it in a chart, as in this annual report design template: USE THIS ANNUAL REPORT TEMPLATE Corporate Annual Design Inspiration Report Template and Design Tips Infuse your company or organization's culture into your annual report design Everyone probably knows what U-Haul is (if you are are a moving company). The designer creatively incorporated the service of his business into the annual design of the report. Source First, it is delivered as a package to the reader and looks exactly like a mobile box you would find in one of its stores. In addition, there is bubble wrap! Then the table of contents is modeled after a packing sheet, using the same icons and visuals throughout. Each and every page uses images and visuals that remind people that at the heart of it all, they are a moving company. Another example of an annual creative report is this one from the Bimbo Group. They use lines of thought to direct their eye. These direct readers from one point to the other on the page—another way to tell stories visually. Source Visual signals such as lines and arrows can improve the flow of page layout immensely. They are useful for any design project you are working on. Whether it's an infographic or an annual report template, these subtle lines are imperative. Make each page stand on its own with unique Font designs I know I just said that you have to choose a singular theme and stick to it as it makes a few points. But for each rule, there are a few exceptions. In this example stv group annual report, the topic changed from one page to another. This can work in an annual report because you are covering several different topics in a single document. That said, you should still maintain some consistency throughout the design of the annual report, such as the same color scheme or basic page layouts. Organize your information in the sections using Source borders if you have multiple themes or components that you want to fit together on a page, using borders or blocking backgrounds can help keep the layout organized. For example, take a look at how RLI Corp uses bold colored blocks to help each section stand out on the page. This makes it easier for readers to scan the page for different topics. Choose a design motif and use it throughout the annual Source report This annual example from Brunel's report shows the impact a secure design motif can have on its design. In this case, they used large red fonts for all headers, with the header text superimposed on the body text. It's an unconventional design choice, but it works because it's consistent. If you're going to use an unusual design motif, engage with it and use it throughout the report. Give your annual report template a thematic reason It is the year marked by a lot of progress going forward? Have you overcome some major obstacles? Design an annual report that reflects the general theme of the year. For example, you can do this by using mountain images to reflect overcoming obstacles. Or you can use road images to reflect the going forward, as in this annual report template: USE THIS ANNUAL REPORT TEMPLATE Go Big or go home with your annual report This year is about taking big risks with your design projects. But I wasn't thinking it would lead to something like ablynx created by annual report! They decided to get older with their data visualizations, literally. Instead of designing them in a design tool like Vennage, they created them in the real world. Using sticks, threads and earth build the graphics and graphics that adorn your annual report. This is one of those things that your readers won't forget anytime soon. Source Another creative way to organize the annual report is to differentiate the sections by paper of different dimensions. In this annual GIA example report they do just that. When a reader moves from one section to another physically they have to resize the paper they are reading. It is an unexpected and attractive way to frame your different sections. Tagging charts, charts, and other data views That forget to label charts is a common mistake that many writers make. But forgetting to tag charts can make your information confusing or misleading. Capaccio Paestum's designers avoided this trap by tagging all their bubble charts and bar charts. Also, when you use tags like they did, it helps even the newest stakeholder to understand them in seconds. Include full-page data views With the same croatian Publishing annual report example, you can see how big data views can make your annual report much more attractive. If you have a particularly important data set, such as your company's financial growth over the past year, you can submit it in a creative data view. This is an opportunity to incorporate attractive design elements such as icons, pictograms, picture frames and bold color schemes. Mixing your font sizes and source consistency weights is a basic principle of good design. But you can find ways to give your variety of designs while still maintaining consistency. People from Solar Austria mix their font sizes and weights in this annual report example. But they still maintain consistency by using the same color scheme throughout the report. See this guide for more information about selecting and using fonts. Optimise the annual report for Digital View Source While tangible reports are nice, more and more people are choosing to publish and read them online. The people of Malchimp have been doing this for a number of years. Seeing how a SaaS company are, it adapts well to your brand and allows your report to reach a wider audience. Also, when you create a virtual annual report, you can include things like gifs, videos, and other moving parts. Back to Top Small business annual report template examples and tips Annual report year end of year retail In each section of the annual report, you are introducing a topic. To help enter the new section, use a decorative section header that illustrates the section's theme. For example, this annual reporting template for a retail company uses images in headers that reflect key pieces of information in each given section: USE THIS ANNUAL REPORT Brand year-end annual report template Since your annual report tells the history of your company, make sure the design reflects the personality of your brand. This can mean more than just incorporating the colors of your brand. Use font styles and images that reflect your brand's personality. For example, this annual reporting design looks light and playful. The style is suitable for a joint family burger, with rounded sources and plenty of icons: USE THIS ANNUAL REPORT TEMPLATE Bring the Gradients back into their annual report In case you haven't heard this recent graphic design trend, the gradients are making a comeback. This isn't something only hipsters are using – massive companies like Skype and Instagram are embracing the trend too. The Reserve Bank of New Zealand was ahead of the trend when they created their annual report in 2014. She is now seen at home in 2018. Font Including a Gradient is a unique way to add some bold colors to the annual report template. Color combinations are almost unlimited, so your company or organization will definitely be able to find one that works for them. Sewerlessly incorporate photos into your design by making them grayscale Fountain While the photos are certainly added to the history of the annual report, they can also distract you from the text on the page. But if you use grayscale images or images with a color overlay, they can be integrated much more perfectly into the page layout. Check out how Associated British Foods' annual report integrates images into its pages. Set a visual tone of the cover to cover source In this annual Target report, set the tone the first time you look at it. On the cover they show exactly what the report will be all about freshness. Designers use images of fresh fruit and vegetables throughout the report to give you a sense of abundance. This puts the reader in this frame of mind from the start, showing them what to expect from the business. May his company's story influence its Font All design about this annual Kennedy Space Center report looks like it would be home in the 1970s. The annual report was published in 2010, but the design returns to the history of the center, from the color scheme to the retro photos. It all comes together to create a fantastic example of an annual report that NASA enthusiasts will love. Vibrant business marketing report template Ditch the boring office color greys for a marketing report that is bright and engaging. Vibrant colors draw much more attention than something that looks formal and flat. The key to using vibrant colors is to take advantage of the contrast to pop the text. You don't want to lose content in colors of the fund. This vibrant business marketing report template uses dark blue backgrounds wherever there is text, to compensate for bright colors throughout the design. However, for graphics and other data, the vibrating background color works just fine. USE THIS ANNUAL REPORT Business Executive Report Template When it comes to design, repetitiveness and consistency are two different things. When the report layout is repetitive it means that each page or slide looks like the previous one. That's boring. When there is consistency of design, it means that certain design elements appear throughout the report. It provides a sense of order as the content continues to change. That's fun. Check out the staff of the annual executive report, for example. Each page looks different and shares different information. However, the pattern of the icon tile appears throughout. It's a touch of polished design that is attractive and looks professional, without getting bored. USE THIS EXECUTIVE REPORT TEMPLATE Moderna annual financial projection report template When it comes to keeping readers engaged with longer documents like an annual report, variety is key. Use many different types of graphics, creative infographics and illustrations to display your data. For example, this financial projection report reports three different types of charts on one page only: USE THIS ANNUAL TEMPLATE REPORT Designing annual visual infographic reports Use icons and illustrations to draw readers' eyes to certain parts of the page. This could mean including an icon in the page header, using a row of icons to split a section of the page, or using illustrations to make it easier to understand concepts. This report template incorporates the peach theme in both visuals and color scheme: USE THIS ANNUAL REPORT TEMPLATE SMALL BUSINESS REPORT TEMPLATE If one of the pillars of your business is creativity, reflect this in your annual report design. Play with unusual page layouts and amazing design elements. Our post about presentation design ideas should help awaken your creativity. Take this annual report template that follows a zigzag path and uses circles to present data in a peculiar way. USE THIS ANNUAL REPORT TEMPLATE Statistics Infographic Report Template Pictograms use icons to represent data units. They are fun, creative and different from your standard card. Choose icons that reflect the theme of the data you're viewing. For example, this statistical infographic report uses umbrella icons on a pictogram that measures rain in a year. USE this annual company performance report template for a more minimalist annual report design, use a neutral background, and use bright accent colors to highlight important information. For example, you can use color to highlight keywords, keyword points, and header text. Check out how blue and magenta are used in the template End of this year: USE THIS ANNUAL REPORT TEMPLATE Back to the best examples of nonprofit annual reporting template and tips Here we'll show you plenty of examples for annual nonprofit reports, annual church reports, nonprofit annual report infographics, nonprofit treasurer reports and more. Let's dive right! Rose-degraded annual nonprofit report template Your nonprofit has a compelling compelling so to put it, but overloading the annual report with images can cause you to get lost in the mix. Instead, consider adopting a more minimalist design approach and letting your text shine. This nonprofit annual report template then puts the text front and center with bold, modern typography. A vibrant gradient background prevents the design from looking bad, especially when paired with a small number of black and white images. The overall effect is fresh and modern. USE THIS ANNUAL REPORT TEMPLATE If you're struggling to create your own nonprofit annual report template, try to see some of the topics that run throughout your company's mission, product, and culture. The designers of the Family Hall Foundation used their volunteers as inspiration. Most of these people are the living blood of any nonprofit so it made a lot of sense to start there! They focused on a handful of words of action that helped describe what these volunteers actually do. As you can see, a visual theme was created from those words that appear on almost every page. Source In addition, the annual report has these words printed on the cover, so the reader notices the topic from the beginning. This is a great way to introduce readers to the values of your company or organization. Nonprofit Annual Illustrative Report Template When designing an annual nonprofit report, be sure to put what really matters at the front and center of your brand. This example devotes an entire page to its donors to thank the main collaborators, in addition to using graphics to highlight their financial success. USE THIS ANNUAL REPORT TEMPLATE Create custom illustrations using the Source icons When working within a tight budget, the startup of custom illustrations can be priced. But you can actually use icons to create custom illustrations. Choose the icons to create the tiles in your illustration, and then arrange them in a small scene. You can use this same tactic when it comes to creating an effective annual report template. Keolis has done so in his annual report design to illustrate the statistics. Our post on icon stories will show you exactly when and how to create them. Simple nonprofit annual report template One of the most essential inclusions in your annual nonprofit report is the impact of your work. Whether your organization is dedicated to helping people, animals, or the environment, look for opportunities to show the difference you've made over the past year. You can always use graphs and infographics for data visualization, but your annual report will have a greater emotional impact with the real people or communities behind the statistics. The annual nonprofit report template then puts a face to the organization by featured by one of the people who supported the cover page. USE THIS ANNUAL REPORT TEMPLATE In another example, a handful of families supported by St. Louis Children's Hospital were featured in their annual report. This helps to put faces to names and show that donors and stakeholders are helping real people with real struggles. Source annual church report template Illustrative When you create the annual design of your church report, ditch the company and look for something fun and playful. You can do this with the various set of icons in our icon library. Illustrated icons of people and buildings adds a playful touch to their design. You can also use icons as labels or headings for different sections. Don't forget to add charts and charts where you need them to view your data. USE THIS ANNUAL REPORT TEMPLATE OF THE OzHarvest CHURCH is a nonprofit organization that redistributes food to restaurant charities and the like. They wanted to make sure their shareholders saw key numbers such as how many meals served, their main message and their mission. By using great sources and creative visuals such as word clouds and graphics, they are able to bring this key information forward. This is a good lesson in not being afraid to take on a lot of space on a page. Vibrant fountain template the church's annual report can also take a modern design approach with your church's annual report. Bold color overlays paired with stock photos are definitely a current trend. This simple touch elevates the design of the report to that of a professional designer. This annual church report template stands out through the use of color, stock photos throughout, and icons. The use of purple for overlay, headers and icon colors help to tie everything up in a cohesive design. USE THIS ANNUAL CHURCH REPORT TEMPLATE Church Engagement annual workforce report Infographic reports are a great way to summarize your church's annual report. This type of infographic highlights the most important takeaways on the performance of your church during the year. An infographic report can be sent to the email list, included in presentations, or even print and share in meetings. Here's an easy-to-edit annual church infographic report, pairing icons with finances to make page data jump. A quick scan, and your readers have a good idea of how productive it was last year. USE THIS CHURCH ANNUAL REPORT TEMPLATE Nonprofit Information Template Moderna Nonprofit Information Template A nonprofit infographic report helps you summarize your annual nonprofit report. You end up with a neat and captivating visual that can be shared with board members, donors and your followers on social media. To reflect the full impact of the non-profit organization of this nonprofit infographic report crunches the numbers and displays them. A great stock photo, high contrast colors, and a few choice icons help the data jump off the page. Even with a quick scan, readers of the nonprofit infographic report can say that last year was a winner. USE THIS NONPROFIT INFOGRAPHIC TEMPLATE NONPROFIT INFORMATION TEMPLATE At the heart of each company and organization are the people who built it. Help tell the story of these people by using emotionally evocative photos. This is the infographic's annual report combines the image of a woman ingesting a child with actual statistics behind her work. A white semi-transparent overlay ensures that both the image and the text are visible, while the icons provide visual interest. USE THIS ANNUAL REPORT TEMPLATE Nonprofit Treasurer's Report Template Your nonprofit treasurer's report design should be anything but boring. You are sharing important financial information and want to make sure the information is clear and easy to understand. That's why the design quality of your treasurer's report matters. A high quality stock photo makes for a large report cover, when it's the right thing to do. Consider your nonprofit's mission and try to take advantage of the human element, when you choose your cover photo. This nonprofit treasurer's report template uses a photo showing a sense of togetherness and unity. If the cover photo in the report is generic and not related to your organization, it's less likely to interact with your audience. USE THIS nonprofit treasurer's report template Nonprofit Treasurer Report Template You can think outside the box, even with your nonprofit treasurer report design. You can use stock and color photos to create something that is eye-catching and interesting. This nonprofit treasurer's report template uses stock photos throughout the design, and applies a purple overlay on each page to pull the design together. In this way, while content, design and visuals change, a single color helps unify the design. USE THIS NONPROFIT TREASURER REPORT TEMPLATE Nonprofit Treasurer Report Template If playing

with bold and creative designs is out of your comfort zone (for now), you have nothing to worry about. You can still come up with awesome designs for your reports. This simple treasurer's report template only uses bold colors for each page and flat icons. It's simple, but still eye-catching. Conservative use of text on each page, along with large sources and negative space make the report easy to read. [USE THIS NONPROFIT TREASURER REPORT TEMPLATE](#) Nonprofit Budget Report Template Your organization's budget report template is crucial information. It affects all planning of all your activities for next year. So it should be very clear, simple to understand and accessible to your staff. I might just share a boring spreadsheet, but that won't really impress anyone. This nonprofit budget report template has an official brand design, the organization logo, flat colors and bold font for a super clear document. It also highlights important values to make them easier to distinguish from other figures listed. [USE THIS nonprofit budget report template](#) Purple Annual Report Template You don't have to use super complex data views to make information attractive, in fact, if you're not a data visualization expert, you run the risk of confusing your readers. But a simple visualization of data can be attractive, attractive, Useful for communicating more clearly, such as how this nonprofit template uses mid-pie charts to display its sources and funding expenses: [USE THIS ANNUAL REPORT TEMPLATE](#) OR take this annual orgalime report, which uses very simple but beautiful pie charts and bar charts. Each example tells you what to know and facilitate comparison between data sets. Simple but effective! Source Nonprofit Impact Report Template Some annual reports take one of their most important values or mission statement and hide it at the bottom of the page. That means most people will skip over it without even realizing it! This is not the case with this example pen canada annual report. They make sure you can't lose what they stand for. Source Each of these pages celebrates a different part of their vision. By using a great bold font you are able to illustrate that you are not wasting your time at all. Contrasting colors make you jump off the page as well. This template also makes use of contrasting colors and bold text to highlight the impact of your nonprofit: [USE THIS NONPROFIT ANNUAL REPORT TEMPLATE](#) Annual Report Design Inspiration If you want to create a memorable annual report you may need to change the way you look at things. Or in this case, they did so by physically changing the way the annual report was established. Source As can be seen in the Waikato Environment example, they begin this by creating a landscape-oriented report. They then take it to the next level by changing the way text is printed on multiple pages. This makes the reader really change their perspective on the content. You can also add an interactive or touch component to your annual report design to highlight it. In this annual Craft Victoria report example, they use their cover to add a little extra surprise for readers : the cover can be transformed into a tactile experience with small triangular eyelashes. Source The reason for the triangle also carries along the rest of its report, making a cohesive design. [Back to Top](#) Marketing Annual Report Template Examples and Tips End of Year Template Marketing Report This annual review design template uses different style charts. As the colors are repeated, however, the cards seem consistent and professional. [USE THIS ANNUAL REPORT TEMPLATE](#) For a more in-depth guide to choosing the best charts for your data, [click here](#). Annual corporate advertising report template If you want to emphasize certain pieces of information or break a text extension on your page, colored blocks are an easy solution. Choose a neutral color that allows you to highlight text, such as gray or a Clear. This annual report template uses red and grey blocks to create multiple page layouts: [USE THIS ANNUAL REPORT TEMPLATE](#) TEMPLATE Fun corporate marketing report template Have fun with the design of your marketing report. You can be creatively inspired by your brand. Think about the voice of your brand or the visual guarantee of your brand. Your brand photos of professional actions, sophisticated icon art or recreational illustrated icons? Are the colors of your branded content vibrant, dim or neutral? These are all factors that should influence your marketing report design. This corporate marketing report template presents very relevant information in a way that is aligned with the brand. [USE THIS CORPORATE MARKETING REPORT TEMPLATE](#) Real Estate Market Reporting Template When you create a detailed in-depth marketing report, organizing information is simply challenging. You want to avoid creating a dying and difficult to scan report. This real estate marketing report template is a great example of balancing a lot of content through design. It uses a layout that alternates between sections that are heavy text and sections reserved for data. This helps you create a report that is predictable and manageable for your readers. [USE THIS CORPORATE MARKETING REPORT TEMPLATE](#) Social Media Marketing Report Template In the Venngage Editor, you can access massive libraries of high-quality stock photos from Pixabay and Unsplash. Whatever you're looking for, expect to find the perfect stock photo for your design. Just check out this marketing report template below. This social media marketing report template looks sharp and professional because of the consistency of the color palette throughout the design, both in content and stock photos. It makes for a very cohesive aspect, finish that appears less DIY, and more, professional designer. Don't take my word for it, either. Try it yourself and ask your team what they think of the final product. [USE THIS Fashion Social Media Social Media Marketing Report Template](#) This fashion social media report template is another great example of choosing a color palette based on your stock photos. The shades of brown and teal really tie in the stock photography used in the design. In addition, since it is a coffee brand, warm brown tones make it a very suitable choice for the color palette. [USE THIS SOCIAL MEDIA MARKETING REPORT TEMPLATE](#) Dark Social Media Report Template Here is one latest, great example on how to use stock photography to inform your design. This dark social networking report template uses a stendid, high-quality photo of a smartphone screen. The title slide doesn't even use an overlay to subdue existing colors. The rest of the slide design incorporates black, and other bold colors throughout. This makes it a very commanded and striking look. In addition, it is easier to decide on a color palette once you have the perfect stocks aligned. [USE THIS SOCIAL MEDIA MARKETING REPORT TEMPLATE](#) Social Media Marketing Report Template Was your team's primary goal this year to reach the stars? Have you turned your little team into a town? You can use images in your design to symbolically reflect these themes. For example, this annual report template uses an attractive cloud background: [USE THIS ANNUAL REPORT TEMPLATE](#) To learn more about marketing strategies and set goals, see our Complete Nonprofit Marketing Guide. Digital marketing report template Normally, you are trying to pack a lot of information into your annual report. The readability of your annual report will have a lot to do with the design. Color encoding of your information is an easy way to offer visual signals for readers to follow. Choose colors that have a logical association with information. For example, this annual reporting template uses colors to represent each social media channel. The colors reflect the brand colors of each social media channel, making the meaning easily recognizable to readers: [USE this annual report template](#) SAAS email marketing report template Even with the correct use of colors and icons, your page may feel a little blank. Something may seem to be missing because there is a lot of empty space. In these cases, incorporate a frontier design to create a sense of movement, dynamism and texture. You can apply a border by using the icon library, or you can choose abstract stock photos to create background borders. This is exactly what this SAAS email marketing report template does. [USE THIS ANNUAL EMAIL MARKETING REPORT TEMPLATE](#) Back to the examples of year-end HR annual report template Report Template bright and vibrant colors add lots of energy and pizzazz to designs, but on a white background don't stand out well. Instead of changing the color palette of choice, try a dark background color. Not only is it a nice change from traditional black and white reports, its colors easily appear from the page. Make a selection of this year-end HR report template. The playful icons and tiles are a sharp contrast to the background and really grab your attention. The bright accent colors along the report design allow individual sections to be highlighted. [USE THIS ANNUAL HR REPORT TEMPLATE](#) Annual employee performance review template bright in order for reviews of your employees to be consistent and fair across the board, you need to follow a structure. That's why it's a good idea to use an employee review template (check out our blog post with 12 performance review examples for ideas). A simple table design works fine for it. This annual performance review template below, for example, has a clean, clutter-free design, with spaces clearly labeled to provide feedback to employees. [USE THIS PERFORMANCE REVIEW TEMPLATE](#) You can even encode the color of the sections to make it easier to read and understand. For example, look at this simple review template for [USE THIS PERFORMANCE REVIEW TEMPLATE](#) This annual review template similarly uses different colors to distinguish multiple categories for employee evaluation. It also uses handy pie charts to display key performance metrics. [USE THIS PERFORMANCE REVIEW TEMPLATE](#) Back to the examples of senior government annual report template and Modern orange economic policy annual report template Consistent branding councils in all your government communications is is is One way you can ensure that this is by using not only your company's colors, but also the colors that communicate the feel of your company or organization. This annual report template uses a building background with a semi-transparent overlay on striking orange. [USE THIS ANNUAL REPORT TEMPLATE](#) This annual report from Maine Tourism uses a ton of colors you'd see in nature. If you haven't been to Maine, the outdoors is a very big part of your identity. Throughout this annual report, you can see natural colors in the greens and browns, but also the orange in life jackets and fires, or the blues in lakes and the maine sky. Source Also, keep in mind: There is no rule that says you can't use color, as we can clearly see in this example annual report for a real estate company. Designers used bold red to draw attention to important graphics or trends: Source [Click here](#) for more than 35+ simple background images to add impact to their report. Year in template annual report in infographic review Sure, this year may have been a lot of work, but there was a bit of fun to be had as well, right? An annual report is the perfect place to highlight how your business has grown, economically and culturally. This simple one-page annual report template highlights both work and fun stuff: [USE THIS ANNUAL REPORT TEMPLATE](#) Back to Top Annual Design Report takeaways Annual Report Design isn't going anywhere. 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All of these items can be customized in the annual report template of a previous page, plus it's easy to change the charts and charts to reflect your own data [Read on](#) for annual reporting tips and 55+ templates. [Click on any of our](#) to introduce our online report maker tool to customize it. It is not necessary to know how to design. [Back to Top](#) What is included in an annual report? Annual reports usually contain information such as: Statement of mission of a company or organization A growth of the company or organization (financially, product-wise, culture-wise) Various business segments Information about the managers and managers of the company or organization the organization The impact of a company or organization on specific communities Milestones and Success Stories The following annual report includes a summary of head success stories, impact on specific communities and a look to the future: [USE THIS ANNUAL REPORT TEMPLATE](#) Much of this may seem like dry information... but it doesn't have to be. If your annual report is visually appealing, it will grab the attention of your readers. You can view data, incorporate your branding principles and express the personality of your team throughout the design. For a closer look at what to include in an annual report, see our annual reporting guide. [Back to Top](#) What is an annual report? An annual report is a comprehensive and in-depth report that provides an overview of a company's achievements and key metrics from the previous year. Think of it this way: an annual report is a perfect opportunity to tell the story of your business. The design of the annual report can help you tell this story. In some cases, annual reports are mandatory, in other cases they are marketing tools used to generate interest in your brand. Not only are they intended to generate interest among shareholders or investors, but also present an attractive brand for employees, customers and wider audiences. Your business is on a journey, and your annual report design helps you tell this story effectively. For an in-depth guide on what an annual report is, and all different types, see our explainer post: [What is an Annual Report?](#). 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