

Publication Design Process

Impact Report

Impactful print publications, such as Impact Reports, serve as a powerful conduit for organizations, non-profits, and Community-Based Organizations (CBOs) to illustrate the significance of their efforts to their various audiences.

Crafting an engaging Impact Report transcends simply presenting dry numbers and data. It's about breathing life into these statistics, telling a compelling narrative of the difference your organization makes.

Here at Butler, we revel in the challenge of transforming seemingly humdrum content into an intriguing and impactful narrative. We understand that organizations aspire to demonstrate the incredible work they accomplish annually to their stakeholders, the local community, potential investors, recruits, and affiliate partners.

With experience spanning several organizations and dozens of longform publications, including corporate overviews, annual reports, and impact reports, we've honed our craft, and we're excited to share our 5-step process with you:

Process

Step 1: Preliminary Planning

We initiate a discussion with the Annual Report Committee, fleshing out ideas for stories, themes, milestones, and crucial report features. Expect a productive brainstorming session lasting 1-2 hours.

Step 2: Ideation

Our creative team brings the concept to life, piecing together the title, messaging, table of contents, layout wireframes, and design direction. We create mockups for the cover, example spreads, and design elements and refine them before showcasing them to the committee.

Step 3: Collect & Create Content

Post-approval of the concept, the committee musters all the required written and visual content for the report. The process could involve conducting interviews, organizing photo shoots, creating graphics, and drafting copy.

Step 4: Publication Design

Armed with all the necessary content, our creative team plunges into designing the annual report. The first round of revisions will be made based on feedback on the completed annual report.

Step 5: Formatting and Delivery

Once the final version is green-lit, the creative team guarantees flawless formatting for both print and digital distribution. All files are then delivered.

Key Milestones

We observe the following key milestones to ensure a smooth workflow:

- Preliminary Meeting / Discovery
- Conceptualization
 - Title
 - Messaging
 - Table of Contents
 - Layout Wireframe
 - Design Direction (Cover, Example spreads, Mockups, Design elements)
- Internal Review and Refinement
- Presentation to Client
- Content Generation and Accumulation (Words, Photos, Graphics)
- Review with Client for content confirmation
- Publication Design
- Submission and Review
- Revisions
- Print Formatting
- Digital Formatting

The Journey Continues

Our focus moving forward is to shun repetitive patterns that stifle creativity. We aim for each report to be unique and eye-catching. We're constantly on the lookout for innovative strategies and points of differentiation. On occasion, we collaborate with other designers and creatives to infuse fresh perspectives and novel ideas into our projects.

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