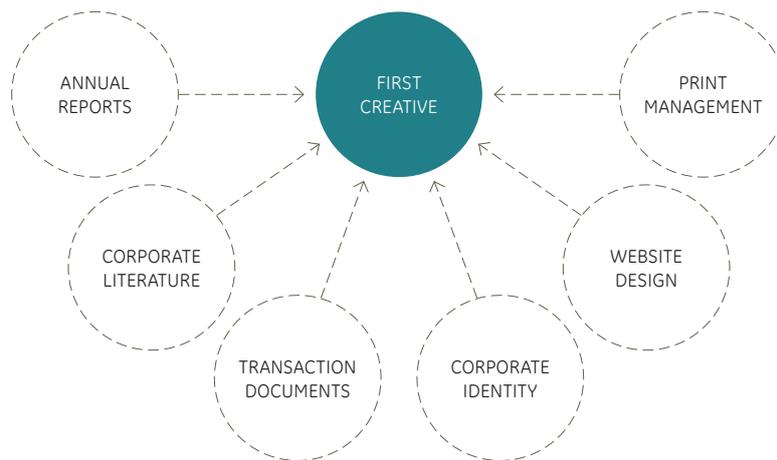


VISUAL COMMUNICATION DESIGN

Design and functionality should enhance and strengthen corporate communications



The importance of good design

When structuring corporate communications documents key messages can be lost in an effort to tick all the regulatory boxes. The result is a mass of information but no clear narrative thread or visual consistency.

The reader's retention of what they read is quite limited but they absorb and remember more if it fits into a compelling story and design; if facts and opinions are linked together in a rational structure it helps readers to retain more of the story – and be convinced by it.

Companies need to take a smarter approach, think about what the most important messages are and allow good design to tell the story. It can turn 1,000 words into an instantly recognisable picture.

Digital delivery

The digital environment has radically changed the landscape of corporate communications and allowed companies to produce less printed documentation and publish more online.

However, the ease of communication in the digital realm has taken attention away from the need to communicate effectively. Many companies require stakeholders to navigate through too much information and do not concentrate on articulating the key facts and messages.

A key point of difference is our ability to utilise the knowledge and experience of FIRST Advisers' Investor Relations, Analytics, Corporate Communications and Governance teams to produce audience-centered communications.

VISUAL COMMUNICATION DESIGN

Custom website design

The design and development of a successful corporate website requires a dedicated team with the commitment to work sympathetically with a company to understand its business, strategy and objectives in order to promote it effectively. FIRST Creative works with companies to design unique websites tailored to their needs.



Responsive design

A responsive web design is increasingly important to the goal of providing an optimal viewing experience. The site must be easy to read and navigate with a minimum of resizing, panning, and scrolling. It must also work across a wide range of devices, from desktop monitors to mobile phones.

Google Analytics attributes 30-50% of website traffic to mobile phones and tablets. This trend is gaining momentum and it is projected that by 2015 more web browsing will be done on a mobile device than a desktop computer.

Graphic design is, to quote Paul Rand,
“much more than simply, to assemble, to order, or even to edit;
it is to add value and meaning, to illuminate, to simplify,
to clarify, to modify, to dignify, to dramatise, to persuade and
perhaps to amuse. To design is to transform prose into poetry.”

Paul Rand legendary American graphic designer

Why FIRST Advisers?

FIRST Creative has extensive experience in designing effective corporate communications, offering our clients expertise that enhances both print and digital media solutions.

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