

# CORPORATE COMMUNICATIONS

*Effective corporate communications presents a consistent brand, identity and message to the world.*

When your organization's brand is applied to print-based collateral, that collateral becomes an extension of your Corporate Identity. Ensuring that every communications vehicle results in consistent messaging and positive brand recognition requires experience in Corporate Communications design and great creative talent.

## OUR SERVICE

Akendi's graphic design experts are experienced in developing attention getting Corporate Communications collateral. Our talented graphic designers create eye-catching, unique and memorable printed materials that help to convey and reinforce the client's intended message.

We provide organizations and corporations of all kinds with professional design for annual reports, sales and marketing collateral, tradeshow materials, brochures, sales sheets, direct mail and more.

## Duration

On average, Corporate Communications projects range from two to twelve weeks in duration.

## ABOUT AKENDI

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer and user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

## BENEFITS

- Present a common corporate image across all communications materials
- Communicate your values, positioning, messaging and services in a clear and consistent manner
- Compete more effectively for your audience's attention with attractive communications collateral
- Present a professional image
- Enjoy the benefits of a single-source provider for all your communications needs

## CALL FOR A CONSULTATION

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

**+1.866.585.1660 (CAN)**  
**+44 (0)1223 853907 (UK)**  
**contact@akendi.com**

## OUR CORPORATE COMMUNICATIONS PROCESS

### Brand Strategy

- Define business goals
- Understand business case and stakeholder needs/wants

### Research

- Determine target audience
- Conduct competitive analysis
- Conduct colour, font, style studies

### Visual Design

- Use style, shape, typography, colour to represent brand voice
- Apply to communication materials

### Measure

- Effectiveness
- Customer satisfaction
- Media awareness

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Toronto / Ottawa, Canada  
T +1.866.585.1660  
E contact@akendi.com

London / Cambridge, UK  
T +44 (0)1223 853907  
E contact@akendi.co.uk

Akendi





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## OUR APPROACH

Our trademark Experience Thinking™ process informs all of our design activities. We begin by working to fully understand your needs and goals, your brand, and who you are trying to reach with your corporate communications. We also research your competitors' communications materials and brand to determine how best to establish a unique voice for your collateral.

Our design process is iterative and collaborative, providing you with choice and input. We challenge our creative concepts against the project goals as well as the audience needs and expectations. We then use our proven design process to create relevant and visually interesting design to give the brand voice, foster understanding and allow you to engage your audience, creating memorable solutions.

As a full-service graphic design and user research firm, our broad range of capabilities range from annual, sustainability and strategy reports, brochures, direct mail and trade show materials to websites, intranets and mobile and web applications.

## CONTACT US

**TORONTO**  
30 Duncan Street, Suite 701  
Toronto, ON M5V 2C3 Canada  
T: 416.855.3367

**OTTAWA**  
408 Churchill Ave N  
Ottawa, ON K1Z 5C6  
T: 613.688.0906

**CAMBRIDGE**  
The Tram Shed  
184 East Road  
Cambridge, UK CB1 1BG  
T: +44 (0)1223 853907

**LONDON**  
Kemp House  
152-160 City Road  
London, UK EC1V 2NX  
T: +44 (0)20 3598 2601



Annual Report example

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