



Revett Minerals Launches Inaugural Annual Report

Anderson Mraz Design recently completed work on Revett Minerals' first ever annual report. The Spokane Valley-based mining concern, with operations in two northwestern Montana mines, was taken public on the Toronto Stock Exchange in 2005.

In many cases, an annual report is considered by readers to be their only glimpse into a company's values and beliefs, their sole means of ascertaining what's important to its leaders. It's the one corporate communications document that has the ability to summarize a company's accomplishments and set forth its vision in a highly believable manner – all of which can make the design of a first report somewhat daunting.

Scott M. Brunsdon, Revett's Chief Financial Officer, instinctively understood the challenges. "Our objective," he said, "was to provide more than just operational and financial information. We felt it was equally important to educate our shareholders, not only about the environmentally benign nature of Revett's operations, but also the accompanying safeguards."

"These days," added AMD senior designer John Mraz, one of the firm's founding principals and the project's art director, "well-established companies are choosing a sparse, lean and mean approach to their annual reports. It conveys to shareholders the sense that they're focused primarily on financial stewardship."

That approach, Mraz felt, wasn't right for Revett. "We did the opposite," he said. "We kept production values high – but at the same time we stayed within an established, economical budget." While the use of stock photo imagery might have meant savings in both time and money, Revett insisted on shooting photographs of the actual sites portrayed in the annual report. "It's great imagery," added Mraz, "and it helps present Revett exactly as they are: a serious and credible company."

It paid off. "We've had nothing but very positive responses on the report," confirmed Brunsdon.

Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit www.am-design.com.



