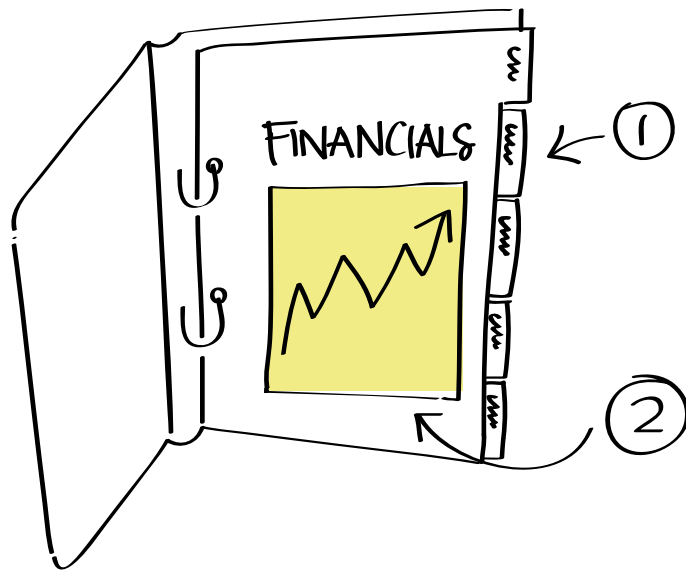


Annual Report Best Practice Fact Sheet

Ideas to aid navigation

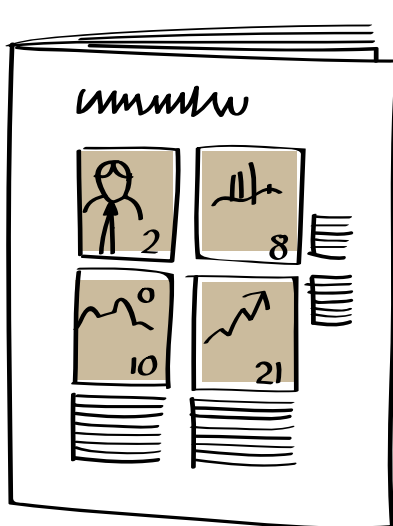


USE TABS

Tabs are a great way to separate sections of a report because as well as being accessible because they are visible at any time, they also form a physical barrier between sections.

USE IMAGES

Full page illustrations or photographs improve navigation by being visual punctuation between text-heavy pages. They are easily seen when a user 'flicks' through a report to find the relevant material.

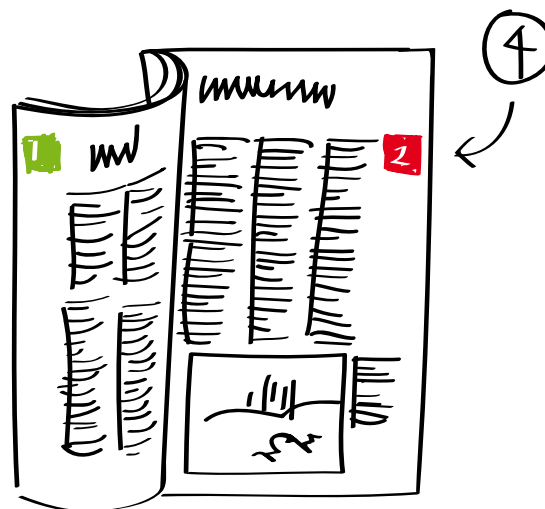


USE THE CONTENTS PAGE

Rather than just list the contents, use the page to 'sell' the rest of the information inside by using photographic imagery and 'teasers' of the text. It helps readers navigate by prioritising sections.

USE COLOUR

Colour coding sections is always a successful way to aid navigation. It can be done as 'tabs' or by colour coding headlines – either way, keeping on the outside of the pages means it can be easily seen when the user 'flicks' through the report.



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