

Annual Report Direction

I wanted to create an annual report comparison on the Cleveland Zoological Society for the years 2022 and 2023. I wanted to keep it simplistic in style and detail with very minimal words but create a variety of visuals to keep the viewer engaged. I chose to use colors from the annual reports of the Cleveland Zoological Society to keep in theme with their brand. I decided to create a booklet because it is a very simple and easy to follow format.