

2g



The Internet Watch Foundation

The brief was to produce a show piece Annual Report to inform key stakeholders, including Government, police, industry and other relevant organisations of the achievements, trends and proactive work carried out by the IWF during the year. The Annual Report also acts as a benchmark platform to encourage international awareness of the IWF's aims and to reaffirm its status as a highly regarded, independent and expert UK body.

We produced a landscape tabbed brochure allowing easy navigation through the different sections. Bespoke studio photography complemented the IWF's graphic resources. Printed on premium recycled stock and finished with black foil the brochure reflected the progressive, respected and worthwhile nature of the organisation.

- annual report design
- photography
- invitations

"We have worked with 2g for the last two years on our annual report - the main document we produce each year and, as such, a very high profile project. They have always worked closely with our communications team and the relationship has developed into a very strong partnership, with ideas being freely expressed on both sides. We have always felt very much part of the creative process and often seek their advice on materials we have produced ourselves, as we value their advice and experience and know they will be honest but constructive. Without exception, we have found them to be accommodating and flexible, and always responsive to our needs and high expectations."

Sarah Robertson
Communications, Internet Watch Foundation