

corporate social responsibility, full disclosure, total transparency, alternate communication vehicles, increasing shareholder demands, expectations of audiences, brand-conscious messages, sustainability, greenwashing, community awareness, triple bottom line, environmental stewardship, greater accountability, corporate social responsibility, social issues, global reporting initiative, innovative communication format credibility, key stakeholders, assurance

CORPORATE

The rules have changed.

REPORTS



SALVATO COE + GABOR



SALVATO COE + GABOR

THE ANNUAL REPORT—
BY ITSELF—IS NO LONGER
ENOUGH FOR COMPANIES
THAT WISH TO THRIVE.

At the strategic graphic and interactive design firm of **Salvato Coe + Gabor (SCG)**, we've specialized in corporate reporting for the past four decades. Over the years, the practice of reporting has been redefined and communications have evolved into more robust reports shaped by messages that go well beyond financial performance.

Our designers have not merely followed these trends. SCG has helped establish the standards for these new breeds of reports from both a visual communications and corporate branding perspective—both in print and electronic mediums.

- Sustainability Report
- Corporate Social Responsibility Report
- Annual Report
- Environmental Stewardship Report
- Community Report
- Foundation Report

Now, companies are being asked to share even more information with a focus on total transparency.

And SCG is NOT just along for the ride.

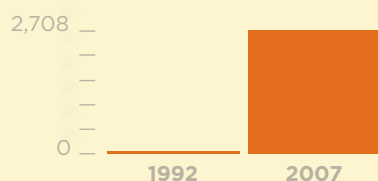
We're actively responding with new services, new solutions, and new expertise that can help our clients rapidly adjust to the ever-increasing demands of stakeholders. And we're driving companies' and organizations' ability to meet or exceed their audiences' expectations for new kinds of communications in new ways.

Bottom lines are no longer black or red. Or black and white.

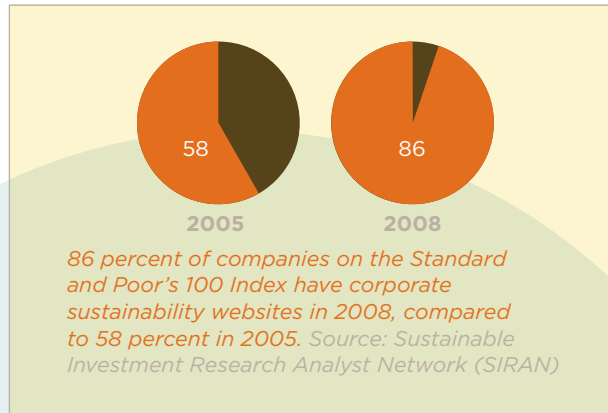
Today's stakeholders care not only about an organization's economic viability, but also about its environmental and social contributions. Investors are becoming more socially responsible. Employees want to feel good about the companies they work for. Everyone, including the general public, is assuming more environmental responsibility for the planet we all share.

These trends have dictated a triple bottom line. And in many ways, it's this three-tiered benchmark of corporate performance that is driving the most recent changes in corporate reporting. Companies now must disclose sensitive and complex information about their sustainability performance. They must speak of their carbon footprints, health and safety standards, supply chain issues, product responsibility initiatives, corporate giving endeavors, and diversity policies, to name just a few topics of interest. And they must do so in credible and measurable ways that adhere to regulatory guidelines while assuaging the concerns of diverse audiences.

On the whole, the changes are positive. But as companies start to think differently about corporate reporting, they are faced with a new set of challenges.



Between 1992 and 2007, corporate social responsibility reports grew from an annual 22 reports to 2,708 reports. That number is expected to increase significantly over the next year. Source: CorporateRegister.com



Clarity begins and ends with communication.

More information means more cooks in the kitchen. Everyone from Investor Relations to Community Affairs has a role to play in today's corporate reports. And with more ears tuned in—the SRIs, the NGOs, regulatory agencies, the media, and even the general public—producing corporate reports is a daunting task at best, leaving many companies unsure where to start. While a myriad of experts contribute to the process along the way, ultimately, corporate reporting is a communications challenge—one SCG is more than prepared to address.

At SCG, our expertise lies first and foremost in visually expressing the right messages, to the right people, via the right channels.



SCG is no stranger to transparency.

With 40 years experience in the corporate reporting arena, SCG has a significant edge over other communications firms when it comes to understanding the importance of accountability and credibility in today's reports. Sarbanes-Oxley legislation, SEC regulations, notice and access, e-proxy, XBRL, and the Global Reporting Initiative (GRI) are all part of our vocabulary. They inspire us to make our designs more efficient and more comprehensible.

That's why companies in all industries—from the Fortune 500 to local organizations—trust us with conveying critical information to their shareholders, employees, and customers via both traditional printed reports and their online counterparts.



Franklin Park Conservatory

Capital campaign materials, both online and print, outline the 100-year-old Conservatory's strategic plan for ensuring sustainability for the next century and beyond.

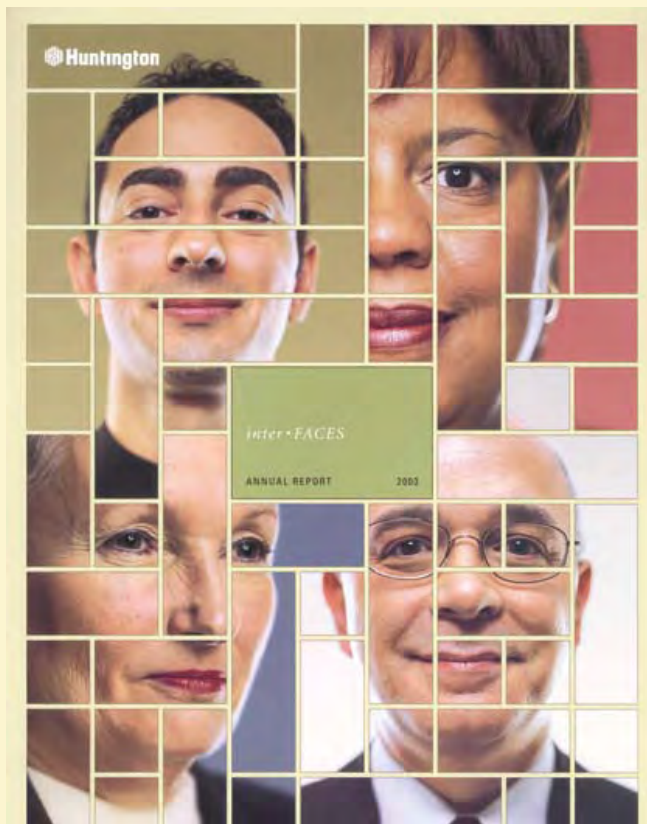


"No occupation is so delightful to me as the culture of the earth, and no culture comparable to that of the garden."

Thomas Jefferson



IT'S GRO TIME



▲ **The Scotts Miracle-Gro Company**

Twelve years of corporate reports highlight this lawn and garden care company's transition from product-focused to consumer-focused, winning design and investor relations awards along the way.

◀ **Huntington Bancshares, Inc.**

The real Huntington associates and customers featured in this report reinforce the bank's position as the bank invested in people.



Building credibility is what SCG is about.

Regardless of the company size, the type of report, or the medium, we put forth an accurate, brand-right picture of each company. We never 'greenwash' or make companies sound more environmentally conscious than the facts substantiate. We find the best approach to communicate the facts as they are, and we do so in ways that stand up to the scrutiny of regulatory agencies as well as internal and external audiences.



▲ **Columbus Metropolitan Library**

A community report helps establish the library as a critical player in shaping the minds of citizens.

◀ **Huntington Bancshares, Inc.**

Annual and community reports enlighten shareholders about the bank's performance both financially and socially.

▶ **Hopkins Printing Company**

This environmental report emphasizes the printer's commitment to the conservation of resources.



COLUMBUS METROPOLITAN LIBRARY



green

HopkinsPrinting

THINK BEFORE YOU THROW.
AMERICANS THROW AWAY
25,000,000 PLASTIC BOTTLES
EVERY HOUR.



ON AVERAGE, EACH PERSON
IN THE UNITED STATES
PRODUCES 1609 POUNDS
OF TRASH PER YEAR.

recycle

Recycling is about...
Changing the way...
items we use ever...
paper, plastic and cardboard. At Hopkins,
our recycling program includes all of
the above. And it involves every person
in the organization.

Implementing a simple recycling program can have an immediate and lasting impact
on any home or office, including yours.

We design branding tools that ally stakeholders to businesses.

From community reports, to foundation reports, to sustainability reports, SCG ensures that each report speaks with one visual voice that reflects the core elements of a company's brand.

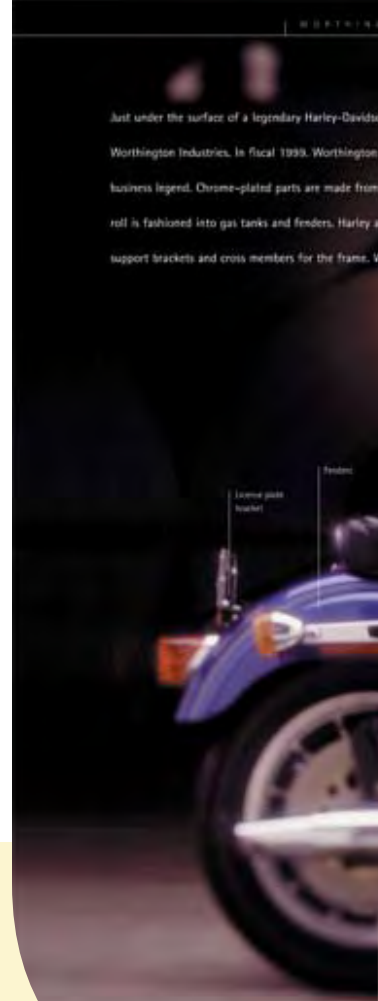


▲ Bob Evans Farms, Inc.

Bob Evans' annual report reflects a clear strategy to grow the company's existing brands.

► The Scotts Miracle-Gro Company

A yearly html version of Scotts Miracle-Gro's annual report gives stakeholders an opportunity to conveniently access and interact with the company's information and brand.



Full disclosure requires a full team of experts.

SCG's branding expertise and our leadership in corporate report design is irrefutable. Yet, reports are not built on visual communications alone. To bring the most value to our clients, we do our due diligence to fully comprehend the challenges and pain points companies contend with in their efforts to comply with evolving reporting standards.

We've customized a team of best-in-class intellectual resources and partners that includes environmental lawyers, sustainability experts, academics and researchers, PR professionals, consumer health and green strategists, and corporate reporting writers.

This virtual think tank expands our own knowledge of the corporate reporting environment, while our flexible team offers seamless access to the areas of expertise each client needs.

SCG's well-defined strategy coupled with effective design adds another layer of poignancy to today's content-rich reports.

Team Approach. Superior Results.

Meet the team.



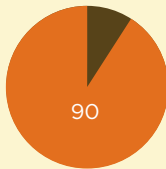
Design solves challenges.

And turns them into opportunities to focus stakeholders on what's important.

In this era of corporate stewardship and social responsibility, design's role in reporting is more elevated than ever. As the backbone of successful reports, smart design can lend cohesiveness to increasingly complex information and form the bridges that connect with larger and more varied audiences.

At SCG, we open lines of communications, whether it's via a printed report or an online resource that allows stakeholders to interact with information. We ensure your reports are logical extensions of your brand.

And we clearly convey your most important economic, social, and environmental endeavors and solidify your accomplishments in the minds of your audience.



90 of London's FTSE (Financial Times Stock Exchange) 100 companies publish a separate sustainability report in addition to an annual report. Source: PriceWaterhouseCoopers

\$10 Million

According to The Equator Principles, global banks and private equity firms will not release funds to any project financings with capital costs over \$10 million to applicants that do not have sustainable practices in place.

Source: www.equator-principles.com





Are you prepared to play by the rules?

At SCG, we're ready to help you navigate the new rules governing today's corporate reports. We can show you how to use your messages to open the world's eyes to the best view of your company.

No matter what type of report you wish to create, what resources or expertise you have — or don't have — in place, or where you are in the process, SCG can help transform each stakeholder into an advocate for your business and ultimately position your company not just to succeed — but to sustain for the long term.

Contact us today.

Salvato Coe + Gabor

614 488 3131

www.scgdesign.com



SALVATO COE + GABOR 614 488 3131 www.scgdesign.com

Contact us today.

PAPER: Utopia Two:Xtra Green (U2:XG) Appleton Coated. U2:XG is an FSC-certified paper manufactured with electricity in the form of renewable energy (hydro, wind, and biogas), and includes a minimum of 30% post-consumer recovered fiber. Distributed by RIS the paper house

