



### Annual Report for a Pension Fund

As the pension fund for all Lutheran associates, the message needed to clearly and emphatically say: giving back. We designed an economical process to take realistic, day-in-the-life photography of actual personal case histories across the US. Hand-written fonts, natural paper, and a diary book size contributed to a warm, honest report devoid of saccharin. The report was the most significant communication developed for the Board.

