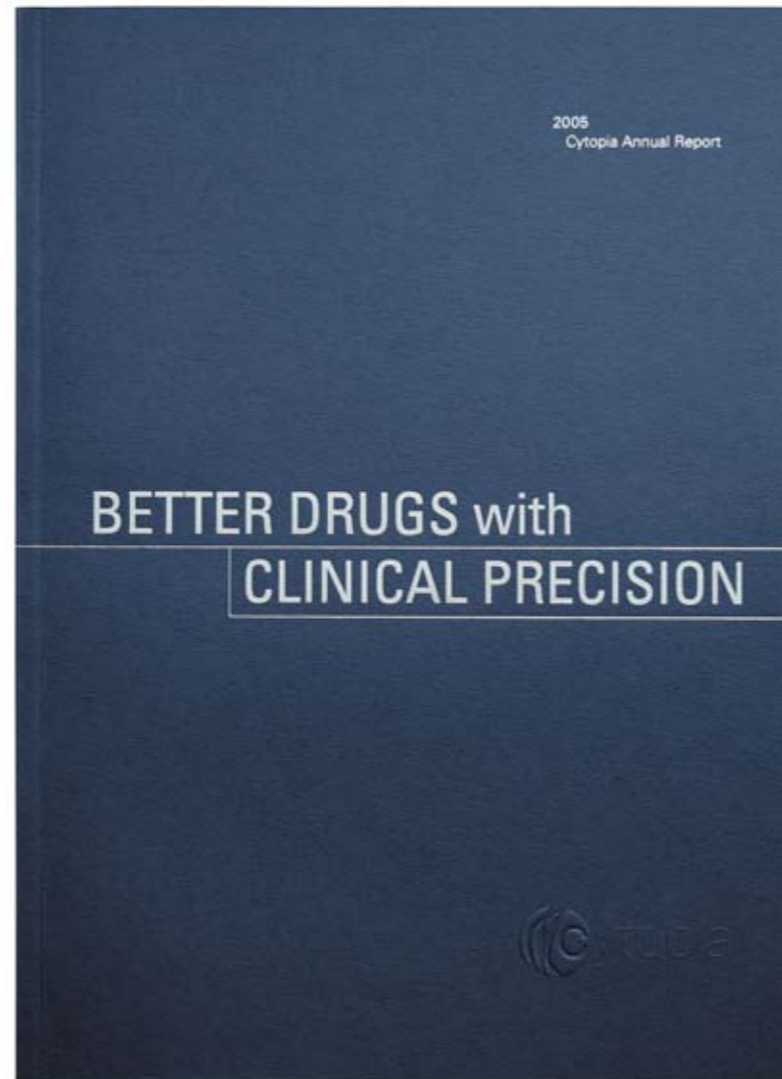


# Annual Report Cytopia

The Phillips Group commissioned Tell to design the Cytopia Annual Report for 2005. Cytopia specialise in the development of therapeutic drugs for the treatment of cancer, immune and cardiovascular diseases.

The royal blue cover with silver metallic ink and embossing immediately gives this document a feeling of quality and prestige. The client's brief and requested positive progress from the previous Annual Report. The main theme of the report, communicated on the cover, is *From Discovery to Development*. This theme is carried throughout the report stressing progress and achievement. Spread themes give the text visual hierarchy and draw the reader to Cytopia's key brand messages such as "people", "results" and "partnerships". Tell delivered a high-end result while meeting a tight deadline.



*"We were delighted by the professional and obliging Tell team."*

**Shelley Heuston**  
Production Consultant, The Phillips Group

