



Annual Report Doctors Without Borders

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Typographic Choices

Cheltenham
Bold Italic
Book
Book Italic

My typography and layout was closely modeled after the NY Times' use of Cheltenham which speaks with confidence and journalistic integrity.

Rockwell
Light
ultralight

Rockwell was used since it's classic slab serif design seems to echo a typewriter that a doctor in the field might use to write home.

Concept Statement

I chose Doctors Without Borders because as a designer, I would like to work for companies as often as possible that reflect my **ethics and values**. DWB combined my love for world events with my goal of working for **a company with a big heart**.

In assessing DWB's annual report, I had a strong negative reaction to the company's shocking red and black, sans serif, black and white scary photos. I felt that their annual report should tell the story of the people and events that shaped their previous year's agenda, and ultimately celebrate **humanity, compassion and love**: their core concerns.

My goal in creating DWB's annual report was to be quieter, warmer, and more journalistic.

Do It Yourself

I created the Rockwell Ultra Light typeface seen in my annual report to work with the classic journalistic, dependable face, Rockwell Light.



Quieter: Instead of the usual print document sizes, I wanted to focus the reader's eye so that they are receiving the information in a more direct, conversational, linear, and hopefully **more intimate** form. The panorama shape focuses the experience; doctors' voices telling their stories.

Warmer: The black and white photos of DWB's annual had a dehumanizing effect much like photos in a history book. They seem to say, "These tragedies have already happened in a far away country." Instead I wanted to celebrate love and humanity with **positive photos of people** before their lives were interrupted.

Journalistic: Since world events dictate DWB's daily agenda, I wanted to evoke the aesthetic of one of the world's best newspapers: **the New York Times**.