

tribe is an award-winning consultancy whose ethos 'a brand is a business', creates successful business-centric design solutions by offering the perfect mix of strategic intelligence and creative flair. **tribe** has vast experience in brand development, identity creation, literature design, as well as online communications.

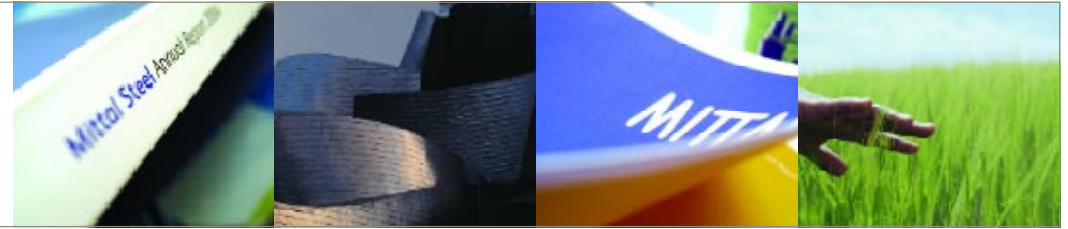
tribe has an extensive knowledge in literature design for both internal and external communications – playing a major part in this experience are Annual Report & Accounts.

We understand fully the importance of deadlines and company procedures - therefore have developed systems to make production as smooth as possible for our clients - without jeopardising the importance of unique ideas and great design.

In this short presentation we will demonstrate **tribe's** pedigree in the strategic design of Annual Report & Accounts. Our chosen case study is ArcelorMittal - the largest steel company in the world, with whom we have had a long standing relationship that spans five years.

tribe

→ Annual Report & Accounts



2004

Mittal Steel was the world's largest steel company. Following the launch of their new brand identity, Mittal Steel required an Annual Report that would set the pace for the world steel industry.

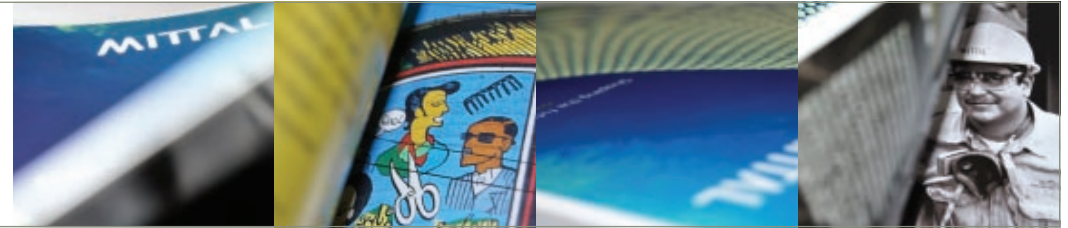
The solution was to reinforce Mittal Steel as industry leaders and demonstrate the success of the company's global strategy.

→ visit the online version www.client.tribe.uk.com/mittal



tribe

→ Annual Report & Accounts



2005

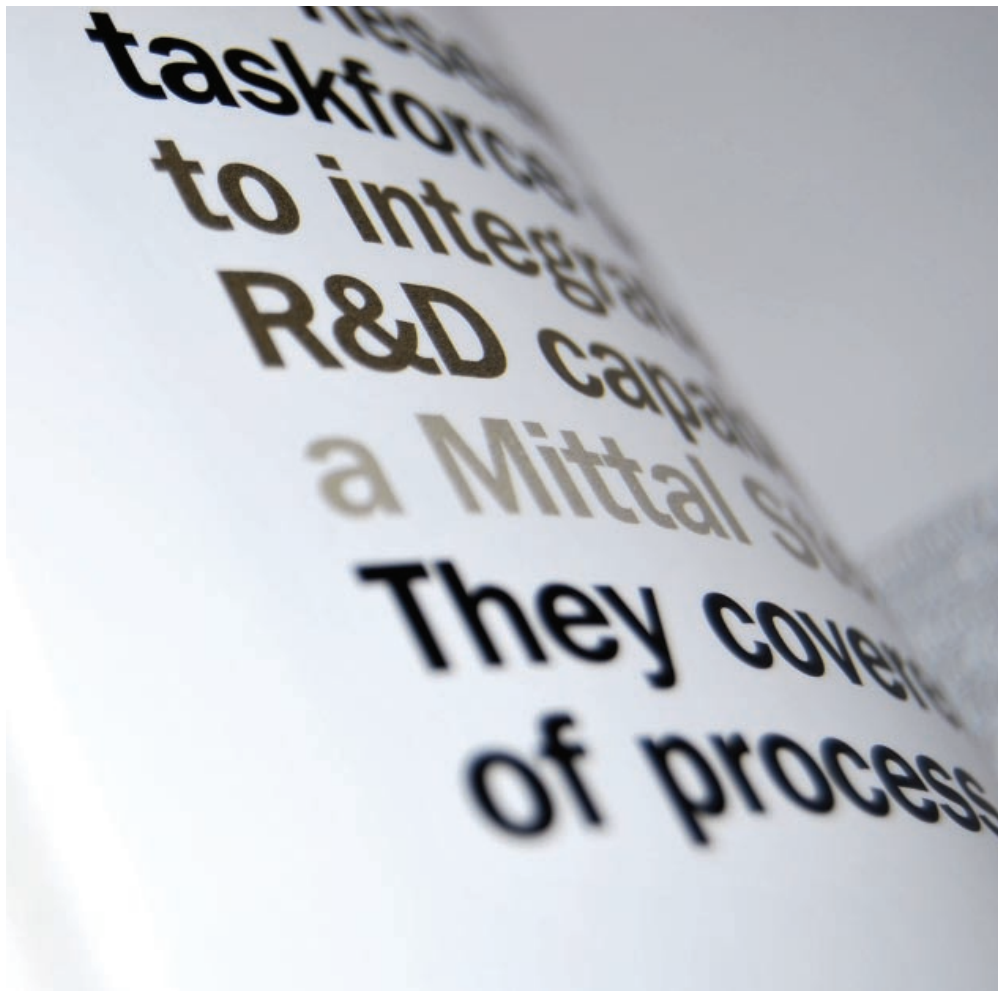
Following a successful year on the brand roll-out, the 2005 Annual Report was to continue the Mittal brand through benefit-driven messages.

It was key for Mittal to incorporate their worldwide employees in communications to endorse their global presence and being leaders in steel industry.



tribe

→ Annual Report & Accounts



2006

During 2006 Mittal was in the process of merging with Arcelor. The brand for the newly formed ArcelorMittal was still being developed and was to be released just after the 2006 Annual Report was distributed.

Our task was to avoid confusion and conflict with the new brand since the Report would still be in circulation. Our approach was to keep the Report neutral in terms of design, imagery, type and colours, whilst still delivering the facts and figures in the context of being the new world leaders of steel.



tribe

→ Annual Report & Accounts



2007

ArcelorMittal's 2007 Annual Report was to communicate a message of sustainability - both in future terms of the industry and of the communities in which the company operates around the world. We delivered this theme through a series of Q&A's which asks how ArcelorMittal will achieve their aim.

In keeping with the theme of sustainability, the Report was produced using recycled paper and held together with steel wire-binding, which binds the Report and the company, together.

→ visit the online version <http://www.arcelormittal.com/boldfuture2007/>



tribe

→ Annual Report & Accounts



2008

With the economic downturn taking full force with all global businesses, ArcelorMittal required a 'back to basics' approach with the 2008 Annual Report - without damaging the brand's confidence and leadership appeal.

The fundamental approach was to be utilitarian as well as functional with the design and production of the Report. Using orange the brand key colour, alongside silver to denote steel, was a gift in creating a Report that had strength and purpose.



