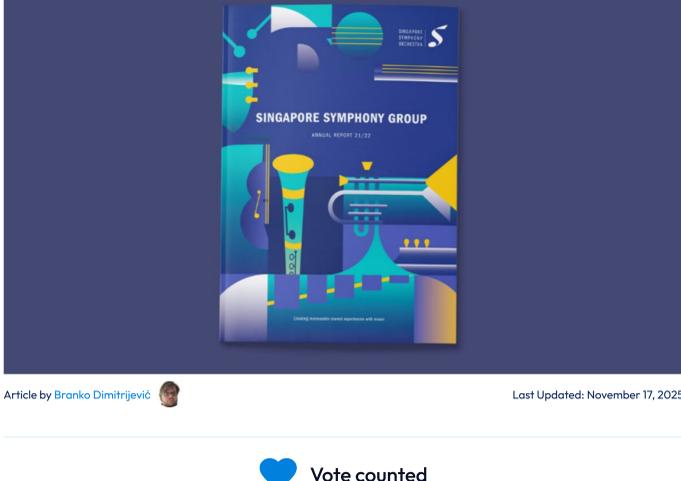


# Singapore Symphony Group

Flava Design created SSG's annual report using geometric forms, gradients, and typography to echo musical harmony.

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Article by [Branko Dimitrijević](#) Last Updated: November 17, 2025

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## Team Behind the Design

- Agency: [Flava Design LLP](#)
- Client: Singapore Symphony Group
- Category: Print Design (Annual Report)
- Location: Singapore
- Project Brief: Design a modern, visually engaging annual report that reflects the energy, artistry, and professionalism of the Singapore Symphony Group.

## Print Design Analysis



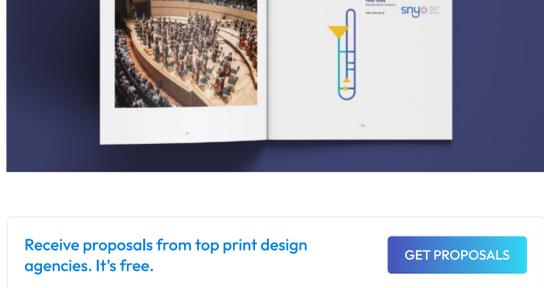
When I review an [annual report print design](#), I often focus on layout composition, typographic hierarchy, visual rhythm, and material execution.

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Flava Design's work for the [Singapore Symphony Group](#) transforms a traditional corporate format into an expressive orchestration of form and color.



- ▶ **Color as Composition:** The gradient palette of deep indigo, cerulean, turquoise, and sunburst yellow mirrors the tonal range of orchestral instruments. Smooth transitions between colors create rhythm and motion, turning static pages into visual performances.
- ▶ **Illustration as Harmony:** Minimal geometric illustrations of instruments appear throughout the layouts like musical cues. Trumpets, harps, and violins are distilled into pure shape and rhythm, guiding readers through the report and reinforcing a sense of orchestral unity.
- ▶ **Typography as Structure:** A clean geometric sans serif font family anchors the design with clarity and professionalism. The balance between bold headers and open body text keeps the layout steady and allows financial content to blend naturally with artistic storytelling.
- ▶ **Data as Design:** Financial data becomes part of the visual composition. Circular infographics echo musical notation, using gradients and concentric layouts to convey balance and transparency. The numbers themselves take part in the overall visual performance.



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## What Brands & Agencies Can Learn from the SSG Annual Report



Flava Design's annual report demonstrates how publication design can go beyond formality to become an act of storytelling and emotion.

Here's what creative teams can take away:

### 1. Design as Performance

Treat each page as part of a larger composition. Using rhythm, pacing, and visual dynamics can turn even corporate materials into engaging brand expressions.

### 2. Use Color as Emotion, Not Decoration

Gradients and contrasts can mirror tonal depth, helping abstract concepts (like music or innovation) translate visually. When used thoughtfully, color becomes narrative.

### 3. Balance Creativity with Clarity

Even bold visual systems must serve function. By combining expressive graphics with readable typography and structure, designers can engage without overwhelming.

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Tags: [Annual Report](#)

**Branko Dimitrijević**  
Senior Designer

Branko Dimitrijević is a multifaceted creative and a recipient of 33 design awards. Throughout his 12-year career, he has delivered over 165 web design projects, showcasing his expertise in website optimization, UI/UX design, logo design, and video animation. He is now dedicating his talent and skills to being one of the creative geniuses at DesignRush.

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