

2012 Annual Report

FIRST MAJESTIC SILVER CORP.



- ▶ Not only is it the world's purest and fastest-growing silver producer, First Majestic Silver is known for innovative management and a highly-effective, community-focused team culture. The company's 2012 annual report needed to convey all these themes powerfully. At the same time, management wanted a fresh, unique look that launched this report far above previous efforts.

Our team interviews and conceptualizing process generated a theme of "One Metal, One Country, One Team." This idea captured the company's focus on silver, their belief in Mexico as the world's best place for mining and management's mandate to empower employees at every level.

We created a clean design that delivered a strong, graphic representation of First Majestic's impressive numbers and stats. The cover was printed in rich black with a tactile "soft touch" coating. Sleek and subtle "building block" shapes formed an intriguing outline of Mexico and helped represent the many people that work cohesively to make First Majestic a success. Silver foil lettering reinforced the company's silver focus.