

# Deanta

Publishing | Production | Innovation

WORKING IN PARTNERSHIP WITH

The logo for the Irish Tax Institute, featuring the text "Irish Tax Institute" in white, bold, sans-serif font, centered within a dark purple shield-like shape. The background of the entire page is a blurred photograph of the Irish Tax Institute building, with its name visible on the facade and a purple sign on the left.

## Irish Tax Institute

# CASE STUDY

## IRISH TAX INSTITUTE

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# INTRODUCTION



## About

### Irish Tax Institute

The Irish Tax Institute is the leading representative and educational body for Ireland's Chartered Tax Advisers (CTA) and is the country's only professional body exclusively dedicated to tax.

The Chartered Tax Adviser (CTA) qualification is the gold standard in tax and the international mark of excellence in tax advice. We benchmark our education programme against the very best in the world. The continued development of our syllabus, delivery model and assessment methods ensure that our CTAs have the skills and knowledge they need to meet the ever-changing needs of their workplaces.

Our membership of over 5,000 is part of the 30,000 strong international CTA network which includes the Chartered Institute of Taxation UK and the Tax Institute of Australia. The Institute is also a member of the CFE Tax Advisers Europe (CFE), the European umbrella body for tax professionals.

Our members provide tax services and business expertise to thousands of Irish owned and multinational businesses as well as to individuals in Ireland and internationally. Many also hold senior roles in professional service firms, global companies, Government, Revenue, state bodies and in the European Commission.

# THE PROJECT



## 2017 ITI Entrepreneur Booklet

Every year the Irish Tax institute produces a wide range of publications and each publication project requires a dedicated creative team. In 2017, due to constrained in-house resources, Deanta Creative was chosen to deliver creative services on a number of high-profile, time-sensitive design projects. One, in particular, was the “2017 ITI Entrepreneur Booklet”. The objective was to help promote tax strategies in order to grow indigenous exports.



# THE SOLUTION



## The Solution and Discovery Process

The solution was to create a series of high-level templates for documents using the Institute's new branding, which could then be repurposed to create different types of content, thus streamlining the creative development process. As part of our discovery process, Deanta met with the ITI in their offices to discuss the project and determined expectations in terms of target, content, branding, style, and approach. The team at ITI were very organised and supplied sample illustrative graphic examples. The collaboration between teams was great! After several intensive internal creative meetings, Deanta Creative was in a position to send the first round of visual to ITI for review. Concepts were approved straight away and the creative team at Deanta continued to work-up additional graphic assets.

Within a matter of days, the first sample chapter was complete. ITI sent feedback on the same day, and we returned an updated chapter to them by the next business day. ITI produced sample prints and the team at Deanta continued to create and amend both text and graphic adjustments.

The design project was iterative, ensuring that creative direction and brand guidelines were applied throughout the design process. Visuals were sent to and returned by the client on a daily basis. Vector assets were created in a vibrant flat form and used a visual indicator to breakdown complex information.

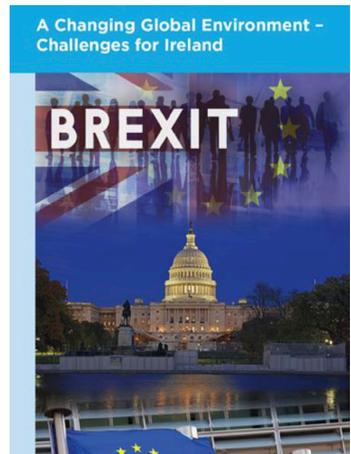
# ...THE SOLUTION



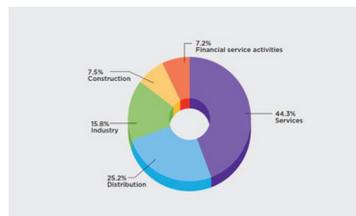
As the deadline approached the teams realised that an extra push would be needed to ensure on-time delivery to meet the printing schedule. With the client's targets in mind, Deanta's creative worked throughout the weekend to make the final creative revisions, ensuring dates were met.



Human Capital and Talent



A Changing Global Environment - Challenges for Ireland



# CONCLUSION



**Irish Tax  
Institute**

Using the best in-class design, tied with the knowledge gathered in the discovery phase, the reader's experience was enhanced to provide clear paths to the complex content that mattered most of them. Complex and analytical information was broken down and displayed using a brand and style guide, which was made for logical experience, that resonated with businesses and government stakeholders. Assigning a dedicated design services team, built of project managers and designers helped keep the goals of the project in focus, and when the deadline approached Deanta Creative showed flexibility in keeping the project on track and within budget.

Executive Summary



The Business Landscape in Ireland

