

Media Contact: Doug Fitzgerald, Executive Vice President Communications Tel: 001 630-322-6830  
E-mail: doug.fitzgerald@rrd.com

## **RR DONNELLEY DELIVERS REVITALISED BRAND IMAGE TO THE NATIONAL ARCHIVES OF SCOTLAND**

### **Communications Outsourcing Provider Creates Fresh Identity For Historic Organisation**

**LONDON – April 29, 2009.** RR Donnelley's Global Document Solutions (GDS), a leading provider of outsourcing services for customer communications management, has crafted a refreshed brand identity for the National Archives of Scotland (NAS) after winning a three-way creative pitch for the contract.

The NAS, based at Edinburgh's iconic General Register House, was concerned that its existing logo was dated and not flexible enough due to the fonts, colours and image used. RR Donnelley's creative team worked closely with the head of each department at The National Archives of Scotland to develop a fresh brand image and create visual identity guidelines to ensure the consistent use of the chosen brand across all departments of the prestigious organisation.

Following consultation, it was decided that an image of General Register House should be retained as it is one of the oldest custom built archive buildings still in continuous use in the world and is instantly recognisable as the home of the NAS. The chosen new identity is made up of two key components – a refreshed image of the NAS' headquarters coupled with a serif typeface to bring together the iconic image with a flexible font that can be adapted to fit different size and shaped formats. The colours of the old logo have been replaced with a more versatile colour palette of blue and grey, with the option of each department using a separate colour to ensure brand continuity and consistency. The RR Donnelley Global Document Solutions designed brand image will be used for all of the NAS' corporate literature, stationery, business cards, merchandising, marketing collateral, websites, signage and major building dressing.

RR Donnelley's Global Document Solutions provides consultancy and integrated solutions across the entire communications lifecycle. The company has diversified and expanded its portfolio of creative services with a rapidly growing team of designers and has completed projects for several large organisations. The GDS creative team has already scooped top design awards for its work with a leading mobile phone company.

Fred Pollock, Managing Director at RR Donnelley GDS (Scotland & Ireland), said: "This particular project really demonstrates how the design process works when it is taken forward in partnership with a client. We were able to bring a unique understanding to the whole process by providing graphic design and also offering a fully integrated strategic consultancy for all our clients. We have a talented and innovative team of designers and this project demonstrates how RR Donnelley is enhancing its portfolio of creative services to offer our clients value-added solutions."

Dave Brownlee, Deputy Keeper of the Records of The National Archives of Scotland, said: "We are delighted with RR Donnelley Global Document Solutions' refreshing design for our corporate identity. It manages to convey our modern services and outlook as well as a sense of our custodianship of the nation's history. The new logo and the re-design of our leaflets using the new branding have been especially successful."

The NAS has a global presence and is visited by tens of thousands of people from all over the world. Visitors use its services to carry out research, seek advice on record keeping and to enhance the learning and teaching of history.

More information about RR Donnelley's customer communications outsourcing services is available at [www.rrdgd.com](http://www.rrdgd.com)

#### **About RR Donnelley**

RR Donnelley (NYSE: RRD) is the world's premier full-service provider of print and related services, including business process outsourcing. Founded more than 144 years ago, the company provides products and solutions in commercial printing, direct mail, financial printing, print fulfillment, labels, forms, logistics, call centres, transactional print-and-mail, print management, online services, digital photography, colour services, and content and database management to customers in the publishing, healthcare, advertising, retail, technology, financial services and many other industries. The largest companies in the world and others rely on RR Donnelley's scale, scope and insight through a comprehensive range of online tools, variable printing services and market-specific solutions.

For more information, and for RR Donnelley's Corporate Social Responsibility Report, visit the company's web site at <http://www.rrdonnelley.com>.

#### **Use of Forward-Looking Statements**

This news release may contain "forward-looking statements" as defined in the U.S. Private Securities Litigation Reform Act of 1995. Readers are cautioned not to place undue reliance on these forward-looking statements and any such forward-looking statements are qualified in their entirety by reference to the following cautionary statements. All forward-looking statements speak only as of the date of this news release and are based on current expectations and involve a number of assumptions, risks and uncertainties that could cause the actual results to differ materially from such forward-looking statements. Readers are strongly encouraged to read the full cautionary statements contained in RR Donnelley's filings with the SEC. RR Donnelley disclaims any obligation to update or revise any forward-looking statements.

# # #