On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: GSA Advantage.gov.

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Price list current as of Modification #PS-A812 effective February 4, 2020
# Catalog/Price List

General Services Administration Federal Supply Service
Authorized Federal Supply Schedule Price List

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CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs)

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<thead>
<tr>
<th>SIN</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>5418100DC</td>
<td>Other Direct Costs (ODCs) are expenses other than labor hours</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials</td>
</tr>
</tbody>
</table>

1b. Lowest Priced Model Number and Price for Each SIN: See attached price list for details

1c. Hourly Rates: See attached price list for details

2. Maximum Order: $1,000,000

3. Minimum Order: $100

4. Geographic Coverage: Domestic, 48 states, Washington, DC

5. Point(s) of Production: Same as company address

6. Discount from List Prices: Prices listed are GSA net discount deducted

7. Quantity Discount(s): 5% on task order between $200,000-$349,999; 7% on task order between $350,000-$499,999; 9% on task order over $500,000

8. Prompt Payment Terms: Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions

9. Foreign Items: None

10a. Time of Delivery: Determined at time of Task Order

10b. Expedited Delivery: Contact contractor

10c. Overnight and 2-Day Delivery: Contact contractor for rates, if available

10d. Urgent Requirements: Customers are encouraged to contact the contractor to request accelerated delivery

11. FOB Point: Destination

12a. Ordering Address: Same as contractor

12b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in FAR 8.405-3

13. Payment Address: Same as contractor

14. Warranty Provision: N/A

15. Export Packing Charges: N/A
16. Terms and Conditions of Rental, Maintenance, and Repair (if applicable): N/A
17. Terms and Conditions of Installation (if applicable): N/A
18a. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices (if available): N/A
18b. Terms and Conditions for Any Other Services (if applicable): N/A
19. List of Service and Distribution Points (if applicable): N/A
20. List of Participating Dealers (if applicable): N/A
21. Preventive Maintenance (if applicable): N/A
22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A
22b. Section 508 Compliance for EIT: As applicable
23. DUNS Number: 060438228
24. Notification Regarding Registration in System for Award Management (SAM) Database:
   Contractor has an active registration in the SAM database
COMPANY PROFILE AND EXPERIENCE

We’re Sequel.

We’re a branding, marketing and digital agency.

We help our clients ignite change and accelerate success — whether by increasing the power and clarity of their brands, seizing emerging market opportunities, or increasing sales productivity and alignment that are essential to building top-line growth.
WHO WE ARE
Established in 2001, Sequel is privately owned by the principals, Wendy Blattner and John Nishimoto. Each partner actively manages the business, as well as oversees client relationships. We are a team of 40 people headquartered in New York City.

Our mission is to work closely with clients to help solve strategic and creative branding, marketing and design challenges — to help our clients design what’s next for their brands and their businesses.

Our client list is diverse for a reason. It keeps our strategy and creative teams sharp and allows our ideas to stay fresh as we learn and adapt new thinking across the industries we work in.

We work with a range of clients, from small businesses to Fortune 100 companies with specific expertise in the Private Equity space — helping portfolio companies unlock value to accelerate growth.

OUR TEAM
As a group, we combine strategic thinking, implementation and operational expertise with a deep belief in the business value of an honest, compelling brand experience. We also believe in open, lively dialogue with our clients because it results in fresh ideas that have real impact.

Our team includes people with expertise in strategy, design, marketing and digital. They are recognized leaders in traditional branding and marketing disciplines, as well as in the latest digital, environmental and social media techniques. Our principals are also hands-on leaders who direct all aspects of the firm’s engagements.

Sequel is organized by functional areas:

STRATEGIC AND ACCOUNT SERVICES
(15% of staff)
Overall strategic direction and account management

CREATIVE SERVICES
(45% of staff)
Design direction and content development

PROJECT MANAGEMENT
(10% of staff)
Day-to-day project management

PRODUCTION/DEVELOPMENT
(30% of staff)
Technical development and implementation

Each of the groups is led by a seasoned manager. In addition to being hands-on, they are also responsible for the documentation and management of the processes and procedures associated with their areas of expertise.

OUR CAPABILITIES
Our capabilities cover a broad range from brand and marketing strategy through implementation in print, digital, direct marketing, corporate communications, sales enablement and environmental branding. Specifically, these areas of expertise manifest themselves in the following channels:

BRAND DEVELOPMENT
• Brand Strategy, Positioning and Messaging
• Brand Architecture and Nomenclature
• Name Generation and Migration
• Brand Identity Design (Logo, Visual ID Design Systems and Brand Guidelines)

DIGITAL EXPERIENCES
• Digital Experience Design (Website, App Design and Development)
• Rich Media Design (Animated Demos, Videos, etc.)
• Digital Product Design and Development
• Agile Prototyping

INVESTOR AND SHAREHOLDER COMMUNICATIONS
• Annual Reports and CSR Communications
  (Print and Digital Platforms)

MARKETING AND SALES SUPPORT
• Go-to-Market Strategy
• Sales Enablement / Collateral Design
• Sales Presentations
• Thought Leadership Marketing and Communications
• Solutions Marketing Campaigns (Direct Response and Email Marketing)
• Video

EXPERIENCE DESIGN
• Environmental Branding (Corporate Interior and Showroom/Store Design, Event Design, Signage and Wayfinding)
OUR BRAND IDEA:

DESIGN WHAT’S NEXT.

A forward-looking statement that challenges us to push the boundaries strategically and creatively in everything we do. It is also an invitation to our clients to think about what’s next for their brands and their businesses. We work closely with our clients at critical turning points in their business growth. Whether it is a change in strategic priorities, new leadership or an acquisition of new capabilities, we are uniquely set up as an agency to build a partnership with our clients to determine the role of branding, marketing and go-to-market communications in achieving the stated business objective.

WHAT MAKES SEQUEL DIFFERENT

“Big agency” experience: Our principals and key creative leaders come from big branding, marketing and PR firms. We bring a high level of expertise with a no-nonsense, client-focused approach.

Strategy leads creative: Business rationale and strategic insight are hallmarks of the Sequel approach. Great creative is always in support of the right strategic direction and achieving the right business results.

Value vs. volume: We believe in getting knee-deep into the business situation, the culture and the problem we’re trying to solve and coming back with the right ideas. We’re not a shop that delivers volumes of ideas or options. Instead we’re focused on using our great creative energy to develop the right ideas that provide the best strategic lift supported with the right reasons “why.”

OUR VISION

In 2021, we see Sequel being an agency that continues to seek outcome-driven creative solutions in our key areas of brand development, digital experiences, and marketing strategy and communications, with branding at the core of everything we do. As our firm continues to evolve and grow, we see the importance of having all our areas of expertise even more integrated. From helping our clients put a new brand promise in motion, to managing how it is rendered and perceived in the digital space, in print and in the environment, we ensure integration and continuity across all marketing touchpoints.

OUR REPUTATION

First, effecting sustainable change within an organization and in the eyes of its customers. Second, maintaining our client relationships over many years. Whether Campbell Soup Company (for 15 years), Chevron (14 years) or SAP (8 years) — all ongoing — we are known for getting inside our clients’ culture and helping them succeed through the development of branding and marketing tools, as well as the rollout and adoption over time.

OUR COLLABORATIVE APPROACH

We create the team you’d like to have internally, but can’t — a top-level team with best-in-class skills in all the most critical disciplines. People with:

• A wealth of branding, marketing and digital experience
• A proven ability to achieve tough objectives
• The skills to work seamlessly with outside vendors, or your internal team, giving them the insight and direction they need to do their best work, along with the management oversight to deliver on time and on budget

As your needs change, Sequel’s solutions can expand and contract to ensure you always get the right resources at the right time.
## Case Studies

<table>
<thead>
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<th>SIN</th>
<th>Description</th>
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<tbody>
<tr>
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<tr>
<td>541910</td>
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<td>14</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
<td>18</td>
</tr>
</tbody>
</table>
WEB-BASED MARKETING / SIN 541511

BRIGHTPOINT HEALTH

Welcome to Wellness

It's time to shine a light on what's important to you, to stay well and feel good about your health.

HELP/PSS is now Brightpoint Health. A shining light on New York’s health care landscape, Brightpoint is your destination for health. A place where everyone is treated with care and respect — like family — a place where you can come to grow and thrive.

Learn More About Brightpoint

Upcoming Event

Commencement Celebration and Change

May 14, 2013 at 11 AM

Follow Us

GET INSPIRED

“I’VE BEEN DRUG-FREE FOR ALMOST FOUR YEARS — THANKS TO MYSELF AND BRIGHTPOINT.”

Jessica

Patient/Peer volunteer, 4 years

See More Inspiring Stories

Website and Digital Appointment Tool
WEBSITE REDESIGN AND MICROSITE STRATEGY
WEB-BASED MARKETING / SIN 541511
BAIM INSTITUTE FOR CLINICAL RESEARCH

BRAND NAME AND IDENTITY

HCRI
HARVARD CLINICAL RESEARCH INSTITUTE

WEBSITE DESKTOP

WEBSITE MOBILE
WEB-BASED MARKETING / SIN 541511
BARON FUNDS

WEBSITE REDESIGN AND PRODUCT FINDER
WEB-BASED MARKETING / SIN 541511
J.P. MORGAN / DIGITAL ADVERTISING: REGIONAL AWARENESS CAMPAIGN

LANDING PAGE

DISPLAY ADVERTISING
Introducing LOXM
Advanced equities trading powered by machine learning

LOXM, exclusively from J.P. Morgan, helps drive best execution for equities trading. Here’s how.

MOBILE VERSION
NAMING EXPLORATION
MARKETING RESEARCH AND ANALYSIS / SIN 541910

BANKWELL: BRAND STRATEGY, NAME DEVELOPMENT AND IMPLEMENTATION

From Bank of New Canaan to...

Bankwell

ENVIRONMENTAL
LAUNCH ADVERTISING

What should you expect from your bank?

Checking & Savings
Choices that fit into your lifestyle

Bankwell Online
Online, Mobile and Bill Pay for Convenience and Control

Mortgages
We’ll help you find the best loan for you

BRAND LAUNCH
IN-BRANCH COLLATERAL
GRAPHIC DESIGN SERVICES / SIN 541430

BRIGHTPOINT HEALTH continued

ADVERTISING

IN-MARKET COMMUNITY CAMPAIGNS ("MOBILE MD")
BRIGHTPOINT HEALTH

4.1 Color Palette in Print: Use

When determining the necessary colors for your marketing piece, consider the following:

- Begin with the signature colors. Yellow, black and gray should be represented in all instances where the primary color and main driver and personality of your brand signature is displayed and with principal typography (e.g., headers).
- Use the secondary palette to accentuate the principal gray or to provide accent options for other applications such as bar charts, financial charts are used only on-state.
- The secondary palette of blues and purple is used for brand collateral, followed closely by black and gray.
- Our color palette has three families. The first is based on our brand signature and corporate colors. The secondary palette supports the principal colors in typography and graphics, and the tertiary palette provides accent options for other applications such as bar charts, infographics, such as flow charts and pie charts.
- A selection of accent colors has been provided for other applications.
- A selection of complementary hues of blue and purple have been provided as support colors.
- Note: the primary corporate palette indicates using 70% black, rather than 60%.
- Additionally, the CMYK color space has been specifically optimized for this project and does not necessarily match the Pantone spot-to-color formulas.
- Our color palette has three families. The first is based on our brand signature (yellow, black and gray). The second family is based on white. Meaning, white space and lots of it. Yellow is the identifying color across all materials. Yellow is one of the most important colors in your palette, no question.

It's time to shine a light on what's important to your patients, to stay well and feel good about their health. HELP/PSJ is now Brightpoint Health. A place where everyone is treated with respect — like family — where they can come to grow and thrive.

Find Your Brightpoint:

@BrightpointNYC
Brightpoint Health

Gail Rosen
Director of Project Management

71 West 23rd Street, 8th Floor
New York, New York 10010

www.brightpointhealth.org
718.000.0000

BRAND SIGNATURE (PRIMARY HORIZONTAL)

BRAND SIGNATURE (SPECIALTY USE ONLY)

BRAND SIGNATURE (VERTICAL)

BRAND SIGNATURE (HORIZONTAL — 1 LINE)

VERSION 1.0 | APRIL 2015

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www.sequelstudio.com
GRAPHIC DESIGN SERVICES / SIN 541430

BRIGHTPOINT HEALTH continued

CLINIC AND CORPORATE OFFICE

MOBILE UNIT
BRANDED ENVIRONMENTAL GRAPHICS FOR FIREHOUSE REDEVELOPMENT PROJECT
BRANDED ENVIRONMENTAL GRAPHICS FOR FIREHOUSE REDEVELOPMENT PROJECT
RISE (ROCKAWAY INSTITUTE FOR A SUSTAINABLE ENVIRONMENT) continued

BUSINESS CORRESPONDENCE

EMPLOYEE BRANDING
GRAPHIC DESIGN SERVICES / SIN 541430
ROCKAWAY BREWING COMPANY: ELECTION CAMPAIGN

BEER CAN DESIGNS

PROMOTIONAL POSTCARD

COASTER
GRAPHIC DESIGN SERVICES / SIN 541430

ROCKAWAY BREWING COMPANY: ELECTION CAMPAIGN continued

SUBWAY POSTERS

SOCIAL MEDIA CAMPAIGN
GRAPHIC DESIGN SERVICES / SIN 541430
BAIM INSTITUTE FOR CLINICAL RESEARCH

LOGO DESIGN

EMPLOYEE ADOPTION CAMPAIGN: POSTER SERIES
A history of clinical research leadership and excellence

1993 - 2000

CDAC

We opened our doors at the Cambridge Cum Daic Analysis Center (CDAC) in 1993, with Beth Israel Hospital as our sole affiliate partner.

2000 - 2016

HCR1

Human Clinical Research Institute

We then expanded our relationship to all of the Harvard Teaching Hospitals through a joint venture with Harvard Medical School Partners Healthcare and the Dana-Farber Cancer Institute under the Harvard Clinical Research Institute (HCR1) and expanded the scope of the research we conduct and capabilities even further.

And building new collaborations to improve health and quality of life around the world.

HCR1 is now the Baim Institute. What does this mean for our future in clinical research?

EXTERNAL BRAND LAUNCH COMMUNICATION

BUSINESS CARDS
The Baim Institute for Clinical Research is an independent academic research organization (ARO) that delivers insight, innovation and leadership in today’s dynamic research environment. We bring together renowned scientific leaders and clinical operational excellence to help advance health and quality of life around the world.

Formerly called HCRI, the Baim Institute for Clinical Research continues to serve the device and pharmaceutical industries as an ARO that delivers insight, innovation and leadership in today’s dynamic research environment. Come see what’s new at www.baim.com.

HCRI is now the Baim Institute. Welcome to our future.

We combine scientific leadership with the passion to innovate, setting new standards in clinical research.

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GRAPHIC DESIGN SERVICES / SIN 541430
MUSEUM OF THE CITY OF NEW YORK

EXHIBITION DESIGN AND IDENTITY GRAPHICS

STORIES THE CITY TELLS ITSELF
THE VIDEO ART AND PHOTOGRAPHY OF NEIL GOLDBERG
## SEQUEL STUDIO LLC JOB DESCRIPTIONS

<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>DETAILED POSITION DESCRIPTION AND FUNCTIONAL RESPONSIBILITIES</th>
<th>MIN YEARS OF EXPERIENCE</th>
<th>MIN EDUCATION LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Principal</strong></td>
<td>The Principal is a managing partner that leads the firm as an enterprise and is responsible for ensuring the long-term sustainability and excellence of the business. Key responsibilities include developing deep client relationships by providing strategic guidance inside client organizations, implementing overall communications programs and assuring their success, and managing effectiveness and profitability of accounts. The Principal is a recognized leader in our industry and has made important contributions to our clients’ businesses.</td>
<td>15</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td><strong>Senior Director, Brand Strategy</strong></td>
<td>The Senior Director, Brand Strategy is a strategic thinker that oversees the planning and execution of the strategic aspects of client branding programs. They have the ability to assimilate business group strategy and objectives and develop brand programs that support business goals. Responsibilities include leading a team of designers, project directors, researchers and user experience leads to develop brand strategy and positioning, value propositions, targeted messaging, naming, marketing campaigns and overall brand execution that drives business impact.</td>
<td>10</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td><strong>Strategist</strong></td>
<td>The Strategist is a creative thinker who collaborates both with the print and digital design teams and the information architects to create innovative strategic solutions. They help interpret research findings and analytics to inform brand design and content development. Responsibilities include auditing existing client and competitor brands and marketing materials, conducting discovery workshops and interviews, analyzing requirements, and creating strategic branding strategy approaches for use on all client communications.</td>
<td>5</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td><strong>Content Strategist / Writer</strong></td>
<td>The Content Strategist / Writer is an experienced, creative writer who works with designers and other strategists, and studies research findings and client objectives to create innovative content strategy deliverables. Responsibilities include auditing and analyzing existing content, identifying messaging opportunities throughout the design process, creating content style guides, and developing strategy and copy across a wide variety of media and projects.</td>
<td>3</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td><strong>Creative Director</strong></td>
<td>The Creative Director is a leader committed to producing original, high-quality user-centered design concepts through execution. This position requires the capabilities to inspire and manage a creative team of designers, writers and developers. Responsibilities include facilitating brainstorm sessions, providing team leadership, mentoring younger designers, presenting and pitching to clients, and managing all creative aspects of the client relationship.</td>
<td>10</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td><strong>Senior Information Architect</strong></td>
<td>The Senior Information Architect leads research and strategy, information architecture and interaction design to define user experience for digital projects. They collaborate closely with visual designers and technologists to conceive and prototype interaction models, information architecture and user interfaces. Responsibilities include conducting requirements gathering and analysis, competitive research, and usability testing, producing requirements specifications, personas, storyboards, wireframes, prototypes and design specifications.</td>
<td>5</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td><strong>Digital Design Director</strong></td>
<td>The Digital Design Director is a versatile designer that is expected to have a creative vision and work as partner with the creative director, sharing responsibility of leading the creative team and developing a close relationship with the client lead. Responsibilities include listening and working closely with clients to articulate their goals and requirements, collaboratively establishing the creative strategy for digital projects, doing concept development, design and implementation, understanding the UX process, and working with the full digital team in shaping the user experience.</td>
<td>5</td>
<td>Bachelor’s Degree</td>
</tr>
</tbody>
</table>
## LABOR CATEGORIES

### SEQUEL STUDIO LLC JOB DESCRIPTIONS

<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>DETAILED POSITION DESCRIPTION AND FUNCTIONAL RESPONSIBILITIES</th>
<th>MIN YEARS OF EXPERIENCE</th>
<th>MIN EDUCATION LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Project Director</td>
<td>The Senior Project Director is 1/3 strategist, 1/3 creative, and 1/3 relationship manager, providing strategic and tactical leadership across engagements while keeping on top of day-to-day project activities. This person completely understands the clients' business, is able to fluently discuss and defend the creative output, and is a trusted advisor to our clients, always looking for opportunities for Sequel to add value. Responsibilities include building a trusted relationship with the client team lead, managing expectations on both sides, directing teams to produce the best possible solutions, developing project estimates and SOWs, maintaining project scope and process documentation, overseeing project managers and coordinators, and maintaining timely billing schedules.</td>
<td>6</td>
<td>Bachelor's Degree</td>
</tr>
<tr>
<td>Project Manager</td>
<td>The Project Manager works with and reports to the senior project director on large projects or manages smaller projects on his/her own to develop and manage project plans and schedules, working with the project team to help achieve client goals. Responsibilities include day-to-day project-level client management, scheduling all meetings and vendors, writing client status reports and meeting recaps, and monitoring project risks to foresee potential problems and identify solutions.</td>
<td>3</td>
<td>Bachelor's Degree</td>
</tr>
<tr>
<td>Designer</td>
<td>The Designer’s overarching role is to develop concepts and implement design solutions, in collaboration with the creative director and other designers, strategists, writers and account managers. A hands-on contributor, the print designer should have brand identity experience, including logo and visual systems, and the digital designer should have user interface experience and be conversant in web-driven tools and technologies. Responsibilities include developing and directing creative ideas and design directions, working collaboratively with other team members and directing the production team through execution.</td>
<td>3</td>
<td>Bachelor's Degree</td>
</tr>
<tr>
<td>Production/Typesetter</td>
<td>The Production/Typesetter is a versatile person, with multifaceted skills and an understanding of both print and web technologies. Responsibilities include working collaboratively with print and digital designers to execute solutions to desired outcomes, understanding and working within parameters, client goals and requirements, technical constraints, as well as budget and schedule, and maintaining the highest level of craftsmanship.</td>
<td>2</td>
<td>Bachelor's Degree</td>
</tr>
<tr>
<td>Proofreading</td>
<td>The Proofreader is an extremely detailed person, skilled in written English and good at concentrating for long periods. Working with designers, writers and typesetters, the proofreader acts as a “fresh set of eyes” to spot mistakes and inconsistencies. Responsibilities include performing quality checks on work before it goes to print or posts on the web, checking that the text matches the original and checking for spelling, style and integrity of design.</td>
<td>2</td>
<td>Bachelor's Degree</td>
</tr>
</tbody>
</table>
### SEQUEL STUDIO LLC LABOR CATEGORY PRICING

Effective date 1/1/17

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>RATE*</th>
<th>UNIT OF ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal</td>
<td>$335.01</td>
<td>per hour</td>
</tr>
<tr>
<td>Sr. Director, Brand Strategy</td>
<td>$263.22</td>
<td>per hour</td>
</tr>
<tr>
<td>Strategist</td>
<td>$239.29</td>
<td>per hour</td>
</tr>
<tr>
<td>Content Strategist / Writer</td>
<td>$239.29</td>
<td>per hour</td>
</tr>
<tr>
<td>Creative Director</td>
<td>$239.29</td>
<td>per hour</td>
</tr>
<tr>
<td>Sr. Information Architect</td>
<td>$239.29</td>
<td>per hour</td>
</tr>
<tr>
<td>Digital Design Director</td>
<td>$215.37</td>
<td>per hour</td>
</tr>
<tr>
<td>Sr. Project Director</td>
<td>$191.44</td>
<td>per hour</td>
</tr>
<tr>
<td>Project Manager</td>
<td>$172.29</td>
<td>per hour</td>
</tr>
<tr>
<td>Designer</td>
<td>$191.44</td>
<td>per hour</td>
</tr>
<tr>
<td>Production/Typesetter</td>
<td>$167.51</td>
<td>per hour</td>
</tr>
<tr>
<td>Proofreader</td>
<td>$143.58</td>
<td>per hour</td>
</tr>
</tbody>
</table>

### SEQUEL STUDIO LLC OTHER DIRECT COSTS (ODCs)

Effective date 1/1/17

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>COMMERCIAL PRICE*</th>
<th>UNIT OF ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Output (Color Lasers)</td>
<td>$1.01</td>
<td>per copy</td>
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<tr>
<td>B&amp;W Copies</td>
<td>$0.25</td>
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<tr>
<td>Teleconference Calls</td>
<td>$0.02</td>
<td>per minute</td>
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<tr>
<td>Photo Retouching</td>
<td>$176.32</td>
<td>per hour</td>
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<tr>
<td>Messengers (Local)</td>
<td>$33.85</td>
<td>per package</td>
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<tr>
<td>Couriers (UPS, Next-Day)</td>
<td>$141.06</td>
<td>per package</td>
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<tr>
<td>Royalty-Free Stock Photography — Small</td>
<td>$112.85</td>
<td>per photo</td>
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<tr>
<td>Royalty-Free Stock Photography — Medium</td>
<td>$225.69</td>
<td>per photo</td>
</tr>
<tr>
<td>Royalty-Free Stock Photography — Large</td>
<td>$451.39</td>
<td>per photo</td>
</tr>
</tbody>
</table>

*All prices include the 0.75% IFF.
Thank you

... for your interest and consideration!

We appreciate you taking the time to look at our work and hope you got a good sense of the range of our capabilities.

Our belief is that designing the right experience across multiple media and industries — along with the consistency, quality and versatility of our creative and strategic teams — that is on display in this catalog makes us uniquely qualified to take on any project and see it through to completion with care, attention and passion for telling the stories that need to be told.

We hope you agree!

If you have any questions, comments or concerns, please do not hesitate to reach out at any time.

Here’s to hoping that, together, we get to design what’s next for you and your business goals in the near future.

Kind Regards,

John Nishimoto
Principal
jnishimoto@sequelstudio.com
212.994.4316