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

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

General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List
Multiple Award Schedule
Federal Supply Group: Professional Services
Contract Number: 47QRAA21D0073 Contract
Period: June 22, 2021 - June 21, 2026
Business Size: Small, Women Owned

Website: www.smithdesign.com

Contractor:
Smith Design Associates, Inc.
Budd Street
Morristown, NJ 07960
(973) 429-2177

Contract Administrator: Jason Schwerdt
jason@smithdesign.com (973) 429-2177 x2026
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1a. Table of Awarded Special Item Numbers (SINs):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541922</td>
<td>Commercial Photography Services</td>
</tr>
</tbody>
</table>

1b. Lowest Priced Model Number and Price for Each SIN:
N/A - Services

1c. Hourly Rate:
See Price List

2. Maximum Order Threshold:

<table>
<thead>
<tr>
<th>SINs</th>
<th>Maximum Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>541511</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>541922</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

3. Minimum Order Threshold:
$100

4. Geographic Coverage:
Domestic 50 states, Washington DC, US Territories

5. Point(s) of Production:
Morristown, NJ

6. Discount From Best Market Rate:
Government Net Prices (discounts already deducted.)

7. Quantity Discounts:
None

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 (list items by country of origin): None

10a. Time of Delivery:
Specified on the Task Order
**CONTRACT INFORMATION**

10b. Expedited Delivery:  
Contact Contractor

10c. Overnight and 2-Day Delivery:  
Contact Contractor

10d. Urgent Requirements:  
Contact Contractor

11. F.O.B. Point(s):  
Destination

12a. Ordering Address(es):  
Smith Design Associates, Inc.  
Attn: Jason Schwerdt  
8 Budd Street  
Morristown, NJ 07960  
Phone: (973) 429-2177  
Email: jason@smithdesign.com

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

13. Payment Address(es):  
Smith Design Associates, Inc.  
Attn: Jason Schwerdt  
8 Budd Street  
Morristown, NJ 07960  
Phone: (973) 429-2177  
Email: jason@smithdesign.com

14. Warranty Provision:  
Contractor’s standard commercial warranty

15. Export Packing Charges:  
N/A

16. Terms and conditions of rental, maintenance, and repair:  
N/A

17. Terms and conditions of installation:  
N/A

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:  
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 Preventative 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: N/A

23. Unique Entity Identifier (UEI) number: 10-1245280

24. Notification Regarding Registration in System for Award Management (SAM) Database: Contractor has an active registration in the System for Award Management (SAM) database.
WHO WE ARE

We are a full-service brand design agency with over 40 years of experience in creating breakthrough visual solutions that win in the physical and digital marketplace.

We build lasting loyalty with consumers through strategic positioning, brand identity, verbal strategy, package design and in-store, digital and social, production realization & all types of activation. We are a WBENC certified women-owned business and a proud member of the Sustainable Packaging Coalition.
We believe in the power of design to tell your brand story and move people

We aim to unlock the power of design to create value, build brands, and contribute to a better world.
We’re genuine and purposeful in our efforts - and we’re good at building things that work.

We provide simple solutions to complex problems while using agile methods and flexible processes.
We are solutions-oriented in all that we do and we keep honesty and transparency at the core of our actions.

We create exceptional brands and experiences that inspire brand love.
We know that design can do so much more - we seek to create design and experiences that lift the human spirit.
WHO WE WORK WITH

BiC
HERSHEY'S
Disney
Pfizer
SESAME WORKSHOP
Unilever
Henkel
FXI
Ansell
Sika
Hormel Foods
THOMAS FOODS INTERNATIONAL
Pernod Ricard
nevada blind children's foundation
TOWN & COUNTRY LIVING
Joyson Safety Systems
PEOPLE AT GIBSON'S
CITRUS WORLD, INC.
Ocollette
Novartis

SmithDesign
smithdesign.com
LIST OF SERVICES

- Brand Strategy & Architecture
- Brand Positioning & Identity
- Visual and Verbal Strategy
- Naming & Copywriting
- Innovation: Ideation & Portfolio Planning
- Package Design
- In-House Photography & Illustration
- Activation (In-store, digital, collateral, etc)
- Environments
- Realization / Production
- In-House Research or Coordination
- Website Design & Development
- Social Media Strategy, Planning & Content
- Video Creation
- 3D Wireframing
- Motion Graphics
- Campaign planning & execution
- Partnerships & licensing
- Food Styling & Recipe Development
WHAT WE DO

[Special Item Number (SIN) Definition]

**SIN 541430: Graphic Design Services**
Services include planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos) and can include commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills. Examples include commercial art, graphic design, special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing preexisting materials: developing conceptual design and layouts, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork).

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

**SIN 541511: Web Based Marketing**
Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web-based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web-based services. Media will be provided in a format that is compatible with the ordering agency’s software requirements. Continual website updates and maintenance may also be required.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

**SIN 541922: Commercial Photography Services**
Services include photography which may be used for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other forms of media such as: black and white, color photography, digital photography, aerial photography, architectural photography, still photographs, field and studio photography; and related photography services such as photo editing and high-resolution scans.

NOTE: Any commissions received for commercial photography services will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.
### PRICE LIST

<table>
<thead>
<tr>
<th>SIN/SIN(S)</th>
<th>LABOR CATEGORY TITLE</th>
<th>PRICE OFFERED TO GSA INCLUDING IFF (HOURLY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430, 541511, 541922</td>
<td>Account Director</td>
<td>$206.75</td>
</tr>
<tr>
<td>541430, 541511, 541922</td>
<td>Account Manager</td>
<td>$109.12</td>
</tr>
<tr>
<td>541922</td>
<td>Project Manager</td>
<td>$125.39</td>
</tr>
<tr>
<td>541430, 541511</td>
<td>Associate Account Manager</td>
<td>$85.19</td>
</tr>
<tr>
<td>541430, 541511, 541922</td>
<td>Creative Director</td>
<td>$185.89</td>
</tr>
<tr>
<td>541430, 541511, 541922</td>
<td>Design Director</td>
<td>$145.57</td>
</tr>
<tr>
<td>541430, 541511</td>
<td>Senior Designer</td>
<td>$121.47</td>
</tr>
<tr>
<td>541430, 541511, 541922</td>
<td>Designer**</td>
<td>$106.36</td>
</tr>
<tr>
<td>541430, 541511</td>
<td>Junior Designer</td>
<td>$70.84</td>
</tr>
<tr>
<td>541430, 541511, 541922</td>
<td>Production Manager</td>
<td>$125.61</td>
</tr>
<tr>
<td>541430, 541511, 541922</td>
<td>Production Artists</td>
<td>$75.57</td>
</tr>
<tr>
<td>541922</td>
<td>Illustrator**</td>
<td>$99.39</td>
</tr>
<tr>
<td>541511</td>
<td>Digital Strategist</td>
<td>$136.26</td>
</tr>
<tr>
<td>541430, 541511</td>
<td>Copywriter</td>
<td>$120.60</td>
</tr>
<tr>
<td>541922</td>
<td>Motions Graphics Designer</td>
<td>$115.95</td>
</tr>
<tr>
<td>541511</td>
<td>Web Designer</td>
<td>$95.72</td>
</tr>
<tr>
<td>541511</td>
<td>Content Specialist</td>
<td>$95.72</td>
</tr>
<tr>
<td>541922</td>
<td>Photographer/Videographer**</td>
<td>$180.91</td>
</tr>
<tr>
<td>541922</td>
<td>Stylist</td>
<td>$100.72</td>
</tr>
<tr>
<td>541922</td>
<td>Retoucher</td>
<td>$121.47</td>
</tr>
<tr>
<td>541430, 541511, 541922</td>
<td>Strategy Director</td>
<td>$191.34</td>
</tr>
</tbody>
</table>

Strategy Director The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**)) in this price list are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).

<table>
<thead>
<tr>
<th>SCLC Eligible Contract Labor Category/Fixed Price Service</th>
<th>SCLC Equivalent Code Title</th>
<th>WD Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designer</td>
<td>15080- Graphic Artist</td>
<td>2015-4211</td>
</tr>
<tr>
<td>Illustrator</td>
<td>13041- Illustrator I</td>
<td>2015-4211</td>
</tr>
<tr>
<td>Photographer/Videographer</td>
<td>13071-Photographer I</td>
<td>2015-4211</td>
</tr>
<tr>
<td>LABOR CATEGORY TITLE</td>
<td>LABOR CATEGORY DESCRIPTION</td>
<td>MINIMUM EDUCATION</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Account Director</td>
<td>Serves as the leadership liaison between company and clients on large strategic design, digital, photography, and marketing initiatives. Establishes objectives for internal teams and communicates client needs. Manages overall client relationship providing strategic input while guiding internal teams towards the achievement of client marketing objectives. Effectively manages projects and oversees allocation of resources to deliver on cost, quality and timing targets.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Account Manager</td>
<td>Serve as the liaison between company and clients on mid-size and strategic design, digital marketing, photography and digital initiatives. Operates as the point of contact for all client needs and request. Communicates and coordinates with design team to deliver solutions that meets the client’s needs. Provides customer service ensuring client satisfaction and provides solutions to design team per customers request. Coordinates with design and production team on scheduling and time line to ensure project works for both teams.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Project Manager</td>
<td>Responsible for managing pre-pro development plans, setting targets and timelines, adhering to deadlines and allocating resources for photography and videography initiatives. Assists in defining the project scopes and goals. Serves as a point of contact for teams cross-functionally and clients externally. Performs quality control on the project throughout development to maintain standards expected. Oversees the successful completion of the photography and videography projects.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Associate Account Manager</td>
<td>Responsible for all communication with clients providing best solutions for client satisfaction. Communicates and coordinates with internal team to deliver strategic graphic design, marketing, and digital marketing solutions that meet clients needs. Prepares proposals and scopes of work for design and marketing projects and responsible and ensures that all projects are completed within timelines.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Creative Director</td>
<td>Responsible for managing the design teams’ creative output, deadlines and resources for large strategic marketing and graphic design initiatives. Partners with strategy and account managers team to merge creative ideas and strategic thinking critiquing work and making suggestions to design team members to ensure the highest creative product for the clients.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Design Director</td>
<td>Delivers high level creative ideation, oversight, and execution for graphic design, marketing, photography and digital initiatives. Responsible for project management, time assessment and collaboration with account managers to ensure goals are met from both creative and budget standpoint. Participates in creative reviews and provide feedback.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>LABOR CATEGORY TITLE</td>
<td>LABOR CATEGORY DESCRIPTION</td>
<td>MINIMUM EDUCATION</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Senior Designer</td>
<td>Provides strategic design for marketing, graphic design, and digital initiatives from concept development to design strategy approaches and executional vision. Oversees all creative projects coordinating with Creative Director on design and timeline of the project. Collaborates with account managers to manage creative output. Provides guidance to the junior designers.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Designer</td>
<td>Provides strategic design from concept development to executional design approaches for graphic design, marketing, photography and digital initiatives. Creates high end design layouts with superior typography, use of color, images and fonts.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Junior Designer</td>
<td>Creates concepts, designs and executions for graphic design, marketing, and digital initiatives. Creates high end design layouts with superior typography, use of color, images and fonts.</td>
<td>Associates</td>
</tr>
<tr>
<td>Production Manager</td>
<td>Responsible for troubleshooting production issues that may arise and provide creative solutions to ensure optimized results for graphic design, photography, marketing and digital initiatives. Delivers high level troubleshooting both technical and creative approaches. Collaborates with creative team to ensure expectations are met while maintaining all guidelines and specs with each project. Maintains the quality standards when organizing, collecting and processing of project materials from time of creative hand off to release. Conducts proofing and reviewing of all material prior to release.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Production Artist</td>
<td>Assists the creative team with extending adaptive design layouts and executional/production design tasks for graphic design, photography, marketing and digital initiatives. Conducts preflight and technical integrity checks on all files originating from creative team, including final reviews of file specifications. Collaborates with the creative team to develop and troubleshoot layout to mechanical execution process to enhance project results. Collects, processes, checks and uploads files to appropriate vendors. Responsible for accuracy and quality of a file before production.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Illustrator</td>
<td>Performs retouching, image enhancements and illustration needs according to client specification as needed for photography and videography services. Ability to enhance the design or photographic concept using a wide range of imaging software.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Digital Strategist</td>
<td>Responsible for research, scope development, creative briefing and job execution for strategic digital marketing initiatives. Works with the client directly organizing information on achieving the client’s strategic brand and business objectives. Manages research studies on the consumers on-line behavior and key motivational behavior. Develops a total understanding of on-line target audience and mindset modes. Communicates with client ensuring accountability is established during each project.</td>
<td>Bachelors</td>
</tr>
<tr>
<td>Copywriter</td>
<td>Responsible for writing original copy, compelling content, strategic messaging, and high engagement social media and digital content that achieves communication objectives for graphic design, marketing and digital initiatives. Collaborates with marketing to develop a variety of content for marketing material. Understanding of different language styles that appeal to various target markets. Edits and proofs work to ensure high editorial standards are met across all content outputs.</td>
<td>Bachelors</td>
</tr>
</tbody>
</table>
### LABOR CATEGORIES

<table>
<thead>
<tr>
<th>LABOR CATEGORY TITLE</th>
<th>LABOR CATEGORY DESCRIPTION</th>
<th>MINIMUM EDUCATION</th>
<th>MINIMUM YEARS OF EXPERIENCE</th>
<th>ANY APPLICABLE TRAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motion Graphics Designer</td>
<td>Prepares design plans, concept and layout for motion graphic and videography projects. Assists in selecting audio, video, colors, animation for graphic design. Edits raw video footage and add effects/elements to enhance motion graphics. Works with illustrators, designers to understand project scope and objectives. Assists in designing and creating storyboards.</td>
<td>Bachelors</td>
<td>3</td>
<td>Adobe after effects, Adobe Illustrator and Photoshop</td>
</tr>
<tr>
<td>Web Designer</td>
<td>Responsible for creating the design and layout of a website or web pages. Conceptualizes creative ideas with clients. Establishes design guidelines, standards, and best practices. Test and improve the design of the website. Maintains the appearance of websites ensuring that they are in line with branding for the client. Incorporates functionalities and features into the website. Designs sample pages including colors and fonts. Prepares design plans and presenting the website structure.</td>
<td>Bachelors</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>Content Specialist</td>
<td>Responsible for creating content for digital sites and social media platforms with regard for digital and web-based marketing initiatives. Assists with proofreading and editing all content before publishing. Provides research content and consumer trends, develops content strategies. Meets with the creative and marketing team to ideate and define content goals. Develops content strategies to effectively reach the desired audience and marketing goals.</td>
<td>Bachelors</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>Photographer/Videographer</td>
<td>Responsible for managing the photography studio and equipment. Plans and coordinates with internal team and clients in preparation for client’s expectation of the project. Understands client’s objective and work creatively to produce the desired product. Captures and edits visual content for multiple platforms. Collaborates with internal team to ensure shoot stays on schedule. Edits video footage in post-production. Produces photography in various methods including printed/digital media. Performs retouching and image adjustments after shoots. Works closely with creative team to deliver high level imagery results.</td>
<td>Bachelors</td>
<td>3</td>
<td>Adobe Creative Suite</td>
</tr>
<tr>
<td>Stylist</td>
<td>Crafts displays that are designed to support the clients request. Prepares and styles items for photography and videography. Develops conceptual ideas, assists in building the pre-production documents and advises on all items needed for presentation. Manages all the props from purchase to cataloging. Works with creative directive and photographer to set up shooting schedule per client’s request.</td>
<td>Associates</td>
<td>5</td>
<td>None</td>
</tr>
<tr>
<td>Retoucher</td>
<td>Accountable for production requirements to output image for reproduction, including high resolution, retouching, precise color adjustment, image enhancing, and illustration needs for photography and videography initiatives. Creates derivative images, including new compositions, extended backgrounds, color conversions, scaling and positioning of elements. Refines image design using illustration software. Prepares and designs rough draft illustrations according to client specifications. Creates or retouches master art from original photography and stock imagery. Enhances the design concept using a wide range of colors and graphics.</td>
<td>Bachelors</td>
<td>5</td>
<td>Adobe Creative Suite</td>
</tr>
<tr>
<td>Strategy Director</td>
<td>Consults with clients on a range of strategic brand initiatives, including brand positioning, brand architecture, brand analytics, internal brand engagement and digital brand strategy for graphic design, marketing, photography, and digital initiatives. Collaborates with designer team to shape creative expression and execution and executes on strategic recommendation that will ultimately be brought to market.</td>
<td>Bachelors</td>
<td>8</td>
<td>None</td>
</tr>
</tbody>
</table>
PEAPACK GLADSTONE BANK

GRAPHIC DESIGN - ENVIRONMENTS (SIN 541430)

internal museum plan

final exhibit
before

collette
guided by travel

collette
celebrating 100 years of travel together

brochure
NEVADA BLIND CHILDREN’S FOUNDATION

GRAPHIC DESIGN - COLLATERAL MATERIALS (SIN 541430)

logo

brochure cover & spread

after
final logo

option 1
option 2
option 3
option 4

option 5
option 6
option 7
option 8

logo merger exploration

option 11
option 12
option 13
option 14
AWAKENED ALCHEMY

WEB MARKETING (SIN 541511)

social media execution
Clontarf

WEB MARKETING (SIN 541511)

website activation
HERSHEY’S
PHOTOGRAPHY (SIN 541922)

food photography

social media activation
Thank you for considering Smith Design!

We appreciate you taking the time to get to know us. We hope that the preceding pages have provided you with a sense of our agency culture, capabilities, and areas of expertise. It is our philosophy that the most successful creative solutions are those that instill value, build brands and businesses, drive customer engagement, and contribute to a better world.

Should you have any questions, or if we can provide further context or insight into the projects and services presented here, please don’t hesitate to reach out. We look forward to the opportunity to partner in the near future.

Best,

Jenna Smith
President and CEO