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

ADVERTISING AND INTEGRATED MARKETING SOLUTIONS (AIMS)

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 for GSA Advantage! is: GSAAdvantage.gov. The Corporate Visions, Inc. profile page can be found on: https://www.gsaadvantage.gov/ref_text/GS07F452AA/GS07F452AA_online.htm

Contract Number:
GS-07F-452AA

Schedule Title:
Advertising & Integrated Marketing Solutions (AIMS)
- Schedule 541
SIN 541-4F – Commercial Art & Graphic Design Services

Current Contract Period:
August 20, 2003 through August 19, 2018

Contractor Name:
Corporate Visions, Inc.

Business Size: Small

Prices Shown Herein are:
Net (discount deducted)

Address:
1020 19th Street, NW - Suite LL20
Washington, DC, 20036-6109
Phone: (202) 833-4333
Fax: (202) 833-4332
Website: www.corpvisions.com

Contact for Contract Administration:
Steven Francis, President
sfrancis@corpvisions.com

Robert L. Duncan, Vice President
rduncan@corpvisions.com
Since 1983, Corporate Visions, Inc. has grown into one of the most recognized visual communications firms in the Washington, DC, metropolitan region. Our success is directly related to our ability to provide a comprehensive range of brand solutions and design services that are targeted and effective.

We have partnered with a diverse range of companies, institutions, associations, and federal agencies developing a track record of creating and implementing successful and creative design solutions. While our client base varies, our approach to solving creative problems is consistent: listen, learn, analyze, problem-solve, then create.

Whether it’s brand identity, logo design, brochure design, web site design, electronic presentations, retractables/exhibits, or an annual report—our multi-disciplinary designers can distill everything they learn about your organization into a simple and powerful idea that’s recognizable, embraceable and memorable.

**CAPABILITIES**

- **Branding**
  - Logo
  - Identity
  - Messaging
- **Print**
  - Brochures
  - Publications
  - Reports
  - Performance
  - Accountability
  - Financial
  - Strategic
  - Writing/Editing
  - 508 Compliance
- **Exhibit**
  - Retractable Displays
  - Backdrop Displays
- **Digital Printing**
  - Short-Run Reports
  - Large Format
- **Web Design**

**CODES**

- DUNS: 077553824
- NAICS CODES
  - 541430 Graphic Design Services
  - 541511 Web Page Design Services
  - 561410 Document Preparation Services
  - 323115 Digital Printing (Large Format)

**GPO SPA 960 PROGRAM**

Contractor Code: 23637
PO Number: 97476

**GSA Schedule Contract**

Category: 541 - Advertising and Integrated Marketing Solutions (AIMS)

**SINs**

- 541-4F: Commercial Art and Graphic Design Services
- 541-1000: Other Direct Costs
Introductory Letter from Steven Francis

Dear Agency Procurement Officer,

Corporate Visions, Inc. is looking forward to the opportunity to introduce our creative services to you. We are honored to be a part of the list of approved vendors list on the GSA AIMS schedule. Corporate Visions, Inc. is a graphic design firm based in Washington, DC. Since 1983, we have worked for the Federal Government, providing creative services for such agencies as the Internal Revenue Service, the Department of the Treasury, Small Business Administration, Department of Education as well as the Fortune 500 companies. Corporate Visions’ work has become recognized for elegant design solutions, branding marketing assistance and innovative web development. The purpose of this catalog is to familiarize you with our qualifications in regards to the GSA Multiple Award Contract vehicle. For additional information on Corporate Visions, Inc., please consult our website www.corpvisions.com. We look forward to the opportunity to help you in all your creative needs.

Sincerely,

Steven Francis
President

Table of Contents

Customer Information . . . . . . . . . . . . . . . . . . . . . .03
AIMS Position Descriptions . . . . . . . . . . . . . . . . . .05
GSA Hourly Rates . . . . . . . . . . . . . . . . . . . . . . . . . .06
Portfolio . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .07
1a. Special Item Numbers
   SIN 541-4F - Commercial Art & Graphic Design Services
   SIN 541-1000 - Other Direct Costs

1b. Prices Shown in Price List are: Net, all discounts deducted and valid for all domestic areas.


2. Maximum Order Threshold: $1,000,000.00

3. Minimum Order: $100.00

4. Geographic Coverage: Domestic

5. POP: Washington, DC, 20036-6109

6. Discount from Prices: Net Prices – Discount already taken

7. Quantity Discounts: None

8. Prompt Payment Discounts: 0%, Net 20 days

9a. Government Purchase Cards accepted at or below the micro-purchase threshold: Yes

9b. Government Purchase Cards accepted above the micro-purchase threshold: Yes

10. Foreign Items: Not Applicable

11a. Time of Delivery: Negotiated at the Task Order level

11b. Expedited Delivery: Negotiated at the Task Order level

11c. Overnight and 2-Day Delivery: Negotiated at the Task Order level

11d. Urgent Requirements: Negotiated at the Task Order level

12. FOB Destination

13a. Ordering Address: Corporate Visions, Inc.
    1020 19th Street, NW - Suite LL20
    Washington, DC 20036-6109

13b. Ordering Procedures: Can be found at the GSA/FSS Schedule homepage - fss.gsa.gov/schedules.

14. Payment Address: Corporate Visions, Inc.
    1020 19th Street, NW - Suite LL20
    Washington, DC 20036-6109

15. Warranty Provision: Not Applicable

16. Export Packing Charges: Not Applicable
17. Terms and Conditions of Government Purchase Card Acceptance: Accepted

18. Terms and Conditions of Rental Maintenance and Repair: Not Applicable

19. Terms and Conditions of Installation: Not Applicable

20. Terms and Conditions of Repair Parts: Not Applicable

21. List of Service and Distribution Points: Not Applicable

22. List of Participating Dealers: Not Applicable

23. Preventative Maintenance: Not Applicable

24a. Special Attributes: Not Applicable

24b. Contractor provides 508 services. Compliance Information is available on Electronic and Information Technology (EIT) Full details can be found www.corpvisions.com

25. Data Universal Number System (DUNS) number: 077553824

26. Notification regarding registration in Central Contractor Registration (CCR) database: Active; Registration valid until 01/28/2012
Commercial Art & Graphic Design

Corporate Visions, Inc. has been providing commercial art and graphic design services since 1986. We use the state of the art digital software InDesign, Adobe Photoshop and Adobe Illustrator, as well as Pagemaker as required. In addition, we can provide image scanning, digital vector and raster artwork, illustrations, typographic solutions, digital image retouching (Photoshop) and enhancement, photographic and artistic montage.

Web Development

We also provide a team of graphic designers and programmers with the creative flair and technical knowledge to make your web site both functional and elegant. We work with our customers to ensure the website design conforms with current department design standards, that have been set forth by your agency, and to help carry the brand of the particular program or event.

In addition, we have the ability to make the site 508 compliant as well as upgrading old publications to the current 508 compliant standard.

These services include:

- Overall theme, design, layout, editorial, proofreading and delivery of print ready PDF with accompanying GPO 952 desktop publishing form.
- Converting Microsoft Word documents and Excel data into InDesign layouts.
- Generating charts and graphs.
- Publication management.
- Production of short run advanced color copies.
- Annual Performance and Accountability Reports (PARs).
- Annual Financial Reports, Special Reports, Magazines, Newsletters.
- Conference materials.
- Exhibit graphics.
- On demand publication reproduction in full color and black and white.
- Overall web development
- Content Management System development and training
- HTML coding
- PHP coding
- Javascripting
- Generating media for printing.
- Production of short run advanced color copies.
- E-mail Blast.
- Flash animated electronic ads.
- 508 certified document preparation.
541-4F Commercial Art and Graphic Design Services (Small Business Set-Aside)

**Hourly Rates:**

- $ 90.90 Consultation
- $ 77.78 Creative Development
- $ 90.90 Account Management
- $ 90.90 Art Direction
- $ 77.78 Design
- $ 90.90 Video Production
- $ 65.45 Graphic Animation
- $ 75.75 Web Development
- $ 65.45 Illustration
- $ 75.75 Layout
- $ 75.75 Graphic Production
- $ 50.50 Production
<table>
<thead>
<tr>
<th>SIN(s) PROPOSED</th>
<th>SUPPORT PRODUCT/ LABOR (ODCs)</th>
<th>COMMERCIAL PRICE EXCLUDING MARKUP</th>
<th>UNIT OF ISSUE (Sq ft)</th>
<th>MOST FAVORED CUSTOMER (MFC)</th>
<th>COMMERCIAL MARKUP (%)</th>
<th>COMMERCIAL PRICE INCLUDING MARKUP</th>
<th>MARKUP OFFERED TO GSA (%)*</th>
<th>CEILING PRICE/RATE OFFERED TO GSA (excluding IFF)</th>
<th>CEILING PRICE/RATE OFFERED TO GSA (including IFF)</th>
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<td>541-1000</td>
<td>Poster-unmtd</td>
<td>$7.92 Sq. Ft.</td>
<td>Commercial Customers</td>
<td>0%</td>
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<td>$159.00 Each</td>
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<td>33&quot; Retractable II</td>
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<td>$0.07 Each</td>
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</tbody>
</table>
PUBLICATION DESIGN

1
CLIENT: International Finance Corporation
PROJECT: Series of brochures to highlight IFC’s global aid achievements.

2
CLIENT: National Urban League
PROJECT: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

3
CLIENT: Worldbank
PROJECT: Signage for the Worldbank that expresses...
WEB DESIGN & MULTIMEDIA

1
CLIENT: African Economic Research Consortium
PROJECT: Website redesign for Worldbank affiliate, AERC.

2
CLIENT: The Links Incorporated
PROJECT: Website redesign for Linksinc.org.

3
CLIENT: National Indian Gaming Commission
PROJECT: Redesign for Federal Government agency, NDIC.
Successful conversion from html to ASPx CMS.

4
CLIENT: Drug Enforcement Agency
PROJECT: Multimedia presentation on the dangers of Ecstacy and predatory drugs.
We create design solutions that work.
About Us

Over the past 30 years, CV has partnered with a diverse range of companies, institutions, Federal Agencies and associations and developed a track record of creating and implementing successful and creative design solutions. While our client base varies, our approach to solving creative problems is consistent: listen, learn, analyze, problem-solve, then create.
Our Work

We believe that it is our job to create design solutions that work for our clients, are embraced by their organizations, and inform their audience. Whether it’s brand identity, logo design, brochure design, website design, electronic presentation, retractables/exhibits, or an annual report—our multi-disciplinary designers can distill everything they learn about your organization into a simple and powerful idea that’s recognizable, embraceable and memorable.
Intel

CV was asked by Intel and Dalberg Global Development Advisors, who partnered together to produce a research study on *Women and the Web*, to design a report highlighting the global impact of the expansion of Internet access, especially as it relates to empowering women and enabling them to connect to other women in their online community by using the Internet as a platform for expression, empowerment and social change. We were tasked to work within Intel’s brand guidelines, while also creating new design approaches to graphs and data. We researched and selected photos that were relevant to the report. The end result was a report that was well received by Intel and its partners.
Global Tiger Initiative

CV designed the Global Tiger Initiative’s 2012 Implementation Report summarizing the goals and achievements of the global community dedicated to saving wild tigers from extinction.
Carbon Finance

The World Bank’s Carbon Finance Unit—part of the larger global effort to combat climate change—asked CV to design, for the second consecutive year, their Annual Report. The 2012 report design not only highlighted how climate change affects people, indigenous animals and plant life globally, but also focused on specific projects that have been implemented to combat those effects.
Forest Carbon Partnership Facility

Forest Carbon Partnership Facility, a global partnership focusing on the reduction of global carbon emissions and the sustainable management of forests, asked CV to design their 2012 Annual Report. The design uses gradient color boxes—reflecting the colors found in the accompanying photo—to introduce each section.
The U.S. Department of Education, Office of Communications and Outreach, asked Corporate Visions to design a series of retractable banners and 10’ x 10’ displays. These were to travel the country with various town hall and other events promoting several education initiatives.
WRG/IFC

The Water Resources Group, a division of IFC, asked Corporate Visions to design their 2012 Annual Report. Strong regional photos were used to highlight global hot spots where WRG and its partners are helping indigenous people harness and manage their water supplies. The design also uses pull quotes as a strong visual anchor for the body copy.
Global Transaction Team

The Global Transaction Team, a division of IFC/World Bank, asked CV to develop a brand image for their global recruitment program—which offers career opportunities and training to participants. The new identity design used blocks of color, highlighting key words associated with the program focus, as well as photos of people and places reflecting the program’s influence around the globe.
CV created a bus panel design for KIDSAVE, a DC adoption agency, to raise awareness of the need to find adoptive families for older kids. Because you only have a few seconds to grab a person’s attention, we created copy that is succinct, with a layout that’s clean, eye-catching and memorable.

ADOPT CHANGE. HOST A CHILD.
OVER 300 DC KIDS ARE WAITING. HELP AN OLDER CHILD FIND AN ADOPTIVE FAMILY.

202-237-SAVE (7283)
COTTON USA asked CV to create a marketing presentation. The presentation was used as one of their communications strategies to convince Wrangler that a partnership with COTTON USA would provide Wrangler with a point of differentiation that reinforced its brand position and redefined how consumers view its products.
CV was asked, for the second year in a row, to create a take-away brochure for the Rio+20 United Nations Conference on Sustainable Development held in June 2013 in Brazil. The 64-page brochure combined striking images with a colorful, informative and engaging design. The brochure was designed and sent to the printer in one week—in order to have the brochure available for the Rio+20 conference participants.

IFC Rio+20 Report on Sustainable Development
FAA

CV both designed and provided support for the writing/editing of the Federal Aviation Administration’s 2012 Performance and Accountability Report, and the companion Summary of Performance and Financial Information. All deliverables were on time and within budget. This year’s PAR design garnered two design/content awards. For the second year in a row the Association of Government Accountants (AGA) awarded FAA’s PAR with the CEAR award (Certificates of Excellence in Accountability Reporting). In addition, the 2012 PAR design also won the Best in Class award.
The United Fresh Produce Association asked CV to create marketing communications materials for their 2012 Produce Conference in Dallas, Texas.
The Program on Forests (PROFOR) — asked CV to produce an information brochure that illustrated their commitment to sustainable forest management. Also, as an extension of the brochure, an oversized poster was also created.
Africa Pulse/Infographic

Africa Pulse, a division of the World Bank, tasked CV with creating an Infographic that would visually communicate their gathered research on “Africa’s Economic Future” in a concise, understandable, and impactful way. The information provided was distilled by our designers by using simple graphics, strong/legible typography, and eye catching colors. The resulting infographic was clean, easy to digest, and impactful.
Department of Education Infographic

The Department of Education needed an Infographic to show how access and use of online education is helping the teaching/learning process.
Sierra Leone Investment and Export Promotion Agency, SLIEPA, needed a brand image that was recognizable and distinctive. CV created a new brand identity program. The new brand architecture involved the creation of a logo, stationery system, brochure, website, and newsletter.
The website design for SLIEPA was another touchpoint of the branding program. The look, tone, and feel of the site works cohesively with the overall brand architecture. www.sliepa.org
Branding/Corporate Identity
Contact Us:

1020 19th Street, NW
Suite LL20
Washington, DC 20036
P: 202.833.4333
F: 202.833-4332
TellMeMore@corpvisions.com
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CONTACT:
Robert L. Duncan, Vice President
rduncan@corporatevisions.com
www.corporatevisions.com

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  - Identity
  - Messaging
- Print
  - Brochures
  - Publications
  - Reports
    - Performance
    - Accountability
    - Financial
    - Strategic
    - Writing/Editing
    - 508 Compliancy
- Exhibit
  - Retractable Displays
  - Backdrop Displays
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