



DESIGN ALLIANCE

building brands that transform companies

520 North Washington Street, Alexandria | Virginia 22314 | T 703.838.9894 | designalliance.com



Contract Holder

GS-07F-0119U

Design Alliance, Inc.

General Services Administration

Federal Supply Service | Authorized Federal Supply Schedule | Catalog/Price List

July 1, 2013

SCHEDULE TITLE:

FSS 541
Advertising & Integrated Marketing Services (AIMS)

CONTRACT: GS-07F-0119U

SOLICITATION NO. 7FCB-H2-07-0541-B

CONTRACT PERIOD:

December 5, 2012 - December 4, 2017

CONTRACTOR:

Design Alliance, Inc.
520 North Washington Street
Alexandria, VA 22314
Tel: 703.838.9894 Mobile: 571.213.2434
Email: tchamblee@designalliance.com

CONTRACTOR ADMINISTRATION SOURCE:

Tonnie Chamblee, President
Tel: 703.838.9894 Mobile: 571.213.2434
Email: tchamblee@designalliance.com

BUSINESS SIZE: Small, Woman-Owned

For more information on ordering from
Federal Supply Schedules click on
FSSschedules@fss.gsa.gov

WHY DESIGN ALLIANCE

With more than 17 years of experience, Design Alliance supports national and local clients with brand-development, strategic planning, marketing and design services through video, websites, interactive media and print. Utilizing our proprietary methodology, we create incisive, intelligent solutions that bring new products and services to market and reposition existing brands to increase their market share, recognition and value. We work with our clients to accurately identify and reveal their brand's most compelling distinguishers, effectively differentiating their products and services, giving them real competitive advantage.

We provide strategic, innovative, integrated-marketing platforms including video, social media, website design development, interactive media and visualization, animated special effects, as well as, information graphics. In the constantly evolving media landscape, our clients know that they can consistently rely on Design Alliance for effective, breakthrough solutions that create significant results.

OUR SERVICES

Strategic Integrated Marketing
Website Development, SEO & Design
Video and Online Video
Social Media Campaigns
Visual Identity & Guidelines
Trade Show Exhibits
Public Relations
Logos, Naming & Taglines
Advertising Campaigns
Photography
PowerPoints & Briefings
Brand Marketing Workshops
Brochures/Annual Reports

OUR CLIENTS

Design Alliance has achieved the respect and confidence of regional and national clientele. Most of our new clients come to us through referrals from our current client roster and our GSA Schedule. A partial listing of these relationships includes: AT&T, Air Force Civil Engineer Center (AFCEC), American Red Cross, Americans for the Arts, Boston Properties, Carmen Group, Corporation for Public Broadcasting, DC Building Industry Association, Department of Commerce, Department of Energy, Department of Justice, Department of the Treasury, Discovery Communications, Earl Industries, EastBanc Properties, FBI, Gleason Research Associates, Greater Washington Board of Trade, Immigration and Customs Enforcement, Lowe Enterprises, The Metropolitan Opera of NYC, MPR Engineering, National Geographic, Northrop Grumman, Office of the Comptroller of the Currency, PBS Television, Penzance Development, SRA International, Signalife Cardio Health, Simon Properties, Simon and Schuster, Small Business Administration, Staubach Realty, Thayer Interactive, Time-Life, US Airforce, US Citizenship and Immigration Services, Urban Realty Advisors, Washington Post-Newsweek Interactive, WashingtonPost.com, The Washington Opera, William C Smith & Company, Western Development, The White House, and The World Bank.

The Department of Commerce



Design Alliance worked with the Department of Commerce to develop the new branded look and feel including messaging for their brochures, exhibits, banners and print promotional materials as well as identity guidelines for their all print campaign material.



MPR Engineering

Design Alliance created the brand, website design development, brochures, exhibits for MPR Engineering's three divisions: Federal, Power and Medical Product Development.



HPTi For HPTi, we created the new brand, brochures, exhibits and an awards program for reorganization.

Signalife Cardio Health



Design Alliance was selected to developed the brand, new name development, visual identity/logo/logotype, video, identity guidelines, brochures, direct mail, signage, exhibits and all marketing messaging for Signalife, doing business as Signalife Cardio Health.

MPR Engineering: Video & Online Video



MPR Engineering selected Design Alliance to develop their Brand messaging and broadcast it across multiple formats including: video, web site, brochures, exhibits, motion graphics. We developed an animated Brandmark, motion graphics for I-Pad presentations and identity guidelines.

The Department of the Treasury: Web Design | Motion Graphics | SEO | Social Media



Both the Department of Commerce (DoC), and the Department of the Treasury, Office of the Comptroller of the Currency (DOT/OCC) selected Design Alliance for their Brand Methodology and their messaging and marketing skills. The DOT/OCC requested that Design Alliance rebrand their organization, revise the look and feel of their website and create extensive style guidelines.



The DoC requested our rebranding services along with redesign of all print marketing materials and exhibits.

The Small Business Administration (SBA)

requested our assistance in redefining their online brand and evaluation of the Disaster Response Online Loan Application program. We assisted with user interface, usage issues as well as languaging and instructions.



Design Alliance developed Brand messaging, websites and Video for the Department of the Treasury, DC Building Industry Association, Discovery, MPR Engineering, Motiv Strategies and Signalife Heart Health.



ATTACHMENT A. - LABOR RATES: These labor rates include the Industrial Filing Fee (IFF) and discounts. Design Alliance, Inc. provides Website design/development, Video, Video Graphics, Naming and Visual identity design, 3D Modeling, Cause related Marketing, Social Media, Exhibits, Tradeshows, Programming, Photography, Print and Electronic Brochures, Direct Mail, Signage and all Communication Media.

DESIGN ALLIANCE GSA LABOR CATEGORY	Discounted Labor Rates with IFF
	12.05.12 to 12.04.17
Principal Design Lead	\$175.00
Project Manager	\$147.00
Subject Matter Expert II	\$220.00
Subject Matter Expert I	\$195.00
Communications Specialist III	\$140.00
Communications Specialist II	\$105.00
Communications Specialist I	\$60.00
Editorial III	\$95.00
Editorial II	\$70.00
Editorial I	\$60.00
Media/Marketing Tech Spec III	\$150.00
Media/Marketing Tech Spec II	\$120.00
Media/Marketing Tech Spec I	\$80.00
Internet Media Specialist III	\$165.00
Internet Media Specialist II	\$125.00
Internet Media Specialist I	\$85.00
Visual Comm/Graphics Spec III	\$140.00
Visual Comm/Graphics Spec II	\$120.00
Visual Comm/Graphics Spec I	\$75.00
Researcher III	\$130.00
Researcher II	\$90.00
Researcher I	\$40.00
Administrative II	\$75.00
Administrative I	\$55.00



CUSTOMER INFORMATION

1a. Table of Awarded Special Item Numbers (SINs) Contract Number GS-07F-0119U

SIN 541-1	Advertising Services
SIN 541-2	Public Relations Services
SIN 541-3	Web Based Marketing Services
SIN 541-4A	Market Research & Analysis Services
SIN 541-4B	Video/Film Production
SIN 541-4C	Exhibit Design and Implementation
SIN 541-4D	Conference, Events, Tradeshow Planning
SIN 541-4E	Commercial Photography Services
SIN 541-4F	Commercial Art & Graphic Design Services
SIN 541-5	Integrated Marketing Services
SIN 541-1000	Other Direct Costs

1b. Lowest Priced Model and Price for Each SIN: See Attachment A page 5

1c. Hourly Rates: See Attachment A page 5

2. Maximum Order*: \$1,000,000 per SIN

3. Minimum Order: \$100

4. Geographic Coverage: Domestic

5. Point(s) of Production: 520 North Washington Street, Alexandria, VA USA 22314-2314

6. Discount from List Prices: All prices listed are GSA net prices.

7. Quantity Discount(s): None

8. Prompt Payment Terms: Net 30 days.

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

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

10. Foreign Items: None

11a. Time of Delivery: In accordance with the requirements of the task order

11b. Expedited Delivery: Contact Contractor's Representative

11c. Overnight and 2-day delivery: Not Applicable

11d. Urgent Requirements: Contact the Contractor's Representative for accelerated delivery.

12. F.O.B. Point: Destination

13a. Ordering Address:

Design Alliance, Inc.
520 North Washington Street
Alexandria, VA 22314



CUSTOMER INFORMATION (continued)

- 13b. Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) in Federal Acquisition Regulation (FAR) 8.405-3 and a sample BPA can be found at GSA/FSS Schedule homepage
- 14. Payment Address:**
Design Alliance, Inc.
Attn: Accounts Payable
520 North Washington Street
Alexandria, VA 22314

Tel. 703-838-9894 / 571-213-2434
- 15. Warranty Provision:** Not Applicable
- 16. Export Packing Charges:** Not applicable
- 17. Terms and Conditions of Government Purchase Card acceptance:** Will accept up to 30,000 upon receipt of credit card authorization and receipt of authorized signature.
- 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 indicating date of parts price lists and any discounts from list prices (if available):** Not Applicable
- 20. Terms and Conditions for any other services (if applicable):** Not Applicable
- 21. List of service and distribution points (if applicable):** Not Applicable
- 22. List of Participating Dealers (if applicable):** Not Applicable
- 23. Preventative Maintenance (if applicable):** Not Applicable
- 24a. Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or pollutants):** Not Applicable
- 24b. Section 508 Compliance Electronic Information Toolkit (EIT):** Not Applicable
- 25. Data Universal Number System (DUNS) number:** 781097894
- 26. Notification regarding registration is in System for Award Management (SAM) database.**



1. Principal Design Lead

Functional Responsibility: Strategically manages multi-faceted program, developing product and service vision. Is responsible for building and successfully maintaining integrated management structure and evaluating overall performance. Manages sub-contractor and program financials. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

2. Project Manager

Functional Responsibility: Manages team of program area experts. Develops, directs, and manages strategic approach and strives to improve work processes, products, and services. Meets with client regularly to ensure work meets/exceeds client objectives.

3. Subject Matter Expert II

Functional Responsibility: Establishes conceptual and stylistic direction for communication initiatives and orchestrates the work of a team of design strategists. Develops and directs strategic approach to communication campaigns including general planning for ideation, implementation, rollout, and evaluation. Has expertise in numerous development tools. Meets with client as necessary to discuss progress, propose initiatives, and establish priorities.

4. Subject Matter Expert I

Functional Responsibility: Performs directed subject matter work. Supports team in producing high-quality deliverable in time-efficient manner. Meets with client as needed.

5. Communications Specialist III

Functional Responsibility: Oversees multi-faceted communications program area. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of media and legislative support services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

6. Communications Specialist II

Functional Responsibility: Manages team of communications specialists. Develops and directs strategic approach to information campaigns and strives to improve work processes, products, and services. Meets with client regularly to ensure work meets/exceeds client objectives, to propose initiatives, and to establish priorities.

7. Communications Specialist I

Functional Responsibility: Aids in developing and implementing targeted information campaigns. Contributes to the production of information products such as brochures, videos, media, and legislative analysis. Maintains contact lists.

8. Editorial III

Functional Responsibility: Oversees diverse editorial program area. Heads development of strategic integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of effectively communicating client key messages and directing quality assurance. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

9. Editorial II

Functional Responsibility: Leads multiple editorial initiatives. Manages document quality assurance and quality control procedures and works with staff to improve writing flow and layout.

10. Editorial I

Functional Responsibility: Supports writing projects and aids in ensuring communications clearly relay client key messages and adhere to identified requirements. Performs document quality assurance and quality control reviews. Works with staff to improve writing flow and layout.

11. Media/Marketing Tech Spec III

Functional Responsibility: Manages team of media/marketing technology specialists overseeing systems design, documentation, and development. May deliver messaging through multiple media including video, social media, blog, articles, email. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

12. Media/Marketing Tech Spec II

Functional Responsibility: Manages team of media/marketing technology specialists overseeing systems design, documentation, and development. May deliver messaging through multiple media including video, social media, blog, articles, email. Meets with client regularly to discuss progress, propose initiatives, and establish priorities.

13. Media/Marketing Tech Spec I

Functional Responsibility: Supports media/marketing tasks. Assists with systems development by writing reports, testing software-writing systems, documenting, and building basic queries.



14. Internet Media Specialist III

Functional Responsibility: Establishes conceptual and stylistic direction for Internet initiatives and orchestrates the work of a team of web developers. Develops and directs strategic approach to web campaigns including general planning for site architecture, rollout, and evaluation. Has expertise in numerous web development tools. Meets with client as necessary to discuss progress, propose initiatives, and establish priorities.

15. Internet Media Specialist II

Functional Responsibility: Establishes conceptual and stylistic direction for Internet initiatives and orchestrates the work of a team of web developers. Develops and directs strategic approach to web campaigns including general planning for site architecture, rollout, and evaluation. Has expertise in numerous web development tools. May contribute to the production of web graphics, motion graphics and video. Meets with client as necessary to discuss progress, propose initiatives, and establish priorities.

16. Internet Media Specialist I

Functional Responsibility: Aids in design and development of web sites. Contributes to the production of web graphics, motion graphics and video. Aids implementation of site layout using HTML, HTML5, Java, JavaScript, Cold Fusion, ASP, PHP and/or other tools. Can assist in web site testing and evaluation processes.

22. Visual Comm/Graphics Spec III

Functional Responsibility: Oversees multi-faceted visual communications program area. Heads development of strategic integrated visual product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing broad range of visual communications/graphic services. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

23. Visual Comm/Graphics Spec II

Functional Responsibility: Assists design team lead in establishing conceptual and stylistic direction for work of team. Designs materials and approves the work of other designers. Possesses specialized skills in web, multimedia, or video expertise in using design software and pre-press production. May contribute to the production of web graphics, motion graphics and video. Meets with client as necessary.

24. Visual Comm/Graphics Spec I

Functional Responsibility: Creates graphic materials based on pre-set standards. Supports design of projects from conception to completion. May contribute to the production of web graphics, motion graphics and video. Experienced in desktop layout, image manipulation, social media and some pre-press preparation.

26. Researcher III

Functional Responsibility: Oversees long-term research program area. Heads development of strategic and integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of support services including technical research and market positioning. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

27. Researcher II

Functional Responsibility: Coordinates and/or conducts research initiatives, developing innovative market positioning strategy that meets client requirements and industry standards. Builds relationships with technical experts in academia and contracts assistance when required. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

28. Researcher I

Functional Responsibility: Supports research initiatives through data gathering via a variety of electronic search tools, as well as surveys, interviews, and other investigative methods.

29. Administrative II

Functional Responsibility: Provides administrative, project assistant, and administrative oversight support. May provide secretarial, word processing, graphics, desktop publishing, and editing support.

30. Administrative I

Functional Responsibility: Provides general administrative and clerical support for project tasks. Support may include word processing, filing, graphics, database maintenance, and quality assurance.



Building Brands that Transform Companies and Organizations

Founded in 1996, Design Alliance creates extraordinary Brand-based experiences. We transform companies and organizations, and the perceptions that people have about these entities, by translating their core values and aspirations into immediately accessible Brand personalities that powerfully and emotionally resonate with their customers and employees.

We actively target organizations that are looking to improve, expand, or enrich, the Client/Brand experience. Our ideal client knows their business inside and out and has great confidence in its untapped potential. They understand the value of branding, good design, and the importance of a completely integrated, engaging, and relevant customer experience.

Design Alliance is the only Washington area firm focused exclusively on Brand-building and Brand-based experiences. We are a multidisciplinary firm made up of multi-talented Brand and Design Strategists. Our proven methodology ensures that we bring to light previously unseen, or unspoken goals for the Brand, build consensus among decision-makers and clearly distinguish and position the Brand in the marketplace. Our innovative work results in solutions ranging from Brand-systems, new names, taglines, brandmarks, signage and print marketing collateral to themed environments, web-based experiences, video and multimedia experiences.

BrandAlignment Methodology

Design Alliance has developed a comprehensive methodology for delivering Branding and Strategic Marketing solutions to best meet an organization's needs for presenting, acquiring, and managing and distributing knowledge assets. This integrated methodology provides Design Alliance clients with seamless expertise in all areas of Branding and Strategic Marketing specifically for conceptual and image-based projects. Design Alliance's specific areas of focus within Branding are: Identity Design, Positioning, Sub Branding, Naming, Taglines, Strategic Marketing Collateral, Signage, Environmental Graphics, Video, Web Site Design/Development/Site Architecture/Programming, Promotional Brochures, Advertising and Direct Mail.

This comprehensive process also simplifies and expedites the defining, describing, and designing of the unique associations, emotions, and expressions of the business that will clearly distinguish and successfully position your corporate brand personality within the marketplace.

Management and Company Structure

Our management team is comprised of Tonnie Chamblee, the President and Principal Design Director, and Greg deSantis, Principal Creative Director. Both Ms. Chamblee and Mr. deSantis have many years of business and design experience and act as the catalyst for Design Alliance. Together they manage Design Alliance's daily business activities, as well as the sales and marketing activities of the company, and participate in many of the projects from both the management and design perspectives.

Project teams are managed by Ms. Chamblee and/or Mr. deSantis and are comprised of staff with varying levels of experience in the areas of expertise required, based on the actual project requirements and budgets. Design Alliance has a great deal of experience in using the right people, at the right time, on the right job.

The structure of Design Alliance is such that creativity and interaction is emphasized and encouraged and the processes designed to be customer-centric. Using these processes, Design Alliance has developed a reputation for providing quality service and products for an appropriate price.