

CONTRACT PERIOD:

September 22, 2014 through
September 21, 2024

**PRICE LIST CURRENT
AS OF MODIFICATION
PS-A812, EFFECTIVE
FEBRUARY 4, 2020.**

CONTRACTOR:

Kevershan, Patricia dba
Kevershan Design
4452 Park Boulevard
Suite 208
San Diego, CA 92116-4051

ADMINISTRATOR:

Patricia Kevershan
619-260-0960 OFFICE
619-260-0959 FAX
858-232-7681 MOBILE
pattyk@pk-pt.com
pattyk@kevershandedesign.com
www.kevershandedesign.com

BUSINESS SIZE:

Small

**SOCIOECONOMIC
INDICATORS:**

S, W, WO

Multiple Award Schedule FSC GROUP: MAS

GENERAL SERVICES ADMINISTRATION FEDERAL SUPPLY SERVICE AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

**We are eager to put our years of experience,
knowledge, skills, and enthusiasm to work for you.**

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 GSA Advantage.gov. For more information on ordering from Federal Supply Schedule click on the FSS Schedules button at fss.gsa.gov.

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS)

SIN	DESCRIPTION
541430	GRAPHIC DESIGN SERVICES
541922	COMMERCIAL PHOTOGRAPHY SERVICES
OLM	ORDER-LEVEL MATERIALS (OLMS)

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one) SIN • MODEL • PRICE

N/A • Services

1c. HOURLY RATES: (Services Only)

Please see pages 5-11 for hourly rates and labor categories.

2. MAXIMUM ORDER*: SIN 541430: \$1 million • SIN 541922: \$250,000.00

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. POINT(S) OF PRODUCTION: NA

6. DISCOUNT FROM LIST PRICES: GSA Net Prices are shown on the attached GSA Pricelist.

7. QUANTITY DISCOUNTS: +3% on orders \$50,000 or more.

8. 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.

9a. GOVERNMENT PURCHASE CARDS MUST BE ACCEPTED AT OR BELOW THE MICRO-PURCHASE THRESHOLD.

9b. GOVERNMENT PURCHASE CARD ACCEPTED FOR PURCHASES ABOVE THE MICRO-PURCHASE THRESHOLD.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: N/A

11b. EXPEDITED DELIVERY: Contact Contractor's Representative

11c. OVERNIGHT AND 2-DAY DELIVERY: Contact the Contractor for rates

11d. URGENT REQUIRMENTS:

Customers are encouraged to contact the Contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS:

Kevershan, Patricia dba
Kevershan Design
4452 Park Blvd Ste 208
San Diego, CA 92116-4051

Patricia Kevershan
619-260-0960 OFFICE
619-260-0959 FAX
858-232-7681 MOBILE
pattyk@pk-pt.com
pattyk@kevershandedesign.com
www.kevershandedesign.com

13b. ORDERING PROCEDURES:

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3.

14. PAYMENT ADDRESS:

Kevershan, Patricia dba
Kevershan Design
4452 Park Blvd Ste 208
San Diego, CA 92116-4051

- 15. WARRANTY PROVISION:** N/A
- 16. EXPORT PACKING CHARGES:** N/A
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:**
Government Purchase Card accepted for purchases above the micro-purchase threshold.
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
- 19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20a. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS
AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20b. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
- 23. PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES
(E.G. RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS):** N/A
- 24b. SECTION 508 COMPLIANCE FOR EIT:** AS APPLICABLE
- 25. DUNS NUMBER:** 171870616
- 26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:**
Contractor has an Active Registration in the SAM database.

541430

PRINCIPAL/PROGRAM MANAGER

HOURLY RATE

(IFF included and GSA discount):

\$90.68

EDUCATION: Bachelor's Degree • **EXPERIENCE:** 30 years

RESPONSIBILITIES:

- Provides leadership for the design firm in terms of clients, staff, new business, and overall direction.
- Develops budgets and responses for RFQ's and RFP's, and negotiates contracts.
- Responsible for all sales and marketing activities.
- Develops relationships with multiple government agencies.
- Responsible for ensuring that all tasks associated with a project are completed effectively and efficiently, on time and within budget.
- Assures quality control programs are in place and consistent on all projects assigned.
- Ensures campaigns, schedules and deliverables meet or exceed client expectations.
- Serves as the principle liaison between the creative team and multiple government agencies.

CREATIVE DIRECTOR

HOURLY RATE

(IFF included and GSA discount):

\$90.68

EDUCATION: Bachelor's Degree • **EXPERIENCE:** 20 years

RESPONSIBILITIES:

- Directs the activities of the project team to ensure the firm's standards of creative excellence, timeliness, and profitability are maintained, while achieving the client's goals.
- Works with copywriters and the creative team to ensure that the proper interpretation of the client's objectives and goals are met.
- Maintains external professional relationships to ensure the ongoing availability of specialized expertise, talented freelancers, and reputable studios/producers when their services are required.
- Oversees creative consultations to verify appropriate creative strategies, adequacy/accuracy of input, schedules, budgets, production support, necessary reviews, and client presentations are on target.
- Serves as senior-level client contact.

SENIOR ART DIRECTOR

HOURLY RATE

(IFF included and GSA discount):

\$81.61

EDUCATION: Bachelor's Degree • **EXPERIENCE:** 20 years

RESPONSIBILITIES:

- Manages photographers, illustrators, designers and production artists to ensure the work meets creative standards and it is completed on time.
- Works with copywriters and the creative team to ensure that the proper interpretation of the client's objectives and goals are met.
- Verifies that project specifications and client expectations are met.
- Translates desired moods, messages, concepts, and underdeveloped ideas into imagery that visually communicates the client's message to the target audience.
- Responsible for solidifying the vision of the collective imagination of the creative team while resolving conflicting agenda and inconsistencies between the various individual inputs.
- Supervises designers and production artists.
- Serves as senior-level client contact.

541430

SENIOR GRAPHIC DESIGNER

HOURLY RATE

(IFF included and GSA discount):

\$68.01

EDUCATION: Bachelor's Degree • **EXPERIENCE:** 15 years

RESPONSIBILITIES:

- Designs and produces art and copy layouts for visual communications media including print and web applications.
- Develops designs that are on strategy and reflect brand's personality.
- Thoroughly understands web design, printing processes, photography, illustration and typography.
- Works with production manager to make sure all specifications are correct in order to obtain bids.
- Coordinates design projects and reviews files from designers and production artists.
- Maintains brand continuity throughout all design projects.
- Presents information in a way that is both accessible and memorable.
- Solves visual communication problems or challenges by identifying the communication issues, gathering and analyzing information related to the issue, and generating potential approaches aimed at solving the problem.
- Serves as senior-level client contact.

GRAPHIC DESIGNER

HOURLY RATE

(IFF included and GSA discount):

\$58.94

EDUCATION: Bachelor's Degree • **EXPERIENCE:** 5 years

RESPONSIBILITIES:

- Works with senior level staff to implement design directions.
- Designs and produces art and copy layouts for visual communications media including print and web applications.
- Develops designs that are on strategy and reflect brand's personality.
- Thoroughly understands web design, printing processes, photography, illustration and typography.
- Maintains brand continuity throughout all design projects.
- Presents information in a way that is both accessible and memorable.
- Solves visual communication problems or challenges by identifying the communication issues, gathering and analyzing information related to the issue, and generating potential approaches aimed at solving the problem.

SENIOR COPYWRITER

HOURLY RATE

(IFF included and GSA discount):

\$108.82

EDUCATION: Bachelor's Degree • **EXPERIENCE:** 20 years

RESPONSIBILITIES:

- Works with the creative team to ensure that the client's objectives and goals are met.
- Responsible for the verbal or textual content of a project, however, the copywriter may also suggest a visual or aesthetic approach. The words and visuals should not parrot each other; each should enhance or enlarge the other's meaning and effect.
- Tells the product story by crafting it in such a way that it resonates with the viewer/reader, ideally producing an emotional response to persuade someone to buy a product, or influence their beliefs.
- Presents information in a way that is both accessible and memorable.
- Has extensive experience on a wide range of topics.
- Demonstrates excellent research, analysis, writing, compilation, editing and communication skills.
- Serves as senior-level client contact.

541430

COPYWRITER

HOURLY RATE

(IFF included and GSA discount):

\$86.15

EDUCATION: Bachelor's Degree • **EXPERIENCE:** 10 years

RESPONSIBILITIES:

- Researches topic areas to the maximum extent practicable.
- Develops engaging angles and creative, unifying themes.
- Creates organized and thorough outlines.
- Demonstrates excellent writing skills in a broad variety of styles, including prose, speechwriting, scriptwriting, etc.
- Uses impeccable grammar, punctuation, and style.
- Integrates writing with visual (graphic) information.

COPYEDITOR

HOURLY RATE

(IFF included and GSA discount):

\$68.01

EDUCATION: Bachelor's Degree • **EXPERIENCE:** 5 years

RESPONSIBILITIES:

- Thorough knowledge and understanding of Chicago Manual of Style, AP Stylebook, and/or similar.
- Proofreads for grammar, punctuation, format, and consistency.
- Makes editorial and stylistic suggestions, as appropriate.
- Ensures that graphics, tables, and text are properly integrated. Develops table of contents, index, footnotes, and bibliography, as needed.

PROJECT MANAGER

HOURLY RATE

(IFF included and GSA discount):

\$81.61

EDUCATION: Bachelor's Degree • **EXPERIENCE:** 15 years

RESPONSIBILITIES:

- Handles multiple task orders simultaneously.
- Manages project time lines and budgets.
- Establishes standards of operation and quality of work.
- Facilitates and maintains a flow of information to all departments.
- Meets regularly with the creative team to ensure projects are on schedule.
- Serves as senior-level client contact.

PRODUCTION MANAGER

HOURLY RATE

(IFF included and GSA discount):

\$68.01

EDUCATION: Bachelor's Degree • **EXPERIENCE:** 10 years

RESPONSIBILITIES:

- Monitors projects through all phases of design and production.
- Adheres to client budget and time constraints.
- Obtains estimates from outside vendors for photography, printing, etc.
- Expedites "rush" jobs so they meet deadlines, but do not impact the orderly flow of other projects.
- Verifies project specifications prior to sending to creative team for design and production.
- Maintains a job number log.
- Submits art and mechanicals for proofreading and internal approvals prior to sending to the client.
- Assigns, schedules, and supervises the production art team, and coordinates with art directors regarding the scope of projects.
- Ensures that all work produced is technically correct, resulting in high-quality files.
- Remains current on industry trends and technology.

541430

PRODUCTION ARTIST

HOURLY RATE

(IFF included and GSA discount):

\$54.41

EDUCATION: Associate's Degree • **EXPERIENCE:** 5 years

RESPONSIBILITIES:

- Works closely with creative team and production manager to finalize production-ready artwork that supports design concepts and layouts.
- Verifies the proper usage of logos, colors, typefaces, text formatting, photos, illustrations, etc.
- Ensures that all artwork meets technical specifications.
- Prepares files for transfer to vendors.
- Remains current on industry trends and technology.

PROJECT COORDINATOR

HOURLY RATE

(IFF included and GSA discount):

\$45.34

EDUCATION: Associate's Degree • **EXPERIENCE:** 5 years

RESPONSIBILITIES:

- Reports to the project manager and serves as the liaison between stakeholders.
- Coordinates project phases and schedules with team members.
- Arranges support services and coordinates subcontractors for multiple projects.
- Prepares client status reports.
- Manages departmental calendars.
- Ensures timely submission of timesheets and expense reports.
- Submits and tracks purchase orders.

541922

<p>PHOTO RETOUCHER</p> <p>HOURLY RATE (IFF included and GSA discount):</p> <p>\$95.72</p>	<p>EDUCATION: Bachelor’s Degree • EXPERIENCE: 10 years</p> <p>RESPONSIBILITIES:</p> <ul style="list-style-type: none">• Editing, enhancing and retouching of photo images through the application of artistic enhancement techniques (modifying backgrounds, removing unwanted objects, adjusting color tones, and retouching skin textures are a few examples of tasks).• Ensures that all work produced is technically correct.• Collaborates with art directors and photographers to achieve design vision.• Remains current on industry trends and technology.	
<p>PHOTOGRAPHER 1</p> <p>DAILY RATE* (IFF included and GSA discount):</p> <p>\$1,360.20</p>	<p>EDUCATION: Bachelor’s Degree • EXPERIENCE: 9 years</p> <p>*Daily Rate includes technical expertise, creative fees, 11 hours, standard camera equipment, and usage rights to images.</p>	<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none">• Photographers are selected based on the difficulty of, and responsibility for, the photography performed, including the subject-matter knowledge and artistry required to complete the assignment.• Exercises imagination and creative ability in response to photography situations requiring novel and unprecedented treatment.• Collaborates with creative team and clients to ensure that the photo images meet the design and communications needs for the overall project and target audience.• Possesses extensive photographic knowledge and excellent technical expertise.• Creative thinker and problem solver.• Diverse experience and capabilities to photograph portraiture, architectural, field and studio images, and more.• Reliable and able to meet deadlines.• Remains current on industry trends and technology.• Provides all models, location scouting, and full support services, etc., for any level of production (pre- and post-production costs are bid according to the job requirements and specifications).• Video experience (photographer 4).
<p>PHOTOGRAPHER 3</p> <p>DAILY RATE* (IFF included and GSA discount):</p> <p>\$2,720.40</p>	<p>EDUCATION: Bachelor’s Degree • EXPERIENCE: 20 years</p> <p>*Daily Rate includes technical expertise, creative fees, 11 hours, standard camera equipment, and usage rights to images.</p>	
<p>PHOTOGRAPHER 4</p> <p>DAILY RATE* (IFF included and GSA discount):</p> <p>\$3,808.56</p>	<p>EDUCATION: Bachelor’s Degree • EXPERIENCE: 25 years</p> <p>*Daily Rate includes technical expertise, creative fees, 11 hours, standard camera equipment, and usage rights to images.</p>	
<p>PHOTO ASSISTANT</p> <p>DAILY RATE* (IFF included and GSA discount):</p> <p>\$353.65</p>	<p>EDUCATION: High School Degree • EXPERIENCE: 5 years</p> <p>*Daily Rate includes technical expertise and 8 hours.</p>	

541430

PRINCIPAL/PROGRAM MANAGER	\$ 90.68 HOURLY RATE (IFF included and GSA discount)
CREATIVE DIRECTOR	\$ 90.68 HOURLY RATE (IFF included and GSA discount)
SENIOR ART DIRECTOR	\$ 81.61 HOURLY RATE (IFF included and GSA discount)
SENIOR GRAPHIC DESIGNER	\$ 68.01 HOURLY RATE (IFF included and GSA discount)
GRAPHIC DESIGNER	\$ 58.94 HOURLY RATE (IFF included and GSA discount)
SENIOR COPYWRITER	\$108.82 HOURLY RATE (IFF included and GSA discount)
COPYWRITER	\$ 86.15 HOURLY RATE (IFF included and GSA discount)
COPYEDITOR	\$ 68.01 HOURLY RATE (IFF included and GSA discount)
PROJECT MANAGER	\$ 81.61 HOURLY RATE (IFF included and GSA discount)
PRODUCTION MANAGER	\$ 68.01 HOURLY RATE (IFF included and GSA discount)
PRODUCTION ARTIST	\$ 54.41 HOURLY RATE (IFF included and GSA discount)
PROJECT COORDINATOR	\$ 45.34 HOURLY RATE (IFF included and GSA discount)

541922

PHOTO RETOUCHER	\$ 95.72 HOURLY RATE (IFF included and GSA discount)
PHOTOGRAPHER 1	\$1,360.20 DAILY RATE (IFF included and GSA discount)
PHOTOGRAPHER 3	\$2,720.40 DAILY RATE (IFF included and GSA discount)
PHOTOGRAPHER 4	\$3,808.56 DAILY RATE (IFF included and GSA discount)
PHOTO ASSISTANT	\$ 353.65 DAILY RATE (IFF included and GSA discount)

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor WD Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the Contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

SCA ELIGIBLE LABOR CATEGORY	SCA EQUIVALENT CODE TITLE	WAGE DETERMINATION NUMBER
PHOTOGRAPHER 1	13075 - PHOTOGRAPHER III	2015-5635
PHOTOGRAPHER 3, 4	13075 - PHOTOGRAPHER V	2015-5635

KEVERSHAN DESIGN

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www.kevershandedesign.com

Kevershan Design is an experienced, woman-owned, small business global solution provider with a proven track record in creative services, art direction, graphic design, website design, branding, promotional services and project management.

The agency provides exceptional full-service creative solutions that improve communications among various government agencies, institutions, and commercial businesses and their clients, targeted to both trade and consumers.

Kevershan Design principal Patricia "Patty" Kevershan started her professional career with MarketDesign in San Diego, and worked with the agency for four years before establishing Kevershan Design in 1987. Patty is a professional graphic designer who maintains her design/production expertise. She also works closely with each client to understand their needs and guides the creative process to successful completion.

Throughout her career, Patty has provided creative direction and full project and budget management, and hired and coordinated in-house staff and additional creative freelance professionals. She has developed strong relationships with many experienced subcontractors in varied disciplines who share her commitment to creative excellence and unfailing service. Patty is confident that she can deliver continuity of performance on all projects, and has the capacity and resources to handle concurrent projects from multiple clients at any given time.

For over 30 years, Patty has produced creative solutions for community outreach efforts as well as marketing communications campaigns. Relevant work experience includes (partial list):

- **Government** – VA San Diego Healthcare System, National Veteran Summer Sports Clinic, USDA Natural Resources Conservation Service (NRCS) – Montana
- **Consumer** – Jacuzzi Group Worldwide (Jacuzzi Bathtubs, Jacuzzi Hot Tubs and Sundance Spas), Nederlander Organization, San Diego Civic Youth Ballet, San Diego History Center, Pogue & Associates, Anderson Plumbing, Heating & Air, Senior Stay or Go
- **Technology** – Jabra/GN Netcom, Kyocera, Proxima Corporation, Qualcomm, Shenzhen Horn Audio Company, Ltd.
- **Education** – San Diego State University (SDSU), and SDSU Foundation, SIATech
- **Healthcare** – San Diego Cancer Center, Scripps Center for Executive Health, Scripps Center for Integrative Medicine, Sharp HealthCare, Southern California Physicians Managed Care Services, San Diego Sports Medicine Executive Health & Corporate Wellness
- **Hospitality** – Sycuan Tribal Development Corporation (The US Grant Hotel, Kumeyaay Cultural Center Displays)
- In addition, Kevershan Design has worked with numerous small and local startup companies, as well as many non-profit organizations. Kevershan Design's clients are the company's most fervent supporters. The majority of new business has come through referrals from our satisfied business partners. In addition, our collaborative structure enables us to meet the needs of a wide range of clients, both large and small, in a variety of industries.

We look forward to working with you to deliver creative solutions in support of your goals. Please contact us for references, or any additional information you may require.

In addition to **GSA Contract GS07F297BA**, Kevershan Design (Kevershan, Patricia) registrations and certifications with the following entities are current, and I agree to abide by all applicable regulations.

Federal Registration with SAM

SBA WOSB: Self-Certification

DUNS Number: 17-187-0616

CAGE Number: 47CLS

SIN/NAICS Code:

541430 Graphic Design Services

Services Include: Graphic design, advertising, marketing, website design, web content development, search engine marketing, branding, logos, identity, stationery, letterhead, business cards, annual reports, brochures, newsletters, direct mail, posters, signs, banners, packaging, illustration, PowerPoint presentations, exhibit design, displays, fabrication, tradeshow booth design, promotional products, printing, photography, photo retouching, editing, technical writing, white papers, scriptwriting, copywriting, and related services.

VA SAN DIEGO HEALTHCARE SYSTEM

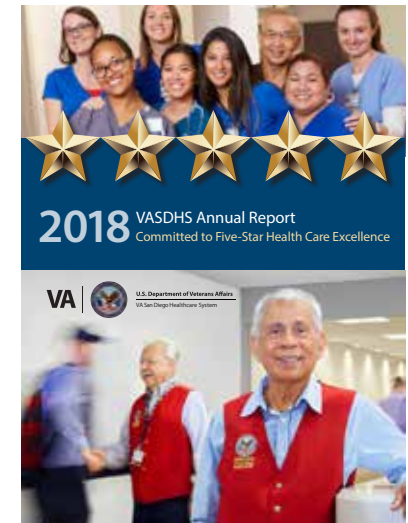
Kevershan Design has worked on projects for the VA San Diego Healthcare System since 1998.

We have designed and produced various logos, brochures, folders and annual reports.

We work closely with the Public Affairs Director to develop shot lists and creative direction for their photo shoots.

We coordinate with the photographer and art direct the photo shoots at the VA Hospital. We have developed an extensive photo library for the client. The photo images are used in their corporate marketing materials, videos, and on their intranet and external websites.

We also provide overall creative concepts, copyediting, and proofreading services, as well as photo retouching.



JACUZZI GROUP WORLDWIDE/SUNDANCE SPAS

Kevershan Design was responsible for creative development, managing, and scheduling of several photo shoots for Sundance Spas over a 20 year period. These were large productions that we coordinated with the client, photographer, stylists, and creative directors.

We worked to create the appropriate images that would appeal to the client's target audience. We were able to develop an extensive photo library for the client by developing different scenarios to be photographed, and utilizing a single location to look like multiple sets.

We provided creative direction, design, layout, and copy for numerous consumer brochures, print and web-based advertising campaigns, in-store POP displays, tradeshow graphics, email blasts, and promotional dealer kits.

We have also provided creative and search-engine optimized copy/content for their website. We've developed communications based on target markets and keyword strategies, consulting with the web development team and client to create search-engine optimization campaigns to meet quantifiable conversion goals.

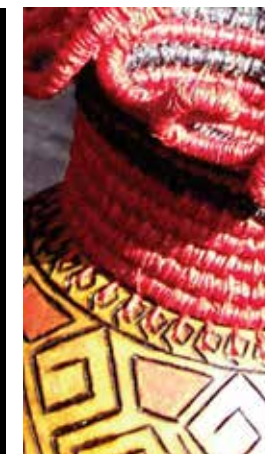
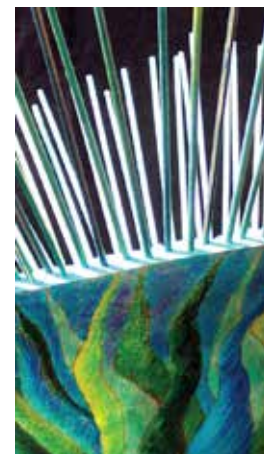
For the advertising, brochures and websites, we wrote consumer-friendly copy from client-supplied technical product specifications and features for the new spas.



ART IN TEXTURE

Projects for Art in Texture included naming, brand identity, stationery package, hang tags, flyers, direct mail postcards, and website development.

The e-commerce website project involved concept development, design, layout and production; organizing, selecting and cropping images; SEO copywriting; research and content development. The e-commerce backend, and proper programming of the web pages were critical for site functionality.



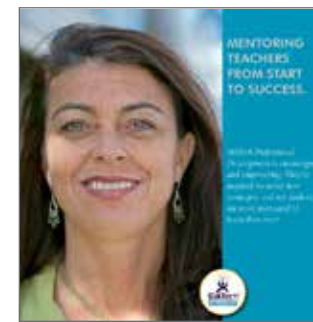
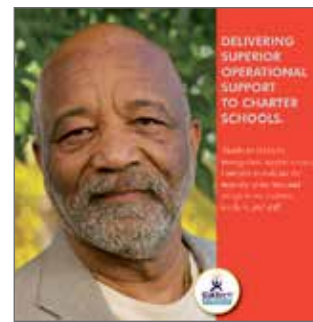
SIATECH

The goal of this campaign was to strengthen the SIATech Brand to compete for National Foundation Funding. We worked with their marketing group, who provided the copywriting and marketing expertise.

Kevershan Design worked closely with them to develop a fundraising kit that would provide a flexible system that was visually coded for each of the key SIATech groups and entities, allowing SIATech to customize each presentation. Client-supplied images were reviewed and selected for the projects.

An interim portal website was also developed to position SIATech and its various entities as a single ecosystem.

For current website please see:
<http://www.siatech.org/>



US GRANT, KUMEYAAY CULTURAL CENTER

The US Grant Hotel, located in the heart of downtown San Diego, underwent a \$52 million renovation with new design and décor.

A portion of this renovation included creating a cultural center to highlight the historical background of the new owners of the hotel, the Sycuan Band of the Kumeyaay Nation.

Kevershan Design worked with the client, architect and interior designer to design, develop, and oversee the manufacturing and installation of the exhibit display cases, which are housed within the cultural center.

Historical images and artifacts were supplied by the Sycuan Band of the Kumeyaay Nation. Artifacts included ceremonial eagle feather attire, traditional baskets, and musical instruments.

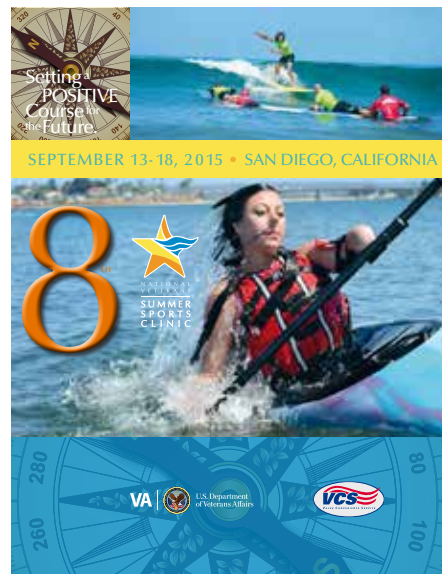


NATIONAL VETERANS SUMMER SPORTS CLINIC

These annual outreach programs are targeted to disabled Veterans to promote the National Veterans Summer Sports Clinic (NVSSC). This program is offered as a method to educate and build a strong foundation which will further each Veterans' dedication to their overall rehabilitation, health, and pursuit of a rewarding lifestyle.

Kevershan Design has worked with NVSSC in San Diego to develop design directions for these annual events.

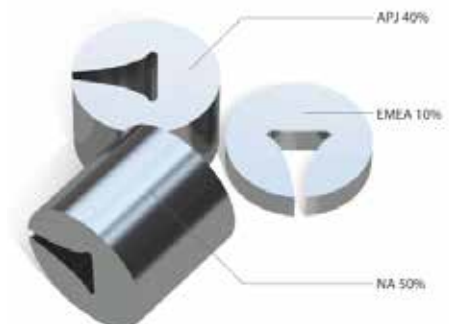
For over ten years, we have had the opportunity to work on a variety of projects, including posters, a press release folder, a rack brochure, a sponsor booklet, event signage, and program brochures. We reviewed and selected the supplied photo images, designed and finalized the production of the different pieces to send to the printer.



SHENZHEN HORN AUDIO COMPANY

Kevershan Design worked with the client to establish their new brand identity. We incorporated the horn shape used in their manufacturing to create consumer recognition. To reinforce the logo mark, we also created a dimensional version that we used for charts and graphs.

Stationery, trade show graphics, PowerPoint templates and presentations, holiday cards, illustrations, and technical drawings were also developed for this international client.



JACUZZI GROUP WORLDWIDE

Kevershan Design was responsible for creative development, managing, and scheduling of several photo shoots for both Jacuzzi Hot Tubs and Jacuzzi Bathtubs.

These were multi-day, multi-location photo shoots. Multiple locations were scouted and hundreds of models were reviewed.

An extensive photo library was developed for use in the client's corporate marketing materials, advertising, brochures, email blasts, on their websites, and other online marketing initiatives.

Both the bathtub and hot tub shoots required logistical planning and coordination with dealers for delivery and technical support.

For the bathtub product line, we also worked with interior designers, stylists, and contractors to transform living rooms, dining rooms, bedrooms, and hotel rooms into fabulous bathroom designs.

We provided creative direction, design, layout, and copy for numerous consumer brochures, print and web-based advertising campaigns, in-store POP displays, tradeshow graphics, email blasts, and promotional dealer kits.

We have also provided images, creative development and search-engine optimized copy/content for their websites.



BRAND IDENTITIES

The sample of brand identities shown here represent clients from a wide range of industries with varied project requirements such as:

- naming
- logo design
- stationery packages
- style guides
- merchandising
- packaging
- t-shirts
- direct mail
- vehicle graphics
- presentation templates
- signage
- web development
- advertising
- brochures, etc.



Real. Estate. Answers.





Contract Holder
Contract GS07F297BA

Kevershan | Design

CONTRACT PERIOD:

September 22, 2014 through
September 21, 2024

Thank you.

We look forward to working with you.

CONTRACTOR:

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