

# capability statement

**KATY DWYER DESIGN** is a certified woman-owned business enterprise. Our team excels in graphic design for print and digital, WordPress website design and development, and branding for businesses and organizations who need to present a cohesive brand, allowing them to drive better engagement with customers, consumers, and audiences.

## core competencies

### graphic design

- Logos & identity design
- Brochures
- Annual reports
- Newsletters
- Direct Mail
- Signage & billboards
- Tradeshow displays
- Stationery
- Publications & catalogs
- Advertising campaigns
- Invitations
- Packaging & labels

### websites & digital

- WordPress website design & development
- Website Management
- Social Media Management
- Email Marketing

### branding

- Brand Creation
- Business Naming
- Brand Guidelines

## differentiators

**experience** The Katy Dwyer Design team has a combined 30+ years of experience in graphic design, website design and development, and marketing communication.

**industry expert** Katy Dwyer is trusted by the Women's Enterprise Development Center to teach the marketing portion of their 60-hour entrepreneurial course. Additionally, Katy has presented seminars on branding, digital marketing, and website improvement to multiple Chambers of Commerce and other networking groups.

**team** Our team is an ideal blend of talents, from art direction to the latest technologies in website design, illustration to print design, direct mail to email marketing, communications to social media prowess, making us a true full-service design firm.



## company data

**DUNS # 086036186**

**CAGE: 8EBAB**

**NAICS: NIGP:**

541430 91876

541511 92078

541613 96546

## past performance

**Icahn School of Medicine at Mount Sinai, Center to Advance Palliative Care** New York, NY  
Print and digital design of various marketing materials.  
12-month contract, 2017, 2018, and 2019, \$15,000/year

**Walkkill Valley Land Trust**  
New Paltz, NY  
Rebranding this non-profit organization, including logo design, brand guidelines, website design & development, brochure design, email templates, signage, and stationery. 6-month contract, May - Oct 2019, \$13,000

**Bottomless Closet**  
New York, NY  
Non-profit organization's website design & development.  
3-month contract, January - March 2019, \$8,400

## contact info

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