



Corporate capability statement

Corporate overview

DBA Design, founded in 1994, is a small, woman-owned graphics design firm headquartered in Washington, DC and Boston, MA. The company currently employs 5 people with seasoned experience in all areas of graphics design creation. We offer high-quality visual communications services that meet the rigorous standards of our commercial, government, and nonprofit clients. In addition, we are committed to bringing together excellent creative and analytical teams that utilize the latest in technology to allow our clients to effectively communicate with their constituents.

Our complete project lifecycle approach to working with clients—ensuring the best expertise of our team from concept to delivery—is the cornerstone of our work. We take pride in delivering a senior designer lead team to work “hand in hand” with our clients in meeting their visual communications needs. This customer-focused approach has allowed our teams to successfully complete all projects on time and within budget.

Some of our key strengths include

- Strong experience in producing graphics products with powerful visual impact for marketing and educational needs
- Ability to produce visual products that involve large and complex datasets—taking large amounts of information and breaking them down into reader-friendly charts, diagrams, and tables
- Ensuring that each project projects a professional quality and clearly communicates a client’s message
- Senior leadership assigned to all project teams

We have received numerous accolades from our clients praising us for our ability to combine visual design and information processing to create reader-friendly illustrations with high content value.

Core competencies

DBA Design creates a wide-range of graphics products in four color, two color and black and white format. In addition, our team works in both Macintosh and Windows environments and delivers content online and print. Many of our past projects have included large and small publications, data displays, book covers, brochures, annual reports and large complex chart books.

Past performance

Throughout the history of DBA Design, we have provided graphic design services for over twenty five different organizations, including commercial, government and nonprofit clients.

DC Office

616 E Street, NW
Suite 512
Washington, DC 20004
202.783.0339
202.783.7208 fax

Boston Office

60 Tufts Street
PO Box 103
Somerville, MA 02143
617.359.1912

www.dbadesign.com
info@dbadesign.com



Primary services

Annual reports

Promotional and educational materials development

Large scale exhibition display

Publication design and layout

Data display analysis and chart design

Large (200–350 page) data-driven chart-and table-based reports

Copy editing and proof reading

Online presentations (Flash, HTML, interactive PDFs)

Specialized technologies

Software

Adobe Acrobat

Microsoft Excel

Adobe Illustrator

Microsoft Powerpoint

Adobe InDesign

Microsoft Word

Adobe Pagemaker

QuarkXpress

Adobe Photoshop

Hardware

Windows and Macintosh-based computers

Press-quality large format scanner

Large format, four color laser printer for color accurate proofs

Client password protected area on storage server for confidential file exchanges

Partial client list

Abt Associates Inc.,
Washington, DC and
Cambridge, MA

Blue Cross and Blue Shield of
Massachusetts

National Science Foundation

Robert Wood Johnson Foundation

Urban Institute

US Department of Education

World Economic Forum

www.dbadesign.com
info@dbadesign.com