



# Pelton Graphics

## Capability Statement

Pelton Graphics, a woman owned small business and multi-year government contractor, provides a complete suite of graphic design services and high-level attention to detail helping meet client needs and critical deadlines. Using sound problem-solving, developing and maintaining of brand standards, we'll transform your visions into creative, professional visuals that will connect with your audiences and support your mission.



### Core Competencies

Pelton Graphics can manage your projects from concept, through design, to finished product. We'll meet your time sensitive needs while maintaining top quality results.

- ✓ Page Design & Layout for Fact Sheets, Fliers, Posters, Brochures, Reports, Programs, Books
- ✓ Social Media Graphics
- ✓ Custom Illustrations, Icons and Infographics
- ✓ Advertisement Design for Print and Online GIFs
- ✓ Newsletter Design & Layout
- ✓ Logo & Stationery Design
- ✓ Presentation Graphics (PowerPoint, Handouts, Folders)
- ✓ Event Graphics – Postcards, Tabletop, Floor Displays, Special Invitations, Give-aways, Signage
- ✓ Photoshop Retouching
- ✓ Email Marketing & Website Design
- ✓ 508 Accessibility Standards Compliance
- ✓ Language Translation Input to Existing Layouts
- ✓ Print Production Management



### Company Snapshot

Contact: **Holly Pelton**  
 Phone: **860-687-9990**  
 Email: [peltongraphics@comcast.net](mailto:peltongraphics@comcast.net)  
 Website: [www.hollypelton.com](http://www.hollypelton.com)  
 Profile: [fedbizdirectory.com](http://fedbizdirectory.com)  
 Address: **3 Orchard Lane**  
**Windsor, CT 06095**  
 Cage Code: **79RL6**  
 DUNS#: **079634758**

GSA (MAS) contract:  
 47QRAA18D00EC  
 Certifications:  
**Woman Owned Small Business; Economically Disadvantaged Woman Owned Small Business**  
 Fully Insured.



### Past Performance

**Centers for Disease Control & Prevention** National Institute for Occupational Safety and Health; Division of Safety Research  
**District of Columbia Courts** Multi-Door Dispute Resolution Division

Contracts at: [FPDS.gov](http://FPDS.gov)



### Differentiators

- ✓ Pelton Graphics established in 2000, and has 32 years total experience in the graphic design field.
- ✓ Highly skilled in softwares from Adobe & Microsoft: – InDesign, Illustrator, Photoshop, Word, Excel, PowerPoint
- ✓ Bachelors of Science Degree in Graphic Design & Studio Arts
- ✓ Maintains long-term client relationships by providing exemplary collaborative, and communicative standards.



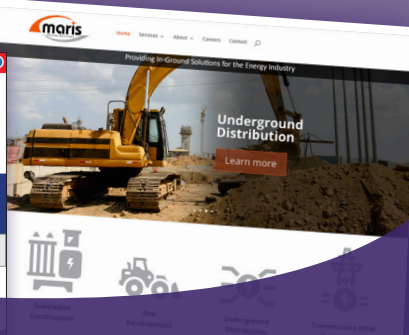
### NAICS & PSC CODES

#### NAICS Codes

**541430** (primary) Graphics Design Services  
**541511** Web Based Marketing  
**541810** Advertising Services

#### Product & Service Codes

**R499** professional support services  
**D304** Telecommunications  
**R701** support services for advertising



# Resume: Holly J. Pelton

Windsor, CT 06095

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**Education:** Bachelor of Science Degree in Graphic Design & Studio Arts, Southern Connecticut State University, 1989

**Goal:** To provide a complete suite of graphic design services with a high-level attention of detail to communications departments and teams using sound problem-solving and maintaining of brand standards to transform visions into creative, professional looking visuals that connect with intended audiences.

## Pelton Graphics · 2000 to present

Holly Pelton, DBA, Pelton Graphics (Pelton Graphics), a certified Minority Owned Business (MBE) on the Connecticut State Supplier Diversity Program, registered with the System for Award Management (SAM) of the U.S. Government, certified Economically Disadvantaged Woman Owned Small Business (EDWOSB), and holds GSA Multiple Award Schedule (MAS) contract. Pelton Graphics provides graphic design services for the public, private and non-profit sectors; has successfully maintained a sole-proprietor business for 20 years; and has 32 years' total experience in the graphic design field.

Client list includes agencies, large corporations, small businesses, schools, and non-profits.

### *Public and private sector client list:*

- Superior Court of the District of Columbia
- Town of Groton, Connecticut
- Connecticut Green Bank
- Centers for Disease Control and Prevention (CDC), and the National Institute for Occupational Safety and Health (NIOSH)
- CTNEXT
- Envolve PeopleCare (Formerly Nurtur Health, Inc.)
- Global Blood Resources
- IBU, Inc.
- MADComm, LLC
- Sertex Utilities, LLC
- Tall Timbers Communications
- Trim Solutions, LLC

### *Non-profit and school sector client list:*

- Community Renewal Team (CRT)
- Inclusive Prosperity Capital (IPC)
- Connecticut Technology Council
- Make-A-Wish Foundation
- Oak Hill School
- TEEG, Inc. (Thompson Ecumenical Empowerment Group)
- Town of Farmington, CT High School
- Town of Mansfield, CT Public Schools
- Town of Windsor, CT Public Schools
- Windsor Art Center
- Windsor Historical Society

## Windsor Art Center · 2007 to present

As a founding board member and acting director, played a key role in the development of the center through to the present. Have sat as chair of marketing, exhibits, curatorial and governance committees, and continue to maintain operations and lead the marketing efforts.

## Cone Editions Press · 1995 — 1999

Cone Editions Press, in East Topsham, Vermont, a printmaking studio providing unique services to artist throughout the world. Traditional silkscreen, etching, monoprints, and IRIS digital printing are all used in collaborations with artists to produce limited editions and reproduction prints.

Position included development of an infrastructure that combined traditional printmaking with a new digital printmaking market; studio management and imaging specialist.

### **Studio Manager/Imaging Specialist**

As studio manager I oversaw all projects from induction through completion, enabling Cone Editions to offer high quality products to this new market. Responsibilities included managing employees, communication and collaborations with artists and galleries, scheduling and production of all work to meet time intensive deadlines, curating of final prints, and job archival. Imaging specialist responsibilities included: scanning original artwork and photography, image processing, retouching; color correcting to match original work; collaboration with artists; troubleshooting and solving printer and print production problems.

### **Office Manager**

Responsibilities included production of all internal & external promotional pieces: brochures, pricelists, advertisements, forms, and hardware sales material. Additionally responsible for bookkeeping, estimating, client communications, shipping and receiving.

## Ulsaker Studio · 1990 — 1995

Ulsaker Studio, Inc., in East Hartford, Connecticut is a photographic and graphic art service business specializing in digital photography, prepress output, and presentation graphics.

At Ulsaker Studio, the need to have an organized system to meet the demands of clients and technology was imperative for the growth of the company. I provided development of a production management system for their technical, fast paced department.

**Department Manager/Graphic Designer** As department manager and graphic designer I was involved with presentation graphics, catalog design and layout, illustration work, and photographic retouching. Responsibilities also included coordinating large projects that included digital photography, page layout, color proofing, and file preparation for final proofing and print.

**Imaging Coordinator** As the imaging coordinator, I was responsible for client file preparation, ripping files using both MAC and IBM platforms, knowledge of all leading desktop applications, knowledge of film processing, and ability to troubleshoot software and hardware problems. I developed and managed a job tracking system necessary for high volume and fast turnaround jobs and a FileMaker Pro database.

**Software Knowledge:** Adobe & Microsoft (InDesign, Illustrator, Photoshop, Word, Excel, PowerPoint, Wordpress)