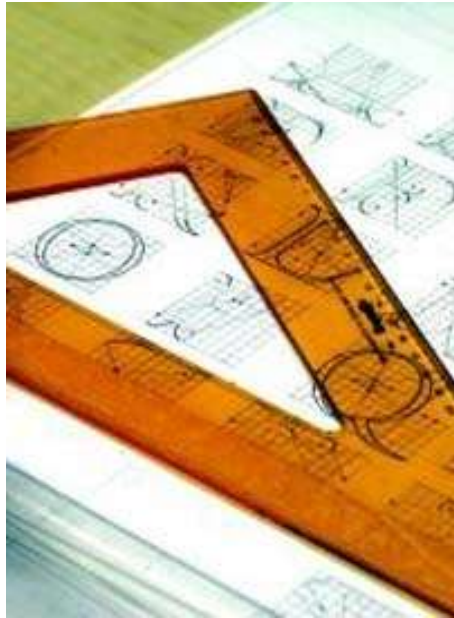


# Capability Statement



## Building Your Reputation ... One Document at a Time

Summit Publication Design, LLC (SPD) is a Colorado-based editorial and publication design firm. For over a decade, Donna M. Murphy, owner and creative director, has been conceptualizing, organizing, developing, and improving publications for independent professionals, public companies, academic institutions, and state organizations. Since its inception, the primary objective of SPD has been to offer its clients a unique combination of technical expertise coupled with creative design capabilities and solutions. This approach helps SPD develop, create, and deliver practical, functional, and consistent end products—without losing the heart of your message.

## Meeting Your Editorial and Design Challenges

With a continued desire to help individuals, businesses, and organizations become successful communicators, SPD works hard to produce effective, high-quality content and publications with accuracy and reliability. Wherever you look, organizations are pushing to deliver better content ... in less time. We offer a one-stop-shopping approach with comprehensive, professional services such as: writing and editing (general and technical), proofreading, publication design, and content development and organization. When developing professionally designed pieces, our ultimate goal is to make your content easier to

digest. Your audience wants information that makes sense to them, and they want *less* to read rather than more. Our main objectives are to:

- Ensure your content is complete, accurate, and easy to understand.
- Present your information in a way that meets the needs of your audience and fulfills your documentation goals.
- Reduce the time necessary for your audience to assimilate the information.
- Organize and structure your content to facilitate flow and easier retention of information.
- Limit content only to that which is necessary in order to engage your audience.
- Translate technical and scientific information into user-friendly content, which will be easily accessible.

## Finding the Information You Need

**BUSINESS STRUCTURE:** Summit Publication Design, LLC is a quality source for government contracting officers and purchasing agents to meeting statutory obligations requiring service procurements from small, woman-owned and minority-owned business. We actively seek teaming arrangements with other small businesses and prime contractors in the general areas of graphic design, publishing, editing and writing, and technical services.

**SERVICES:** Concept development • Topic research • Content organization • Technical writing • Technical editing • Proofreading • Publication design • Business copywriting • Copyediting

**SOFTWARE CAPABILITIES:** MS Office Suite, Adobe Design Standard CS3 (In Design, Illustrator, Photoshop and Acrobat Professional)

**PAST PERFORMANCE:** Since 2006, SPD has serviced clients in all shapes and sizes, from small and home-based operations to national, public companies and state organizations. All of SPD-driven projects involve a close working relationship with the client. To create engaging content—while meeting production schedules and staying on budget—requires more than just talent. SPD has a successful track record of translating editorial and documentation requirements into workable solutions.

**MAIN OFFICE:** 2655 Covington Court, Suite 2B, Fort Collins, Colorado 80526-6710.

**NAICS CODES:** **323110**—Commercial Lithographic Printing, **511120**—Periodical Publishers, **511130**—Book Publishers, **511199**—All Other Publishers, **541430**—Graphic Design Services, **541611**—Administrative Management and General Management Consulting Services, **541490**—Other Specialized Design Services, **541590**—Other Scientific and Technical Consulting Services, **541810**—Advertising Agencies, **541990**—All Other Professional, Scientific and Technical Services, **561410**—Document Preparation Services, **611420**—Computer Training, **611430**—Professional and Management Development Training, **611710**—Educational Support Services, **711510**—Independent Artists, Writers and Performers,

**DUNS:** 788875909

**CAGE CODE:** 4NF36

**POINT OF CONTACT:** Donna M. Murphy, Owner  
phone (970) 690-3850 • fax (772) 594-7688  
e-mail [dmurphy@summitpubdesign.com](mailto:dmurphy@summitpubdesign.com)  
url [www.summitpubdesign.com](http://www.summitpubdesign.com)