

# CAPABILITY STATEMENT

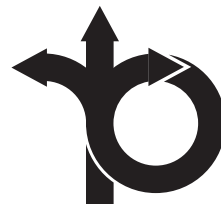
**PRAXIS** CREATIVE LLC

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# CAPABILITY STATEMENT

Praxis Creative LLC

## Core Competencies

Praxis Creative LLC is a digital design studio headquartered in Norfolk, Virginia and organized in 2012. Praxis Creative provides affordable website development, graphic design and art direction, logo design, and mobile application development. In addition, we offer full-service website planning and production from concept design to maintenance. We can help craft, develop, and edit original content. Plus, we can update existing content so that websites remain fresh and useful to audiences.

## Differentiators

Our designers and developers each have over twenty years of experience and technical expertise in the web and graphics world, which gives our company a competitive edge.

Our team is small and more agile. We can shift and keep up with the fast ever changing Internet and technology-based business world.

### Company Data

Duns:

068395563

### NAICS Codes

541511

5519190

541810

541890

41430

541613

519130

## Services

- Website Design/Development
- Full Service Website Planning
- Content Writing and Editing
- Interactive Courseware Design
- Instructional Design
- Presentations
- 2D and 3D Modeling/Animation
- Brand Strategy and Design
  - Graphic Design
  - Logo Design
  - Posters
  - Brochures/Print Layout Projects
  - Case Studies
  - Website Maintenance and Updates

## Company Data

Praxis Creative is a minority woman-owned small business and an active vendor in the Federal System for Award Management, (SAM).

**DUNS:** 068395563

### NAICS Codes:

- 541511** Graphic Design Services
- 5519190** ALL OTHER INFORMATION SERVICES
- 541810** ADVERTISING AGENCIES
- 541890** OTHER SERVICES RELATED TO ADVERTISING
- 41430** GRAPHIC DESIGN SERVICES
- 541613** MARKETING CONSULTING SERVICES
- 519130** INTERNET PUBLISHING AND BROADCASTING AND WEB SEARCH PORTALS

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## Past Performance

Praxis Creative designed and developed the website for Williams and Wharton Funeral Home, Accomac, VA. Since 2012, our team has provided continuous updates to the site using Joomla Content Management System. In addition, Praxis created Williams and Wharton's company logo for business cards, letterhead, and other materials.

Earlier this year, we responded to a request by Starlight Painting, Virginia Beach, VA to redesign the company's branding identity including logo and website. Our objective is to help the client reach a broader audience by developing an identity that is more engaging and modern.

Also, Praxis was hired to design a website for the non-profit organization, DAYL (Daughters Are You Listening), Virginia Beach, VA. Our objective is to help the group expand its demographic reach to young girls, provide education and information, and have an outlet for receiving donations.

Last year, our team was asked to do spec work for The Virginia Choral Society who requested an updated logo for web and marketing materials. Praxis also offered the Florida-based start-up, Vision Quest, an engaging, contemporary logo design. In addition, Praxis has created website and other marketing materials for Double Eye Studios, a comic book studio in Norfolk, VA.

Other design experience includes creating logo spec work for Blue Rose Management, a wealth management firm and designing branding posters for Computer Sciences Corporation's Cyber Knowledge Engineering Group. (CKEG)

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## Information

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Facebook: www.facebook.com/PraxisCreative

### prax•is (‘præk sls)

is the process by which a theory, lesson, or skill is enacted, practiced, embodied, or realised. “Praxis” may also refer to the act of engaging, applying, exercising, realizing, or practicing ideas.

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