

CRSR Designs Inc.

design *plus* strategy



About CRSR Designs:

CRSR Designs, Inc. has been in operation for more than 25 years as a professional graphic design studio and advertising agency. CRSR now positions itself as a leading Hudson Valley design firm that specializes in coupling marketing strategy with professional, creative design to act as integral partners with clients to fulfill their marketing needs.

The agency's design portfolio represents a wide spectrum of clients – ranging from local and regional businesses to national and international corporations involved in various disciplines including business-to-business, economic development, tourism, healthcare and entertainment-related venues, as well as, non-profit organizations and local governments.

Company Principal:

Constance R. Snyder is the founder, president and art director of CRSR Designs, Inc. She has performed as overall account manager for all agency projects, both web and print. She has assisted in developing marketing and branding strategies for many of her clients. Her work has been recognized locally by the Hudson Valley Area Marketing Association and nationally by the League of Communication Professionals and the Northeastern Economic Developers Association. Her work has been published in *Graphic Design: USA*, *Letterheads Gone Digital*, by David E. Carter, and *Creativity 34*.

Key CRSR Team Members:

President: Constance R. Snyder
B.F.A. Graphic Design, Rochester Institute of Technology

Web Project Management and Senior Designer:
Lynn Bondar
B.S. International Business, State University of New York, College at Plattsburgh, and Certificate of Completion, University of Copenhagen, Denmark.

Operations Manager & Media Strategist:
Joi M. Becker, PRLG
*B.S. Integrated Studies, Marist College;
ABA Paralegal Certification, Marist College*

Select Clients &

Past Performance:

Greene County Economic Development, Tourism & Planning

Multiple brochures and collateral pieces, mail pieces, web sites; e-bursts, print advertising, e-marketing campaigns

Hudson Valley Economic Development Corporation

Identity Program, multiple brochures and collateral pieces, mail pieces, annual reports, e-bursts

Hudson Valley Tourism

Web site design and project management

NYC- Department of Environmental Protection

Branding of new program, brochure, graphic standards manual, application forms

City of Kingston

Brochures, illustrated map

Luxo Corporation

multiple brochures, price lists, product sales

National Society Daughters of the American Revolution

Identity Program, multiple brochures and collateral pieces, art direction of photography

Rural Ulster Preservation Company

Identity program, brochures, annual report, web site design and maintenance, print advertising, newsletter, and invitations for events

Northern Dutchess Hospital

Identity program for hospital and Women's View center, brochures, print advertising,

Ulster County Development Corporation

Branding, print collateral, print advertising, web site design

Edgewater Construction

Branding for Fox Run Townhome project, print advertising, marketing brochure

West Point Museum -

United State Military Academy

Brochures, posters, exhibit panels, invitations, art direction of photography

Company Information:

- DUNS Number: 623214160
- Cage Code: 5CDT1
- Date Agency Incorporated: 2/26/1990, Agency founded in 1986 under a DBA
- Woman Owned Small Business
- Certified to do business in New Jersey
- Accepts credit cards (MC/Visa)

NAICS Codes:

- 454111 Electronic Shopping
- 541890 Other Services Related to Advertising
- 541430 Graphic Design Services, Art Services, Graphic, Communication Design Services, Visual, Corporate Identification (i.e. logo) Design Services
- 541511 Custom Computer Programming Services (Web Page Design)
- 541613 Marketing consulting Services
- 541810 Ad Agencies
- 541860 Direct Mail Advertising
- 711510 Independent Artists, Writers and Performers (Copywriting & Illustration)

SIC Codes:

- 7331 Computer Program Services (Web Design)
- 7336 Graphic Design Services
- 7371 Computer Program Services (Web Design)

Contact Information:

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GSA schedule applied for