



BADALI DESIGN *communications*

CR 16-014

GRAPHIC DESIGN SERVICES



CITY OF AVONDALE

11465 West Civic Center Drive, Avondale, AZ 85323

Attention:
Loretta Browning

COPY



BADALI DESIGN *communications*

May 20, 2016

City of Avondale
Loretta Browning
RFP Administrator
11465 West Civic Center Drive
Avondale, AZ 85323

Dear Ms. Browning,

Badali Design Communications (BDC) has included all required information as requested in the RFP CR 16-014 Graphic Design Services. We are pleased to present our proposal and we appreciate the opportunity to work with you. Our approach to fulfill the Scope of Work for this contract does not include the use of subcontractors.

All information submitted with this proposal is true and correct. This proposal shall remain valid for 90 days from the date of submittal.

Best Regards,

Lena Badali

- (1) Cover Letter - See attached on previous page

- (2) Badali Design Communications (BDC) began as a sole proprietor in 2000 by founder, Lena Badali and later became an S-corporation in the year 2011. Initially the firm had only a single location. As growth continued, the addition of a second office location emerged in Arizona. The person to contact concerning this proposal is listed below:

Lena Badali, President
Badali Design Communications, Inc.
221 E. Indianola Avenue, Phoenix, AZ 85012
phone (602) 688-9956

- (3)

— Principal Office Location —	— Second Office Location —
CALIFORNIA 6737 S. Bright Avenue, #B3 Whittier, CA 90601	ARIZONA 221 E. Indianola Avenue Phoenix, AZ 85012

Documentation that supports the allowance of the firm to perform services in Arizona is pending and will be finalized if our firm is selected for this contract.

- (4) BDC has successfully been in business for 16 years. The firm was formed with a simple goal in mind...to be an exemplary creative agency that designs innovative marketing communications through integrated services. We accomplish this through comprehensive skillsets including:

- Branding
- Graphic Design
- Research and Planning
- Social Media
- Print Management
- Mail Fulfillment
- Translation
- Concept Development
- Advertising
- Digital Media/Website Design
- Copywriting
- Photography
- Video Production
- Proofing



Our firm has been in business for 16 years and the portfolio of work primarily stems from city government contracts which makes our firm an extremely qualified vendor to fulfill the Scope of Work for Avondale.

Since our early beginnings, BDC has delivered effective marketing strategies that solve our clients unique challenges by listening to their concerns, studying their target audience(s), and explore a variety of design approaches. We understand how to effectively and efficiently reach our clients target markets in an engaging and fresh approach through customized graphic design solutions.

- (5) Our firm has never had a contract or subcontract terminated at any point in our company's history and therefore, we have nothing to report for this section.
- (6) Our firm has never had any claims arising from a contract at any point in our company's history and therefore, we have nothing to report for this section.
- (7) Please see subsequent page for Vendor Form



CITY OF AVONDALE
COMMUNITY RELATIONS DEPARTMENT
CR 16-014

SECTION A

IV. VENDOR INFORMATION FORM

By submitting a Proposal, the submitting Vendor certifies that it has reviewed the administrative information and draft of the Professional Services Agreement's terms and conditions and, if awarded the Agreement, agrees to be bound thereto.

Badali Design
VENDOR SUBMITTING PROPOSAL

45-5015983
FEDERAL TAX ID NUMBER

Lena Badali, President
PRINTED NAME AND TITLE

Lena Badali
AUTHORIZED SIGNATURE

221 E. Indianola Ave.
ADDRESS

(602) 688-9956 (562) 945-5119
TELEPHONE FAX #

Phoenix, AZ 85012
CITY STATE ZIP

5/20/16
DATE

WEB SITE: badalidesign.com

E-MAIL ADDRESS: lena@badalidesign.com

SMALL, MINORITY, DISADVANTAGED AND WOMEN-OWNED BUSINESS ENTERPRISES (check appropriate item(s):

- Small Business Enterprise (SBE)
- Minority Business Enterprise (MBE)
- Disadvantaged Business Enterprise (DBE)
- Women-Owned Business Enterprise (WBE)

Has the Vendor been certified by any jurisdiction in Arizona as a minority or woman-owned business enterprise? **No**

If yes, please provide details and documentation of the certification.

- (1) BDC has built a specialized niche working with municipalities which gives our firm a unique insight to working with these type of organizations. Under the 16 year leadership of principal, Lena Badali, the firm has been successful in providing innovative and effective marketing communications that meets the goals of our public sector clients. Additionally, BDC has provided creative services that has been completed successfully and within budget. As a result, we have become very knowledgeable with developing and implementing marketing collateral for various city departments such as Housing, Parks and Recreation, Transportation, and City Planning. Our graphic design services have proven successful over a wide range of mediums that support citywide campaigns as you will see in our work samples.

There is a unique value that can be placed on the continual work experience BDC has working with government agencies and the private sector for the past 16 years. We understand the process of comprehending your goals and objectives and how important it is that we meet timelines and budgets. BDC can successfully handle the most demanding turnaround schedules because we are ready for it and quite frankly, we expect it. Equally important is to provide our services at a competitive price without compromising the integrity of the final product. We are able to provide our services at a lower cost because we work lean and have lower overhead costs than most. We know how important it is for Avondale to get the most value from their vendors. We have provided graphic design services to cities that range from simple postcards to comprehensive campaigns.

We've helped build numerous successful city brands because of our experience and the fact that we have been doing it for so long. BDC performs its day to day activities with a proactive approach rather than reactive because we know what to expect which affords us more insight than most design firms. We are prepared to continue to support the overall brand of Avondale through effective design solutions that will meet your goals just as we have done successfully for other municipalities over the past decade.

Our firm is experienced with all areas listed in the Scope of Work. Our design services are comprehensive and we successfully manage all areas of print, digital, web media, and production as an efficient integrated system and not as isolated activities. Our approach to every project starts with initial design concepts which serves as the foundation to our customized design solutions. This proposal does not include the use of subcontractors. All services will be performed with our in-house staff.



(2)

CITY OF BELL

Project > 2013 La Campana Campaign



A new beginning was in order for the city of Bell who had endured an unfortunate scandal years prior. BDC was asked to develop a visual brand that would serve as the city's new beginning and would resonate a mood of celebration. One of the key components to the new brand was the aspect of a strong community. Additionally, the launching of their new fixed route shuttle service, "La Campana," (The Bell), would play an important role in tying the new visual brand into the new shuttle service. As a predominantly hispanic community, we developed a system that reflected waves of party streamers to evoke a fiesta theme across numerous types of media. Project included:

- Integrated strategic marketing plan
- Concept development
- Graphic design
- Conceptual creative design
- Social media planning
- Illustration
- Video production
- Print management
- Web development
- Copywriting and editing
- Illustration
- Social media
- Event planning (ribbon cutting)

Bell Project Manager

Pamela Yugar

BDC Key Personnel Team

Lena Badali, Ashley Lara, Douglas Croot, Cynthia Gibson

Results

BDC was able to enroll the news media to cover the launch event. "Bell is finally getting some positive coverage," City Councilman Nestor Valencia told a reporter prior to a festive ribbon cutting and celebration. The overall results were positive and united the community in an unprecedented way.

ORANGE COUNTY TRANSPORTATION AUTHORITY
Project > 2014-2015 Rideshare Marketing Campaign



We assisted the Authority with marketing communications for Rideshare Week Campaign. We were responsible for a variety of projects that we took the lead on while other projects we helped facilitate. Managing many projects at the same time was integral to the success of the campaign. Services included:

- Integrated strategic marketing plan
- Digital marketing development
- Conceptual creative design
- Social media planning
- Online and traditional media planning
- Translation (Spanish)
- Print and digital creative development/production
- Print management
- Web and video production
- Copywriting and editing

OCTA Project Manager

Amelia Hsu

BDC Key Personnel Team

Lena Badali, Ashley Lara, Douglas Croot, Cynthia Gibson

Results

Although the super hero theme has been used in the past, BDC developed the creative approach with a different twist that had not been done before. Strategies and tactics improved on participation as a whole but more significantly within the ETC kick off event that proved to be a hit.



MONTEBELLO BUS LINES

Project > 2013 CNG Bus Campaign



BDC was responsible for creating a campaign to commemorate the 80th anniversary of Montebello Bus Lines while simultaneously connecting the celebration to the launch of their green initiatives that included new CNG buses. The comprehensive program included:

- Integrated strategic marketing plan
- Brand assessment and development
- Digital marketing development
- Conceptual creative design
- Social media planning
- Public relations
- Event planning and organization
- Print and digital creative development/production
- Print management
- Web development
- Copywriting and editing
- Illustration

MBL Project Manager

Aurora Jackson

BDC Key Personnel Team

Lena Badali, Ashley Lara, Douglas Croot, Cynthia Gibson

Results

BDC was able to achieve media attention from various news channels that attended the kick off event to commemorate the celebration and launch of the CNG buses. It was great to see this event featured on major networks which created a huge buzz within the city and neighboring communities.

References

1

INTER TRIBAL COUNCIL OF ARIZONA, INC.

Contact Name: Gerald Lopez
Address: 2214 N. Central Ave., #100, Phoenix, AZ 85004
Phone Number: (602) 258-4822
Email: Gerald.Lopez@itcaonline.com
Types of Services: Graphic Design Services for event logos, newsletters, and annual reports.
Project Start Date: 11/30/15
Project End Date: currently under contract

2

CITY OF LOS ANGELES

Contact Name: Erika Robinson
Address: 701 East 3rd Street, Suite 200, Los Angeles, CA 90013
Phone Number: (213) 279-3000
Email: Erika.Robinson@lafpp.com
Types of Services: Graphic Design Services for the Fire and Police Pensions Department that included annual reports, newsletters, special notices, direct mailers, and various collateral material announcing policy changes.
Project Start Date: 11/1/10
Project End Date: 11/1/13

3

CITY OF BELL

Contact Name: Pamela Yugar
Address: 330 Pine Ave., Bell, CA 90201
Phone Number: (626) 407-7144
Email: Pyugar@interwestgrp.com
Types of Services: Graphic Design Services for rebranding city, posters, street banners, promotional brochures, signage, website landing page, web graphics, vehicle graphics, promotional items, and much more.
Project Start Date: 2/11/13
Project End Date: 1/28/15

4

ORANGE COUNTY TRANSPORTATION AUTHORITY

Contact Name: Amelia Hsu
Address: 550 South Main Street, Orange, CA 92868
Phone Number: (714) 560-5358
Email: ahsu@octa.net
Types of Services: Graphic Design Services for comprehensive campaign that included concept development, direct mail postcards, posters, web banners, copywriting, photo shoots, media buys, market strategy, print production, promotional items, flyers, and much more.
Project Start Date: 6/15/14
Project End Date: 6/30/15

- (1) Shortly opening our doors, BDC won our first government contract. Since then, we have continued to win and re-win that same contract for 16 years with many other appreciated contract wins along the way. Through our experience, BDC continues to win many municipal contracts. We pride ourselves on the knowledge we have gained and refined over the years in working with cities because it has given us the ability to run our firm with a proactive approach. That same success has provided opportunities to work for other public agencies such as City of Riverside, City of Norwalk, Culver City, Montebello Bus Lines, City of Santa Barbara, and City of Bell to name a few. Each team member has played an important role in providing our clients stellar customer service and on-target design solutions. Our team (and any team for that matter) is only as strong as its weakest link which is why we spend a great deal of time researching top talent before bringing them onto our team.
- (2) Although Lena Badali is the key contact and project manager for all work that comes through our offices, each team member is fully apprised of the details of each project and can communicate with our clients directly regarding the status and progress of their project. Our team is prepared to respond to Avondale's requests within a 24-hour timeframe.
- (3) The following list reflects the proposed BDC key personnel. Our firm will not be enrolling the use of subcontractors to fulfill the Scope of Work for this contract.
- (4) Resumés are included as an appendix at the end of our proposal.

Key Staff: Lena Badali

Proposed Position:

Project Manager/Creative Director

Years with BDC: 16

Key Staff: Cynthia Gibson

Proposed Position:

Marketing Strategy/Copywriter

Years with BDC: 9

Key Staff: Ashley Lara

Proposed Position:

Graphic Designer/Web Development

Years with BDC: 8

Key Staff: Douglas Croot

Proposed Position:

Graphic Designer/Production

Years with BDC: 10

(1) Our 16 years of experience has enabled us to create appropriate solutions for the public sector by utilizing our effective approach based upon our attention to detail and superior contract management. We utilize software that enables us to track the progress, work hours and budget for each project with great accuracy. With a growing trend of marketing firms claiming to have a special trademark approach to work process, our firm focuses on steps that are similar in nature but without all the unnecessary fluff. Our approach has been in place for years and has proven to be successful by keeping us on track—always on target and within budget. After each project phase, we will apprise the City on

the status update of the project that will include schedule timeline, work hours, and budget. We believe open communication throughout the duration of the project is integral to a successful outcome. The following approach describes our system to completing the required services as described in the Scope of Work.

We understand that each design project has different criteria, but the overall general approach as described below would be implemented for each assignment. If certain areas are not required, than those areas are bypassed and we move on to the next appropriate phase.

PHASE 1

Project Analysis:

This phase includes the analysis of the project, budget and crucial scheduling dates. We will review the deadline objectives with the City to ensure full understanding of the project. At this time, any questions and concerns will be expressed by BDC or Avondale. An estimate will be prepared based upon the Scope of Work discussed during initial meeting. Once Phase 2 begins, we will assign a project number and create the project folder into our contract management software.

PHASE 2

Research and Discovery:

This involves the process of interpreting the objectives into a design strategy targeted towards the specific design goals. Research of target audiences will be explored. BDC will brainstorm various design approaches and evaluate how it will reach the target audience. Consideration on how our design ideas will translate into the Spanish language. Research on innovative approaches will be a focus in order to bring something new to the table.

PHASE 3

Creative Design Development:

Based upon the research and objectives, BDC will develop a range of design concepts for our internal brainstorm session. After we evaluate our numerous creative concepts, we will have our internal selection of the top ideas that we feel are the strongest and will present those ideas to Avondale. After the initial presentation, the selection of one design solution will be chosen by the City to move forward with.

(continued)

PHASE 4

Design Implementation:

This phase includes implementing the selected design approach into the rest of the project. For example, if the project is a multi-page brochure, then the design implementation will be integrated into all remaining pages. All mediums including print and digital media will incorporate the objectives that were established in Phase 2 of our process. Once this phase is completed, BDC will present the entire project as a PDF via email to the City for review.

PHASE 5

Design Revisions:

Multiple rounds of revisions to artwork and/or content will be exercised to refine the project to the final stages in preparation for printing and/or website upload. BDC usually includes up to 3 rounds of iterations. However, we will provide more iterations as needed to Avondale at no extra cost.

PHASE 6

Final Artwork:

BDC will refine artwork for final stages of production. At this time, we will meet with Avondale for review of final art, color proofs, and any last changes for final digitized artwork. All specifications for the project will be delivered to the printer along with print outs and/or final PDF files.

- (2) We do not believe that any alternate approaches to the Scope of Work will be necessary since the City of Avondale does not present anything out of the ordinary with regard to the types of projects anticipated for this contract.

- (3) See attached examples of past work all designed and completed by our firm, Badali Design Communications.

The following timeline is an example of sequential activities that will be performed in producing a citywide calendar as described in the Scope of Work. Our clients receive detailed information such as estimates and timelines for each project, while being updated on the status of workflow. Due to the unknown start date of this project, we have listed dates in terms of weeks 1 through 6. As more specific information becomes available, we can adjust our schedule accordingly.

WEEK 1:

Initial kick-off meeting with Avondale to review project objectives including timelines, budget parameters, and request printer contact information to discuss their preference of production file setup. Clarify if any new photography will be taken or use all existing imagery. Confirm if content will be provided by the City and if translation to Spanish will be required for this project. (LB)

WEEK 2

Concept development for design approaches. Select top two design directions internally. Evaluate photography and illustration options for design concepts. Receive calendar content from the City. If Spanish is required, BDC will prepare to have the English copy translated. (DC, AL)

First presentation of concepts and production recommendations. Selection of design concept will be made by Avondale. (LB)

WEEK 3:

Begin design implementation to entire calendar. Retouch photo images if necessary. Continue to implement design layout for entire pages. **Present Proof One.** (DC, AL)

WEEK 4:

Make revisions to calendar based upon client feedback and requests. Begin to refine copy if necessary. **Present Proof Two** for feedback. Make final changes to artwork and obtain final approval to prepare file for print production. (LB, DC)

WEEK 5:

Prepare digital files for printer. Calendar begins the printing process. (LB,DC)

WEEK 6:

Project completion date will be during week 6. Delivery of printed calendars to Avondale.

Key Personnel

LB: Lena Badali

CG: Cynthia Gibson

AL: Ashley Lara

DC: Douglas Croot



FEE PROPOSAL

Item	Description	Hourly Rate	Flat Rate	Additional Fees
1.	Original Design	\$85.00	depends on the project	none
2.	Design edits and revisions	\$75.00	depends on the project	none
2.A	Proof One	\$75.00	depends on the project	none
2.B	Proof Two	\$75.00	depends on the project	none
2.C	Proof Three	\$75.00	depends on the project	none
2.D	Proof Four	\$75.00	depends on the project	none
2.E	Proof Five +	\$75.00	depends on the project	none
3.	Logo Design	\$75.00	\$1,800.00	none
4.	Miscellaneous items (provide additional description(s) and rate(s) as applicable	\$75.00	n/a	n/a
	Please see our spreadsheet on			
	the subsequent page that gives			
	a better breakdown of pricing for			
	the given Project Scenario listed			
	in Section E.			
5.	Are stock photographic images included in cost? (Mark one.) Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If no, please list additional costs \$20.00 - \$30.00 per photo			
6.	Are stock clipart images included in cost? (Mark one.) Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If no, please list additional costs \$20.00 - \$25.00 per image			

Company Name: Lena Badali

Date: 5/20/16



Project Scenario: Citywide Calendar

The following list is an example of work activities and hours associated with producing the Citywide Calendar as described in the Scope of Work for this contract. This is an estimate of hours based upon general information. A more detailed and accurate estimate will be developed once the specific Scope of Work is known.

TASK	KEY MEMBER	TASK/PRICE	HOURS	TASK PRICE
Kick-Off Meeting/Review Objectives.....	LB	Project Mgmt./\$70 hourly.....	1.5.....	\$105
Draft Estimate/Timeline for Calendar	LB	Project Mgmt./\$70 hourly.....	1.....	\$70
Begin Design Brainstorm.....	DC... Concept Developmnt./\$85 hourly.....		3.....	\$255
	LB..... Art Direction/\$90 hourly.....		1.5.....	\$135
	AL.... Concept Developmnt./\$85 hourly.....		1.5.....	\$127.50
Design Implementation.....	DC.....	Graphic Design/\$80 hourly.....	23.....	\$1,840
Photo Manipulation/Editing	LB.....	Photo Manipulation/\$65 hourly.....	3.....	\$195
Oversee Progress of Work	LB	Project Mgmt./\$70 hourly.....	1.5.....	\$105
Design Revisions	DC.....	Graphic Design/\$80 hourly.....	4.....	\$320
Digitized artwork for printer.....	DC.....	Production/\$75 hourly.....	1.5.....	\$112.50
Oversee Progress of Work	LB	Project Mgmt./\$70 hourly.....	1.5.....	\$105

TOTAL HOURS / PRICE	43	\$3,370
----------------------------	-----------	----------------

Key Members

LB: Lena Badali

CG: Cynthia Gibson

AL: Ashley Lara

DC: Douglas Croot



BADALI DESIGN *communications*

APPENDIX

Resumés



LENA BADALI

Principal/Creative Director (AZ and CA office locations)

- Profile:** Creative Director, Project Manager, and Senior Graphic Designer with 16 years of professional experience on a variety of projects that include but not limited to branding, corporate identity, company brochures, marketing and advertising campaigns, and company collateral.
- Experience:**
- BADALI DESIGN COMMUNICATIONS, Whittier, CA - PRINCIPAL, 1998-2016**
 - Responsible for managing client projects including conceptual layout, market strategy, art direction, concept development, design implementation, final digitized artwork, media placement and printing supervision.
 - Managing daily business operations that include client meetings, account and staff management, budget analysis/management, and customer service.
 - Ideation and development of proposals for client work. Presentation of artwork and strategy.

 - McADAMS GROUP., Newport Beach, CA - SR. GRAPHIC DESIGNER, 1996-1998**
 - Responsible for overseeing the design phase of all projects from concept to completion. Participated in client meetings to ascertain goals and objectives of each project.
 - Art directing photography and implementation of final artwork. In charge of major accounts that included Applebee's Restaurants, Black Angus, and Sony Pictures.

 - CBO DESIGN., Hollywood, CA - SR. GRAPHIC DESIGNER, 1993-1996**
 - Responsibilities included conceptual design, design implementation, revisions, and materials presentation. Accounts included Paramount Pictures, HBO, Touchstone Pictures, and Image Movers Entertainment.
- Education:** A.A. — Commercial Art, Rio Hondo College, 1990
B.F.A. - Visual Communications, Cal State Long Beach, 1993
- Awards:** Communications Arts Design Competition, 1999 - 1st place - Annual Report
Communications Arts Design Competition, 2000 - 2nd place - Ad Series Campaign
Communications Arts Design Competition, 2004 - 1st place - Marketing Campaign
HOW Design Competition, 2002 - 2nd place - Trade Publication Advertisements
- Memberships:** Association of Graphic Arts, Los Angeles



CYNTHIA GIBSON

Marketing Specialist (AZ and CA office locations)

Profile:

A communications professional with extensive experience in project management, public relations, and marketing. Particularly strong in developing and implementing creative strategies that will position a service, organization, or product to appeal to a target market and achieve maximum exposure.

Experience:

BADALI DESIGN COMMUNICATIONS, Whittier, CA - MARKETING SPECIALIST, 2007-2016

- Responsible for assisting in the conceptual design phase of projects which include strategic planning, conceptual design, and brand development.

MTA, Los Angeles, CA - COMMUNICATIONS PROGRAM DIRECTOR, 2001-2006

- Developed and implemented communication programs and processes
- Responsible for budget development and supervision of 13 employees
- Directed new multi-million dollar technology initiatives for Operations Division
- Directed two multi-million dollar customer service programs (LA Freeway Service Patrol and Freeway Call Box program)

BIG BLUE BUS, Santa Monica, CA - MARKETING MANAGER, 1996-2001

- Directed public relations efforts including development of all written materials, media communications, community outreach, educational programs and quarterly newsletters
- Directed major branding effort
- Initiated regional marketing programs between transit agencies
- Facilitated company reorganization plan

Education:

California State University, Fullerton, Bachelors of Arts Degree
Major – Communications, Marketing

Awards:

Merit Award Winner - California Community Partnership
Most Innovative Marketing Program Award Winner – Donahue Schriber,
Real Estate Developer



ASHLEY LARA

Graphic Designer (CA Office)

Profile: Highly skilled Graphic Designer with years of extensive experience in developing marketing campaigns in cross-functional departments. Extensive knowledge of design principles, content development and management, and print marketing strategy and implementation. Proficient in Adobe Creative Suite software and strong attention to detail. Excellent interpersonal and communication skills, facilitating presentations and productive relationships with customers, partners, employees and vendors.

- Experience:**
- BADALI DESIGN COMMUNICATIONS, Whittier, CA - GRAPHIC DESIGNER, 2008-2016**
- Responsible for assisting in the conceptual design phase of projects which include research and development, concept implementation, and brand development.
 - Assist with design mock ups including typography exploration, presentations, digital media, and illustration
 - Convert concept sketches into digitized artwork for presentation.
 - Create digital artwork according to Creative Director feedback
- VENTURA CO. TRANSPORTATION COMMISSION, Ventura, CA - GRAPHIC DESIGNER, 2003-2007**
- Responsibilities included development and design of various marketing materials for online and offline media
 - Work closely with all departments to develop marketing campaigns, visually enhance collateral and project documents
 - Update and maintain website homepage
 - Update and maintain maps and schedules for various departments
- PRAXIS ADVERTISING, Santa Monica, CA - JUNIOR GRAPHIC DESIGNER, 2000-2002**
- Assist Graphic Designers with miscellaneous fulfillment of design such as color pallette selection, typography studies, grid development, and style guides.

Education: A.A. — English, Rio Hondo College
B.A. in Visual Communications — California State University, Fullerton

**DOUGLAS CROOT**

Graphic Designer/Production (AZ Office)

- Profile:** Assistant Creative Director with over 30 years of professional experience in a variety of skillsets that include strategic planning, creative direction, design production and implementation, and video production.
- Experience:**
- BADALI DESIGN COMMUNICATIONS, Whittier, CA - GRAPHIC DESIGNER, 2005-2016**
- Responsible for assisting in the conceptual design phase of projects which include concept planning, production management, and brand development.
- RILEY & ASSOCIATES, Newport Beach, CA - SENIOR DESIGNER, 1999-2005**
- Responsible for overseeing the design phase of all projects from concept to production. Also, art directing photography and implementation of final artwork.
- SYNERGY DESIGN, Irvine, CA - DESIGNER, 1993-1998**
- Managing daily business operations that include new business development, client meetings and management, staff management, and customer service.
Accounts: Heinz Pet Foods, Nautilus, Sinclair Paint, and StarKist Foods
- SANTA BARBARA MTD, Santa Barbara, CA - EXECUTIVE ART DIRECTOR, 1989-1992**
- Overseeing marketing communications and branding management.
Implementation of conceptual design programs into the production phase.
Coordination of community participation of programs.
- RUTLAND TOOL, La Habra, CA - JR GRAPHIC DESIGNER, 1987-1989**
- Design and production for print collateral, preparation of digitized artwork for print production, assist with onsite press checks and final approval on artwork.
- Education:** B.A. — Fine Arts with Graphic Design emphasis, Cal State Fullerton, 1987
- Awards:** Communications Arts Competition, 1995 - Corporate brochure for Metlife
Communications Arts Competition, 2001 - Xerox packaging
Print Magazine Award, 2003 - Ad Series for Paine Public Relations



BADALI DESIGN *communications*

APPENDIX

Project Samples

CR 16-014

Graphic Design Services



BADALI DESIGN communications

Project Samples

City of Montebello

Contact: Gloria Gallardo • (323) 558-1625

Busline Schedules



We stepped up.
Now you step on.

26 More Trains Every Day. WHOA.

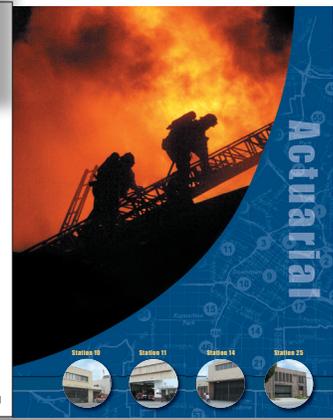
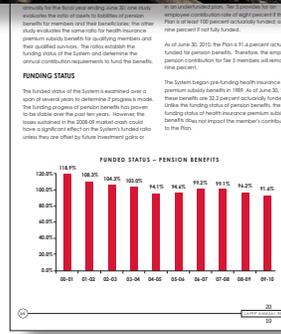
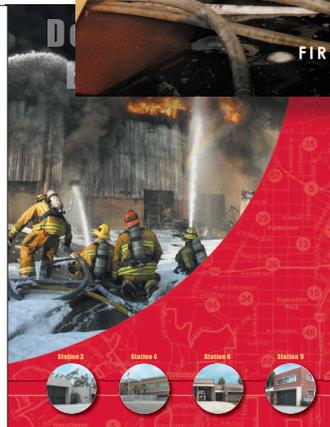
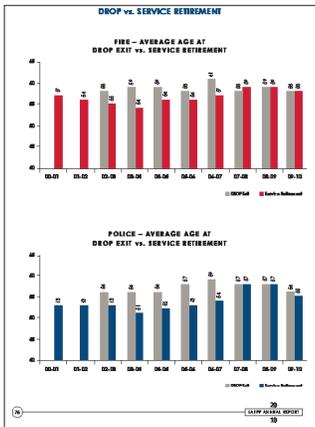
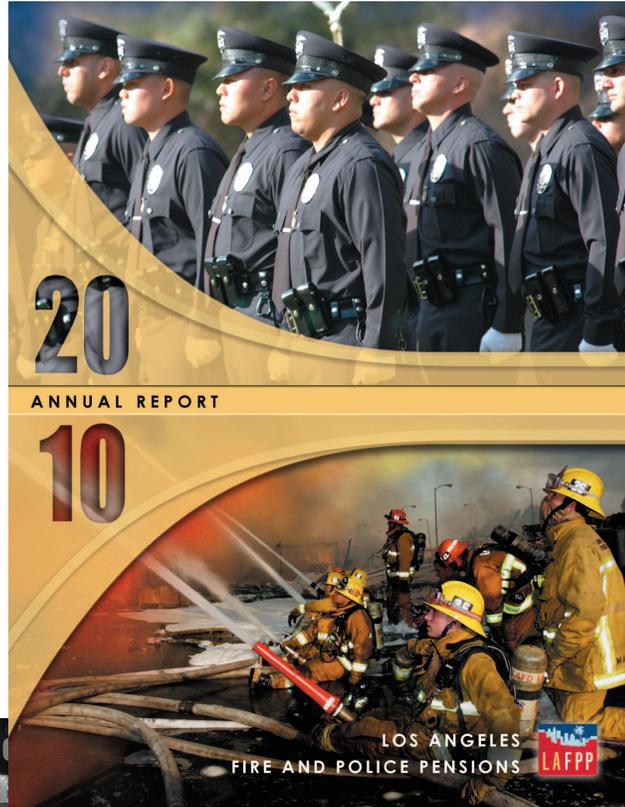


www.octa.net





Annual Report



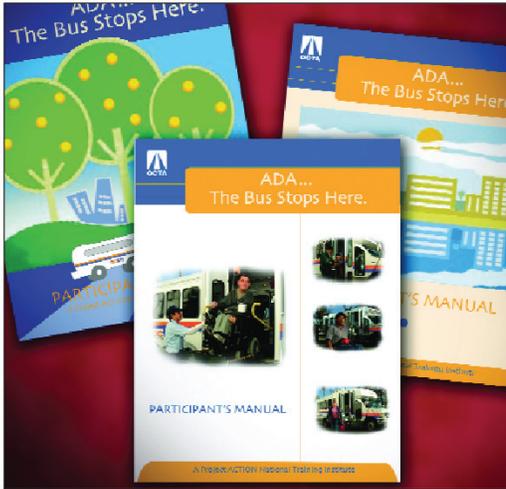


BADALI DESIGN communications

Project Samples

Orange County Transportation Authority
Contact: Gracie Davis • (714) 560-5641

Participants Manuel



Rack Card



General Logo

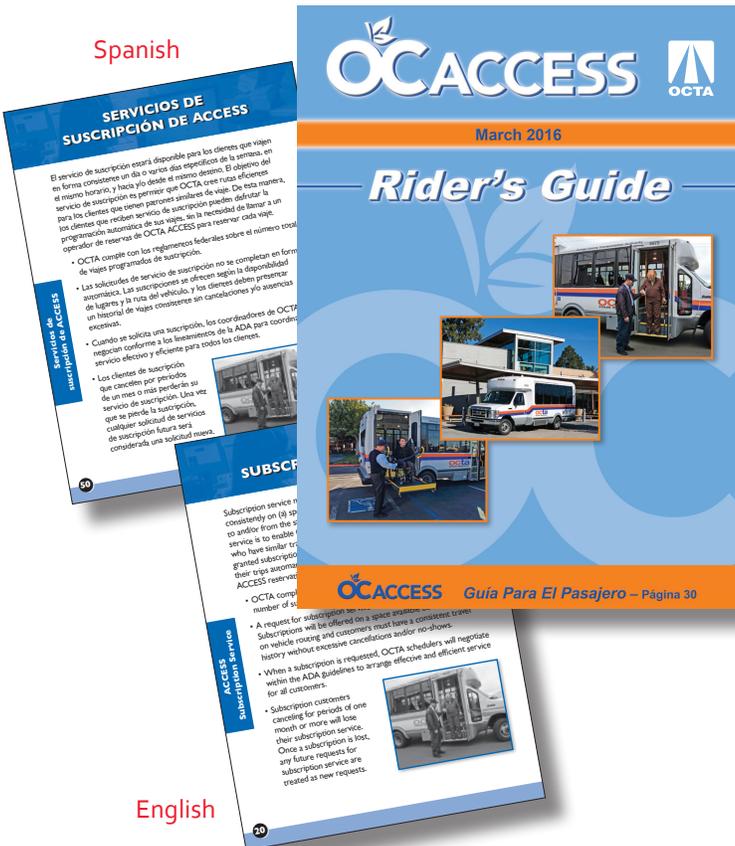


Online Logo



Communications Materials

Spanish



English

The Orange County Transportation Authority
Invites You to a Project Development Workshop
Tuesday, June 9, 2015

Please join OCTA, human services agencies, cities, and community-based transportation providers to learn about the Orange County Public Transit-Human Services Transportation Coordination Plan.

Understand the gaps in special needs transportation identified in the Coordination Plan, join a discussion on priority goals and strategies, and brainstorm project concepts and partnerships.

Grant Funding Opportunity!

Find out how your agency may develop funding proposals for transportation and mobility management projects serving seniors, persons with disabilities and persons of low income through the Federal Transit Administration Section 5310 Grant Program. Understanding the priority goals and strategies identified in the Coordination Plan is an important step in seeking funding under the Section 5310 Grant Program.

Please Join Us!

When: Tuesday, June 9, 2015

Where: OCTA Headquarters
550 S Main Street, Orange
Room 103/104

Time: 9:00 a.m. – 11:00 a.m.

For additional information and to RSVP,
please contact Joanne Jacobsen at (714) 560-5660.





BADALI DESIGN communications

Project Samples

San Bernardino Housing Authority
 Contact: Ana Gamiz • (909) 322-6307

2013 Annual Report



2014 Annual Report



FOR HOUSING AUTHORITY OF THE COUNTY OF SAN BERNARDINO		FOR HOUSING AUTHORITY OF THE COUNTY OF SAN BERNARDINO	
STATEMENT OF NET POSITION - UNAUDITED		STATEMENT OF REVENUES, EXPENSES & CHANGES IN FUND NET POSITION - UNAUDITED	
FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2014		FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2014	
ASSETS		REVENUES	
Cash & Investments	214,861,959	Operating rental income	852,761,900
Accounts receivable	2,954,959	H&U Operating revenues & Grants	48,422,351
Prepaid expenses	219,445	Other income	8,432,361
Data files (other governments)	219,445	Investment income	109,285
Land, Buildings & Equipment	322,792	Total Revenues	132,716,342
Inventory	121,267	EXPENSES	
Notes receivable	374,310	Administrative expenses	18,332,586
Total Assets	3,473,778	Special services	264,229
	148,833,888	Utilities	2,545,251
LIABILITIES		Performance & Operations	1,402,281
Accounts payable	991,831	General expenses	1,881,213
Other liabilities	3,772,794	Employee expenses	791,251
Notes payable	32,231,026	Household assistance payments	474,354
Total Liabilities	82,972,981	Depreciation	72,190,252
	64,382,291	Total Expenses	212,512,527
Investment in capital assets	18,380,648	Increase in net assets	4,403,815
Restricted net assets	23,664,642	Reserve for assets	16,026,392
Unrestricted net assets	10,548,448	FINANCIAL ASSETS	128,432,369
Total Capital	148,833,888		
TOTAL CAPITAL & LIABILITIES	148,833,888		

GRANTS RECEIVED DURING FISCAL YEAR 2013-2014	
GRANT	AMOUNT
Sleeping Doves	\$243,121
Heat Recovery	\$144,078
Good Samaritan	\$317,824
Laurensburg Estates	\$141,200
Project Gateway	\$787,962
Larkin Woods	\$2,000,300
Competition	\$1,708,520
Whispering Pines	\$912,040
Plainsman	\$776,720
WISD	\$918,438
HOPVIA	\$397,597
Family Self-Sufficiency	\$706,220
RSD	\$69,000
Total Grants Received	\$12,811,350



The Whole Child

Contact: Andrea Salazar • (562) 236-4696

Brochure





Program Report



Saint Francis Medical Center
Contact no longer works there

Banners



Outdoor Graphics



Wayfinding Signage



Invitation





BADALI DESIGN *communications*

Project Samples

Green County, Ohio
Contact no longer works there

Website



Advertisement



Visitors Guide



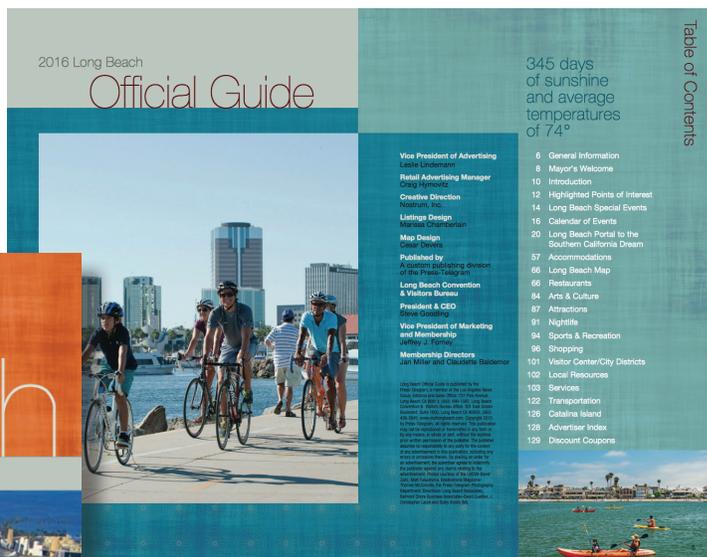
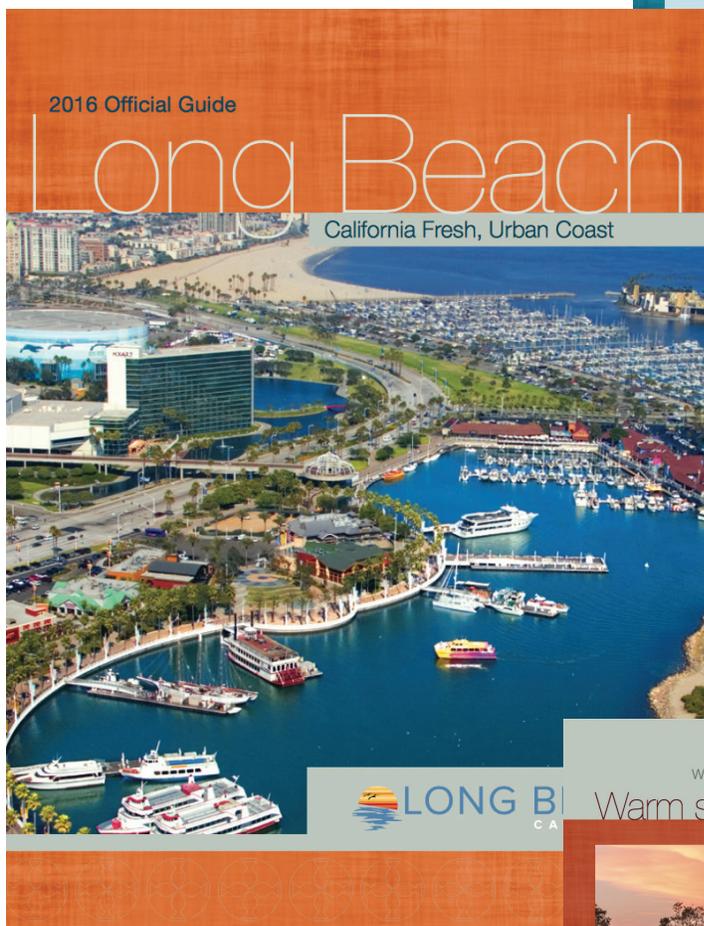


BADALI DESIGN communications

Project Samples

Los Angeles Youth Foundation

Contact: Joseph Anthony • (562) 324-4336



Logo Design



Campaign Project

City of Bell La Campana Shuttle and Rebrand Campaign

1. Pole Banners
2. Street Banners
3. Website
4. Mobile Site
5. Channel 9 News Coverage
6. Promotional Event
7. Signage
8. Trifold Brochure
9. Promotional Items
10. Vehicle Graphics



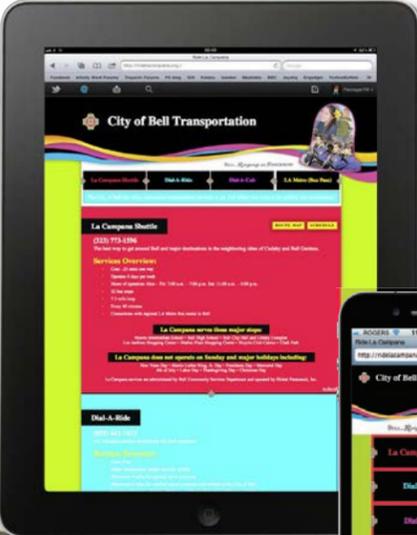
1.



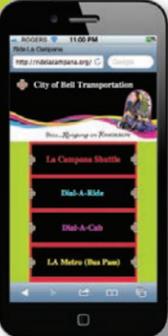
6.



2.



3.



4.



5.



7.



8.



9.



10.



ridelacampana

Campaign Project

Montebello Bus Lines 80th Anniversary Campaign

1. Street Banner
2. Vehicle Advertisement
3. Bus Interior Placard
4. Event Invitation
5. Bus Shelter Poster
6. Social Media Pages
7. Web Banner



1.



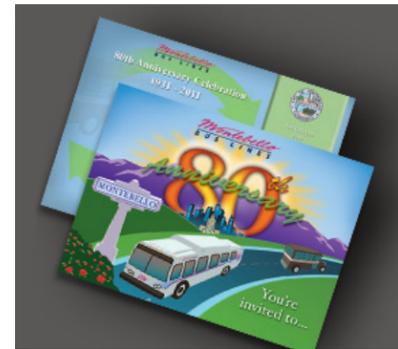
2.



3.



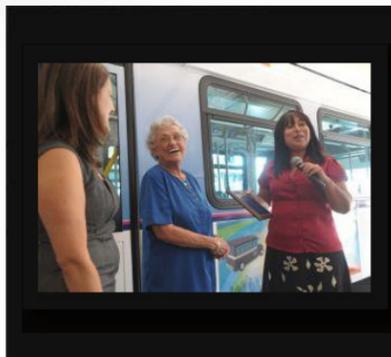
5.



4.



6.



7.



Bring Out Your Inner Super Hero

Pledge to Rideshare Today
Win an iPad mini and Other Great Prizes
octa.net/pledge

Rideshare Week Oct. 6-10

Refer Family & Friends to Form a League of Your Own

Refer more, win more! When you pledge to rideshare at octa.net/pledge, you'll receive a special URL - SHARE IT! Refer three or more people for a chance to win a \$50 gift card!

Plus, all new riders may be eligible to receive \$2 a day for up to three months.

Learn more at octa.net/RideShareWeek

ART Rideshare vRide

1.

Bring Out Your Inner Super Hero
Rideshare Week Oct. 6-10

During Rideshare Week, there are four great ways for employees to win prizes by choosing alternate transportation such as carpool, vanpool, bus, train, biking or walking. Your company can win, too! Pledge to rideshare today at octa.net/pledge.

★ PLEDGE Those who pledge online at octa.net/pledge can win these prizes PLUS the grand prize - an iPad mini.

- MetroLink round-trip tickets
- LED bike lights set
- \$50 gift card
- Bus pass

★ REFER FAMILY & FRIENDS TO FORM A LEAGUE OF YOUR OWN
 Refer more, win more! When you pledge to rideshare at octa.net/pledge, you'll receive a special URL - SHARE IT! Refer three or more people for a chance to win a \$50 gift card!

★ NEW RIDESHARE INCENTIVE PROGRAM
 New riders may be eligible to receive \$2 a day for up to three months.

★ COMPANY PRIZES
 Win big by getting the most employees to change their commuting habits!

1st place \$500 gift card **2nd place \$300 gift card** **3rd place \$200 gift card**

Download all materials at octa.net/ETC

OCTA ART Rideshare vRide

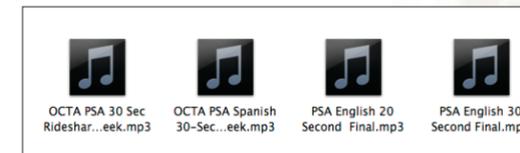
2.



3.



4.



8.

Bring Out Your Inner Super Hero

Rideshare Week Oct. 6-10

Pledge to Rideshare Today. Win an iPad mini & Other Great Prizes.

[Click for Details](#)

9.

Pledge for a Chance to Win Great Prizes!

OCTA Rideshare Week
 October 6-10, 2014

5.

Orange County Transportation Authority

Share the Ride/Bike **Rideshare Week, Oct. 6-10**

Bring Out Your Inner Super Hero and Win Great Prizes!

I pledge to ride the bus or train, carpool, vanpool, or bike during Rideshare Week.

PLEDGE NOW!

- WIN A METROLINK ROUND-TRIP TICKET AND AN IPAD MINI
- WIN A LED BIKE LIGHTS SET AND AN IPAD MINI
- WIN A \$50 GIFT CARD AND AN IPAD MINI
- WIN A FREE BUS DAY PASS AND ENTER TO WIN AN IPAD MINI

7.

Campaign Project

OCTA Rideshare Week 2014 Marketing Campaign

1. Poster (18x24 inch)
2. Flyer
3. Photobooth Backdrop and Costumes
4. Kick Off Event Promotional Items
5. Powerpoint Presentation
6. Pledge Cards (multiple languages)
7. OCTA Web Page
8. Public Service Announcements
9. OCTA Homepage Banner Ad