

# Entice. Educate. Engage.

We Craft Creative Marketing Solutions for Print and Web.



## Company Overview

Visual Appeal, LLC is an award-winning creative marketing agency dedicated to revitalizing brands with impactful designs that entice, educate, and engage. We collaborate closely with corporations, universities, non-profits, and small businesses to develop strategic and innovative design solutions. Our approach focuses on crafting a cohesive brand identity and creatively translating it into compelling designs for both print and web. With our deep understanding of the intricacies involved, we deliver effective promotional outcomes that resonate with target audiences.

## Core Competencies

- Strategic Marketing
- Graphic Design
- Branding Services
- Website Design & Development
- Advertising & Social Media
- Event Collateral & Signage
- Video Animation
- Photography/Videography



## Codes & Certifications

UEI: LWWRM653TUK1  
CAGE: 7KU96 | SWaM: 692003

## NAICS Codes:

- 541430: Graphic Design Services
- 541613: Marketing Consulting Services
- 541611: Planning Consultant
- 541810: Advertising Agency

## NIGP Codes:

- 05216 - Drawings
- 20850 - Graphics
- 80158 - Signs: Billboard, Advertising
- 90735 - Designing Services
- 91500 - Communications and Media
- 91501 - Advertising Agency Services
- 91504 - Advertising, Outdoor Billboard
- 91522 - Communications Marketing
- 91548 - Graphic Arts Services
- 91582 - Video Production
- 91596 - Web Page Design, Management and Maintenance
- 91807 - Advertising Consulting
- 91826 - Communications: Public Relations Consulting
- 91876 - Marketing Consulting
- 96104 - Artists
- 96153 - Marketing Services
- 96546 - Graphic Design Services for Printing

- Strategy
- Creative
- Execute
- Measure

## Past Performance

- Virginia Commonwealth University
- William & Mary
- Virginia Black History Museum & Cultural Center
- City of Richmond Office of Minority Business Development
- Virginia Department of Small Business and Supplier Diversity
- Richmond Redevelopment & Housing Authority
- Healthcare Supplier Diversity Alliance (HSDA)
- Capital Area Health Network

