

# Capability Statement



## CORE COMPETENCIES

Kelly Finan Illustration is a small, woman-owned graphic design and illustration company that provides government agencies, prime contractors, businesses, authors, and nonprofits with scientifically accurate graphics and writing for interpretive signs and other publications. Areas of expertise include...

- **Natural science illustration**
  - Botanical and mycological illustration
  - Zoological illustration
  - Ecological illustration
  - Geology and hydrology illustration
- **Site maps and landscape reconstructions**
- **Infographics and data visualization**
- **Biomedical illustration**
- **Murals and large-scale paintings**
- **Children's illustration**
- **2-D animation**
- **Graphic design**
  - Interpretive signs
  - Magazine layout
  - Branding, marketing, and packaging
  - Apparel design
- **Natural science interpretive writing**
- **Consulting**

## COMPANY DATA

**DUNS number:** 962743030  
**CAGE code:** 614W9  
**EIN:** 83-1369136  
**Date Founded:** 2009  
**Type of Business:** Sole proprietor  
**Business Size:** Small  
**Business Classifications:** Certified EDWOSB (Economically Disadvantaged Woman Owned Small Business)  
**NAICS Code:** 541430

## DIFFERENTIATORS

Kelly Finan, owner of Kelly Finan Illustration, holds an M.S. in plant biology as well as a graduate certificate in science illustration. With her unique background as a field ecologist, interpretive writer, and illustrator, Kelly is perfectly positioned to work with government agencies and prime contractors on interpretive signage for parks and other natural areas.

## PAST PERFORMANCE

**Vermont River Conservancy.** May 2018 - May 2019, Graphic design, illustration, and prepress for two large interpretive signs and three smaller signs.

**Salt Spring State Park.** March 2017 - March 2018, Graphic design, illustration, and prepress for one large interpretive sign and three smaller signs.

**State of Maine.** May 2013 - Sept. 2014, interpretive writing and layout design for fifteen Natural Heritage Hikes, available at [www.mainetrailfinder.com](http://www.mainetrailfinder.com).