Capability Statement

Complexity into clarity.

IGRAPHI

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COMPANY OVERVIEW

A Washington, DC design studio turning complex ideas into clear, credible visual communication.

IGRAPHI LLC is a **newly established** Washington, DC studio specializing in **graphic design and visual communications** (NAICS 541430). I turn complex, technical, and high-stakes material into clear, credible work for government and global organizations — reports, presentations, brand systems, and event identities.

The company is new; the experience behind it is not. Founder **Vladimir Herrera** brings more than **25 years** designing for leading development and health organizations, translating dense research and data into work that reads clearly across every screen, stage, and printed page.

AT A GLANCE

- **Newly established LLC** — SAM.gov registered & active (All Awards)
- Primary NAICS **541430** — Graphic Design Services
- **Small Business**, Washington, DC
- Founder with **25+ years** designing for global organizations
- One senior designer, start to finish — no handoffs
- Fast, reliable on complex, multi-reviewer work

CORE SERVICES

From flagship publications to digital communication kits, IGRAPHI delivers the visual communication services government and global teams rely on.

Reports & Publications
Annual reports, research, policy briefs, and technical documents made clear and ready to present.

Executive Presentations
Board briefings, donor decks, and ministerial presentations that read fast and land with decision-makers.

Brand & Event Systems
Logos, identity systems, and complete event materials — from banners and signage to on-site collateral.

Data Visualization & Digital
Infographics, charts, and maps, plus newsletters, landing pages, and social-ready digital assets.

SECTOR EXPERIENCE

Disaster Risk & Resilience
DRM frameworks, resilience programs, and post-disaster recovery communication.

Climate & Environment
Adaptation, mitigation, and nature-based solutions communication.

Public Health & Education
Health campaigns, awareness days, and behavior-change materials.

Social Protection & Community
Livelihoods, gender equity, and inclusive community programs.

Infrastructure & Urban
Urban planning, transport, housing, and sustainable-city programs.

International Development
Cross-cutting programs across Latin America, Africa, Asia, and beyond.

DIFFERENTIATORS

Multicultural Reach
Multilingual, multicultural communication across global regions and audiences.

Technical Translation
Turning dense technical content into accessible, compelling visual stories.

AI-Enhanced Workflows
AI-supported design that improves speed and reduces cost without cutting quality.

One Senior Designer
The person you brief is the person who does the work. No handoffs, no juniors.

SELECTED WORK

Produced by the founder for global institutions over 25 years of practice.

The Art of Knowledge Exchange
World Bank Institute — reference workbook, instrument guides and road map.

Sendai Dialogue
World Bank, GFDRR & Government of Japan — identity for a ministerial forum, Tokyo 2012.

World Reconstruction Conference
GFDRR / World Bank — multi-year conference identity and event graphics.