



CONTRACT RENEWAL LETTER

Date: February 16, 2026
Contract #: UCPJMU5934
Service: Graphic Design Services
Renewal Period: 5/21/2026 to 5/20/2027
Renewal #: 5 of 5 One-Yr
Issued By: James Madison University
 Shanna Devers, Lead Commodity Contract Officer Ph: 540-568-3131
 Fx: 540-568-7935

Contractor: Hoon Design LLC, dba Graphite Creative
 Attn: Hoon Choi
 7918 Jones Branch Dr.
 McLean, VA 22102 Ph: 703-998-3000

Contract Administrator: Carolyn Windmiller, University Communications

Description of Renewal Notice:

In accordance with the renewal provision of the original contract all terms, conditions, and specifications of the original contract remain the same during the contract renewal period, along with any modifications that have been incorporated up until this point. The contract pricing will remain the same and is attached to this renewal.

All invoices shall be submitted within sixty days of contract renewal term expiration as well as for each subsequent contract renewal period. Any invoices submitted after the sixty day period will not be processed for payment.

Return one executed renewal notice to my attention within ten days.

Hoon Design LLC, dba Graphite Creative

By: 

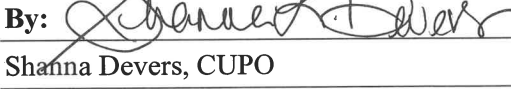
 Hoon Choi

Name (print)

Owner/Managing Partner 2/16/26

Title Date Signed

James Madison University

By: 

 Shanna Devers, CUPO

Name (print)

Lead Commodity Contract Officer 2/16/2026

Title Date Signed

Contract #: UCPJMU5934

Contractor: Hoon Design LLC, dba Graphite Creative

Renewal Period: 5/21/2026 – 5/20/2027

Commodity: Graphic Design Services

Pricing Schedule

1. Blended hourly rate of \$125.00 for the following services:

- Creative Direction
- Marketing Consultation
- Design and Production
- Press Checks and other quality control measures
- Preparation of templates and content for presentations
- Preparation of advertisement for print or electronic media
- Graphics for Web pages
- Project Management
- Art direction for photography shoots and image selection

Additional services blended hourly rate of \$160.00 for the following services:

- Multimedia (including animation and video)
- Photography
- Videography

2. Contractor shall provide a project proposal/estimate for each project to include an itemized list detailing the services to be provided, the number of hours it will take to complete the project along with associated hourly fees, total project cost, actual date for starting work, project completion date, and contact information of the department requesting service.
3. Travel costs or related expenses to and from James Madison University shall be waived provided that each travel day accrues a minimum of four (4) hours of billable service prescribed in Pricing Schedule.
- a. Contractor shall invoice travel expenses in accordance with the U.S. General Services Administration (GSA) for lodging, meals and incidental expenses at the time of travel, which can be referenced at: <http://www.jmu.edu/finprocedures/4000/4215mie.shtml> or a flat fee of \$75.00, whichever cost is lowest.
 - b. Travel related charges shall be approved by the university prior to travel.
4. Shipping, postage, and delivery fees for layout proofs or samples, if applicable, will be charged to the university without markup and shall be included in the estimate provided to the university.