

**NAPCS Product List for NAICS 54143: Graphic Design Services**

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
54143	1					Graphic design services	<p>Combining text and graphics to visually communicate a message or concept. May include numerous steps such as presentation of concepts; showing the layout of major design elements; art direction; coordination of illustrations and photography; development of a comprehensive layout and final art; production of a graphic standards manual; and supervision of production.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• design services for corporate identities, brand identities; stationery sets (business cards, letterhead, envelopes); advertising materials; books, magazines and newspapers; product packaging; and audiovisual works, etc.</li> <li>• typeface design services, and</li> <li>• commercial illustration services, etc.</li> <li>• graphic design consulting services.</li> </ul>	541430 541810 541510 51219
54143	1.1					Graphic design services for corporate identity	<p>Combining text and graphics to create a visual representation of a corporation's or organization's public identity, and designing applications of that visual representation.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• comprehensive graphic design of a corporation's visual identity.</li> <li>• brand identity design services.</li> <li>• graphic design of logos and trademarks.</li> <li>• graphic design of stationery sets (business cards, letterhead, envelopes), and</li> <li>• graphic design of annual reports, etc.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• public relations services.</li> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> </ul>	541430

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54143	1.1.1	X				Graphic design for corporate identity, comprehensive service.	<p>Providing a comprehensive service that includes graphic design of a corporate logo or trademark and graphic design of applications of the logo and other design elements throughout the corporation.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• services bundling some combination of logo or trademark design; stationery sets design; design of signs for displays and trade shows; design of graphics for uniforms, vehicles, and similar corporate items; and design of annual reports.</li> <li>• comprehensive brand identity design services.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> </ul>	541430
54143	1.1.2					Graphic design for corporate identity, individual services	<p>Providing graphic design services for a specific element of a client's corporate identity.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• logo or trademark design.</li> <li>• stationery sets design.</li> <li>• design of signs for a trade show display, and</li> <li>• annual report design, etc.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• graphic design services related to advertising are in product 1.2, Graphic design services for advertising.</li> <li>• services provided as part of a package of corporate identity design services are in product 1.1.1, Graphic design for corporate identity, comprehensive service.</li> <li>• graphic design services for newsletters are in product 1.3, Graphic design services for publications.</li> <li>• commercial illustration services are in product 1.4, Graphic design services for commercial illustrations.</li> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> </ul>	541430

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54143	1.1.2.1	X				Graphic design services for corporate logos and trademarks	Creating a graphic image (logo/mark/logotype) as a distinctive, immediately recognizable visual symbol of a corporation or organization, for use in promoting the company or organization.  Excludes: • consulting services sold separately are in product 1.10, Consulting services for graphic design.	541430
54143	1.1.2.2	X				Graphic design services for corporate stationery, business cards, and similar material	Designing stationery, business cards, forms, envelopes, labels, electronic templates and other related items, including their color, graphics, typeface, paper stock, and layout.  Excludes: • consulting services sold separately are in product 1.10, Consulting services for graphic design.	541430
54143	1.1.2.3	X				Graphic design services for annual reports	Providing graphic design services for a corporation's or organization's annual report.  Excludes: • graphic design services related to advertising are in product 1.2, Graphic design services for advertising. • consulting services sold separately are in product 1.10, Consulting services for graphic design.	541430
54143	1.1.2.9	X				Graphic design for corporate identity, individual services, nec.	Providing graphic design services for individual components of a corporation's identify, not elsewhere classified.  Includes: • graphic design services for a company's uniform, and • graphic design services for trade show displays, etc.  Excludes: • consulting services sold separately are in product 1.10, Consulting services for graphic design.	541430

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54143	1.2	X				Graphic design services for advertising	<p>Designing the visual appearance of advertising materials, such as the layout, colors, graphics, and typeface.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• brand identity design services are in product 1.1, Graphic design services for corporate identity.</li> <li>• development of a complete advertisement or advertising campaign.</li> <li>• creating original illustrations for use in advertisements is in product 1.4, Graphic design services for commercial illustrations.</li> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> </ul> <p>Subset of product 3 on 54181 list.</p>	541430 541810
54143	1.3	X				Graphic design services for publications	<p>Creating the graphic design for publications, including covers, interior layout, and selection of typefaces.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• graphic design services for books, magazines, newspapers, and newsletters, etc.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• graphic design services for corporate annual reports are in product 1.1.2.3, Graphic design services for annual reports.</li> <li>• graphic design services related to advertising are in product 1.2, Graphic design services for advertising.</li> <li>• creating illustrations for use in publications is in product 1.4, Graphic design services for commercial illustrations.</li> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> </ul>	541430
54143	1.3.1			X	X	Graphic design services for books	<p>Creating the graphic design for books, book covers, and interior components.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• graphic design services related to advertising are in product 1.2, Graphic design services for advertising.</li> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> </ul>	541430

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54143	1.3.2			X	X	Graphic design services for periodicals	<p>Creating the graphic design for magazine covers and interior components.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• graphic design services related to advertising are in product 1.2, Graphic design services for advertising.</li> <li>• graphic design services for annual reports are in product 1.1.2.3, Graphic design services for annual reports.</li> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> </ul>	541430
54143	1.3.3			X	X	Graphic design services for newspapers	<p>Creating the graphic design for newspapers, including the front page and interior section layouts and title designs, and the selection of typefaces.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• graphic design services related to advertising are in product 1.2, Graphic design services for advertising.</li> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> </ul>	541430
54143	1.3.9			X	X	Graphic design services for publications, nec.	<p>Creating the graphic design for publications, not elsewhere classified.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• graphic design services for corporate annual reports are in product 1.1.2.3, Graphic design services for annual reports.</li> <li>• graphic design services related to advertising are in product 1.2, Graphic design services for advertising.</li> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> </ul>	541430
54143	1.4	X				Graphic design services for commercial illustrations	<p>Creating illustrations for use in graphic design projects.</p> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> </ul>	541430
54143	1.5	X				Graphic interface and interaction design services	<p>Creating the graphic design of online tools, and software applications and interfaces.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• design of video game graphics and interfaces.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• consulting services sold separately are in product 1.10, Consulting services for graphic design.</li> <li>• web site design services are in product 2.1, Web site design and development services.</li> </ul>	541430 541510

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54143	1.6	X				Graphic design services for signage and wayfinding	Designing signage that identifies specific locations such as building exits, information desks, and parking areas, and wayfinding systems that assist in navigating to specific locations.  Excludes: • consulting services sold separately are in product 1.10, Consulting services for graphic design.	541430
54143	1.7	X				Graphic design services for packaging	Creating the graphic design, including the layout and selection of typefaces and graphic images, for product packaging.  Excludes: • consulting services sold separately are in product 1.10, Consulting services for graphic design.	541430
54143	1.8	X				Typeface design services	Creating the graphic design of a character set for use as a typeface (style).  Excludes: • consulting services sold separately are in product 1.10, Consulting services for graphic design.	541430
54143	1.9	X				Graphic design services for audiovisual works	Designing graphical elements to enhance an audiovisual work, such as text for film titles and credits, abstract designs, images, and animations.  Excludes: • consulting services sold separately are in product 1.10, Consulting services for graphic design.  Includes products 1.6 and 1.9 on 51219 list.	541430 512191
54143	1.10	X				Consulting services for graphic design	Providing advice and guidance on graphic design issues.  Excludes: • consulting services bundled with graphic design projects are in products 1.1 - 1.9, depending on type of project.	541430
54143	1.99	X				Graphic design services, nec.	Providing graphic design services, not elsewhere classified.	541430
54143	2					Related products	Other important products provided by establishments classified in NAICS 54143.	541430
54143	2.1	X				Web site design and development services	Designing the structure and content of a web page and/or of writing the computer code necessary to create and implement a web page.  Excludes: • design and development of a web page bundled with the hosting of the web page.  Same as product 1.2.1.1 on 5112 et al list.	541430 511210 518210 54151

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54143	2.2	X				Imaging and other data capture services	<p>Converting paper documents into digital or other machine-readable formats. The service generally involves the following components: 1) document preparation, 2) scanning, optical character recognition, and other data capture activities, 3) and the delivery or output of the information captured into a database or a physical medium.</p> <p>Same as product 1.6.1 on 5112 et al list.</p>	541430 518210 54151
54143	2.3	X				Printing services	<p>Printing publications of any type for others.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• printing services for books, magazines, pamphlets, posters, and calendars, etc.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• lithographic, gravure, flexography, and screen printing services.</li> <li>• photocopying services.</li> <li>• providing a bundle of printing and distribution services.</li> </ul> <p>Same as product 3.1 on 51111 list.</p>	541430 51111 32311
54143	2.4	X				Reselling services for merchandise, retail	<p>Retailing of merchandise purchased on own account for resale or sold on a fee or commission basis for others. Includes reselling of apparel, memorabilia, publications, prepackaged foods and beverages, and other merchandise. Also includes vending machine sales. Revenue for this product includes the gross margin, fees, and commissions earned on sales.</p> <p>Same as product 15.1 on 711 list.</p>	541430 44-45
54143	2.5			X	X	Training services, graphic design	<p>Providing training services in graphic design.</p> <p>Subset of product 1.2.4 on 61 list.</p>	541430 61
54143	2.9	X				Other related products	Other related products provided by establishments classified in NAICS 54143.	541430