

COMMONWEALTH OF VIRGINIA

STANDARD CONTRACT

Contract Number: VTS-1860-2023

This contract entered into this 23rd day of September 2022 by Afton Design hereinafter called the "Contractor" and Commonwealth of Virginia, Virginia Polytechnic Institute and State University called "Virginia Tech."

WITNESSETH that the Contractor and Virginia Tech, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

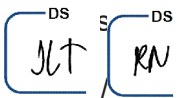
SCOPE OF CONTRACT: The Contractor shall provide Graphic Design, Illustration and Typesetting Services to Virginia Tech as set forth in the Contract Documents.

PERIOD OF CONTRACT: From October 1, 2022 through September 30, 2025. Options for (2) two, (3) three-year renewals.


COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid by Virginia Tech in accordance with the Contract Documents.

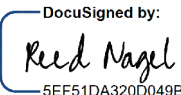
CONTRACT DOCUMENTS: The Contract Documents shall consist of this signed contract, Request for Proposal (RFP) number 5671412301 dated July 1, 2022, together with Addendum Number 1 To RFP dated July 19, 2022, the proposal submitted by the Contractor dated July 31, 2022, revised pricing schedule submitted on September 19, 2022 and the negotiation summary, all of which Contract Documents are incorporated herein.

ELECTRONIC TRANSACTIONS: If this paragraph is initialed by both parties, to the fullest extent permitted by Code of Virginia, Title 59.1, Chapter 42.1, the parties do hereby expressly authorize and consent to the use of electronic signatures as an additional method of signing and/or initialing this contract and agree electronic signatures (for example, the delivery of a PDF copy of the signature of either party via facsimile or electronic mail or signing electronically by utilizing an electronic signature service) are the same as manual executed handwritten signatures for the purposes of validity, enforceability and


(Initials)

In WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

Contr
By: 
31F35F5E8CD04F5...
Jacqueline L Temkin
Principal
Name and Title

Virgin
By: 
5EF51DA320D049B...
Reed Nagel
Associate Director of Goods and Services



Request for Proposal #5671412301

For

Graphic Design, Illustration and Typesetting Services

July 1st, 2022

Note: This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, sexual orientation, gender identity, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

RFP # 5671412301, Graphic Design, Illustration and Typesetting Services

INCLUDE THIS PAGE WITH YOUR PROPOSAL, SIGNATURE AT SUBMISSION IS REQUIRED

DUE DATE: Proposals will be received until August 1st, at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

INQUIRIES: All inquiries for information regarding this solicitation should be directed to Angela Caldwell, Phone: (540) 231- 1269 e-mail: acaldwell@vt.edu. All inquiries will be answered in the form of an addendum. Inquiries must be submitted by (2:00 PM) on (July 15th, 2022). Inquiries must be submitted to the procurement officer identified in this solicitation.

PROPOSAL SUBMISSION:

Proposals may NOT be hand delivered to the Procurement Office.

Virginia Tech has partnered with Bonfire Interactive to create a new procurement portal that will allow you to access business opportunities and submit bids and proposals to Virginia Tech digitally.

Proposals must be submitted electronically at:

<https://procurement-vt.bonfirehub.com/>.

Vendors are requested to visit the new Procurement Portal then follow the link to the Bonfire vendor registration page to register your company. Registration is easy and free. If you have any challenges with the registration process, please contact Bonfire Interactive Support at support@gobonfire.com .

It is encouraged for all vendors to register prior to the proposal submission deadline to avoid late submissions. Log into your Bonfire Vendor account in order to access the opportunity and begin preparing your submission. Upon completion you will be directed to your Submission Receipt. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time.

For a quick tutorial on how to upload a submittal, visit: https://support.gobonfire.com/hc/en-us/articles/360011034814-Creating-and-Uploading-a-Submission-for-Vendors-?_ga=2.42375717.1472165071.1588110542-997330893.1585332052

Hard copy or email proposals will not be accepted. Late proposals will not be accepted, nor will additional time be granted to any individual Vendor.

Attachments must be smaller than 1000MB in order to be received by the University.

In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.

AUTHORIZED SIGNATURE: _____ Date: _____

03/28/2022

[INCLUDE THIS PAGE]

I. PURPOSE:

This Request for Proposal (RFP) seeks to solicit proposals to establish a contract through competitive negotiations for a Graphic Design, Illustration and Typesetting services by Virginia Polytechnic Institute and State University (Virginia Tech), an agency of the Commonwealth of Virginia.

Virginia Tech's colleges and units are often in need of Graphic Design, Illustration and Typesetting Services to meet communications objectives on a variety of platforms. To extend its resources, Virginia Tech seeks vendors to enter into a general contract to provide high-quality services to Virginia Tech entities on an as-needed basis.

II. SMALL, WOMAN-OWNED AND MINORITY (SWAM) BUSINESS PARTICIPATION:

The mission of the Virginia Tech supplier opportunity program is to foster inclusion in the university supply chain and accelerate economic growth in our local communities through the engagement and empowerment of high quality and cost competitive small, minority-owned, women-owned, and local suppliers. Virginia Tech encourages prime suppliers, contractors, and service providers to facilitate the participation of small businesses, and businesses owned by women and minorities through partnerships, joint ventures, subcontracts, and other inclusive and innovative relationships.

For more information, please visit: <https://www.sbsd.virginia.gov/>

III. CONTRACT PERIOD:

The term of this contract is for three (3) year(s), or as negotiated. There will be an option for (2) two, three-year renewals, or as negotiated.

IV. EVA BUSINESS-TO-GOVERNMENT ELECTRONIC PROCUREMENT SYSTEM:

The eVA Internet electronic procurement solution streamlines and automates government purchasing activities within the Commonwealth of Virginia. Virginia Tech, and other state agencies and institutions, have been directed by the Governor to maximize the use of this system in the procurement of goods and services. *We are, therefore, requesting that your firm register as a vendor within the eVA system.*

There are transaction fees involved with the use of eVA. These fees must be considered in the provision of quotes, bids and price proposals offered to Virginia Tech. Failure to register within the eVA system may result in the quote, bid or proposal from your firm being rejected and the award made to another vendor who is registered in the eVA system.

Registration in the eVA system is accomplished on-line. Your firm must provide the necessary information. Please visit the eVA website portal at <http://www.eva.virginia.gov/pages/eva-registration-buyer-vendor.htm> and **register both with eVA and Ariba**. *This process needs to be completed before Virginia Tech can issue your firm a Purchase Order or contract.* If your firm conducts business from multiple geographic locations, please register these locations in your initial registration.

For registration and technical assistance, reference the eVA website at: <https://eva.virginia.gov/>, or call 866-289-7367 or 804-371-2525.

V. CONTRACT PARTICIPATION:



It is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or Virginia Tech's affiliated corporations and/or partnerships may access any resulting contract if authorized by the contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance with contract terms. The Contractor shall notify Virginia Tech in writing of any such entities accessing the contract, if requested. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the Contract, as requested. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from Virginia Tech. Virginia Tech shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that Virginia Tech is not responsible for the acts or omissions of any entity, and will not be considered in default of the contract no matter the circumstances.

Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

VI. STATEMENT OF NEEDS/SCOPE OF WORK:

A. The contractor shall provide all labor, materials, resources, equipment and supervision to provide graphic design, illustration, and/or typesetting services for various Virginia Tech projects and shall render one or more of the following services for any given project. Provide a detailed response to each item below. Vendors are encouraged to provide a proposal for the services in their entirety or for the services in which they are qualified to provide.

1. Produce high-quality graphic design for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications, or other program materials. May require one or more of the following:
 - a. Describe your ability to provide creative direction, graphic design, project management, and production for a variety of communications formats.
 - b. Describe your ability to design and prepare brochures and advertisements for print or digital delivery.
 - c. Describe your ability to provide graphics for web pages (not web page design and production).
 - d. Describe your ability to conduct press checks and other quality control measures as needed.

- e. Describe your ability to prepare templates and content for PowerPoint, Prezi, and Keynote-based slides and for presentation.
 - f. Describe your ability to provide any multimedia animation, image selection, or needed photography.
 - g. Describe your ability to coordinate the consistency and quality of materials and continue project management through production and delivery of final product.
 - h. Describe your ability to produce projects that meet 508 requirements including accessible PDFs and presentations or templates.
2. Produce high-quality illustration for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications, or other program materials. May require one or more of the following:
- a. Describe your ability to provide analog illustrations or works of art on paper, canvas, or other media; Not limited to watercolor paintings, pen and ink, graphite, oil paintings, collage, gouache, acrylics, colored pencil, marker, or other materials, mixes of material or mixed media used to communicate a visual idea in the style of the Contractor.
 - b. Describe your ability to provide digital illustrations and/or 3D renderings.
 - c. Describe your ability to provide info graphics or related numeric models or visual numeric forms of design communication.
 - d. Describe your ability to provide creative or illustrated themes for recurring use as illustrated elements, design elements, patterns, graphic design overlays, underlays, etc.
 - e. Describe your ability to provide photographic collage or photo illustrations (digital and analog).
 - f. Describe your ability to provide maps, illustrated wayfinding content, and signage icons.
 - g. Describe your ability to provide multimedia illustration, animation, or virtual reality experiences.
3. Provide high-quality typesetting services to produce documents and publications for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications, or other program materials. May require one or more of the following:
- a. Describe your ability to typeset a document ensuring the document meets 508 requirements for digital accessibility.
 - b. Describe your ability to typeset and prepare multipage, multichapter documents for print or electronic media.
 - c. Describe your ability to place illustrations, figures, tables, images within a document that meets 508 requirements for digital accessibility.
 - d. Describe your ability to create tables and graphs that meet 508 requirements for digital accessibility.
 - e. Describe your ability to prepare templates and content for Word, InDesign, Adobe Acrobat, and presentation formats that meets 508 requirements for digital accessibility.
 - f. Describe your ability to coordinate the consistency and quality of materials and continue project management through production and delivery of final product.
- B. Describe your ability to adhere to required deadlines, including how materials will be shared, and your ability to meet with a university representative face-to-face or virtually (using a mutually agreed upon technology) within 24-48 hours of request, and at no additional cost to the University. Describe your ability to work on-site as needed/appropriate and your

availability for short turnaround projects and/or projects that may require your involvement over a longer period of time.

- C. Contractor shall abide by Virginia Tech brand guidelines and unit guidelines, and follow directions from university staff to develop and design promotional and informational materials, advertisements, brochures, direct mail pieces, informational booklets, educational publications, web pages, etc. that will send the appropriate message to targeted markets. This may include a detailed approval process that could result in changes in direction or revisions to meet the needs of the project and its stakeholders, with Virginia Tech retaining the right to edit and use the material in any way it deems appropriate. Describe your ability to comply and meet this requirement.
- D. Contractor shall agree all submissions will be original, not previously published, nor infringe any copyright or trademark rights and that Virginia Tech will own all right, title and interest in all artwork, photos, dies, graphics and similar artistic materials as well as electronic files from Adobe Creative Suite (Illustrator, InDesign, Photoshop and associated digital attachments) created under this contract for use on the website, in publications, or in any present or future medium. Describe your company’s plan to take care of any/all copyright procurement and confirm that all content shall be owned by the university and shall retain all rights associated with the completed material.
- E. Describe your project management approach and the process or workflow you use to generate graphic design/illustrations for projects and how you will meet the required specifications, objectives, and timeframes. Please note thumbnails, storyboards or related planning process information.
- F. Provide various samples of graphic design, illustration and/or typesetting projects that showcase your quality of work, complement your clients’ existing branded materials, and demonstrate your ability to meet the needs of this RFP. Provide a minimum of three (3) creative, published work samples that have been produced within the last two (2) years, preferably with one (1) of the three (3) from a higher education institution. Submit conventional print samples, a flash drive, and/or any links to online work. Physical samples mailed to the university will not be returned.
- G. Virginia Tech reserves the right to review and approve all printing estimates. Describe your firm’s ability to acquire and submit printing estimates at Virginia Tech contracted vendors. Include the process for approving proofs and verifying files with the vendor to move jobs to completion.
- H. Provide a detailed pricing schedule that clearly lists all of the service/items that could be provided and their associated cost(s).
- I. Pricing Schedule: Contractor shall provide a breakdown of the hourly billing rates for services being provided. If rates are not listed please provide other rates.

Description	Rate/Hour
Graphic Design Services	
Illustration Services	
Typesetting Services	

VII. PROPOSAL PREPARATION AND SUBMISSION:

A. Specific Requirements

Proposals should be as thorough and detailed as possible so that Virginia Tech may properly evaluate your capabilities to provide the required goods or services. Offerors are required to submit the following information/items as a complete proposal:

1. Plan and methodology for providing the services/goods mentioned in Section VI in the RFP.
2. Provide three (3) references from organizations where you have performed this type of work.
3. Provide a pricing schedule. Include hourly rates and overtime rates. Identify any upcharges to be applied to services if applicable.
4. Participation of Small, Women-owned and Minority-owned Business (SWaM) Business:

If your business cannot be classified as SWaM, describe your plan for utilizing SWaM subcontractors if awarded a contract. Describe your ability to provide reporting on SWaM subcontracting spend when requested. If your firm or any business that you plan to subcontract with can be classified as SWaM, but has not been certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), it is expected that the certification process will be initiated no later than the time of the award. If your firm is currently certified, you agree to maintain your certification for the life of the contract. For assistance with SWaM certification, visit the SBSBD website at <http://www.sbsd.virginia.gov/>

5. The return of the General Information Form and addenda, if any, signed and filled out as required.

B. General Requirements

1. RFP Response: In order to be considered for selection, Offerors shall submit a complete response to this RFP to include;
 - a. **One (1) electronic document** in WORD format or searchable PDF of the entire proposal as one document, INCLUDING ALL ATTACHMENTS must be uploaded through the Bonfire online submission portal. Refer to page 2 for instructions.

Any proprietary information should be clearly marked in accordance with 2.d. below.

- b. Should the proposal contain **proprietary information**, provide **one (1) redacted electronic copy** of the proposal and attachments **with proprietary portions removed or blacked out**. This redacted copy should follow the same upload procedures as described on Page 1 of this RFP. This redacted copy should be clearly marked "*Redacted Copy*" within the name of the document. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable. Virginia Tech shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy.

No other distribution of the proposals shall be made by the Offeror.

2. Proposal Preparation:

- a. Proposals shall be signed by an authorized representative of the Offeror. All information requested should be submitted. Failure to submit all information requested may result in Virginia Tech requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by Virginia Tech at its discretion. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
- b. Proposals should be prepared simply and economically providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.
- c. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, subletter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and subletter should be repeated at the top of the next page. The proposal should contain a table of contents which cross references the RFP requirements. Information which the offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.
- d. Ownership of all data, material and documentation originated and prepared for Virginia Tech pursuant to the RFP shall belong exclusively to Virginia Tech and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, to prevent disclosure the Offeror must invoke the protections of Section 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data or other materials is submitted. The written request must specifically identify the data or other materials to be protected and state the reasons why protection is necessary. –The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and may result in rejection of the proposal.
- e. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to Virginia Tech.–This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but will in no way change the original proposal. Virginia Tech will schedule the time and location of these presentations. Oral presentations are an option of Virginia Tech and may not be conducted. Therefore, proposals should be complete.

VIII. SELECTION CRITERIA AND AWARD: .A. Selection Criteria

Proposals will be evaluated by Virginia Tech using the following:

<u>Criteria</u>	<u>Maximum Point Value</u>
1. Quality of products/services offered and suitability for the intended purposes	35
2. Qualifications and experiences of Offeror in providing the goods/services	25
3. Specific plans or methodology to be used to provide the Services	15
4. Cost (or Price)	15
5. Participation of Small, Women-Owned and Minority (SWAM) Business	10
	Total 100

B. Award

Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal, including price, if so stated in the Request for Proposal. Negotiations shall then be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, Virginia Tech shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Virginia Tech may cancel this Request for Proposal or reject proposals at any time prior to an award. Should Virginia Tech determine in writing and in its sole discretion that only one offeror has made the best proposal, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of this solicitation and the Contractor's proposal as negotiated.

Virginia Tech reserves the right to award multiple contracts as a result of this solicitation.

IX. INVOICES:

Invoices for goods or services provided under any contract resulting from this solicitation shall be submitted by email to vtinvoices@vt.edu or by mail to:

Virginia Polytechnic Institute and State University (Virginia Tech)
 Accounts Payable
 North End Center, Suite 3300
 300 Turner Street NW
 Blacksburg, Virginia 24061

X. METHOD OF PAYMENT:

Virginia Tech will authorize payment to the contractor as negotiated in any resulting contract from the aforementioned Request for Proposal.

Payment can be expedited through the use of the Wells One AP Control Payment System. Virginia Tech strongly encourages participation in this program. For more information on this program please refer to Virginia Tech's Procurement website: <http://www.procurement.vt.edu/vendor/wellsone.html> or contact the procurement officer identified in the RFP.

XI. ADDENDUM:

Any **ADDENDUM** issued for this solicitation may be accessed at <http://www.apps.vpfin.vt.edu/html.docs/bids.php>. Since a paper copy of the addendum will not be mailed to you, we encourage you to check the web site regularly.

XII. COMMUNICATIONS:

Communications regarding this solicitation shall be formal from the date of issue, until either a Contractor has been selected or the Procurement Department rejects all proposals. Formal communications will be directed to the procurement officer listed on this solicitation. Informal communications, including but not limited to request for information, comments or speculations regarding this solicitation to any University employee other than a Procurement Department representative may result in the offending Offeror's proposal being rejected.

XIII. CONTROLLING VERSION OF SOLICITATION:

The posted version of the solicitation and any addenda issued by Virginia Tech Procurement Services is the mandatory controlling version of the document. Any modification of/or additions to the solicitation by the Offeror shall not modify the official version of the solicitation issued by Virginia Tech Procurement Services. Such modifications or additions to the solicitation by the Offeror may be cause for rejection of the proposal; however, Virginia Tech reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such a proposal.

XIV. TERMS AND CONDITIONS:

This solicitation and any resulting contract/purchase order shall be governed by the attached terms and conditions, see Attachment A.

XV. CONTRACT ADMINISTRATION:

- A. The individual user departments at Virginia Tech shall be identified as the Contract Administrators and shall use all powers under the contract to enforce its faithful performance.
- B. The Contract Administrators in each user departments shall determine the amount, quantity, acceptability, fitness of all aspects of the services and shall decide all other questions in connection with the services. Contract Administrators, or designees, shall not have authority to approve changes in the services which alter the concept or which call for an extension of time for this contract. Any modifications made must be authorized by the Virginia Tech Procurement Department through a written amendment to the contract.

XVI. ATTACHMENTS:

Attachment A - Terms and Conditions

ATTACHMENT A
TERMS AND CONDITIONS

RFP GENERAL TERMS AND CONDITIONS

See:

https://www.procurement.vt.edu/content/dam/procurement_vt_edu/docs/terms/GTC_RFP_02182022.pdf

ADDITIONAL TERMS AND CONDITIONS

1. **ADDITIONAL GOODS AND SERVICES:** The University may acquire other goods or services that the supplier provides other than those specifically solicited. The University reserves the right, subject to mutual agreement, for the Contractor to provide additional goods and/or services under the same pricing, terms and conditions and to make modifications or enhancements to the existing goods and services. Such additional goods and services may include other products, components, accessories, subsystems, or related services newly introduced during the term of the Agreement.
2. **AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Virginia Tech, its authorized agents, and/or the State auditors shall have full access and the right to examine any of said materials during said period.
3. **AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that Virginia Tech shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
4. **CANCELLATION OF CONTRACT:** Virginia Tech reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
5. **CONTRACT DOCUMENTS:** The contract entered into by the parties shall consist of the Request for Proposal including all modifications thereof, the proposal submitted by the Contractor, the written results of negotiations, the Commonwealth Standard Contract Form, all of which shall be referred to collectively as the Contract Documents.
6. **IDENTIFICATION OF PROPOSAL EMAIL:** Virginia Tech will only be accepting electronic submission of proposals. All submissions must be submitted to <https://procurement-vt.bonfirehub.com/>. Upon completion you will be directed to your Submission Receipt. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time. **Attachments must be smaller than 1000MB in order to be received by the University.** Proposals may **NOT** be hand delivered to the Procurement Office.
7. **NOTICES:** Any notices to be given by either party to the other pursuant to any contract resulting from this solicitation shall be in writing via email.
8. **SEVERAL LIABILITY:** Virginia Tech will be severally liable to the extent of its purchases made against any contract resulting from this solicitation. Applicable entities described herein will be severally liable to the extent of their purchases made against any contract resulting from this solicitation.

- 9. CLOUD OR WEB HOSTED SOFTWARE SOLUTIONS:** For agreements involving Cloud-based Web-hosted software/applications refer to link for additional terms and conditions: http://www.ita.vt.edu/purchasing/VT_Cloud_Data_Protection_Addendum_final03102017.pdf
- 10. ADVERTISING:** In the event a contract is awarded for supplies, equipment, or services resulting from this solicitation, no indication of such sales or services to Virginia Tech will be used in product literature or advertising. The contractor shall not state in any of the advertising or product literature that the Commonwealth of Virginia or any agency or institution of the Commonwealth has purchased or uses its products or services.
- 11. CRIMINAL CONVICTION CHECKS:** All criminal conviction checks must be concluded prior to the Contractor's employees gaining access to the Virginia Tech Campus. Employees who have separated employment from Contractor shall undergo another background check prior to re-gaining access to the Virginia Tech campus. Contractor shall ensure subcontractors conduct similar background checks. Virginia Tech reserves the right to audit a contractor's background check process at any time. All employees have a duty to self-disclose any criminal conviction(s) occurring while assigned to the Virginia Tech campus. Such disclosure shall be made to Contractor, which in turn shall notify the designated Virginia Tech contract administrator within 5 days. If at any time during the term of the contract Virginia Tech discovers an employee has a conviction which raises concerns about university buildings, property, systems, or security, the contractor shall remove that employee's access to the Virginia Tech campus, unless Virginia Tech consents to such access in writing. Failure to comply with the terms of this provision may result in the termination of the contract.
- 12. INSURANCE:**
By signing and submitting a Proposal/Bid under this solicitation, the offeror/bidder certifies that if awarded the contract, it will have the following insurance coverages at the time the work commences. Additionally, it will maintain these during the entire term of the contract and that all insurance coverages will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.
During the period of the contract, Virginia Tech reserves the right to require the contractor to furnish certificates of insurance for the coverage required.
INSURANCE COVERAGES AND LIMITS REQUIRED:
- A. Worker's Compensation - Statutory requirements and benefits.
 - B. Employers Liability - \$100,000.00
 - C. General Liability - \$2,000,000.00 combined single limit. Virginia Tech and the Commonwealth of Virginia shall be named as an additional insured with respect to goods/services being procured. This coverage is to include Premises/Operations Liability, Products and Completed Operations Coverage, Independent Contractor's Liability, Owner's and Contractor's Protective Liability and Personal Injury Liability.
 - D. Automobile Liability - \$500,000.00
 - E. Builders Risk – For all renovation and new construction projects under \$100,000 Virginia Tech will provide All Risk – Builders Risk Insurance. For all renovation contracts, and new construction from \$100,000 up to \$500,000 the contractor will be required to provide All Risk – Builders Risk Insurance in the amount of the contract and name Virginia Tech as additional insured. All insurance verifications of insurance will be through a valid insurance certificate.
 - F. The contractor agrees to be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from the payment of all sums of money by reason of any claim against them arising out of any and all occurrences resulting in bodily or mental injury or property damage that may happen to occur in connection with and during the performance of the contract, including but not limited to claims under the Worker's Compensation Act. The contractor agrees that it will, at all times, after the completion of the work, be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from all liabilities resulting from bodily or mental injury or property damage directly or indirectly arising out of the performance or nonperformance of the contract.

- 13. LICENSE TO USE VIRGINIA TECH LICENSED INDICIA:** By signing and submitting this Proposal/Bid, the offeror/bidder agrees that if it is awarded a purchase order/contract as a result of this solicitation, it will follow the procedures outlined by Virginia Tech's Licensing and Trademarks Administration to become a licensed vendor authorized to use Virginia Tech licensed trademarks indicia identified in the solicitation and to follow all procedures for submitting artwork for product for approval prior to producing any product with Virginia Tech indicia. As a licensed vendor, the offeror/bidder will be required to pay the university's standard royalty rate for similarly licensed vendors. *More information on the licensing process and application can be found at: <http://clc.com/Licensing-Info.aspx>.*
- 14. OWNERSHIP OF PRINTED MATERIALS:** All artwork, camera-ready copy, negatives, dies, photos, and similar materials used to produce this printing job shall become the property of Virginia Tech. IN ADDITION, the contractor shall provide all digital files needed for printing, archived on readable CD/s. All such items and materials shall be delivered to Virginia Tech in usable condition after completion of the work, and prior to submission of the invoice for payment.
- 15. PRINTING PICKUP/DELIVERIES:** Contractor shall be responsible for all pickups and deliveries of all material.
- 16. PRINTING RAST:** Proposal/Bids for printing will be rejected when the additional per thousand cost, run at the same time (R.A.S.T.) equals or exceeds the base lot per thousand price quoted and/or incremental unit cost. On Proposal/Bids for multiple part forms and envelopes, the additional per thousand price (R.A.S.T.) shall not exceed the base lot per thousand price quoted and/or incremental unit cost.
- 17. QUALITY COLOR PRINTING:** Contractor shall analyze each four-color subject and make separations individually. Contractor shall allow for color correction, dot etching, etc., in order to achieve top-quality production from each separation made.
- 18. PRODUCT INFORMATION:** The offeror/bidder shall clearly and specifically identify the product being offered and enclose complete and detailed descriptive literature, catalog cuts and specifications with the Proposal/Bid to enable Virginia Tech to determine if the product offered meets the requirements of the solicitation. Failure to do so may cause the Proposal/Bid to be considered nonresponsive.
- 19. REFERENCES:** Offerors/Bidders shall provide a list of at least three (3) references where similar goods and/or services have been provided. Each reference shall include the name of the organization, the complete mailing address, the name of the contact person and telephone number.

ORGANIZATION CONTACT PERSON	ADDRESS	TELEPHONE
--------------------------------	---------	-----------

- 1. _____

- 2. _____

- 3. _____

20. **RENEWAL OF CONTRACT:** This contract may be renewed by Virginia Tech upon the written agreement of both parties for (2) two, three-year renewals, under the terms of the current contract, and at a reasonable time (approximately 90 days) prior to the expiration.
21. **SAFETY:** The contractor bears sole responsibility for the safety of its employees. The contractor shall take all steps necessary to establish, administer, and enforce safety rules that meet the regulatory requirements of the Virginia Department of Labor and Industry (VDLI) and the Occupational Safety and Health Administration (OSHA). The contractor shall take steps as necessary to protect the safety and health of university employees, students, and visitors during the performance of their work. In addition, the contractor must also provide the university with a written safety program that it intends to follow in pursuing work under this contract. By entering into a contract with Virginia Tech, the contractor and its subcontractors agree to abide by the requirements described in Safety Requirements for Contractors and Subcontractors located on Virginia Tech's Environmental, Health and Safety Services (EHSS) web site at this URL http://www.ehss.vt.edu/programs/contractor_safety.php. A copy of the publication may also be obtained by contacting EHSS at 540/231- 5985. No work under this contract will be permitted until the university is assured that the contractor has an adequate safety program in effect.
22. **SPECIAL OR PROMOTIONAL DISCOUNTS:** The Contractor shall extend any special promotional sale prices or discounts immediately to Virginia Tech during the term of the contract. Such notices shall also advise the duration of the specific sale or discount price.
23. **SIDEWALK POLICY:** Driving on sidewalks is allowed when there is no other way to get a needed vehicle to a designated place or building on campus. The vehicle operator shall be made aware that extreme caution shall be used to operate the vehicle in a way that will not be a hazard or hindrance to pedestrians using the walk. The contractor shall be responsible for any damage to turf and anything that is located adjacent to the walk. Parking an unattended vehicle on a sidewalk is strictly prohibited by State Law. The contractor is allowed to park a vehicle on a sidewalk if there is no other way to perform necessary work. The procedure to obtain a permit to operate a vehicle on sidewalks is the same as for the turf as outlined in Turf Policy. Any vehicle parked illegally on sidewalks shall be subject to ticketing, fines and towing if necessary.
24. **SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent of Virginia Tech. In the event that the contractor desires to subcontract some part of the work specified herein, the contractor shall furnish Virginia Tech the names, qualifications and experience of their proposed subcontractors. The contractor shall, however, remain fully liable and responsible for the work to be done by his subcontractor(s) and shall assure compliance with all requirements of the contract.
25. **TRANSPORTATION AND PACKAGING:** By signing their Proposal/Bid the offeror/bidder certifies and warrants that the Proposal/Bid price offered for FOB destination includes only the actual freight rate costs at the lowest and best rate and is based upon the actual weight of the goods to be shipped. Except as otherwise specified herein, standard commercial packaging, packing and shipping containers shall be used. All shipping containers shall be properly and legibly marked or labeled on the outside with the commodity description and number, size and quantity of the contents.
26. **TURF POLICY:** Parking or driving on campus turf or sidewalk is strictly prohibited, except as specifically directed or otherwise allowed by the Physical Plant Grounds Department. In this case, a turf permit must be obtained from Virginia Tech Parking Services and displayed by the vehicle. Turf parking is not allowed under the canopy of any tree on campus. Any vehicle parked illegally on turf or sidewalks shall be subject to ticketing and fines.
27. **WORK SITE DAMAGES:** Any damage to existing utilities, equipment or finished surfaces resulting from the performance of this contract shall be repaired to the Owner's satisfaction at the contractor's expense.

ADDENDUM # 1 TO RFP # 5671412301

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (Virginia Tech)
Procurement Department (MC 0333)
North End Center, Suite 2100
300 Turner Street NW
Blacksburg, Virginia 24061

DATE July 19, 2022	DUE DATE AND HOUR August 1, 2022 @ 3PM
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ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Angela Caldwell, Buyer E-MAIL ADDRESS: acaldwell@vt.edu TELEPHONE NUMBER (540) 231-1269 FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221

Graphic Design, Illustration and Typesetting Services

- A. The following questions have arisen as a result of this solicitation. Please see answers below in red:
1. Is there an overall budget range for this contract?
Virginia Tech answer- This is a term contract engagement, therefore, there is no budget for this contract.
 2. Can you confirm that this is a non-exclusive vendor list to provide services on an as-needed basis?
Virginia Tech answer- Virginia Tech reserves the right to award one or more contracts through this solicitation.
 3. We are s Small Business located in Ontario, Canada. Is there a preference for in-state business rather than those located out of state?
Virginia Tech answer- Virginia Tech welcomes all proposals from all firms whether they are in the state of Virginia or out of state.
 4. Are we required to register on the eVA system before submitting our proposal? We are registered with Ariba (AN01414556882 Standard), however is any further registration via Ariba required?
Virginia Tech answer- No, but the firms awarded will be required to register.
 5. Is there a page limit to our technical response or how many samples we can provide?
Virginia Tech answer- There is no limit. However, proposals should be structured in an easy to read format.
 6. To clarify the instructions as per Section VI.G, will we be required to print any of the deliverables?
Virginia Tech answer- Virginia Tech has a contract for printing. At this time, it is not a foreseen need for this contract.
 7. Is the pricing schedule required to be provided separately from the technical response, or can it be included in the same submission?
Virginia Tech answer- You can include it with the submission. If there is information you want redacted please follow the guidelines on the proposal.
 8. Could you provide more details on any of the deliverables (e.g., length and number of reports, PowerPoints, animations, number of photographs, etc.)?
Virginia Tech answer- No, every department will have a different requirement. These contracts are as needed and no amount of business can be guaranteed.

9. How should we provide a pricing per deliverable and associated costs in the pricing table if we do not have specifics such as page length, word count, etc? Can we add a column to the pricing schedule to provide other rates where applicable?
Virginia Tech answer- You may add column(s) to the pricing schedule. Pricing schedule was added to give Virginia Tech estimates as to what each firm charges. You can just give examples of your most popular services if you feel its necessary.
10. Would you expect us to break down the pricing schedule further based on the specific services within each of the services from Section VI.A, (specifically Graphic Design Services (1a-h), Illustration Services (2a-g), and Typesetting Services (3a-f))? Can we add rows for service Sections 1a-h, 2a - g and 3a - f into the pricing schedule table?
Virginia Tech answer- Each firm can add to the pricing schedule as they see fit. However, we were just looking for one amount for each category provided in the pricing schedule so we could compare cost for each firm.
11. In Section VI.A.2f, can we break this section down further in the pricing schedule table (specifically, the virtual reality experience component will have a different hourly rate than the animation and illustration component)? Can we break down any other services further that are outlined in Section A.1 - 3 in the pricing schedule?
Virginia Tech answer- Yes.
12. Are there any other language requirements for the deliverable, other than English? If so, will we be required to provide translations?
Virginia Tech answer- We do not know the answer to this because every department will have a different requirement. This can be discussed during negotiations.
13. Will on-site visits be required? If so, could you describe in more detail the nature of these engagements?
Virginia Tech answer- At this time we do not know if on site visits will be required. As this is an at will contract engagement types will defer from engagement to engagement.
14. Are we required to provide resumes or CVs or bios of our personnel? Please indicate where we should include this information in our response.
Virginia Tech answer- Virginia Tech cannot tell you how to structure your proposal if you feel this is necessary please include in your proposal.
15. Attachment A, No. 19 provides a blank space for reference contact information. Are we required to provide that information there?
Virginia Tech answer- Yes or they need to be easily located in your proposal.
16. How does the college currently determine graphic design needs/requests?
Virginia Tech answer – These services are at will as needed by departments on campus.
17. How many pieces of design does the college produce each year and how many pieces of collateral should the vendor plan to create out of those materials or in addition to?
Virginia Tech answer – This number will vary based on the needs of the department and programs. This contract does not guarantee a set amount of work.
18. Does the college require assistance in content strategy and assessing content needs?
Virginia Tech answer – Not at this time.
19. Who would be the firm's primary contact for graphic design work?
Virginia Tech answer – Each department that requires the firms service will have a point of contact.

20. You mention “Describe your ability to work on-site as needed/appropriate and your availability for short turnaround projects and/or projects that may require your involvement over a longer period of time” - Do you have any expectations on how long staff may be required to remain on-site?
Virginia Tech answer – Each department needs will be different. There is no way to tell at this time how long you would need to be on site.
21. You mention “Describe your ability to provide analog illustrations or works of art on paper, canvas, or other media; Not limited to watercolor paintings, pen and ink, graphite, oil paintings, collage, gouache, acrylics, colored pencil, marker, or other materials, mixes of material “ - is 3D sculptures, and other similar large-scale pieces of art, required of the contractor?
Virginia Tech answer – At this time 3D sculptures and other similar large-scale projects are not envisions under the terms of this contract. If you can provide these services you are more than welcome to include in your proposal.
22. As a registered eVA system user, can the bidder register on Ariba once a decision has been made as to which vendor(s) are chosen to support VT creative needs?
Virginia Tech Answer – Yes
23. Will VT award several vendors to be in a pool of contenders to again bid on creative jobs within the colleges as they arise?
Virginia Tech answer- No, once Virginia Tech awards the qualifying firms each department will be able to choose who they want to work with.
24. How many contracts does VT expect to award?
Virginia Tech answer – Virginia Tech has no way of knowing how many firms will be awarded a contract due to not being able to see qualification until the end date of this solicitation.
25. What other details is VT expecting to receive regarding pricing schedule outside of graphic design services, illustration services, and typesetting services.
Virginia Tech answer – We will not know this information until we open the proposals.
26. How many creative agencies does VT expect to receive proposals?
Virginia Tech answer – There is no way to know this information ahead of time.
27. Will VT accept digital files via a shared dropbox rather than a readable CD?
Virginia Tech answer – This can be discussed during negotiations.
28. Could you share VT brand guidelines and unit guidelines?
Virginia Tech answer – Brand guidelines can be found on our website <https://brand.vt.edu/>
29. How many rounds of revisions is VT used to receiving?
Virginia Tech answer – A minimum of two. However, larger more complex jobs may require additional reviews.
30. Will digital samples of printed materials that are embedded into the PDF of the proposal be acceptable?
Virginia Tech answer – Yes
31. Is there a maximum rate/hour that VT will not purchase/consider?
Virginia Tech answer – No, these contracts are as needed and no amount of business can be guaranteed.
32. How will a proposal with no samples of similar work from a higher education institution be viewed compared to those that have that experience?
Virginia Tech answer – All scoring is subjective. However, the committee is interested in higher education experience.

B. All other terms, conditions and descriptions remain the same.

C. The due date and hour remain the same at 3PM on August 1, 2022.

I acknowledge that I have read and understand this addendum in its entirety.

Signature

Date

Revised 10/19/21



VIRGINIA TECH

PROPOSAL

RFP #5671412301
GRAPHIC DESIGN, ILLUSTRATION AND
TYPESETTING SERVICES

JULY 31, 2022

240 W MAIN STREET, STE #100-V3
CHARLOTTESVILLE, VA 22902
434.218.2548
AFTONDESIGN.CO

RFP # 5671412301, Graphic Design, Illustration and Typesetting Services

INCLUDE THIS PAGE WITH YOUR PROPOSAL, SIGNATURE AT SUBMISSION IS REQUIRED

DUE DATE: Proposals will be received until August 1st, at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

INQUIRIES: All inquiries for information regarding this solicitation should be directed to Angela Caldwell, Phone: (540) 231- 1269 e-mail: acaldwell@vt.edu. All inquiries will be answered in the form of an addendum. Inquiries must be submitted by (2:00 PM) on (July 15th, 2022). Inquiries must be submitted to the procurement officer identified in this solicitation.

PROPOSAL SUBMISSION:

Proposals may NOT be hand delivered to the Procurement Office.

Virginia Tech has partnered with Bonfire Interactive to create a new procurement portal that will allow you to access business opportunities and submit bids and proposals to Virginia Tech digitally.

Proposals must be submitted electronically at:

<https://procurement-vt.bonfirehub.com/>.

Vendors are requested to visit the new Procurement Portal then follow the link to the Bonfire vendor registration page to register your company. Registration is easy and free. If you have any challenges with the registration process, please contact Bonfire Interactive Support at support@gobonfire.com.

It is encouraged for all vendors to register prior to the proposal submission deadline to avoid late submissions. Log into your Bonfire Vendor account in order to access the opportunity and begin preparing your submission. Upon completion you will be directed to your Submission Receipt. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time.

For a quick tutorial on how to upload a submittal, visit: https://support.gobonfire.com/hc/en-us/articles/360011034814-Creating-and-Uploading-a-Submission-for-Vendors-?_ga=2.42375717.1472165071.1588110542-997330893.1585332052

Hard copy or email proposals will not be accepted. Late proposals will not be accepted, nor will additional time be granted to any individual Vendor.

Attachments must be smaller than 1000MB in order to be received by the University.

In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.

AUTHORIZED SIGNATURE: *Jacqueline L. Jenkins* Date: 7/31/22

03/28/2022

[INCLUDE THIS PAGE]

Angela Caldwell

Virginia Tech
Procurement
300 Turner Street, NW
Blacksburg, VA 24061
540-231-4177

July 31, 2022

Dear Ms. Caldwell,

Please find enclosed the following response for RFP #5671412301 Graphic Design, Illustration and Typesetting Services. Within this proposal is a detailed review of our work history, services, pricing, selected portfolio, and references.

Our firm, Afton Design Co., is an award-winning, SWaM-certified (Small, Micro, and Women-Owned; Certification Number [REDACTED]) and competitive applicant for the graphic design services outlined in your RFP. In addition to our reputation for creative graphics, we have extensive experience providing as-needed graphic design services to support departments and internal teams. Our background in graphic design, business, and higher education allows us to weave together marketing initiatives and create compelling stories that drive results. We are committed to quality and on-time delivery, and we don't consider our work finished until the client is 100% satisfied.

If selected, I can assure you that we would bring:

- **Smart design solutions** from a studio founded by a designer with an MBA
- **Access to a wealth of communications and marketing knowledge** developed from extensive experience working with a variety of organizations, businesses, and agencies
- **Competitive pricing** that doesn't sacrifice quality or excellence
- **Dedicated, client-oriented service** from a studio who values relationships and going above and beyond to get the job done

We are able to take ownership of projects and deliver high-quality materials in a fast-paced environment without sacrificing quality or budget, and we don't consider our work finished until the client is 100% satisfied. If we are awarded the contract, I will ensure that we follow all rules and regulations set forth by the RFP. I have the full authority to submit this quote as I am the firm's Principal. I hope you see that we can provide excellent service at a competitive price, and I look forward to hearing from you.

Sincerely,



Jacqueline Temkin
Principal

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OVERVIEW

Afton Design Co. is an award-winning graphic design studio based in Charlottesville, Virginia that provides full-range production design and creative services to help clients solve complex communications challenges and achieve marketing goals. We work with clients in the public and private sectors, and our clients' industries range from educational institutions to technology and financial services companies. We pride ourselves on the quality of our design solutions and our business acumen, and we remain committed to providing excellent service at a fair cost.

HIGHER EDUCATION

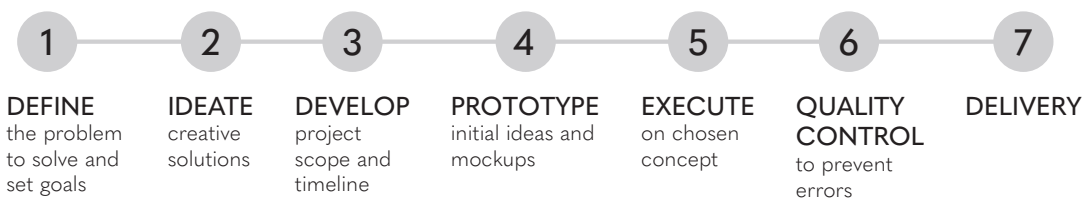
Higher education marketing is one of our areas of expertise. Our principal, Jacqueline Temkin, has previously worked in alumni engagement at a Georgetown Law, and another team member came to us after having worked in higher ed athletics marketing. Our current client list includes the University of Virginia, and we have provided graphic design services to numerous non-profits and associations engaging in fundraising, student recruitment and retention, e-learning, and other related activities.

DESIGN PHILOSOPHY

We care about people and the organizations they work for, and we firmly believe our passion for human-centered design can elevate our clients' work with measurable results. Design is only as successful as it makes information accessible, and our ability to think outside the box and devise new ways to deliver material positions our clients ahead of the competition. We believe there is no client engagement too big or too small, and we bring our commitment to quality and excellence to every project we complete.

CLIENT APPROACH & METHODOLOGY

Our firm believes in a hands-on approach—we work collaboratively with our clients during all stages of product development. We take our cues from our clients and tailor our approach to their needs. We recognize that many people have different levels of design experience, so we work to cover knowledge gaps and assure we are always on the same page with options and outcomes. We don't consider our work finished until the client is 100% satisfied.



Our unique methodology combines best practices from both design thinking and project management to create a hybrid process that generates the best results.

This robust and agile process allows us to incorporate creative thinking and design into the project workflow while still maintaining strict project timelines so that we can achieve on-time delivery of unique, custom designs that solve the root cause of the marketing challenge. To keep the project moving forward, we communicate with clients by scheduling in-person meetings or calls and by using our internal project management software (Microsoft To Do) or other software of the client's choosing (Asana, Trello, Basecamp, etc.).

DIVERSITY & INCLUSION

Afton Design Co. is SWaM certified (Small, Micro, and Woman-Owned; Certification Number [REDACTED]) and committed to diversity and inclusion in design as well as hiring practices. We make sure that our designs follow Chapter 7 of the ADA Standards for Accessible Designs and exceed industry guidelines by combining text with illustrative graphics and icons. Our firm also believes in making design solutions that resonate with a wide variety of people, and we take steps to ensure that photos and imagery show diversity.

When hiring contractors, our firm seeks to include applicants from under-represented groups through active outreach and solicitation. Our firm uses She Freelances, a business directory of experienced female professionals, and we work to lower barriers to application to increase opportunities for veterans and formerly-incarcerated individuals.

STATEMENT OF NEEDS

A. The contractor shall provide all labor, materials, resources, equipment and supervision to provide graphic design, illustration, and/or typesetting services for various Virginia Tech projects and shall render one or more of the following services for any given project. Provide a detailed response to each item below. Vendors are encouraged to provide a proposal for the services in their entirety or for the services in which they are qualified to provide.

1. Produce high-quality graphic design for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications, or other program materials. May require one or more of the following:

a. Describe your ability to provide creative direction, graphic design, project management, and production for a variety of communications formats.

Afton Design Co. has provided creative direction, graphic design, project management, and design production to over 35 organizations and clients since our firm's founding in 2019. We have a proven track record of success providing these services to large corporate clients, such as Lysol®'s Professional Solutions team, higher educational institutions, such as UVA, and government entities, such as the County of Prince George, VA. We understand that in today's increasingly connected world, graphic design can span a wide variety of formats, and we have helped launch several multi-channel campaigns, including items such as print collateral, digital collateral, ebooks, print ads, digital ads, social media posts, website design, promotional giveaways, and more.

Our principal, Jacqueline Temkin, holds an MBA from the UVA's Darden School of Business and is skilled in project management and can provide marketing and strategy consultation as needed.

b. Describe your ability to design and prepare brochures and advertisements for print or digital delivery.

Our team has extensive experience providing brochures, documents, and advertisements for both print and digital delivery. We regularly provide clients with both print and digital copies of marketing pieces, making sure to take advantage of all the capabilities of digital documents including embedded hyperlinks and video when applicable. We have supported numerous marketing campaigns where creative needed to be versioned for multiple ad sizes and types, and we have past experience working closely with digital marketing teams to help place copy for those ads.

c. Describe your ability to provide graphics for web pages (not web page design and production).

Our firm builds websites for clients, which gives us great insight into producing high quality graphics for web pages that fit into existing architecture. We have experience creating icon sets, diagrams, charts, tables, headers, section dividers, inset images, and more that align with marketing goals.

d. Describe your ability to conduct press checks and other quality control measures as needed.

We believe that creating high quality print materials is a three part process—designing for print, maintaining good relationships with printers, and thorough quality control measures. To design for print, we make sure that all design elements are optimized for print from the start of the project. We make sure that text is high contrast, page spreads are aligned, and images are high resolution. If needed, we use AI software to enhance images to ensure print quality. We maintain good relationships with our printers, and we always discuss our project goals to align on deliverables to avoid mishaps along the way. Our press check process involves multiple steps to ensure printing accuracy. We have developed checklists to make sure no steps are missed, and we conduct pre-press checks before providing materials to the printer and regular press checks after receiving the proof. When necessary, we will also request printed proofs to check for printing accuracy.

e. Describe your ability to prepare templates and content for PowerPoint, Prezi, and Keynote-based slides and for presentation.

Slide decks are one of our areas of expertise. We combine our background in business and strategy with our knowledge in design to produce highly effective presentation materials that help clients confidently make presentations. Some of our clients use us exclusively to build their most important presentation decks. We have worked on hundreds of slide decks, both creating and working within branded templates, to help clients with a range of needs, including start-up funding proposals, sales pitches, and internal program development. We have created slide decks using a wide variety of software, as well as provided supporting materials such as custom graphics and icon sets to be used by clients in creating their own slide decks.

f. Describe your ability to provide any multimedia animation, image selection, or needed photography.

Depending on client need, we provide image selection or image recommendation with design projects to help enhance the visual appeal and message comprehension of text. We always ensure that image selection is diverse and represents a wide range of race, nationality, age, gender, and ability, and that the context of the image reflects diversity as well (for example, including female leaders not just female students). We are able to provide photography in-house for small projects, and we have a list of professional photographers we subcontract with to support larger photoshoots or events. For multimedia animation, we typically provide graphic elements to a subcontracted animator to provide the finishing touches.

g. Describe your ability to coordinate the consistency and quality of materials and continue project management through production and delivery of final product.

We have a robust project management process that allows us to incorporate creative thinking and design into the project workflow while still maintaining strict project timelines so that we can achieve on-time delivery of high quality materials. We track all projects using project management software to ensure that projects are completed both in spec and in a timely manner. As part of this process, we run projects through our internal checklists at each stage of the project so that materials are correctly branded, content is accurate, and deliverables are formatted correctly for their intended purpose.

h. Describe your ability to produce projects that meet 508 requirements including accessible PDFs and presentations or templates.

We are able to produce documents, presentations, and other materials that meet Section 508 accessibility requirements. When designing accessible documents, we first design with accessibility in mind, and second, use software to enhance files for screenreaders and other assisted viewing. To design with accessibility in mind, we follow best practices such as using high-contrast text, not using color as the sole method of conveying content or distinguishing visual elements, using appropriately sized text, and more. For tagged PDFs, we use Adobe InDesign's built-in features to tag text and images, create reading hierarchies, and label images with alternative text. We then use Adobe Acrobat's Accessibility Check to verify and adjust as needed. For Microsoft documents, we use the latest version of each program's built in accessibility features to verify tagging and reading orders. Finally, we make use of the U.S. Department of Health & Human Services' Accessibility Compliance Checklists for ensuring all criteria have been met for each type of document.

2. Produce high-quality illustration for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications, or other program materials. May require one or more of the following:

a. Describe your ability to provide analog illustrations or works of art on paper, canvas, or other media; Not limited to watercolor paintings, pen and ink, graphite, oil paintings, collage, gouache, acrylics, colored pencil, marker, or other materials, mixes of material or mixed media used to communicate a visual idea in the style of the Contractor.

Our business philosophy is to remain purposefully small in order to stay agile and innovative. Unlike traditional firms, Afton Design Co. expands to match our capabilities to our clients' needs, and not the other way around. We have access to a network of contractors hand-picked for their expertise and distinct skill sets who work together to deliver exceptional design solutions at the lowest cost. When specialty art is requested, we work directly with an artist specializing in that area to be able to provide the high quality images needed.

b. Describe your ability to provide digital illustrations and/or 3D renderings.

We believe that graphics help enhance the visual appeal and message comprehension of text and are able to create a wide variety of digital illustrations to meet that need. From icons, to diagrams, to scenic illustrations, we have produced several different kinds of vector graphics for both digital and print use. For 3D renderings, packaging mockups, and videography, we work directly with an artist specializing in that area to be able to provide renderings as needed.

c. Describe your ability to provide info graphics or related numeric models or visual numeric forms of design communication.

With our background in providing graphic design services to tech and fintech firms, we are skilled in creating graphics that display data. We believe that design is only as successful as it makes information accessible, and that breaking down data into charts, graphs, and other data models helps enhance comprehension of complicated concepts. We have created digital infographics that

tie together text, illustrations, and graphs, and last year, we helped the City of Williamsburg release its annual budget by creating a 400-page report (digital and print) filled with hundreds of tables, graphs, and infographics about the budget. For more information, please see [Page 19](#).

d. Describe your ability to provide creative or illustrated themes for recurring use as illustrated elements, design elements, patterns, graphic design overlays, underlays, etc.

In addition to our work following preset branding guidelines, we have also experience working with clients to develop and roll out new logos, brands, and brand refreshes for their marketing materials. When creating these new design elements, we believe that it is important to design with flexibility and accessibility in mind. We work to ensure that elements not only look good on both printed and digital materials, but also can be used with a variety of different mediums to create coordinated campaigns. We work carefully to make sure that design elements follow Section 508 accessibility compliance and do not obstruct text, maintain high text contrast, and do not "hide" information with colors that prevent people with visual impairments from being able to see.

e. Describe your ability to provide photographic collage or photo illustrations (digital and analog).

We provide a full range of photographic services, including collages and illustrations. We also have the ability to procure stock photos when needed.

f. Describe your ability to provide maps, illustrated wayfinding content, and signage icons.

We are able to create vector digital maps that meet a wide variety of purposes. In the past, we've created everything from custom road maps based on GIS data to digitizing hand drawn and artistic maps used for illustrative wayfinding purposes. We are very skilled in creating icons, and we have developed dozens of icon sets for clients in the past. For an example of our work creating digital maps, please see [Page 23](#). For an example of our work creating signage, please see [Page 21](#).

g. Describe your ability to provide multimedia illustration, animation, or virtual reality experiences.

We have access to a network of contractors hand-picked for their expertise and distinct skill sets who work together to deliver exceptional design solutions at the lowest cost. When specialty multimedia is requested, we work directly with an artist specializing in that area to be able to provide the high quality deliverables needed.

3. Provide high-quality typesetting services to produce documents and publications for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications, or other program materials. May require one or more of the following:

a. Describe your ability to typeset a document ensuring the document meets 508 requirements for digital accessibility.

We are able to produce documents that meet Section 508 accessibility requirements. We follow best practices set forth by the U.S. Department of Health & Human Services, such as using high-contrast text, not using color as the sole method of conveying content or distinguishing visual

elements, using appropriately sized text, and more. For tagged PDFs, we use Adobe InDesign's built-in features to tag text and images, create reading hierarchies, and label images with alternative text as we design to ensure accessibility. We then use Adobe Acrobat's Accessibility Check to verify and adjust as needed. After the document is completed, we run our own internal compliance check using HHS' Accessibility Compliance Checklists.

b. Describe your ability to typeset and prepare multipage, multichapter documents for print or electronic media.

Many clients trust us with their multi-chapter reports as our attention to detail and project management has allowed us to produce these documents on expedited timelines. Recently, we were awarded the contract to help the City of Williamsburg release its annual budget by creating a 400-page report (digital and print) filled with hundreds of tables, graphs, infographics about the budget. Our work was awarded both a 2021 GD USA Graphic Design Award and a 2021 Government Finance Officers Association (GOFA) Budget Design Award. For more information, please see [Page 19](#).

c. Describe your ability to place illustrations, figures, tables, images within a document that meets 508 requirements for digital accessibility.

We are able to create illustrations, figures, tables, and images with accessibility in mind. In addition to always labeling elements with alternative text, we make sure to design using high contrast text, we don't use color as the sole method of conveying content, we include text separately where possible to allow document tagging, and more. We also pay close attention to the ordering of page hierarchies to ensure that content can logically flow when read by a screen reader.

d. Describe your ability to create tables and graphs that meet 508 requirements for digital accessibility.

We are able to create tables and graphs that meet 508 requirements for digital accessibility. When creating accessible tables and graphs, we follow HHS best practices, such as using high contrast text, clear data labels, and detailed alternative text describing content for screen readers.

e. Describe your ability to prepare templates and content for Word, InDesign, Adobe Acrobat, and presentation formats that meets 508 requirements for digital accessibility.

We are able to produce documents, presentations, and other materials that meet Section 508 accessibility requirements. When designing accessible documents, we first design with accessibility in mind, and second, use software to enhance files for screenreaders and other assisted viewing. To design with accessibility in mind, we follow best practices such as using high-contrast text, not using color as the sole method of conveying content or distinguishing visual elements, using appropriately sized text, and more. For tagged PDFs, we use Adobe InDesign's built-in features to tag text and images, create reading hierarchies, and label images with alternative text. We then use Adobe Acrobat's Accessibility Check to verify and adjust as needed. For Microsoft documents, we use the latest version of each program's built in accessibility features to verify tagging and reading orders. Finally, we make use of the U.S. Department of Health & Human Services' Accessibility Compliance Checklists for ensuring all criteria have been met for each type of document.

f. Describe your ability to coordinate the consistency and quality of materials and continue project management through production and delivery of final product.

We have a robust project management process that allows us to incorporate creative thinking and design into the project workflow while still maintaining strict project timelines so that we can achieve on-time delivery of high quality materials. We track all projects using project management software to ensure that projects are completed both in spec and in a timely manner. As part of this process, we run projects through our internal checklists at each stage of the project so that materials are correctly branded, content is accurate, and deliverables are formatted correctly for their intended purpose.

B. Describe your ability to adhere to required deadlines, including how materials will be shared, and your ability to meet with a university representative face-to-face or virtually (using a mutually agreed upon technology) within 24-48 hours of request, and at no additional cost to the University. Describe your ability to work on-site as needed/appropriate and your availability for short turnaround projects and/or projects that may require your involvement over a longer period of time.

At Afton Design Co., we take client deadlines very seriously, and we work to ensure that deadlines are not missed. We have a robust project management process. At the start of a project, we create the scope and timeline of deliverables, and we are able to pinpoint early when projects could go off track so we can address problems before they happen.

We typically share drafts of materials digitally, through the file sharing service Hightail. Hightail allows us to create a private workspace for our clients, so we can both send and receive large files (at no cost to the client) but also maintain version control. We also are able to share materials through Dropbox, Google Drive, WeTransfer, or other file sharing technologies the University would prefer.

Afton Design Co. is based in Charlottesville, VA, so we are able to meet with University representatives face-to-face as needed. We also have a company Zoom account, and we can meet virtually at any time. Because of our close proximity, we are able to work on-site as needed.

We are able to complete both short turnaround and long-term projects for Virginia Tech. Currently, much of our work for our corporate clients is short turnaround projects, and we have a demonstrated record of success of completing these projects quickly without sacrificing quality. For long-term projects, we work with our clients to create a project timeline that allows us to stay on task and meet project goals to ensure that deliverables are completed on time. Because we have a small and nimble team, long-term projects are managed directly by our Principal and not handed off to team members to ensure a consistent client experience.

C. Contractor shall abide by Virginia Tech brand guidelines and unit guidelines, and follow directions from university staff to develop and design promotional and informational materials, advertisements, brochures, direct mail pieces, informational booklets, educational publications, web pages, etc. that will send the appropriate message to targeted markets. This may include a detailed approval process that could result in changes in direction or revisions to meet the needs of the project and its stakeholders, with Virginia Tech retaining the right to edit and use the material in any way it deems appropriate. Describe your ability to comply and meet this requirement.

We absolutely understand the need to follow consistent brand and unit guidelines. We have demonstrated experience working in heavily regulated industries, such as consumer packaged goods and finance, and we are able to ensure that work meets all necessary guidelines in order to be considered complete. We also understand that these guidelines can change between print and digital work. To ensure that consistency is met across projects, we always build out an Adobe Library dedicated to our client's brand. We will save both RGB and CMYK color profiles, custom fonts, and logo variations to ensure that we are always meeting brand guidelines.

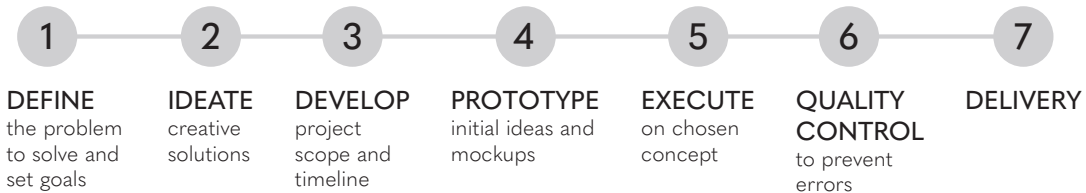
We understand that projects may include a detailed approval process that could result in major revisions or a change in direction, and that materials created might not end up used as priorities shift. We believe that this is just part of business, and that all project planning must remain nimble to achieve marketing goals. Our Principal has previously worked in higher education, and she understands many of the nuances of projects and how they can evolve over the course of an application or fundraising cycle.

D. Contractor shall agree all submissions will be original, not previously published, nor infringe any copyright or trademark rights and that Virginia Tech will own all right, title and interest in all artwork, photos, dies, graphics and similar artistic materials as well as electronic files from Adobe Creative Suite (Illustrator, InDesign, Photoshop and associated digital attachments) created under this contract for use on the website, in publications, or in any present of future medium. Describe your company's plan to take care of any/all copyright procurement and confirm that all content shall be owned by the university and shall retain all rights associated with the completed material.

We agree that all submissions will be original, not previously published, nor infringe on any copyright or trademark rights that Virginia Tech owns, and that all work created (both final product and digital files) becomes the property of Virginia Tech. We ensure that our clients own the rights to work from the start by making sure that rights are assigned in the initial contract agreement to perform work. We also make sure that any subcontractor (such as a photographer) has a similar agreement in place when performing work so there is no question as to ownership. We always obtain proper licenses for stock photography, typography, music, video etc. by only licensing from reputable vendors such as Shutterstock, Adobe Stock Photo, and Getty.

E. Describe your project management approach and the process or workflow you use to generate graphic design/illustrations for projects and how you will meet the required specifications, objectives, and timeframes. Please note thumbnails, storyboards or related planning process information.

Our unique methodology combines best practices from both design thinking and project management to create a hybrid process that generates the best results. Our typical process is as follows:



First, we work with clients to define the project problem and determine what they are seeking to achieve with the project, including any goals that need to be met. We then work to develop creative solutions that would meet these goals. For example, we might work with a fundraising team to determine what print and digital assets are needed to meet the needs of a new campaign, how the printed mail pieces should function for respondents, and other key details about what deliverables will be expected. Next, with the set deliverables in mind, we will scope out the project and create a timeline in order to align the project and provide concrete deadlines for how to move projects forward. For brand new projects, we provide clients with different initial ideas and mockups to show them the realm of what is possible, and work with them to choose and execute on that design path. For smaller existing projects, such as updating materials or creating additional collateral with an existing look, we move directly into production of the project. After we have executed the design, we then work with the client on making revisions and updates to the work as needed until they are 100% satisfied. Our last step before delivery is quality control, in which we double check specs, accessibility, content, and other aspects of the project to ensure that we are creating high-quality work. We are then able to provide final deliverables to the client, including design final files as requested so that clients are able to maintain assets for their records and ownership.

F. Provide various samples of graphic design, illustration and/or typesetting projects that showcase your quality of work, complement your clients' existing branded materials, and demonstrate your ability to meet the needs of this RFP. Provide a minimum of three (3) creative, published work samples that have been produced within the last two (2) years, preferably with one (1) of the three (3) from a higher education institution. Submit conventional print samples, a flash drive, and/or any links to online work. Physical samples mailed to the university will not be returned.

Please see [Pages 18-23](#).

G. Virginia Tech reserves the right to review and approve all printing estimates. Describe your firm's ability to acquire and submit printing estimates at Virginia Tech contracted vendors. Include the process for approving proofs and verifying files with the vendor to move jobs to completion.

We regularly work with a wide variety of print vendors for projects, and we maintain good relationships with our printers as we believe they are an important part of the team and an extremely valuable resource for aligning on deliverables to avoid mishaps along the way. We regularly bid out print jobs for our current contract with the County of Prince George, VA, and we also regularly source printers and provide estimates to our corporate clients.

Our press check process involves multiple steps to ensure printing accuracy. After receiving a proof, we conduct a thorough press check using checklists to ensure that projects are in spec and will be printed correctly. We check for text placement, text quality, color, image quality, crops, bleeds, and more. After we have verified that the file looks technically correct, we will pass it along to Virginia Tech for final approval of content and look. After files have been approved, we will work with the printer to move forward with the job. Lastly, we always follow up with our clients after a job is printed to make sure that they are happy with the outcome. If there are any issues with the printing vendor's work, we will work with the vendor directly to help resolve them on behalf of our client.

H. Provide a detailed pricing schedule that clearly lists all of the service/items that could be provided and their associated cost(s).

Please see [Page 17](#).

I. Pricing Schedule: Contractor shall provide a breakdown of the hourly billing rates for services being provided. If rates are not listed please provide other rates.

Please see [Page 17](#).

PRICING SCHEDULE

DESCRIPTION	RATE/HR
Graphic Design Services	\$80
Illustration Services	\$80
Typesetting Services	\$80

EXAMPLE PROJECT ESTIMATES*	AVG. INVESTMENT
Flyers, Pamphlets, and Brochures	\$80—\$800
Posters & Signage	\$80—\$320
Guides, Annual Reports, and Publications	\$800—\$3,200
Exhibitor Backdrops for Job Fairs	\$240
Advertising	\$80—\$320
Digital Graphics for Social Media	\$80—\$240
PowerPoint Presentations	~\$20/slide
Online Ad Campaign (Banner Ads)	~\$20/a size
Infographics	\$320—\$800

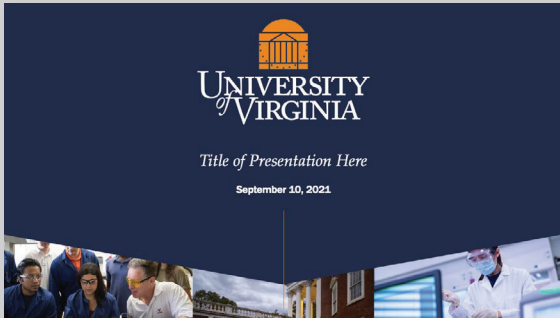
**These prices should be viewed as a rough guide only. Example project estimates are based on past projects, and project scopes can always fluctuate up or down in complexity. The actual number of project hours vary based on customer revisions and edits and will be billed based on work performed. Stock photography and stock illustration will be billed separately.*

Project estimates are based on past projects and projects will be billed based on work performed. If, for example, a project takes less than the estimated time, we will revise the price down and bill only for work performed.

Our firm stands by our strong project management process, and our estimates will always represent our best estimate (on the date prepared) of the project's total cost. If the project overruns on the original scope of work by more than 15%, we will cover the difference. If the scope of work changes throughout the design process, we will notify the project owner and update the cost estimate as needed to maintain transparency.

SELECTED PORTFOLIO

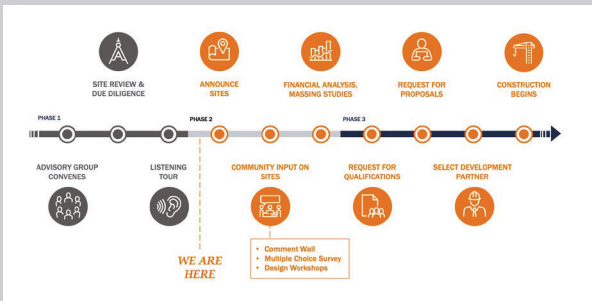
UVA's Economic Development



UVA's Role in Economic Development

- Amplify growth through research, innovation, and entrepreneurship
- Join forces with local and state partners to recruit and retain industry in Virginia
- Empower a future-ready workforce with the necessary skills in a rapidly changing world

ECONOMIC IMPACT \$5.9 BILLION	EMPLOYMENT IMPACT 51,600+ JOBS	GOVERNMENT REVENUE IMPACT \$239.9 MILLION
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CLIENT: University of Virginia
DATE: September 2021
TECHNOLOGY USED: Microsoft PPT
SKILLS USED: Design and production, overall coordination of consistency and quality of materials

The University of Virginia is public institution of higher education, boasting nationally ranked schools and programs, diverse and distinguished faculty, a major academic medical center and proud history as a renowned research university. UVA's Economic Development Department is charged with helping the university act as an engine for inclusive economic growth that promotes flourishing communities across the Commonwealth.

Afton Design Co. has provided slide deck design, web graphics, and other materials, though most materials are not public-facing so we have included here a small sample.

SELECTED PORTFOLIO

FY 2022 Budget Contents



Each year, the City of Williamsburg releases its annual budget, which provides the public with an in-depth look into the anticipated budget expenditures for the upcoming fiscal year. The budget is a 400-page report filled with hundreds of tables and graphs, dozens of photographs, and infographics about the budget.

THE CHALLENGE: With so many tables and graphs, we had to work closely with Williamsburg's Finance team to make sure all the data was both correct and presented in a way that made it as user-friendly as possible so it could be read by members of the public. The budget document also had to fulfill Government Finance Officers Association (GOFA) criteria on budget transparency.

THE SOLUTION: We created a custom layout with accessible color palettes to help viewers differentiate sections and increase readability. Other highlights include:

- Data imported from Microsoft Excel to increase table, chart, and graph accuracy
- Carefully sourced photographs to help readers tie abstract data to concrete examples
- A digital version with interactive content to enhance the viewer experience, including linked data and videos
- A new logo to represent FY 2022's budget theme and goals

CLIENT: City of Williamsburg

DATE: August 2021

TECHNOLOGY USED: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat), Stock Photography, Photography, Dropbox, Offset Printing

LINK TO DIGITAL VERSION:
williamsburgva.gov/Document-Center/View/2919

SKILLS USED: Creative direction, marketing consultation, design and production, data formatting, press checks and quality controls, overall coordination of consistency and quality of materials, project management, and photography

SELECTED PORTFOLIO

OpenLegacy's Rebrand



CLIENT: Nimble Communications/
OpenLegacy

DATE: Ongoing

TECHNOLOGY USED: Adobe Creative Cloud
(InDesign, Illustrator, Photoshop, Acrobat)

LINK TO DIGITAL CASE STUDY:
aftondesign.co/s/CaseStudy_OpenLegacy

SKILLS USED: Design and production,
press checks and quality controls, overall
coordination of consistency and quality of
materials, and project management

After three years of doubling in size, OpenLegacy, a tech company whose API software helps organizations modernize legacy systems, was ready for a rebranding. With dozens of case studies, white papers, solution briefs, and other marketing collateral, their marketing team turned to outside help for additional support.

HIGHLIGHTS INCLUDE:

- Assisting in the creation of 60+ case studies, 20+ white papers, 20+ solution briefs, and more
- Ensuring brand consistency across a wide variety of materials for print and web
- Creating versions of materials in other languages, including French, Spanish, and Japanese

SELECTED PORTFOLIO

Tableau's #TC22 Conference Signage



CLIENT: Nimble Communications/
Tableau

DATE: May 2022

TECHNOLOGY USED: Adobe Creative
Cloud (Illustrator)

SKILLS USED: Design and production,
press checks and quality controls, overall
coordination of consistency and quality of
materials, and project management

Each year, Tableau, the world's leading analytics platform, hosts a conference, attended by over 100,000 people in-person and online. With such a large event, their marketing team relies on help to create extra conference signage and event materials.

HIGHLIGHTS INCLUDE:

- We created several types of signage for them, including drink signs, table tents, window clings, and floor decals, and delivered print-ready files within a short turnaround time.

SELECTED PORTFOLIO

Visible Alpha Infographic

visible alpha

Visible Alpha Data: Designing for Transparency and Trust

Visible Alpha's data is created with a systematic and trustworthy process to provide you with a level of granularity and transparency that has never before been possible.

PART 1: GRANULAR BUILD A SYSTEMATIC DATA STRUCTURE

We offer three levels of data:

- ANALYST DATA**
Extracted directly from sell-side analyst models, presented as each analyst models each line item.
- COMPANY DATA**
Analyst data made comparable for each company, including segment-level data and key company drivers. Available by analyst and in consensus.
- INDUSTRY DATA**
Company data made comparable within an industry, including all financial and operating metrics for easy relative analysis. Available by analyst and in consensus.

PART 2: TRUSTWORTHY LEVERAGE MACHINE LEARNING AND INDUSTRY EXPERTS IN DATA AGGREGATION

- 1 Creating Consensus:**
Industry experts review the analyst models and create a company data template. The system-defined algorithms keep a close watch on data quality and help fill in any missing gaps in the models.
- 2 Thickening consensus:**
Machine learning algorithms suggest the mapping of analyst data templates to company data templates. Industry experts use these suggestions to then add more sources to the consensus.
- 3 Processing Revisions:**
The system-defined algorithms initially process the revision model and identify the delta from previous models. It then sends an alert to the industry expert to verify and adjust the data in the company data template.
- 4 Alerts:**
The system alerts industry experts on events such as company restructuring or segment reclassification and is fixed in the company data accordingly.

PART 3: TRANSPARENT PROVIDE FULL TRANSPARENCY VIA FORMULA BAR

By accessing the formula bar, you can audit formulas, view broker information, and see the logic of every consensus and broker data point to confidently present your investment ideas.

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SELECTED PORTFOLIO

2020 Tourism Guide



Prince George County is located in the Greater Richmond Region of the Commonwealth of Virginia. With a young, growing population of nearly 40,000, the County invests heavily in economic development to attract new companies for job creation and in sports and recreational tourism to attract visitors.

THE CHALLENGE: Previously, the guide was a printed directory of local businesses. It was hard for visitors to plan a trip based on the guide, which lacked information about the County and its value as a cultural destination.

THE SOLUTION: Using large, bright photos, colorful spreads, new layouts for interior pages, and a reorganization of the table of contents, we transformed the guide into a magazine that positions the County as a travel destination. Highlights include:

- Designing new, featured sections that promote economic growth areas for the County, such as wedding destinations and outdoor recreation opportunities
- Incorporating several marketing tactics (including customer reviews, call-out boxes, icons, trip must-sees, and seasonal highlights) to encourage visitors and residents to explore more of the County
- Redesigning a new, easy to read map with highlighted destinations

CLIENT: Economic Development Department, County of Prince George, Virginia

DATE: March 2020

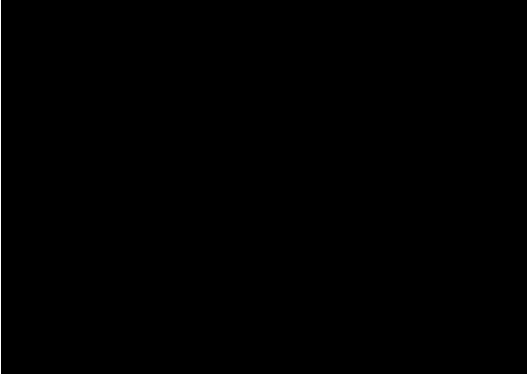
TECHNOLOGY USED: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat), Stock Photography, Dropbox, Offset Printing

LINK TO DIGITAL VERSION:
aftondesign.co/2020-Tourism-Guide

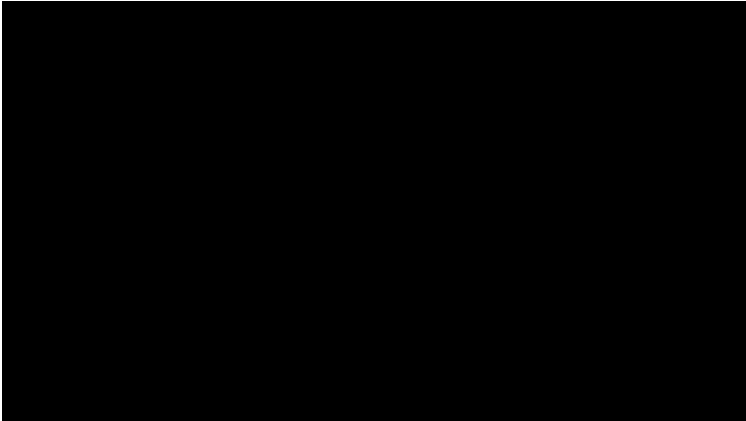
SKILLS USED: Creative direction, marketing consultation, design and production, press checks and quality controls, overall coordination of consistency and quality of materials, project management, and photography

REFERENCES

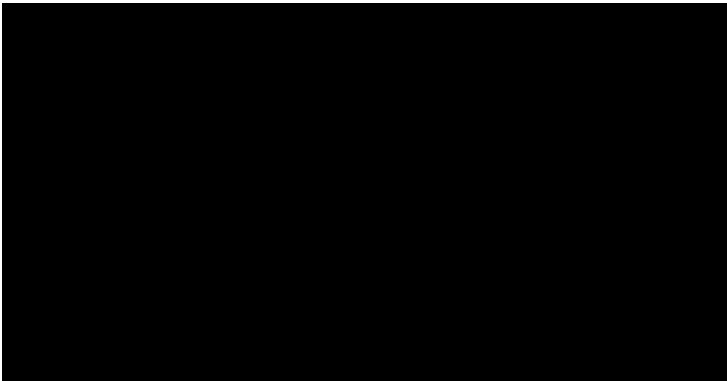
1 COUNTY OF PRINCE GEORGE, VIRGINIA



2 UNIVERSITY OF VIRGINIA



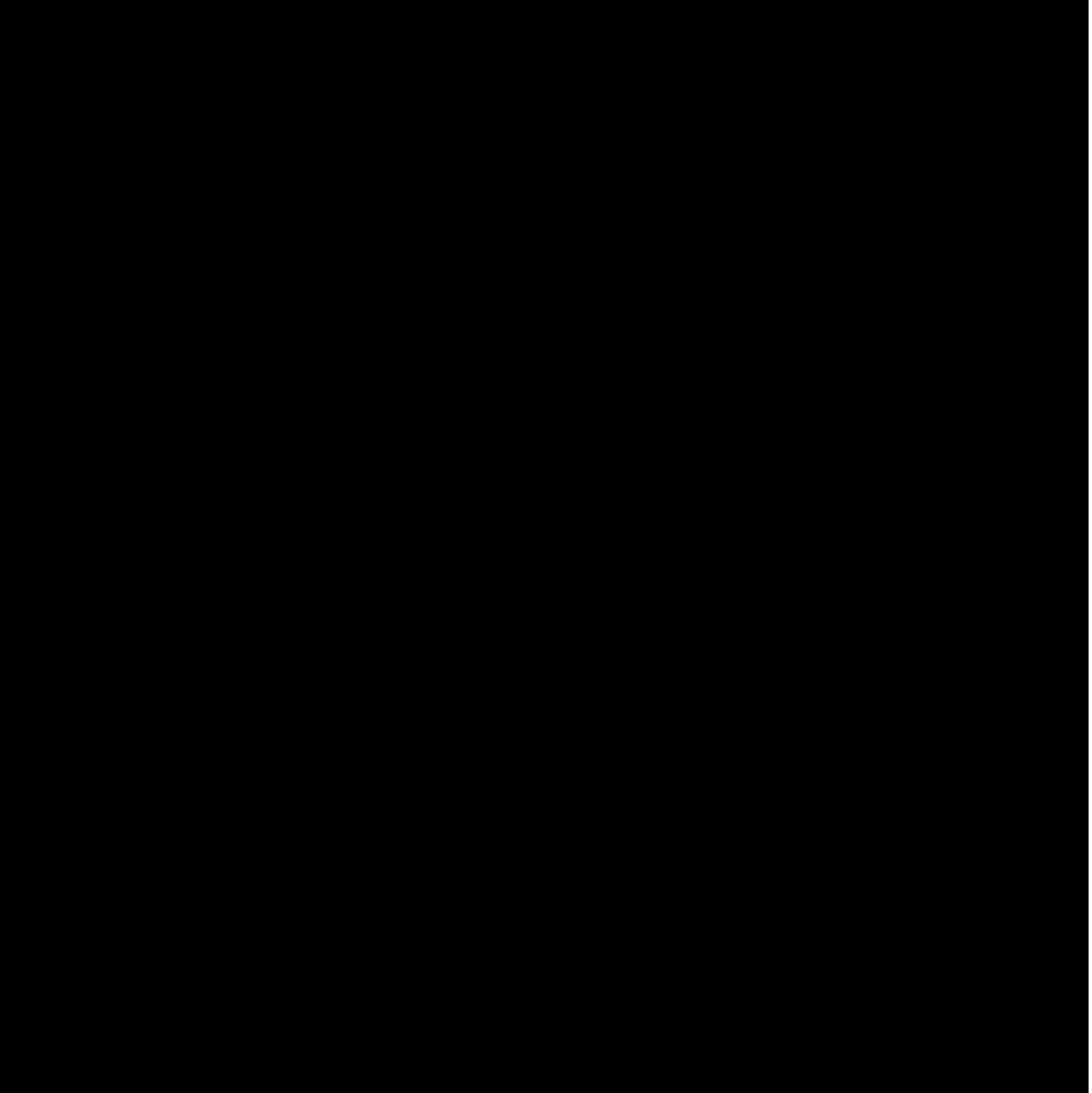
3 CASSEDY FINANCIAL GROUP



PRINCIPAL

JACQUELINE TEMKIN

Design professional with experience developing and executing creative transformation projects to support complex business strategies. Adept at leading cross-functional teams, project management, and engaging with customers and external stakeholders. Passionate about human-centered design and reimagining the user experience.



PRICING SCHEDULE

DESCRIPTION	RATE/HR
Graphic Design Services	\$81
Illustration Services	\$81
Typesetting Services	\$81

EXAMPLE PROJECT ESTIMATES*	AVG. INVESTMENT
Flyers, Pamphlets, and Brochures	\$81–\$810
Posters & Signage	\$81–\$324
Guides, Annual Reports, and Publications	\$800–\$3,240
Exhibitor Backdrops for Job Fairs	\$243
Advertising	\$81–\$324
Digital Graphics for Social Media	\$81–\$243
PowerPoint Presentations	~\$20.25/slide
Online Ad Campaign (Banner Ads)	~\$20.25/a size
Infographics	\$324–\$810

**These prices should be viewed as a rough guide only. Example project estimates are based on past projects, and project scopes can always fluctuate up or down in complexity. The actual number of project hours vary based on customer revisions and edits and will be billed based on work performed. Stock photography and stock illustration will be billed separately.*

Prices for all services are inclusive of all applicable eVA system transaction fees.

Project estimates are based on past projects and projects will be billed based on work performed. If, for example, a project takes less than the estimated time, we will revise the price down and bill only for work performed.

Our firm stands by our strong project management process, and our estimates will always represent our best estimate (on the date prepared) of the project's total cost. If the project overruns on the original scope of work by more than 15%, we will cover the difference. If the scope of work changes throughout the design process, we will notify the project owner and update the cost estimate as needed to maintain transparency.

Negotiation Questions for Afton Design Co.

- 1. Virginia Tech Question: As part of Virginia Tech standard procedures, all awarded contracts will be publicly posted on an online contracts portal. Is there any information included that would be used to identify or harm a person's identity, finances or personal information? If so, please provide a redacted copy of your proposal.**

Afton Design Co response – No, there is no sensitive personal information. We understand that it will be posted publicly and vetted it before submitting so it could be posted as is.

- 2. Virginia Tech Question: Are there any additional financial or value-added incentives you would like to offer at this time? (I.E. Signing bonus, scholarships, program support, etc)**

Afton Design Co response – We do not offer additional financial incentives.

- 3. Virginia Tech Question: Are there any additional forms or documents that you will require to be incorporated into the contract documents? If so, please submit.**

Afton Design Co response – No, we do not have any specific additional documents that will need to be included to the contract.

- 4. Virginia Tech Question: Does your firm agree to provide monthly invoices with payment due thirty (30) days after receipt of invoice or goods/services, whichever is later?**

Afton Design Co response – Yes, we are happy to invoice monthly.

- 5. Virginia Tech Question: Do you agree that you will be performing services as an Independent Contractor, Company, Corporation or other business entity and are not an employee of Virginia Tech or any other Commonwealth Entity?**

Afton Design Co response – Yes, we agree that we will be an independent entity and will not be considered an employee of Virginia Tech or the Commonwealth of Virginia.

- 6. Virginia Tech Question: Do you further agree that Virginia Tech will not withhold any income taxes from its payments to contractors nor will it provide any employment benefits to the contractor or contractor's employees?**

Afton Design Co response – Yes, we agree that no income taxes will be withheld nor will benefits be provided to contractors.

- 7. Virginia Tech Question: End of Contract Service Transition Expectations: If or when a transition of service to another provider is required (end of contract life or otherwise), the university would require the incumbent firm to cooperative fully in a successful transition of services. Explain any requirements your firm might have in preparing for such a transition of**

services. Additionally, please indicate your willingness to establish a transition plan alongside the new provider of service which may include but not be limited to sharing important data and/or existing service information via a cooperative knowledge transfer process.

Afton Design Co response – We would be happy to provide a transition plan and share original design files as well as project notes and any content that we may have received for the project with the new provider. When transitioning, we will package all design files to ensure all assets (fonts, links, etc.) are appropriately copied over so that anyone with the design files will be able to access the documents. Depending on the type of project and how much transition is needed, we are also happy to join a transition call to meet with the new provider and the client to go over where the project stands and what has yet to be accomplished.

Our only requirement for a transition is that we ask the new provider download and take ownership over storing project files within 30 days of files being sent as we pay for digital storage and have limited space. (After 30 days, we move files to external hard drives. Files will still be retrievable but re-transferring may incur a small fee depending on number of and size of files.)

8. Virginia Tech Question: Do you agree that the initial contract period shall be three years?

Afton Design Co response – Yes, we agree.

9. Virginia Tech Question: Upon completion of the initial contract period, does your firm agree that the contract may be renewed by Virginia Tech upon written agreement of both parties for three years with the option for two (2) three (3) year periods, under the terms of the current contact?

Afton Design Co response – Yes, we agree.

10. Virginia Tech Question: If awarded a contract, do you agree to limit price increases to no more than the increase in the Consumer Price Index, CPI-W, Services category for the latest twelve (12) months for which statistics are available at the time of renewal or 3 percent, whichever is less?

Afton Design Co response – Yes, we agree.

11. Virginia Tech Question: If awarded a contract, are you willing to hold prices firm for the initial contract period and the first renewal period?

Afton Design Co response – Yes, we agree.

12. Virginia Tech Question: Will your firm agree to participate in the Wells One AP Control Payment System?

Afton Design Co response – Yes, we are happy to work within whichever payment system Virginia Tech prefers.

13. Virginia Tech Question: Please identify the highest-level executive in your organization that is aware of this solicitation. Describe that person's commitment to assuring the highest quality service to Virginia Tech if your organization is awarded a contract.

Afton Design Co response – Our owner, Jackie Temkin, is aware of this solicitation and wrote our response to the RFP. As a small business providing services to different Virginia state agencies, we rely heavily on our reputation for providing excellent work and we would never jeopardize a client relationship by providing sub-par service. We understand the level of commitment and dedication to quality service we must bring to *each* engagement under a contract, and we affirm that we would make sure to provide Virginia Tech with excellent service.

14. Virginia Tech Question: Please describe your quickest turn-around time if emergency services are needed.

Afton Design Co response – In the past, we have been able to provide clients with same day or 24 hour turnaround on projects in cases of a true emergency (and depending on the size of the ask). We strongly prefer 48-72 hours if possible, however, as this gives clients time for feedback and us to make edits which leads to a stronger project result.

15. Virginia Tech Question: Are you willing to contact departments on a monthly basis to address service issues?

Afton Design Co response – Sure, and we also invite departments to provide us with feedback at any time to ensure that their needs are being met in the moment.

16. Virginia Tech Question: Will you be able to handle increased volumes of business and/or provide service to additional departments during the course of the contract?

Afton Design Co response – Yes, we are prepared to handle increased volumes of business if awarded this contract. Unlike traditional firms, Afton Design Co. expands to match our capabilities to our clients' needs, and we have access to a network of contractors hand-picked for their expertise and distinct skill sets. If needed, we can increase staffing to meet demand on a project by project basis or longer-term. Our owner still remains heavily involved in all projects, however, and she makes sure that our client service and quality remains high.

17. Virginia Tech Question: Please provide your best schedule of prices for all services offered.

Afton Design Co response – For graphic design services (including illustrating and typesetting services), we charge a rate of \$80 per hour billed to the quarter of an hour. Once we've discussed the project with the project owner, we will create a project estimate for how long we believe the project will take. Project estimates are based on past projects, but are billed based on work performed. If, for example, a

project takes less than the estimated time, we will revise the price down and bill only for work performed.

Our firm stands by our strong project management process, and our estimates will always represent our best estimate (on the date prepared) of the project's total cost. If the project overruns on the original scope of work by more than 15%, we will cover the difference. If the scope of work changes throughout the design process, we will notify the project owner and update the cost estimate as needed to maintain transparency.

18. Virginia Tech Question: If awarded a contract, will you agree to work with each user department before you begin to provide service so that issues such as pick-up/delivery times and days and service requirements may be addressed?

Afton Design Co response – Yes, we love to discuss the specifics of a project up front in a project meeting so that we can clearly define requirements, objectives, and goals of a project and create a clear path as to how to help the client succeed.

19. Virginia Tech Question: How soon after contract award can you begin providing services?

Afton Design Co response – We are able to provide services immediately after the contract is signed. We also understand that there may be a transition period or no need for our services immediately, and we are flexible as to when Virginia Tech would prefer we begin providing services.

20. Virginia Tech Question: Are you registered with and willing to participate in the eVA internet procurement solution described in the terms and conditions of the RFP?

Afton Design Co response – Yes, we are already registered with eVA.

21. Virginia Tech Question: Do you acknowledge, agree and understand that Virginia Tech cannot guarantee a minimum amount of business if a contract is awarded to your company?

Afton Design Co response – Yes, we acknowledge and agree. All of our graphic design services are provided to clients on an as-needed basis, so this is aligned with how we typically operate.

22. Virginia Tech Question: Are the prices for all goods/services listed in your proposal inclusive of all applicable eVA system transaction fees?

Afton Design Co response – No, we typically add the eVA transaction fee into our estimate on top of the price for services. If Virginia Tech would prefer, we'd be amenable to changing our price to make it all inclusive (likely we would just raise the rate by \$1).

23. Virginia Tech Question: Does the vendor acknowledge, agree, and understand that the terms and conditions of the RFP # 5671412301 shall govern the contract if a contract is awarded to your company?

Afton Design Co response – Yes, we acknowledge, understand, and agree.

24. Describe your approach to creating infographics/fact sheets including your use of templates, stock art, or custom art for each request.

Afton Design Co response – When creating infographics and fact sheets, we aim to create custom graphics and layouts that reflect the goals of the project while maintaining client's style and branding. We create our own layouts (unless requested otherwise), and we frequently use stock art as the base for creating custom graphics when it saves time without sacrificing quality. A common example is we might start with a stock art icon, but then customize elements of it (such as the look and color) to fit the need. We've found that this can save clients' money as we aren't reinventing the wheel, and because we choose carefully how to incorporate and modify stock art, folks are unable to tell that the entire graphic wasn't bespoke. We are also skilled at creating graphics from scratch, but we make clear to clients that this can take more time so we can balance their budget with the project goals.

25. What percentage of your work is digital only and what percentage is prepared for digital as well as printed delivery?

Afton Design Co response- We estimate that about 50% of our work is digital (banner ads, PowerPoint decks, etc.) but nearly all documents (catalogs, reports, case studies, proposals, etc.) that are prepared for printing typically also have a digital version as many of our clients use marketing materials both ways. At the beginning of a project, we always ask clients if a print project would also be used digitally (and vice versa) so we can design with that in mind. Frequently, we are able to use the same design files to export final files for either print or digital. For longer publications with alternating page numbers and spreads, we typically will create a digital version (sometimes different footers, different colored hyperlinks, etc.) at the end of a project to ensure there are no content or edit versioning problems between print and digital versions.

26. Describe a time when you worked with a client that required multiple drafts with significant changes. How did you handle the situation and what did you learn through the process?

Afton Design Co response – In our experience, a project requiring multiple drafts with significant changes frequently is the result of a problem with project alignment at the start of the project. As such, we try to be proactive and head off that type of situation, making sure that all stakeholders are included at the beginning of a project and that everyone is clear on project goals. Still, we know that things happen, and we just consider it part of doing business. Depending on the nature of the changes, if it appears that the project is changing direction, we frequently will have a meeting with the client to help regroup to make sure we're on the right track or see if we need to change tactics.

We helped support the B2B arm of Lysol during the pandemic, when COVID knowledge, protocols, and strategic priorities evolved and pivoted sometimes week to week during the crisis. There were countless times when we had put a lot of effort into a sales deck or sell sheets when a meeting got cancelled or the marketing campaign changed drastically. We handled the situation by just remaining flexible and not taking edits personally. Sometimes work is no longer needed or must fit a new purpose, and it's our job to help the client recoup costs by keeping any usable pieces and pivoting efficiently to meet their new goals. We learned that frequently, the project managers were quite stressed about the situation and were just as concerned about the number of changes and drafts, so reassuring them that we were happy to pivot, tackle the situation, and continue to work as a team really benefitted everyone.

27. How do you handle projects where the client's opinion is different from yours?

Afton Design Co response – We view our job as helping a client get to where they want to go, and having a client's opinion differ from ours is completely fine. Clients are the subject matter experts of their work, and they know their audiences and the nuances of situations in ways we as an outside contractor cannot. We always want our clients to be happy, so if they'd like a product to have a different look or want edits, we're always happy to make them. If client edits or feedback conflict with the goals of the project (i.e. create accessibility issues, do not align with Virginia Tech branding) we will flag it for the client and help them work through resolving the issues so that they are happy with the outcome.

28. How do you manage the revision process? What tools do you use and how do you best track revisions from multiple sources?

Afton Design Co response – We handle revisions in multiple ways, depending on how the client prefers to provide edits. Some clients prefer to put smaller graphics such as banner ads or social media posts in PowerPoint slides and type edits over graphics. Others prefer to use Adobe Acrobat to leave comments on longer documents or use Google Drive to do the same.

Our favorite tool to handle revisions is Hightail, an online file sharing and storage system that also provides versioning and commenting features. When we upload a document to Hightail, it can be shared with anyone via a direct link, and anyone with the link can click on parts of the document to leave a comment that is viewable to others. Folks can reply to other comments as well as attach media to comments, so it is a really easy interactive tool to use when there are multiple people providing feedback as you don't run into versioning issues and everyone can edit live. We've found that this tool really speeds up the revision process, and our clients have been happy with it.

29. Describe how you approach working within a brand while still expressing creative freedoms?

Afton Design Co response – We love the design challenge of trying to create projects within a brand. It requires so many of our favorite skills—critical and

strategic thinking to figure out how to present and shape content, imagination for how the brand should look applied to new materials and types of media, and outside of the box thinking to figure out how to keep designs feeling fresh and new while still adhering to brand guidelines.

We are always careful to maintain brand guidelines, and we set up our internal systems to align with brand guides to make sure we are designing within the framework. We create presets in Adobe Libraries to maintain correct color swatches and other design elements, and at the end of a project, we also double check to make sure we have maintained branding. If there is a question, we will not hesitate to reach out to the Virginia Tech's communications team to get clarification as we want our work to further Virginia Tech's brand equity at each step.