

REQUEST FOR A/E PROPOSALS

Old Dominion University

STUDENT SUCCESS CENTER

RFP #08-221-0066-DAY

Issue Date: May 19, 2008

Title: Professional A/E Services for Planning, Design, and Construction Administration of the Student Success Center

Commodity Code: Professional Services 906-00

NOTE: The Proposer must be registered in eVA prior to the award of this contract.

Issuing Agency & Address: Commonwealth of Virginia, Old Dominion University
Materiel Management, Suite 111
4401 Powhatan Avenue
Norfolk, Virginia 23529-0308

Location of Work: Norfolk Campus of Old Dominion University

Period Of Contract: Single Project Services

All inquiries for information should be directed to: Dwayne A. Young at (757) 683-5106 or dyoung@odu.edu

IF PROPOSALS ARE MAILED, SEND DIRECTLY TO ISSUING AGENCY SHOWN ABOVE. IF PROPOSALS ARE HAND DELIVERED, DELIVER TO ISSUING AGENCY AS SHOWN ABOVE:

Sealed proposals for furnishing the services described herein will be received until **3:00 p.m.** local time on **Tuesday June 10, 2008**. Proposals must reach the above address by the deadline stated. Submissions time stamped **3:01 or later will be late and will not be accepted**. The entrance to the Department of Materiel Management and the reception area for receipt and time-stamping of submissions is on the north side of the Facilities Management Building. This entrance is immediately adjacent to the parking lot on the north side of the building. Persons delivering submissions should use this side entrance, which is marked "Materiel Management", NOT the entrance to the building which fronts Powhatan Avenue. **Proposers shall submit one (1) original signed in BLUE INK, and five (5) copies for a total of six (6) bound sets (no 3-ring binders). Identify the "Original" as such on the front cover of the proposal. Proposers shall also submit one (1) copy of the proposal on compact disk (CD).**

In compliance with this Request For Proposals, which includes the attached Table of Contents and all provisions and appendices attached and referenced therein, and subject to all the terms and conditions set forth herein, the undersigned offers and agrees to furnish the services described in the RFP cited above and submit this signed proposal which includes this completed and signed page, signed acknowledgement copies of all addenda, and other data as required by the RFP. It is understood that this proposal and the scope of services may be modified by mutual agreement in subsequent negotiations.

Name and Address of Proposer:

_____	Date:	_____
_____	By:	_____
_____		(Signature in Ink)
_____	Typed Name:	_____
_____ Zip: _____	Title:	_____
FEIN/SSN: _____	Telephone:	_____
E-mail Address: _____	FAX:	_____

PRE-PROPOSAL CONFERENCE: A pre-proposal conference will be held May 30, 2008 at 10:00 AM in the Cape Charles/Isle of Wight Room of Webb University Center on the main campus of the University.

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NOTE: "Small Businesses and Businesses Owned by Women & Minorities" forms are available for download at the following website: <http://forms.dgs.virginia.gov/>

eVA BUSINESS-TO-GOVERNMENT VENDOR REGISTRATION: The eVA Internet electronic procurement solution, web site portal <http://www.eva.virginia.gov>, streamlines and automates government purchasing activities in the Commonwealth. The portal is the gateway for vendors to conduct business with state agencies and public bodies. All vendors desiring to provide goods and/or services to the Commonwealth shall be registered in eVA. **The Proposer must have registered in eVA prior to the award of this contract for architectural/engineering services.** In addition to the annual eVA Registration Fee, vendors must agree to pay a Supplier Transaction Fee for each order/contract. Refer to the eVA Billing and Payment Portal <http://www.eva.virginia.gov/billing> for the current eVA Fee Schedule.

I. APPLICABILITY OF THE A/E MANUAL

The Commonwealth of Virginia Construction and Professional Services Manual – 2004 Edition, Chapters 1 through 10 (the A/E Manual) shall apply to the contract awarded pursuant to this RFP and is incorporated by reference herein in its entirety.

Proposer's attention is directed to Chapter 2, Definitions, for definitions of terms used in this RFP. The terms "Agency" and "Owner" are used interchangeably in the material referenced in this RFP and mean the public body issuing this solicitation for services and with whom the successful A/E Proposer will enter into an agreement. For purposes of clarity and uniformity in this RFP, only the term "Agency" will be used herein.

Proposer's attention is also directed to Chapter 3, General Terms and Conditions for Professional Service Contracts.

II. PURPOSE

The purpose of this RFP is to solicit proposals for the purposes of entering into a contract through competitive negotiations for the professional services of an Architectural/Engineering firm, authorized to do business in the Commonwealth of Virginia, to plan, design, and administer the construction activities required for the Student Success Center to be constructed on the Norfolk Campus of Old Dominion University, an agency of the Commonwealth of Virginia, herein referred to as the "Agency."

The A/E shall provide professional services for the project described in Part V of this RFP consistent with the A/E Manual, as revised, and latest directives issued by the Division of Engineering and Buildings concerning construction and professional services for new and renovated State buildings.

III. BACKGROUND & PROJECT

As part of its strategic plan, the Agency identified the importance of increasing its residential character in the core of campus. To implement this strategic goal, the Student Quad Housing project was undertaken, which consists of six dorms equating to 1200 beds. Two of the dorms were completed, three are currently under construction, and the last is expected to begin construction within the next year. Once completed, the Quad Housing will be appropriately arranged around administrative and support instructional facilities to create a unique living/learning environment. These integrated living, learning and support spaces will improve access to a greater student population, thus creating a greater sense of community and personal identification with the University. These attributes will translate into enhanced student recruitment and opportunities for student success.

The Student Success Center is one of the facilities that will enhance the residential experience. It will accommodate the University College which brings together traditional student support activities such as Academic Skills Development, the Testing Center, the Writing Center, the Tutoring/Mentoring Center, the Undergraduate Advising Center and the Career Management Center. The building will also house the Admissions Office and the Student Health and Counseling Center. The project is anticipated to comprise about 52,000 gsf. Specifically, the University College will require approximately 30,000 gsf, inclusive of the instructional space. The Health Services component will comprise approximately 12,000 gsf, while the Admissions Office will occupy the residual space.

IV. INFORMATION AVAILABLE

The Agency will provide compact disks (CDs) with additional program information to potential Proposers at the Pre-proposal Conference.

V. SCOPE OF SERVICES:

The Agency's documents indicated in Section IV above describe the program, siting, appearance, aesthetics, functional arrangement, and level of quality desired by the Agency.

The selected A/E shall furnish all expertise, labor and resources for complete design and construction period services for the project in accordance with the requirements of the A/E Manual. The following generally highlights the services that the A/E will be required to perform:

- A. Refine, clarify, and define the Agency's project description, data, and requirements as necessary to develop a Schematic design of the project which meets the Agency's requirements and is within the stipulated "design-not-to-exceed" construction cost. Respond to all BCOM and other agency review comments and resolve outstanding design issues at the various phases by taking appropriate action in the design of the project.
- B. Provide complete construction contract documents with professional seals and signatures in accord with the procedures of the A/E Manual. Documents must be complete and ready for bidding not later than **August 1, 2009**.
- C. Assure that the construction contract documents are in conformance with generally accepted architectural and engineering practices and comply fully with all applicable codes and regulations including, but not limited to, the Virginia Uniform Statewide Building Code, and the Uniform Federal Accessibility Standards. In addition, the design shall adhere to University Standards (pallet, products and procedures).
- D. Provide specifications which reflect current requirements, standards and product availability.
- E. Where applicable, work with the University's Storm Water Consultant, Vanasse Hangen and Brustlin (VHB), and the University's Landscape Architect, InSites, PLC, to develop and prepare construction documents for an Erosion and Sediment Control Plan, a Stormwater Management Plan, and an acceptable landscape design. Obtain approvals from required Agencies.
- F. Where applicable, coordinate entrance design with the Virginia Department of Transportation and the City of Norfolk.
- G. Coordinate the design of utility connections with local utility provider and obtain necessary approvals. Agency will pay filing fees and connections charges, as required.
- H. Prepare A/E cost estimates for the project per Chapter 8 and Appendix E of the A/E Manual.
- I. Represent the Agency by presenting necessary oral and/or graphic presentations to State Agencies such as the Art and Architectural Review Board, the Division of Engineering and Buildings or any other group having interest in the project.
- J. Complete all forms and documents in formats required by the A/E Manual. Process in accord

with the Agency's instructions.

- K. Provide services to assist the Agency in the bidding and award of the construction contract.
- L. Provide services for the construction phase, as required by the A/E Manual, for the administration of the contract.
- M. The Agency will require a Value Engineering Study by an independent consultant as defined in the A/E Manual and may elect to have a quality control review by an independent consultant on the Final Construction Documents. The A/E's participation in the VE study shall be as described in Chapter 8 of the A/E Manual.
- N. Participate in the selection of specialty equipment to be used in the facility.
- O. Incorporate commissioning of major mechanical systems as part of project design, construction, and acceptance.
- P. Prepare environmental impact report for the project.
- Q. The A/E shall provide to the University on CD, in PDF format:
 - Signed/sealed Construction Drawings;
 - All renderings and photos completed for the project.

For printed deliverables, the A/E shall use Microsoft Office 2003 or 2007 software. Design documents shall be in AutoCAD 2005.

The Agency shall have ownership and unrestricted right to use these documents for its purpose, however, the A/E shall not be responsible for any such use or modifications made by the Agency.

At the conclusion of the project, the A/E shall provide the following:

- CD containing As-Built or Record Drawings in PDF format;
- CD containing As-Built or Record Drawings in AutoCAD;
- CD containing PDF files of all Operations & Maintenance Manuals and specifications;
- Bound copies of all Operations & Maintenance Manuals and specifications.

VI. POLICY ON SMALL BUSINESSES AND BUSINESSES OWNED BY WOMEN AND MINORITIES:

The University is committed to (a) achieving the Commonwealth of Virginia's aspirational goal of forty percent (40%) SWAM participation for combined *prime contractor* and *subcontractor* spend, and (b) increasing participation of **Department of Minority Business Enterprise (DMBE) Certified** (i) small businesses, (ii) small woman-owned businesses, (iii) small minority-owned businesses, and (iv) businesses owned by service disabled veterans. The University also encourages Offeror's to provide for participation of small businesses, businesses owned by women and minorities, and businesses owned by disabled veterans through partnerships, joint ventures, subcontracts, or other contractual opportunities. Submission of a report of past efforts to utilize the goods and services of such businesses, and plans for involvement on this contract are required. By submitting a response, Offeror certifies that all information provided in response to this solicitation is true and accurate. Failure to provide the information required

by this solicitation may ultimately result in response being deemed non-responsive, and ultimately rejected.

While it is the University's intent to enter into an exclusive agreement with one Offeror, whenever possible, all potential Offerors are encouraged to subcontract any applicable services by partnering with qualified vendors that have also been certified as small, small woman-owned, small minority-owned, or service disabled veteran owned businesses through the Commonwealth of Virginia's Department of Minority Business Enterprise (DMBE).

In order for Offerors to be given consideration for award of a contract, each response shall include a statement setting forth:

- a. The good faith SWAM owned business participation efforts which the Offeror has undertaken in the past: and
- b. The good faith SWAM owned businesses participation efforts which the Offeror intends to undertake in connection with the performance of this contract; including name of firm, contact name and phone number, total dollar amount to be subcontracted, category type (small, women, or minority owned), type of product/services.

If, in the statement submitted in the response to subsection (a) and (b), the Offeror indicates that it has not undertaken any good faith SWAM business participation efforts in the past and/or does not intend to undertake any such efforts in connection with the performance of this contract, the Offeror must **also** submit a statement setting forth the reason why it has not undertaken such efforts in the past and/or does not intend to undertake them in connection with the performance of this contract.

Any Offeror that can qualify for certification through DMBE must do so prior to the award of any contract. The qualification information shall be evidenced by that information specified in the Offeror's completed and submitted W-9 form.

Goods and Services related Procurements:

Offeror that does not qualify for DMBE certification shall be required to provide quarterly reports to the University's Contract Administrator. The reports shall identify the subcontractors used during the performance of any subsequent contract, as follows:

- a. For ***DMBE Certified*** subcontractors, quarterly reports verifying (i) those DMBE certified subcontractors being used, (ii) scope of goods and/or services being provided, (iii) payments to subcontract vendor(s) for current quarter **and** year-to-date totals, and (iv) percentage of same payments related to "overall" contract totals for current quarter **and** year-to-date totals; and
- b. For ***non DMBE Certified*** subcontractors providing services for contracts that exceed **\$200,000**, quarterly reports verifying (i) non-certified subcontractors being used, (ii) scope of goods and/or services being provided, (iii) payments to subcontract vendor(s) for current quarter **and** year-to-date totals, and (iv) percentage of same payments related to "overall" contract totals for current quarter **and** year-to-date totals.

Note: Failure to provide the quarterly reports as requested will result in non-payment to Contractor for any services provided and invoiced during that period, shall remain unpaid until such reports are provided, and unless provided will be considered a breach of contract.

For the purposes of this section, the following definitions shall apply:

- a. **Good faith SWAM owned business participation efforts:**
The sum total of efforts by a particular business to provide for equitable participation of SWAM subcontractors in the operations and contracts of such businesses.
 - i. For past efforts, this sum total shall be comprised of the record of minority participation over the past two (2) years through employment, retention and promotion: subcontracting or joint ventures in the private sector; or a combination thereof.
 - ii. In connection with the performance of this contract, good faith efforts shall mean those measures which are proposed to allow equitable participation of SWAM subcontractors.
- b. **Minority Owned Business Enterprise:** a business concern which is at least 51percent owned by one or more minorities or in the case of a corporation, partnership or limited liability company or other entity, at least 51 percent of the equity ownership interest in which is owned by one or more minorities and whose management and daily business operations are controlled by one or more of such individuals.
- c. **Minority Individual:** "Minority" means a person who is a citizen of the United States or a legal resident alien and who satisfies one or more of the following definitions:
 - i. **Asian Americans:** means all persons having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands, including but not limited to Japan, China, Vietnam, Samoa, Laos, Cambodia, Taiwan, Northern Marinas, the Philippines, U. S. territory of the Pacific, India, Pakistan, Bangladesh and Sri Lanka and who are regarded as such by the community of which these persons claim to be a part.
 - ii. **African Americans:** means all persons having origins in any of the original peoples of Africa and who are regarded as such by the community of which these persons claim to be a part.
 - iii. **Hispanic Americans:** means all persons having origins in any of the Spanish speaking peoples of Mexico, South or Central America, or the Caribbean Islands or other Spanish or Portuguese cultures and who are regarded as such by the community of which these persons claim to be a part.
 - iv. **Native Americans:** means all persons having origins in any of the original peoples of North America and who are regarded as such by the community of which these persons claim to be a part or who are recognized by a tribal organization.

- v. **Eskimos and Aleuts:** means all persons having origins in any of the peoples of Northern Canada, Greenland, Alaska, and Eastern Siberia and who are regarded as such in the community of which these persons claim to be a part.
- d. **Small Business Enterprise:** an independently owned and operated business which, together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years.
- e. **Woman Owned Business Enterprise:** a business concern which is at least 51 percent owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership or limited liability company or other entity, at least 51 percent of the equity ownership interest in which is owned by one or more women, and whose management and daily business operations are controlled by one or more of such individuals.

VII. PROPOSAL REQUIREMENTS:

- A. Proposals shall be signed by an authorized representative of the A/E. By submitting a proposal, the Proposer certifies that all information provided in response to this RFP is true and accurate. Failure to provide information required by this RFP will ultimately result in rejection of the proposal.
- B. Proposals should be prepared simply and economically, providing a straightforward, concise description of the A/E's capabilities for satisfying the requirements of the RFP. Emphasis should be on completeness and clarity of content.
- C. The Respondent's proposal shall include: the completed and signed RFP cover page 1; signed acknowledgement copies of all addenda; the completed "Small Businesses and Businesses Owned by Women & Minorities" Data Forms; and the Firm Data requested below:

1. Relevant Project Experience

A/E Team's qualifications shall indicate Team experience on five (5) similar design projects completed in the past. Respondents are to include a description of similar projects including:

- Project Name;
- Address of Project;
- Brief description of the Project to include Gross Square Footage, # of Floors, etc.;
- Owner;
- Owners Contact Information to include: Point of Contact, Phone Number, Address;
- Number of Change Orders;
- Value of Change Orders;
- Explanation of Change Orders;
- Total Construction Amount (to include Change Orders);

- Substantial Completion Date;
- Final Completion Date;
- Explanation if Final Completion Date is greater than 30 days from the Substantial Completion Date;

This section will be tabbed and labeled as Relevant Project Experience

2. **Team Composition - Capability and Skill**

Name all key personnel that will be part of the Design Team for this project. Describe in detail (resume format) the experience and expertise of each Team member. Key personnel must be committed to this project for the duration unless excused by the Owner in writing. This requirement is non-negotiable.

This section will be tabbed and labeled as Team Composition, with a separate sub-tab labeled Project Manager

3. **Approach and Project Methodology**

Provide a written project work plan that identifies the role of key personnel in the project and the percent of each person's time dedicated solely to this project. Indicate how the A/E's team proposes to interface with the Owner. Indicate how information will be communicated during both the design and construction phases. Indicate if the proposed Team will use a project web site or other industry software to facilitate communications.

This section will be tabbed and labeled as Approach and Project Methodology

4. **Construction Administration Process**

Identify the member of the firm primarily responsible for CA support and the team supporting him or her. Respondent will provide a narrative outlining its normal CA processes and specifically those for addressing problems arising in the field. Additionally, the Respondent will provide the firm's standard timeframes for site visits to resolve CA issues, and RFI responses which will apply to the CA of this project. Response times may be broken out by discipline, as necessary. Effective CA is especially important to the owner and Respondent's are urged to address this issue in some detail.

This section will be tabbed and labeled Construction Administration Process

5. **BCOM Review Process**

Provide a section describing both the firm's past successes in successfully navigating the BCOM review process and its strategy for avoiding multiple reviews on this project. Specifically, detail up to five projects completed in the last five years completed within the initial design schedule, describing the nature of the project, laying out the contract design schedule and actual bid or RFP date, and documenting the number of submittals required to BCOM at the schematic, preliminary and working phases. Provide a narrative describing in detail what process(es) the firm will use on this project to prevent multiple design phase reviews.

This section will be tabbed and labeled as BCOM Review Process

6. **Quality Assurance**

Describe the method of quality assurance that the A/E will use to eliminate code issues, design errors and omissions.

This section will be tabbed and labeled as Quality Assurance

7. **SWAM Data**

Provide data as required in Section VI of this RFP "Policy on Small Businesses and Businesses Owned by Women and Minorities."

This section will be tabbed and labeled as SWAM Data

8. **Professional Liability Insurance**

Each respondent shall provide the following information to demonstrate financial strength and ability to perform under the contract:

- Certificate of Insurance approved by the Commonwealth of Virginia for professional liability insurance in the amount of \$ 2,000,000.00 per claim and an aggregate of \$6,000,000.
- A letter from the insurance carrier indicating the history of any claims paid against professional liability insurance for the past five years, either by the firm or insurance carrier. This section will be tabbed and labeled as Professional Liability Insurance.

This section will be tabbed and labeled as Professional Liability Insurance

- D. Submit one (1) manually signed in Blue Ink original and five (5) copies of the proposal to the Agency. Identify the "**Original**" as such on the **front cover** of the proposal. Each copy of the proposal shall be bound in a single volume where practical (No three ring binders). Elaborate brochures and other representations beyond those sufficient for presenting a complete and effective proposal are neither required nor desired.

Submit one copy of the proposal on compact disk (CD).

- E. Any information thought to be relevant, but not specifically applicable to the enumerated scope of Work, may be provided as an appendix to the proposal. If publications are supplied by the Proposer to respond to a requirement, the response should include reference to the document number and page number. Publications provided without such reference will not be considered relevant to the RFP.
- F. Electronic copies of the "Small Businesses and Businesses Owned by Women & Minorities" Data Forms are available for download at the <http://forms.dgs.virginia.gov> website.

VIII. EVALUATION AND AWARD OF CONTRACTS:

- A. Evaluation Criteria: Proposals shall be evaluated by the Agency using the following criteria:
1. Relevant Project Experience: expertise and past experience of the A/E in designing and administering the construction activities for projects of similar size, scope and features as

those required on this project, and specific experience with the types of facilities described in Section III, Background.

2. Team Composition – Capability and Skill: expertise, experience and qualifications of the project team, to include any special consultants proposed for providing the services described in Section V, Scope of Services, and specific experience with the types of facilities described in Section III, Background.
3. Project Manager: expertise, experience and qualifications of the project manager to be assigned to this project.
4. Project Approach and Methodology: A/E's understanding of the project, and plan to prosecute the work.
5. Construction Administration Plan: A/E's plan to resolve contract administration issues and RFI requests.
6. BCOM Review Process: A/E's experience in meeting design schedules for similar projects without multiple BCOM reviews and enunciated strategy for maintaining the design schedule for this project.
7. Quality Assurance: processes the A/E has in place to guard against errors and omissions.
8. SWAM Data: use of small businesses and businesses owned by women and minorities as consultants, subcontractors, suppliers or support services.
9. Professional Liability Insurance: financial responsibility as evidenced by the A/E's carrying Professional Liability Insurance.

Generally, the selection committee will consider the A/E's overall suitability to provide the required services within the project's time, budget and operational constraints, and it will consider the comments and/or recommendations of the A/E's previous clients, as well as other references.

- B. Award of Contract: After evaluation of the Proposals received in response to the RFP, the Agency shall engage in individual discussions and interviews with two or more Proposers deemed fully qualified, responsible and suitable on the basis of initial responses, and with professional competence to provide the required services. Repetitive informal interviews are permitted. Proposers shall be encouraged to elaborate on their qualifications, performance data, and staff expertise relevant to the proposed contract. Proposers may also propose alternate concepts or methodology. Proprietary information from competing Proposers (including any data on estimated manhours or rates and the plan for accomplishing the scope of work) will not be disclosed to the public or to competitors, provided such information is duly marked as "Proprietary Information" by the Proposer and the designation is justified as required by Section 2.2-4342, Code of Virginia, as revised. At the conclusion of the informal interviews and on the basis of evaluation factors set forth in Section VIII and the information provided and developed in the selection process to this point, the Agency shall rank, in the order of preference, the interviewed Proposers whose professional qualifications and proposed services are deemed most meritorious. Negotiations shall then be conducted with the Proposer ranked first. If a contract satisfactory and advantageous to the Agency can be negotiated at a fee considered fair and reasonable, the award shall be made to that Proposer. Otherwise, negotiations with the Proposer ranked first shall be formally terminated and negotiations conducted with the Proposer ranked second, and so on, until such a contract can be negotiated at a fair and reasonable fee. Should the Agency determine in writing and in its sole discretion that only one Proposer is fully qualified, or that one offer is clearly more highly qualified and suitable than the others under consideration, a contract may be negotiated and awarded to that Proposer.

IX. FEES:

The fee for services shall be negotiated on a lump sum basis considering the Scope of Services required, the estimated manhours required for each level/discipline and the typical labor rates for the various skill levels required for the work. The Memorandum of Understanding prepared by the Agency will document the negotiated acceptable labor rates for the various levels/disciplines and these rates will be used for any hourly rate work of the A/E that is authorized by the Agency.

X. ATTACHMENTS

Attachment A: Anticipated Project Schedule

Attachment B: Old Dominion University Graphics Standards (3 Pages)

ATTACHMENT A
ANTICIPATED PROJECT SCHEDULE – STUDENT SUCCESS FACILITY

Advertise for Professional A/E Services	May 18, 2008
Pre-Proposal Conference	10:00 AM, May 30, 2008
A/E Proposals Due	3:00 PM, June 10, 2008
Committee Meeting (Distribute Proposals/ Evaluation Instructions)	June 11, 2008
Owner's Initial Evaluation of Proposals	June 11-16, 2008
Committee Meeting to Discuss Shortlist	June 17, 2008
Notification of Firms Selected for Presentations	June 17, 2008
Presentation Date	June 26, 2008
Final Evaluation of Proposals	June 26, 2008
Notification of Selection (Top Ranked Firm)	July 1, 2008
Negotiations and Drafting of MOU -	July 1-15, 2008
Contract Signed/NTP Issued	July 15, 2008
Design Begins	July 15, 2008
Design Ready for Bidding No Later Than	August 1, 2009
Construction Begins	October 1, 2009
Final Completion of Construction	November 1, 2010

NOTE: This schedule is only intended to be a planning tool; dates are projected, and the actual schedule may vary from these projections. Construction schedule may vary dependent on format of construction bid packages. Under no condition is the Owner bound by this schedule.

ATTACHMENT B

OLD DOMINION UNIVERSITY GRAPHIC STANDARDS

The University Graphic Standards are found on the Old Dominion University website at:

<http://www.odu.edu/ao/upublications/guidelines.html>



Graphic Guidelines

Old Dominion University strives to maintain a consistent visual, or graphic, identity as a major component of communicating the strength and integrity of the institution. A unified approach to graphics fosters a strong, consistent institutional image for both internal and external audiences. The success of any identity program depends on the cooperation of all members of the University community. Each symbol stands alone as its own graphic entity and should not be combined with any other elements.

UNIVERSITY

The **University Seal** is reserved for special signage or document applications, such as official documents from the Office of the President. The Office of University Publications should be contacted prior to using the University Seal in any document.

LOGOS

In the **Identifier**, the prestige of the crown paired with the name of the University communicates a message of strength and integrity for Old Dominion. The **Word Mark** provides an opportunity to present the University's name in a consistent manner. The use of the **ODU&Crown** and the **Crown** adds creativity and flexibility to the visual presentation and offers more opportunities for marketing and branding Old Dominion University's image. The **ODU&Crown** and **Crown** may be used as long as the full name of Old Dominion University appears somewhere on the publication or product. The logos are for official University use only.

Please note that the Monarch has been phased out.



Seal



Identifier



Crown



Word Mark 1



ODU & Crown



Word Mark 2

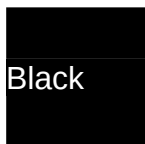
COLORS



ODU Blue
PMS 540



ODU Gray
PMS 429



Black



ODU Silver
PMS 877



White

MINIMUM SIZE



Min. Width 3/4"



Min. Width 1"



Min. Width 1 1/4"



Min. Width 1 1/2"



Min. Width 1 1/2"



Min. Width 2"

UNACCEPTABLE USE OF LOGOS

