



Director  
director@cardinalpointstci.com

## A LA CARTE SERVICES

A list of our standard individual service offerings.

### **Basic logo design -**

Includes a detailed discussion of the client's needs and goals for the design, 3 variants to choose from and 3 rounds of revisions with follow up meetings. Upon completion the client will be provided with a single logo in full color and monochrome variations in jpeg, png, pdf and ai formats. Additional variations and revisions will incur additional charges.

### **Full logo package -**

Includes a detailed discussion of the client's needs and goals for the design, a minimum of 5 variants to choose from and 10 rounds of revisions with follow up meetings. Also includes mock ups of branded materials, such as business cards, etc., and a customized branding style guide. Upon completion the client will be provided with a single logo in full color and monochrome variations in jpeg, png, pdf and ai formats. Additional variations and revisions will incur additional charges.

### **Business card design -**

Includes design of business card around existing logo and branding guidelines. 3 variations will be provided with a single round of revisions. Upon completion the client will be provided with a single logo in full color and monochrome variations in jpeg, png, pdf and ai formats. Additional variations and revisions will incur additional charges.

### **Stationary -**


Includes design of letterhead and envelope around existing logo and branding guidelines. 3 variations will be provided with a single round of revisions. Upon completion the client will be provided with a single logo in full color and monochrome variations in jpeg, png, pdf and ai formats. Additional variations and revisions will incur additional charges.

### **Basic web design-**

Includes design of website (color scheme, tone, style, etc.), copywriting of content and limited graphic design for up to 5 pages. Meetings with client will be held as needed to establish client needs and track progress and revisions. Additional pages, advanced features, hosting, etc. will incur additional charges.

### **Brochure/pamphlet -**

Includes design of document around existing copy and photos. Cardinal Points will provide graphic design, layout, 2 variations and a single round of revisions. Upon completion the client will be provided with the digital document in jpeg, png, pdf and ai formats. Additional variations and revisions will incur additional charges. Copywriting, editing and photo provisions are available at additional charges.



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**Press kit -**

Includes a press release on company letterhead, event pamphlet/brochure/etc., design for applicable marketing material, company overview on company letterhead and customized letters to the press representatives. Printing costs and promotional material costs are additional.

**Newsletter –**


Includes graphic design, typographic treatment, layout and editing. Client provides all copywriting and photography. Copywriting, editing and photo provisions are available at additional charges. Client will receive digital formats for both electronic distribution and printer submission.

**Press release -**

Includes writing and editing of press release on provided letterhead (if available). Client is provided with word document and pdf.

**Event Coordination -**

Whether you need help planning your next corporate event or you need a full-on party planner, we can make it all happen. Contact us to find out how we can help you with your next big event.



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