



Director
director@cardinalpointstci.com

CARDINAL POINTS STANDARD RETAINER FEATURES AND ADD-ONS

Our standard retainer provides a bevy of services to meet the PR and marketing needs of your organization. Note that items not listed in these packages may be offered separately or negotiated into the package on a case by case basis.

Basic retainer -

3 month minimum retainer service to handle general marketing & PR
General design work (promotional images, typographic treatments, etc.)
Design of printed materials
Design of digital materials (for posting on websites & social media)
Press release writing (2 per month)
Social media management (posting 1 time per week to various SM sites)
Document editing
Tone development
***Expenses (printing, etc.) are not included. 10% deposit required**

ADDITIONAL SERVICES

A list of our standard individual service offerings outside of our basic retainer package.

Basic logo redesign -


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.

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.



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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 (beyond the included amount)-

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.

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 (beyond the included amount)-

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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