

Willowbrook Designs Pricing Guide

The pricing system is *per element* and may vary based on the complexity/time consumption of the request.

For example, a poster with custom lettering (\$50) and a solo image illustration with colouring/shading (\$80) will have a base cost of \$130.

Traditional mediums have additional costs on top of the base cost. Medium prices may vary.

Don't know what you want? Fill out the Client Brief form and I will design 3 mockup sketches to choose from.

Additional mockups available upon request but will receive additional charges.

The first 5 revisions are free, and then each additional revision will receive a \$10 charge.

Payment Protocol:

The first half of the agreed price will be due upon agreement when contracts are signed.

The final product will be sent and ready for use after the remaining amount is paid in full.

Important note*

This is not a printing service, it is a design service. If you want physical products, I will make the design with it in mind, but you are responsible for ordering the products with a printing service.

Design Element	Price (est)
Cartoon linework- solo image	\$50.00
Illustration line drawing- solo image	\$50.00
Stylized custom lettering	\$50.00
Photo editing	\$50.00
Digital collaging	\$50.00
Cartoon with colour/shading- solo image	\$80.00
Illustration with colour+shading- solo image	\$80.00
Heavily stylized drawing	\$80.00
Cartoon with colour/shading- full scene	\$100.00
Illustration w/ colour+shading- full scene	\$100.00
Heavily stylized full scene	\$100.00
Realism- just image	\$150.00
Realism- Full scene	\$150.00

Price (est)	Traditional Mediums:
\$10.00	Pencil crayons
\$10.00	Charcoal
\$20.00	Oil pastels
\$30.00	Watercolour
\$30.00	Mixed media/collage
\$200.00	Oil paint

Additional Charges	Price	Details
Per revision (after 5)	\$10	5 free revisions, additional revisions will cost \$10 each
Per mockup (after 3)	\$5	3 mockups, additional mockups will cost \$5 each
Holidays	\$30	Only upon request, work done on registered holidays will include a \$30 day rate

Turnaround	Price	Details
Standard (1-2 weeks unless otherwise agreed)	Free	We will agree on a reasonable time frame and follow that time frame. No extra cost!
Rush Order (3-5 days)	100	If you need it in less than a week, an extra cost will reorient my priorities
SMA Order (1-2 days)	200	(Save My Ass) I'll drop everything and get it done immediately so you don't miss a deadline

Bundles

Touring Package: \$500

Main tour poster

Variant posters for each stop (up to 10)

Your choice of 2 merch designs

Build-A-Brand	\$5,000	COMING SOON
Brand Style and Messaging Framework Document		
Logo		
1 Transparent with words		
1 Color background with words		
1 Just logo, transparent		
1 Just logo, colour background		
Mock letterhead		
Standard 4 page website		
Home Page		
About Page		

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