

Pricing Guide

Kayla Joy

ILLUSTRATION & DESIGN

ARTIST

ILLUSTRATOR

DESIGNER

Kayla Joy

ILLUSTRATION & DESIGN

Design and art are independent elements that provide their greatest satisfactions when experienced simultaneously.

Hi! My name is Kayla and I am an illustrator, artist and designer. I specialise in character illustration, but also love creating illustrations for clothing and patterns.

I have a passion for storytelling through my illustrations, artworks and designs. I'd love to hear about your project and tell its story through my work.



Commissioned Illustrations

Please message, email or call me (whatever you feel most comfortable with) in regards to illustrations and artworks. Each project is different and I would love to quote you accurately for your project.

Business Branding Design Packages

These flat prices are the base for each design. My hourly rate of \$60 per hour I spend researching and designing the work will be added on top of the flat rate.

LITE PACKAGE - LOGOTYPE DESIGN Starting from \$400 (+GST)

Includes:

- Consultation
- Research and design
- 2 Revisions of logotype design concepts
- Final artwork

PRO PACKAGE - LOGO ICON DESIGN Starting from \$600 (+GST)

Includes:

- Consultation
- Research and design
- 3 Revisions of logo design concepts
- Basic brand style guide (one page)
- Final artwork



PREMIUM PACKAGE - BRAND ESSENTIALS DESIGN

Starting from \$900 (+GST)

Includes:

- Consultation
- Research and design
- 3 Revisions of logo design concepts
- 2 Revisions of business card design
- Basic brand style guide (two page)
- Final artwork

ULTIMATE PACKAGE - BRAND AND SOCIAL MEDIA DESIGN

Starting from \$1,500 (+GST)

Includes:

- Consultation
- Research and design
- 3 Revisions of logo design concepts
- 2 Revisions of business card design
- Email signature
- Letterhead design
- Facebook page brand design (cover photo profile pic etc)
- Full brand style guide
- Final artwork

Base Rates

As above, these base prices (+GST) are the base for each design. My hourly rate of \$60 per hour I spend researching and designing the work will be added on top of the flat rate. There will be a minimum of 2 revisions per design element.

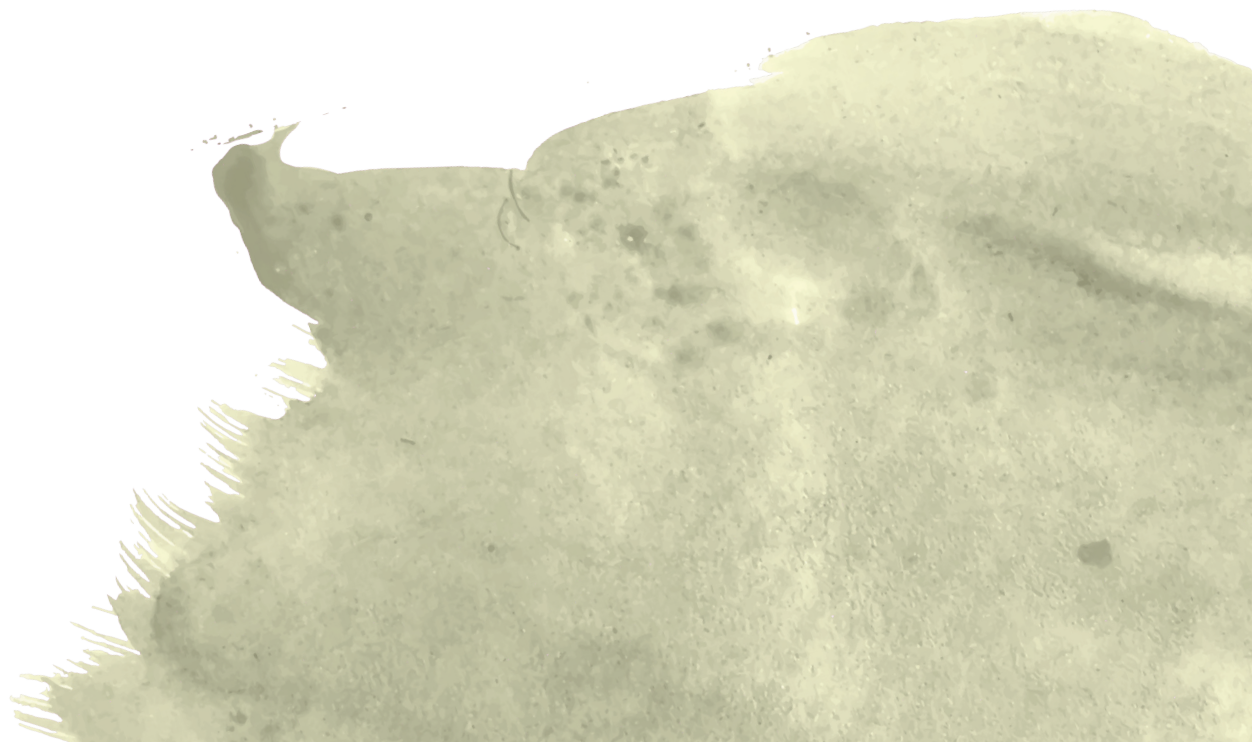
Icon Logo Design - Starting from \$500

Business Cards - Starting from \$250

A4 Flyer Design - Starting from \$300

DL Flyer Design - Starting from \$200

A4 Single Figure Illustration - Starting from \$400



FAQ'S

HOW DOES THE DESIGN PROCESS WORK?

After an approved quote, I will send over an invoice and get chatting in detail about the specific parameters of your project. The next step involves research and initial sketches so you and I are on the same page in terms of your design requirements, my recommendations and what you should expect. Once I have received feedback after this first step, I will go into more depth in terms of the design and detail. After you have revised my designs and approve and pay for this, I will send through appropriate file formats of your completed work.

HOW LONG IS THIS PROCESS?

Every job is different, and of course I will always try my best to get your job done as soon as possible. If you have a deadline in mind, let me know so I can prioritise your project accordingly. I will keep in touch with you about my progress so you always know where I am at with your designs.

WHERE ARE YOU LOCATED?

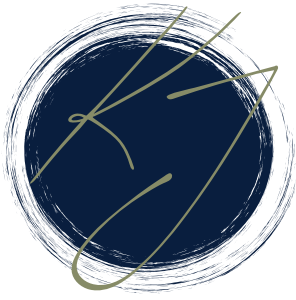
I am located in Ipswich, Queensland: just 40 minutes from Brisbane City. In my line of work, I am able to work with clients from all around the country.

I NEED AN ONGOING DESIGNER: CAN YOU HELP?

Of course! I like to build a rapport with my clients and am more than happy to do continuous work where ever possible.

SO YOU CURRENTLY WORK PART-TIME, WILL YOU HAVE TIME FOR MY PROJECT?

I never take on more than I can handle. We can discuss the parameters of your project in detail prior to beginning so I ensure that I can complete your designs prior to any deadlines you may have.



Please use the above pricing as a guide only. Every project is different and I would love to hear more about yours. If you like what you have read, I am happy to chat with you about your project and send through a custom quote specifically for you.

Please email through on hello@kaylajoy.com.au. Otherwise, if you'd prefer to chat you can contact me on 0423 621 540.

