

## **Cae of the Sky Graphic Design and Illustration Services Local Small Business and Non-Profit Pricing**

*Do you require a deposit?*

I need a deposit or contract on all projects. Generally, I take a %50 deposit once we discuss the design or project and I receive the relevant information for it, and the rest after it is completed. Contracts can be negotiated.

*What programs do you use?*

I use Krita for illustrations, and Canva for the bulk of my design

*What kind of files do you send?*

I can make nearly any file type, but usually a PNG or PDF

*Where do you source your images?*

I have Canva Pro and can use their stock photos, graphics and fonts professionally. I can source copywrite-free/creative commons images from a site like Pixabay or create AI-generated art using Midjourney. I can also purchase an image off of a site like Shutterstock or Adobe. If you have a preference, let me know.

*Do you do revisions?*

I am happy to give revisions and always will send you a preview before finalizing the design. An extra set of eyes is always needed. 2 large revisions are included, within reason, and unlimited grammar and spelling fixing.

*What is your timeline for completion?*

I prefer to have up to a week for most projects, but if needed I can do it within 2-4 days. The more time the merrier. I am happy to work on long-term projects, depending on my schedule, please inquire.

*Can you create an original illustration?*

Of course! I love to illustrate. Custom hand-drawn digital illustrations can be commissioned and cost between \$50 to \$500 depending on size and use (one-off, non-profit event, commercial, vectored etc), please inquire if you are interested!

### **Event Promotions**

Every event needs a poster! These days, you may need someone to create social media posts, ads for the Mayneliner, and someone to shout from the rooftops reminding everyone to show up. That is where I can help! (Aside from the shouting). I can create graphics, and do copywriting.

Below I have a list of services that can be purchased individually or as a bundle. Message me to create a custom package.

Poster or flyer - \$30

Newsprint Ad - \$30

Facebook event page banner and description - \$15  
1 social media post with image - \$15  
3 social media posts with image - \$45  
Write article/copy/description (100-300 words) - \$15

Bundle of all or nearly all elements above (including poster, print ad, facebook event branding, event description, 2 social media posts) and cohesive branding - \$100

Big extras - Create/manage the Facebook event or Instagram posts for an additional \$30 per hour, Rush order: 1-day turnaround (if possible) \$45, Custom Photos for event promotion \$45

Little extras - \$5: Update chamber of commerce calendar or any other google calendar, updates on a Facebook page or other social, additional revisions, 10 generated hashtags

### **Branding Development**

Free 45 min consultation on branding development and where to start, what kind of branding you need, etc!

\$40 per hour for further branding consultations

Brochures 3-6 pages - \$45-90  
Information flyers (1-2 sides) - \$30  
Business cards - \$30  
SEO keyword research -\$30  
Copy (100-300 words) - \$15  
Copy (300-600 words) - \$30  
Banner Design - \$30  
Social media post - \$15

Logos - \$75-300, please inquire

Branding bundle - 5 items from above excluding logo \$150

If you have any questions about my services please email me at [caeonamurdoch@gmail.com](mailto:caeonamurdoch@gmail.com)