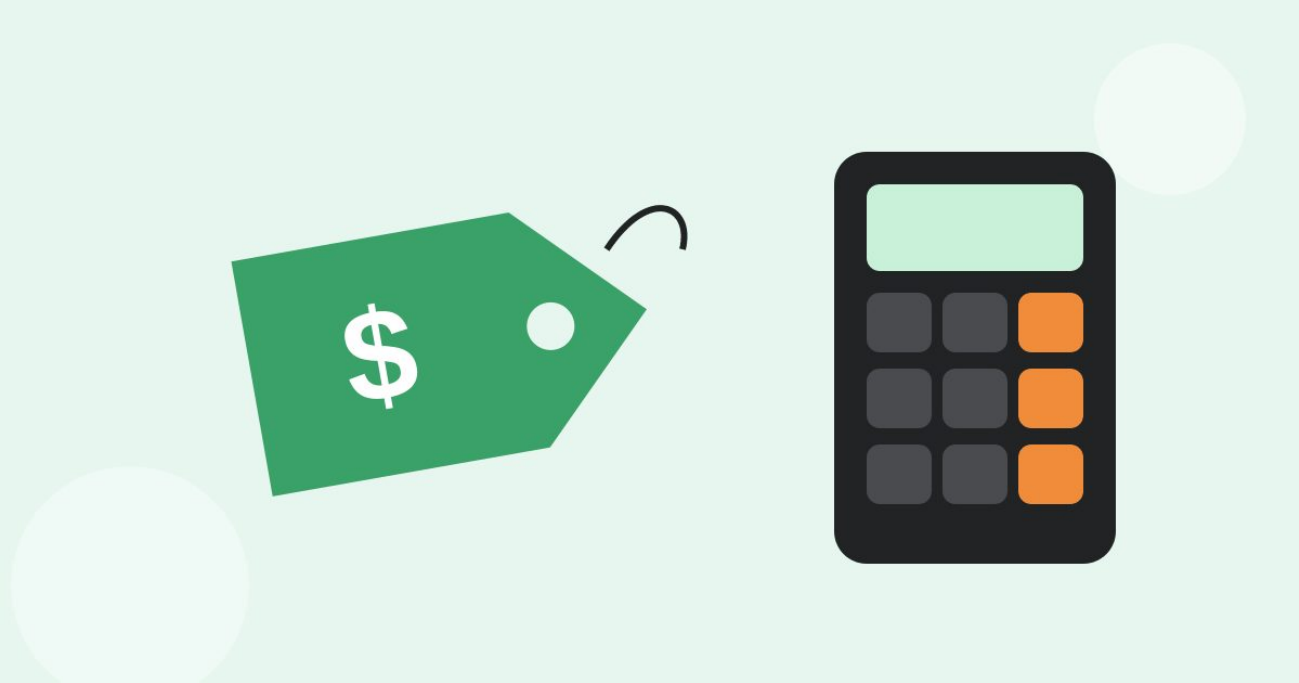
How much does a custom illustration cost? What really affects the price

cartoonsaz · 14 . 2026 . · 1



> Complexity, style, usage rights, revisions and deadline — a clear guide to what you pay for when you order a cartoon, logo or mascot, and how to get the best value.

“How much for a drawing?” is like asking “how much for a house?” The answer depends on size, detail and use. Here is what actually moves the price, so you can compare offers fairly.

1. Complexity

- Head-only portrait vs. full body vs. full scene with background.
- Number of characters — each extra person or pet adds time.
- Detail level: flat colours are faster than painted shading.

2. Style

Simple flat or chibi styles are usually more affordable; semi-realistic or highly rendered work takes many more hours.

3. Usage and rights

- Personal use: a gift, a profile picture — the lowest price.
- Commercial use: logos, packaging, ads, merchandise — priced higher because the art earns

money for your business.
- Exclusive rights / full transfer: the artist cannot reuse or resell it; this has value too.

4. Files and extras

Vector source files, layered PSDs, extra poses, a character sheet or animation are add-ons with their own price.

5. Revisions and deadline

Most packages include a set number of revisions. Rush delivery usually costs extra because the artist reorganises other work.

How to get the best value

- Send a clear brief with references — fewer revisions needed.
- Choose a package that includes the files you will really use.
- Order related items together (logo + mascot + stickers) for a bundle price.
- Be wary of prices that seem too good to be true: they may be traced, copied or AI-generated work you cannot legally protect.

On our service pages, each package shows clearly what is included — revisions, delivery time and file types — so there are no surprises.