PENZILLA DESIGN

Pricing overview
"Game Art and Audio, Tailored for Passion Projects"

Welcome to Penzilla Design!
We make custom 2D game assets that are fast, polished, and tailored to your project. With a Master's degree in game design and over 10 years of experience, Cille Abildhauge, our head designer, has learned how to deliver top-quality work without the studio price tag. Thanks to our streamlined process, we can keep prices low while still giving you artwork that's clean, on-brand, and ready to drop straight into your game.

This overview covers our prices, what you get, and what past clients have said. Let's make something awesome together!

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Penzilla Design | General pricing overview
Contact: PenzillaDesign@gmail.com
Last edit - December 2025

Static / Idle items

- One tile up to 512x512px
- Layers: Outline, color, outline overlay
- Delivery: Individual exports, .PNG
- Sourcefile: Layered .PSD
- Prices for variations reflect file size, base complexity, and preparation time

Description	Type	Type price
Item	Small (1x1 tile)	$6
Item	Medium (2x2 tiles)	$11
Item	Large (3x3 tiles)	$16
Color variations per item	-	+$1.50
Shading/lighting per item	-	+$3
Vectorization per item	-	+$3

Why this price?
Each static item is custom-made to match your game's style and resolution needs, delivered cleanly layered for easy editing or direct use. These prices reflect the professional quality and efficient delivery our clients consistently praise.

★★★★★
"Once again absolutely gorgeous assets. Everything was easy and straight forward. Will be back in the near future." - Connorm

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Tiles

- One tile up to 512x512px
- Layers: Outline, color, outline overlay
- Delivery: Individual exports, .PNG
- Sourcefile: Layered .PSD
- Prices for variations reflect file size, base complexity, and preparation time

Description	Type	Type price
Static tile	Simple (e.g. grass tile)	$6
Static tile	Complex (e.g. forest)	$12
Animated tile	Simple (e.g. opaque water)	$12
Animated tile	Complex (e.g. flowing lava)	$15
Vectorization per item	-	+$1
Color variations per item	-	+$1
Shading/lighting per item	-	+$1.5

Why this price?
Tile assets are essential for polished, cohesive game environments. Each tile is crafted with precision to ensure seamless tiling and consistent style. Comparable assets on platforms like Itch.io and Fiverr typically cost $6–12 per tile and $60–100 per tile sheet. We are staying at the low end of the price-range while providing high quality assets, with excellent customer feedback.

★★★★★
"We had an order for a variety of tile-sets for interiors for a game! Penzilla was incredibly responsive and went above and beyond in quality and communication! Seriously fantastic work!" - dvnc_tech

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Animations

- Each animation up to 6 frames, looping (unless other is specified or logical)
- Layers: Outline, color, outline overlay
- Delivery: Individual animation sheets for each animation, .PNG
- Sourcefile: Layered .PSD
- Prices for variations reflect file size, base complexity, and preparation time

Description	Type	Type price
Item animation	Simple (e.g. shine)	$10
Item animation	Movement (e.g. bounce)	$14
Item animation	Complex (e.g. 3d rotation)	$18
Animation humanoid (4 limbs)	Simple (e.g. idle)	$15
Animation humanoid (4 limbs)	Movement (e.g walking)	$20
Animation humanoid (4 limbs)	Complex (e.g. rotating kick)	$25
Animation creature (0-2 limbs)	Simple (e.g. idle)	$12
Animation creature (0-2 limbs)	Movement (e.g walking)	$15
Animation creature (0-2 limbs)	Complex (e.g. rotating kick)	$18
Animation creature (4 limbs)	Simple (e.g. idle)	$15
Animation creature (4 limbs)	Movement (e.g walking)	$20
Animation creature (4 limbs)	Complex (e.g. rotating kick)	$25
Color variations per animation	-	+$4
Shading/lighting per animation	-	+$10
Simple outline variation	(e.g. different facial expression)	+$3
Complex outline variation	(e.g. adding a seperate cape to outfit)	+$6
Shading/lighting per animation	After animation completion	+$10
Flipped Animation	-	+$5

Why this price?
Our handcrafted animations are tailored to your game's style and delivered quickly with high quality. The pricing reflects the time, skill, and detail involved—especially for complex or humanoid loops—while staying well below standard indie rates, which often start at $15–30.

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UI

- Hand Drawn Raster
- Layers: Outline, color, outline overlay
- Delivery: Individual exports, .PNG
- Sourcefile: Layered .PSD / .AI
- Prices for variations reflect file size, base complexity, and preparation time

Description	Type	Type price
Icon	Simple (e.g. an arrow)	$6
Icon	Complex (e.g. a shotgun)	$12
Sliceable UI item	Simple (e.g. text box)	$7
Sliceable UI item	Complex (e.g. decorated text box)	$14
Button	Simple (e.g blank button)	$6
Button	Complex (e.g. decorated button)	$10
UI card design, front or back	Simple	$15
UI card design, front or back	Complex	$25
Color variations per item	-	+$1
Shading/lighting per item	-	+$4
Vectorization (outline width not editable)	-	+$2
Original vector file per item	-	+$2

Why this price?
UI elements are tailored for clear communication, strong silhouette, and seamless integration into any game engine. Comparable hand-drawn assets typically range from $8–15 per icon or button, and $20–40 per card or decorated UI piece on freelance platforms. These prices ensure quality, polish, and fast delivery at competitive indie rates.

★★★★★
"It has been lovely working with Penzilla on a few more extravagant icon requests. She made them swiftly and with high quality as well as character." - Christoph

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Backgrounds and Menu Images

- Up to 3840 × 2160 px (4K UHD)
- Layers: Outline, color, outline overlay, shading, lighting
- Delivery: .PNG
- Sourcefile: Layered .PSD
- Fonts: We can use any font that you provide, or find a suited one if you don't have one in mind. All fonts found for your project by PenzillaDesign are public domain or similar royalty-free status.
- Prices for variations reflect file size, base complexity, and preparation time

Description	Type	Type price
Repeating pattern background	Pattern (e.g. wood)	$25
Reworked Image	Simple (using existing assets)	$50
Hand Drawn Image	Simple	$70
Hand Drawn Image	Complex	$100
Parallax Background (3 layers)	Simple	$90
Parallax Background (3 layers)	Complex	$115
Logo	Font	$50
+ 1 additional object element	-	+$25
Logo	Object	$50
App Icon	Various sizes	$40

Why this price?
These visuals set the tone and branding for your entire project. Each asset is drawn to match your game's unique identity with care and detail. Comparable artwork often ranges from $60–120 for custom scenes and $35–60 for logos or icons on most freelance platforms. These prices ensure high-quality output while remaining affordable for indie developers.

★★★★★
"We started with just a background and ended up extending our order to additional props because our team loved her art style." - Briahermetic

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Steam capsule

- Capsules are set up from existing layered title artwork / Hand Drawn Image , game assets, and logo
- Delivery: .PNG
- Sourcefile: Layered .PSD

Description	Type	Type price
Hero image (layered artwork that can be reworked for the different capsules)	-	See *Backgrounds and Menu Images*
Logo	-	See *Backgrounds and Menu Images*
Header Capsule (920px x 430px)	Capsule	$12
Small Capsule (462px x 174px)	Capsule	$12
Main Capsule (1232px x 706px)	Capsule	$12
Vertical Capsule (748px x 896px)	Capsule	$12
Page Background (1438px x 810px)	Capsule	$12
Community Icon (184px x 184px)	Capsule	$12
Client Icon (32px x 32px .ico)	Capsule	$12
Library Capsule (600px x 900px)	Capsule	$12
Library Hero (3840px x 1240px) .png	Capsule	$12
Library Logo (1280px x 720px) .png	Capsule	$12
Library Header Capsule (920px x 430px)	Capsule	$12
Event Cover (800px x 450px)	Capsule	$12
Steam capsule bundle (12 items)	Bundle	$110

Why this price?
Each Steam capsule and promotional asset is designed for maximum visual clarity and brand cohesion, optimized for Steam's UI requirements. Most experienced designers charge $12–20 per capsule image, with bundles often priced between $100–150.

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Audio

- Created by: Emil Kirchhoff
- Delivery: Individual exports
- Sourcefile: .WAV

Description	Type	Type price
Looping Soundtrack	Up to 3 min.	$100
Additional minutes, per 1 minute	-	+$30
Sound effect	Simple (e.g. UI click)	$6
Sound effect	Complex (e.g. double jump)	$10
Sound effect pack	Up to 20 sound effects (Simple)	$80
Sound effect pack	Up to 20 sound effects (Complex)	$135
Sound piece edit (e.g. for trailer) From existing soundtrack	Edit	$10

Why this price?
All audio is custom-made by a professional composer and sound designer to fit your game's exact tone and function. Prices are based on the complexity and polish expected in commercial releases. In the indie space, custom soundtracks typically range from $100–200 for 2–3 minutes, and sound packs of 20 effects are commonly priced between $75–150 depending on intricacy and licensing. These rates reflect efficient production and consistent audio quality.

★★★★★
"I'm not much of an artist or musician myself, but Cille and Emil took the vague vision I had for my game and did a tremendous job bringing it to life." - Johnny T

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Pixel art

- Layers: Outline, color, outline overlay, shading, lighting
- Delivery: .PNG
- Sourcefile: Layered .PSD
- Prices for variations reflect file size, base complexity, and preparation time

Description	Type	Type price
Static image/item	16x16px	$2
Static image/item	32x32px	$4
Static image/item	48x48px	$8
+ 1 additional color variation	-	+$0.5
Animation, up to 4 frames	16x16px	$18
Animation, up to 8 frames	16x16px	$25
Animation, up to 4 frames	32x32px	$25
Animation, up to 8 frames	32x32px	$35
Animation, up to 4 frames	48x48px	$65
Animation, up to 8 frames	48x48px	$110
Parallax background layer	270x480px	$55
+ 1 additional color variation	-	+$2

Why this price?
Every pixel art piece is custom-tailored with polished outlines, lighting, and animations that reflect your game's tone and resolution needs. In the current market, prices for 16×16 static assets often start at $2−4, and 48×48 animations can go for $60−100+ depending on detail and frame count. These prices reflect the high quality and customization while remaining affordable for small studios and solo developers.

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Discounts

- Offers may combine one bulk discount with either a first-time or repeat customer discount, if applicable.
- Discounts cannot be stacked within the same category.
- Non-exclusivity discounts are available on select orders at our discretion.

Description	Type	Percent
First Purchase Discount	-	10%
Bulk discount	Purchase over $150	5%
Bulk discount	Purchase over $300	10%
Bulk discount	Purchase over $500	15%
Bulk discount	Purchase over $1000	20%
Repeat customer discount	5th purchase	5%
Repeat customer discount 10% discount starting at the 10th purchase, and every 5th after that (15th, 20th, etc.)	10th purchase …	10%
Non-exclusivity discount (available only on certain offers)	-	variable

Fees

Description	Type	Percent
VAT* *(will be added according to individual country and company affiliation)	-	0-30%