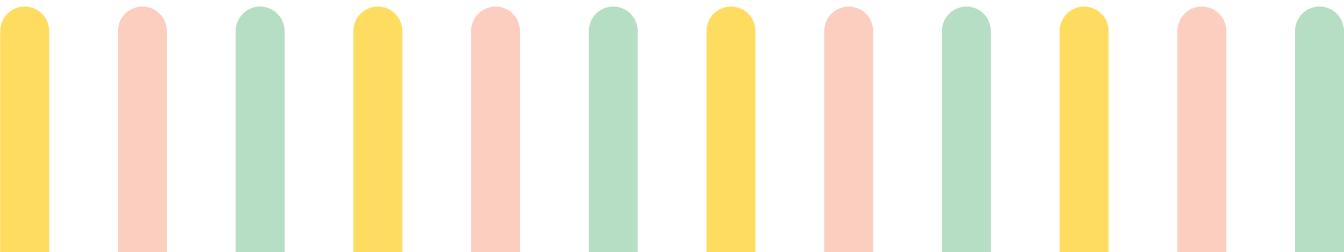


CAL
PAL
creative



BRAND BOOK



BRAND BOARD

Calley Dunnihoo

Cal Pal Creative
calpalcreative@gmail.com
1 (417) 372-2310
calpalcreative.com



LOGO



MARK



LOGOTYPE



BRAND POSITIONING STATEMENT

For children and those still children at heart, Cal Pal Creative delivers unique, nostalgia-packed illustrations because only Cal Pal Creative is passionate about keeping childlike wonder alive.

COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Courier New

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?, .

Avenir Next Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?, .

INSPIRATION



LOGO COMPONENTS



Cal Pal Creative's logo embodies all things childlike and warm. Round, curved shapes present throughout the logo's design make it seem friendly-like a pal. Who might your new pal be? Well, it is none other than Cal.



The logotype for Cal Pal Creative combines both plump and cursive, dainty type. Existing in these two realms, the logotype is able to feel cuddly as well as whimsical. We like to have the best of both worlds!



Ah yes, the logo mark.



ROUND SPECTACLES



COIFFED "SWOOPY" HAIR



BOW FOR THE PERFECT PACKAGE

CLEAR SPACE & MIN. SIZE



clear space

This is a term used to describe the amount of space which should be left around a logo. The clear space on all sides should be equal no matter how the logo is used or displayed. Placing objects or type within the space reduces the overall appeal of the logo. Cal Pal Creative uses the "half-glasses system" for measuring the adequate distance. Runaround type, images, and document edges should remain a half-glasses length away from the logo, logotype, or combination mark for Cal Pal Creative.



1 in. minimum size
(for maximum cutness)

TYPOGRAPHY

Typography is a crucial component of the identity system for a brand. The type choices listed below mirror the characteristics of Cal Pal Creative.

Courier New

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Courier New Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Courier New is to be used for bodies of text and major headings. This font should not be used below 9 pt. type.

Avenir Next Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Avenir Next Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Avenir Next Condensed may be used sparingly for subheadings. Arial should be used if this font is not unavailable.

COLOR PALETTE



HEX: FEDC5F
RGB: 254, 220, 95
CMYK: 0%, 13%, 63%, 0%
Pantone: 113 U



HEX: FCCEC0
RGB: 252, 206, 192
CMYK: 0%, 18%, 24%, 1%
Pantone: 939 C



HEX: B5DEC4
RGB: 181, 222, 196
CMYK: 18%, 0%, 12%, 13%
Pantone: 566 UP



HEX: F68C6B
RGB: 246, 140, 107
CMYK: 0%, 43%, 57%, 4%
Pantone: 16-1442 TPG



HEX: FFECD5
RGB: 255, 236, 213
CMYK: 0%, 7%, 16%, 0%
Pantone: P 7-1 U



HEX: B18562
RGB: 177, 133, 98
CMYK: 0%, 25%, 45%, 31%
Pantone: P 50-12 C

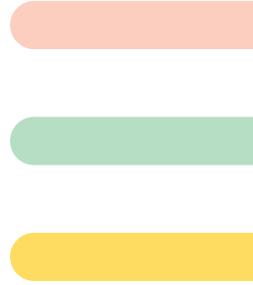


HEX: 58595B
RGB: 88, 89, 91
CMYK: 3%, 2%, 0%, 64%
Pantone: P 174-15U

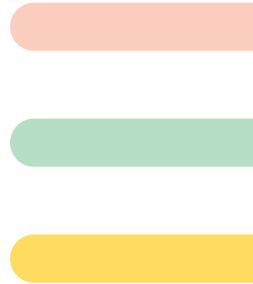
ACCEPTED VARIATION



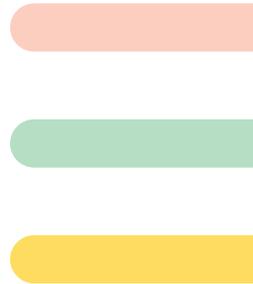
Cal Pal loves
YELLOW



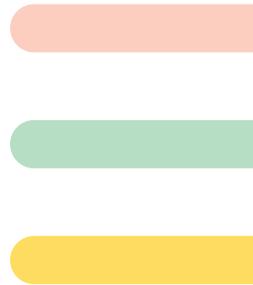
Cal Pal loves
PINK



Cal Pal loves
MINT



In high school,
Cal Pal liked
BLACK



Cal Pal Creative should rarely be used with alternate colors. However, the colors listed above are possible options if a project would be better suited for pink, mint, or a B&W version of the logo.



UNACCEPTABLE USES

No stretching or skewing of the logo is ever allowed.



Elements of the logo should never be misplaced.



The head of Cal Pal Creative's logo should never be moved.



Dark colors should never be used on the logo.



Little variation is allowed for the Cal Pal Creative logo. The face of the logo should always be present on the right-hand side with the words embracing it for a warm hug. Changes are not permitted unless special permission is given by Cal Pal Creative.

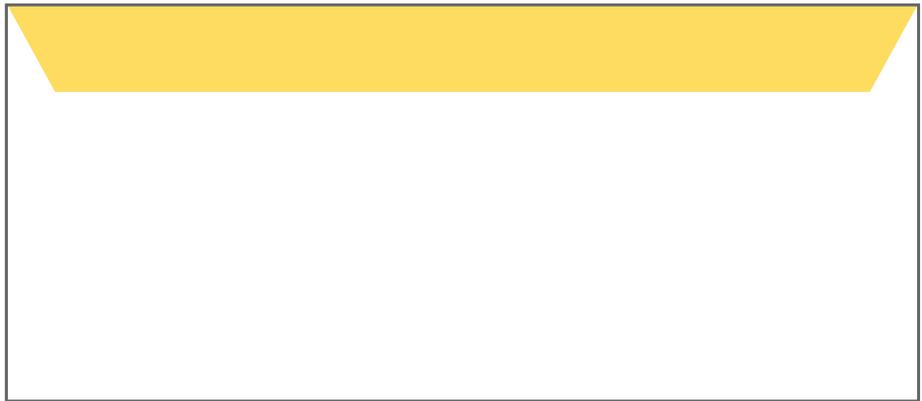
BUSINESS CARD



ENVELOPES

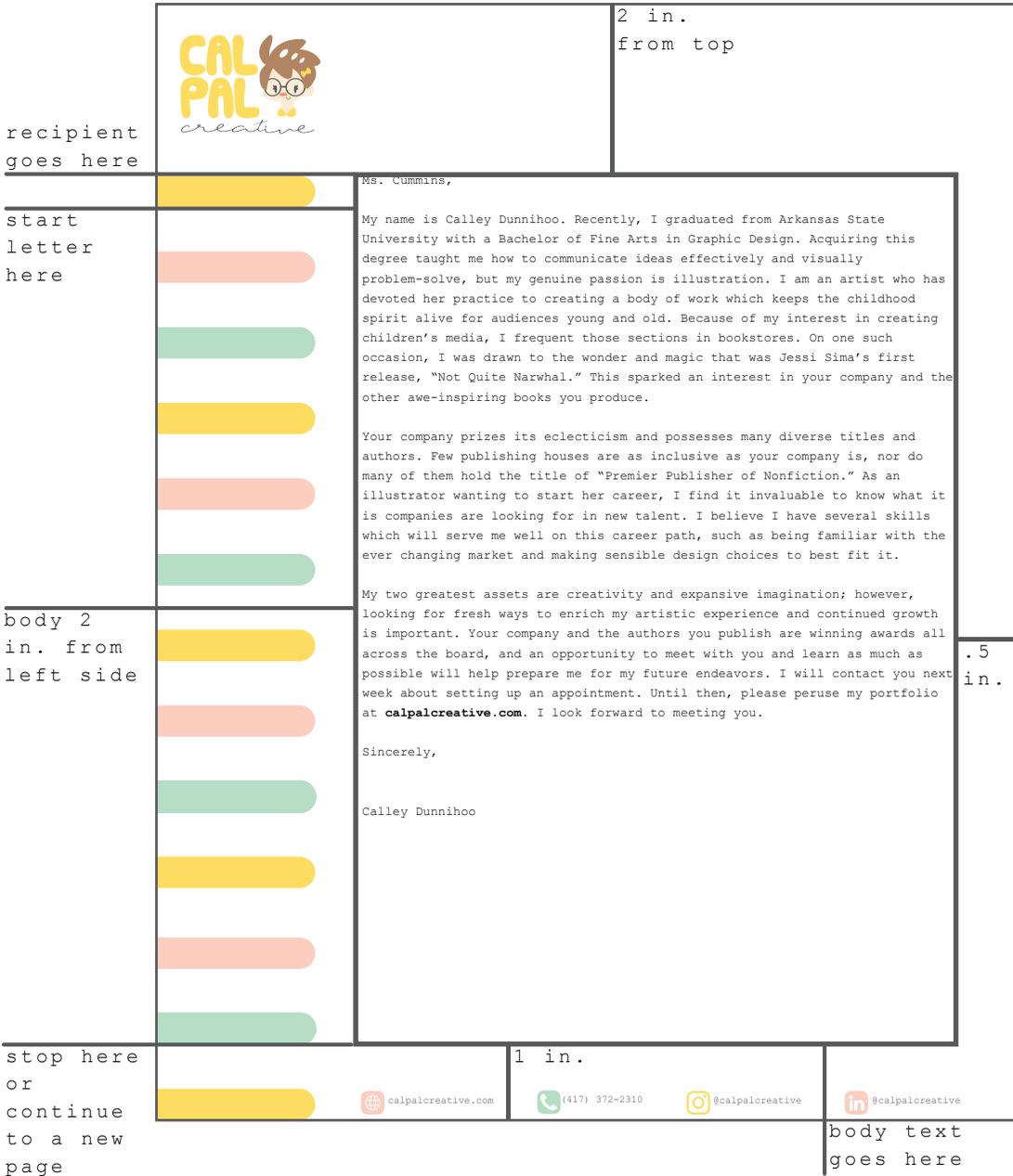


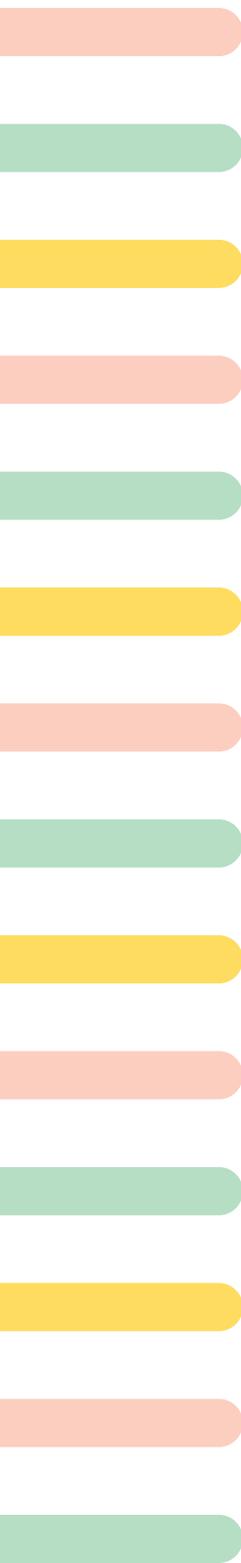
FRONT



BACK

LETTERHEAD





SOCIAL MEDIA ICONS

website favicon



social media profile marks

instagram



linkedin



email sign off



Calley Dunning
Designer, Cal Pal Creative
(417)372-2310 | calpalcreative@gmail.com
calpalcreative.com
1830 E. Johnson Ave. APT 15



BUDGET

TOP TIER: (30)

RESUME and COVER
LETTER
BUSINESS CARDS
ENVELOPES

LETTERHEAD: 70 lb. white matte stock

50: \$40.00
100: \$65.00
250: \$125.00
SRC: vistaprint

ENVELOPES: CUSTOM WHITE MATTE

50: \$28.50
100: \$52.00
200: \$94.60
SRC: vistaprint

WEBSITE:

1-year domain + hosting:
\$26.14
SRC: NAMECHEAP
WEB CREATOR: \$264
SRC: WIX

SECOND TIER: (20)

POSTAGE

BUSINESS CARDS: RECY- CLED MATTE

100: \$22.39
250: \$25.19
500: \$27.99
SRC: vistaprint

RACK CARD: RECYCLED MATTE

50: \$23.69
100: \$39.99
200: \$68.66
SRC: vistaprint

POSTAGE:

50: \$23.69
100: \$39.99
200: \$68.66
SRC: USPS



CALLEY DUNNIHO

education
**BACHELOR OF FINE ARTS
GRAPHIC DESIGN**
ARKANSAS STATE UNIVERSITY

skills
illustration, adobe cc, sketch experience, clip studio, paint tool sai, procreate, html and css, social media and networking, problem-solving skills, photography, printmaking, 3-D design

volunteer
**WEST PLAINS WRITERS' GROUP MEETINGS
(2010-2013)**

- created logo to represent group
- aided in organizing "write-in" events
- helped out at book sales

**STORIES WRITERS' GROUP MEETINGS
(2014-2017)**

- attended brainstorming sessions
- helped at book sales

**ATTITUDE DANCE STUDIO
(2019-PRESENT)**

- pro-bono photography of dance recitals
- pro-bono advertisement material
- pro-bono play-bill designs for recitals

references

available upon request.

professional experience

**AMANDA COLLINS,
WEST PLAINS, MO., DESIGNER**

- (2020) created concept sketches of poster for son's imaginary friend "Spikey," illustrated final poster.

**ATTITUDE DANCE STUDIO,
WEST PLAINS, MO., DESIGNER**

- (2020) designed playbill for studio's pirate-themed recital.
- (2019) edited photos used to advertise *Peter Rabbit* recital.

NATELLE DEI, ST. LOUIS, MO., DESIGNER

- (2019) illustrated several pages for client's children's book, "Little Babu."
- (2019) created icons for client's children's app.

JOSHUA CHASE, WEST PLAINS, MO., DESIGNER

- (2019) illustrated all four books in the "S.T.A.R. Chronicles" series, created flags, logos, emblems, and posters as promotional material.

JOSEPH CHASE, WEST PLAINS, MO., DESIGNER

- (2018) logo consultation, designed business card for "Frizzy's Crafts and Creations."

CORY MARTIN, WEST PLAINS, MO., DESIGNER

- (2018) illustrated six different Valentine's Day cards.
- (2016) designed book cover for client's novel "She Likes," photographed various substrates to create torn paper effect on front cover, illustrated doodles to complement notebook theme of cover.
- (2015) created rack card for client to use at future book signing events.
- (2014) illustrated "Swamp Song" cover, designed spine and back cover.

BILL GRAFT, WEST PLAINS, MO., DESIGNER

- (2016) illustrated full book cover for client's novel "The Ballenger Seeds."
- (2015) edited photo for the front cover of client's book "Oaken," illustrated arrow and paper on back cover.
- (2015) illustrated cover for novel "The Ballenger Seeds."
- (2014) illustrated cover for novel "Hattie Heads Home."

**CHRISTIANA BARKLEY,
WEST PLAINS, MO., DESIGNER**

- (2015) conceptualized character design for children's book character "Gobble Box," illustrated numerous pages.

**RICHARD BARKLEY,
WEST PLAINS, MO., DESIGNER**

- (2015) illustrated t-shirt design for "Squidman."
- (2015) edited photo and designed cover for client's novel "The Hunted."

DALE RICE, WEST PLAINS, MO., DESIGNER

- (2015) consulted client about purpose of business card, took photos of various nature textures, designed "King Fischer Hunting Club" card.

ALLEN DYE, SOUTH FORK, MO., DESIGNER

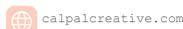
- (2014) created b&w icon of photo for client to use on horse-training website.

FREDNA HALL, WEST PLAINS, MO., DESIGNER

- (2014) logo consultation and design for her "Fluffy Fox" brand, geared toward placement on future poetry compilations and clothing tags.

**DANIEL NEWCOMB,
WEST PLAINS, MO., DESIGNER**

- (2014) poster consultation and illustration for "Matakeo" book series.



CORRESPONDENCE



Ms. Cummins,

My name is Calley Dunnihoo. Recently, I graduated from Arkansas State University with a Bachelor of Fine Arts in Graphic Design. Acquiring this degree taught me how to communicate ideas effectively and visually problem-solve, but my genuine passion is illustration. I am an artist who has devoted her practice to creating a body of work which keeps the childhood spirit alive for audiences young and old. Because of my interest in creating children's media, I frequent those sections in bookstores. On one such occasion, I was drawn to the wonder and magic that was Jessi Sima's first release, "Not Quite Narwhal." This sparked an interest in your company and the other awe-inspiring books you produce.

Your company prizes its eclecticism and possesses many diverse titles and authors. Few publishing houses are as inclusive as your company is, nor do many of them hold the title of "Premier Publisher of Nonfiction." As an illustrator wanting to start her career, I find it invaluable to know what it is companies are looking for in new talent. I believe I have several skills which will serve me well on this career path, such as being familiar with the ever changing market and making sensible design choices to best fit it.

My two greatest assets are creativity and expansive imagination; however, looking for fresh ways to enrich my artistic experience and continued growth is important. Your company and the authors you publish are winning awards all across the board, and an opportunity to meet with you and learn as much as possible will help prepare me for my future endeavors. I will contact you next week about setting up an appointment. Until then, please peruse my portfolio at calpalcreative.com. I look forward to meeting you.

Sincerely,

Calley Dunnihoo



calpalcreative.com



(417) 372-2310



@calpalcreative



@calpalcreative

CORRESPONDENCE CONT.

Thank You for Your Time and Expertise

Ms. Cummins,

I enjoyed our time together at lunch on Wednesday. You answered several questions I had as a budding illustrator, and I feel more prepared in beginning my career. Moving to this big city to live out my dream has been a humbling but well worth the experience. There are numerous opportunities and avenues for me to explore. I can not thank you enough for sharing your time and your willingness to impart everything you have learned working in the business for seventeen years. I hope we can stay in touch and possibly meet again in the future. There is plenty for me to learn, and I am eager to continue growing in this industry.

Sincerely,
Calley Dunning



Calley Dunning
Designer / Illustrator, Cal Pal Creative
(417) 372-2310 | calpalcreative@gmail.com
calpalcreative.com



SOCIAL MEDIA

mission statement

I use social networks to connect with other people who share the same interests and passions as I do. I also use social networks to become inspired in my craft. With these connections, I am able to mold as both a designer and illustrator. As my reach broadens, my name and brand will become more well known. To succeed, I will always be genuine, approachable, and welcoming to properly represent my talents.

social media calendar



CAL PAL CREATIVE weekly social media plan

sunday	monday	tuesday	wednesday	thursday	friday	saturday
 12pm Hobby Posts: Work created outside of the digital sphere	 12pm WIP or completed work over the weekend	 12pm Art Community Challenges I am interested in discussion	 12pm Workspace Wednesday: current state of desk	 12pm Weekly affirmation post	 12pm WIP post with more detailed look into thoughts and process	 12pm Shout Out Saturday: promote an artist
 8pm Check + Reply	 6pm WIP or completed work over the weekend	 6pm Meet an Assistant or Updates on Assistants	 12pm Process/Sketch Updates	 6pm Slice of life post	 6pm WIP post with more detailed look into thoughts and process.	 8pm Check + Reply
 8pm Check + Reply	 8pm Check + Reply	 8pm Check + Reply	 8pm Check + Reply	 8pm Check + Reply	 8pm Check + Reply	
 7pm Check + Reply	 7pm Check + Reply	 7pm Check + Reply	 12pm Post an update on a current project	 7pm Check + Reply	 7pm Check + Reply	 7pm Check + Reply

SOCIAL MEDIA CONT.

instagram

[@calpalcreative](#)

calpalcreative [Edit Profile](#)

17 posts 20 followers 20 following

Calley
A designer and illustrator who encourages people to embrace their own childlike wonder. You never have to grow up~ ✨
[calpalcreative.com](#)

POSTS IGTV SAVED TAGGED

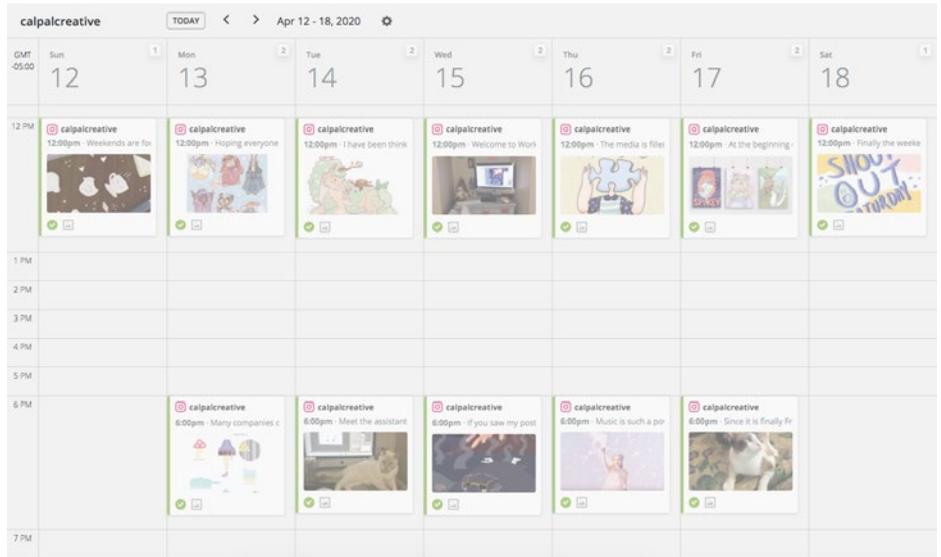
SHOUT OUT SATURDAY

Babe

Keep it Together

SOCIAL MEDIA CONT.

instagram



I have been posting twice a day to instagram. To do this, I have been scheduling posts twice a day with Hootsuite. This gives me a consistent upload time.



Here is a sample of some of the posts I have made on instagram. They each have hashtags relevant to their imagery and have small descriptions.

SOCIAL MEDIA CONT.

linkedin

[@calpalcreative](#)



Add profile section ▾ More... 

Calley Dunninghoo

Graphic Designer at Cal Pal Creative

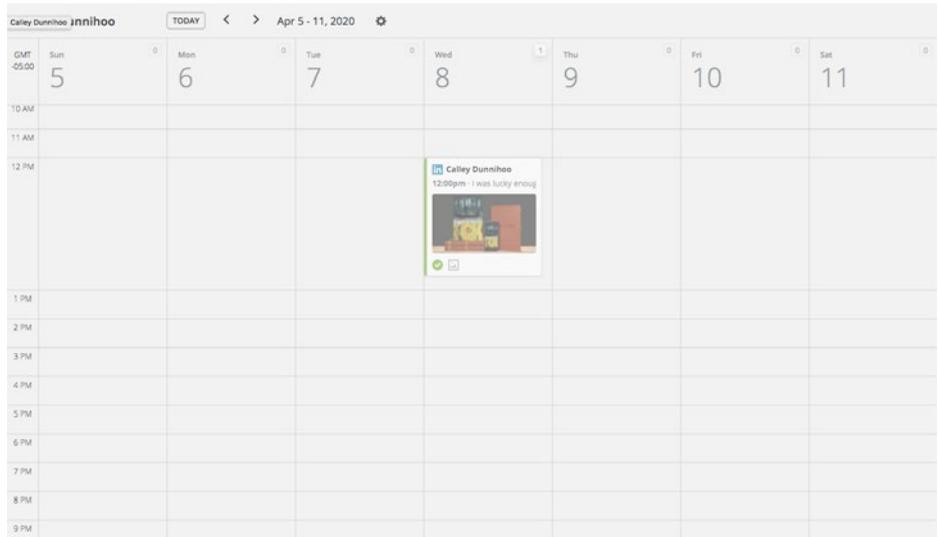
Jonesboro-Paragould Area · [13 connections](#) · [Contact info](#)

 Cal Pal Creative

 Arkansas State University

SOCIAL MEDIA CONT.

linkedin



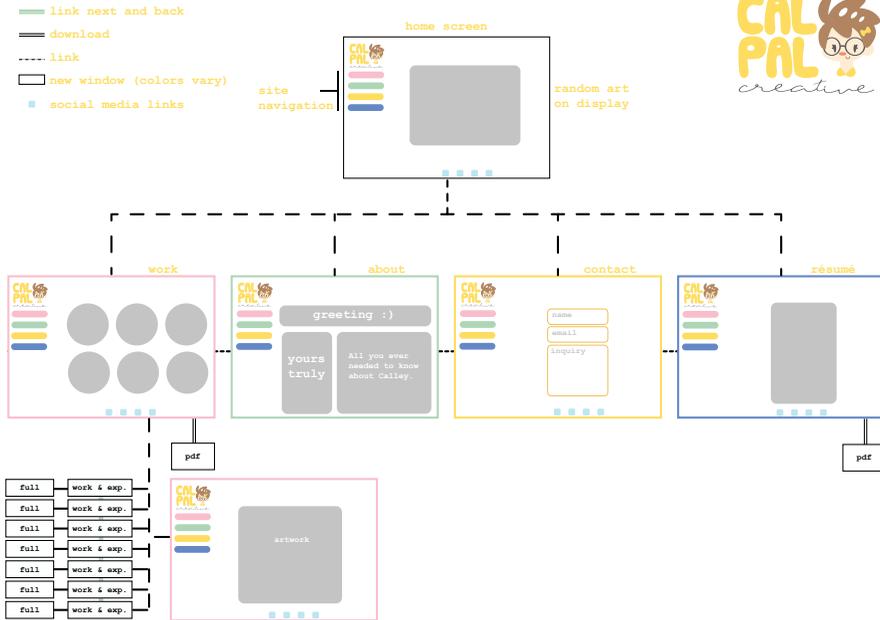
I have scheduled posts on LinkedIn for once a week on Wednesday at noon. The posts are more formal and deal with process and detailed stories.



These are posts I have added to LinkedIn. One is of a personal project entitled "Tentakitty" and the other is client work I have done for the author Cory Martin.

WEBSITE

web plan



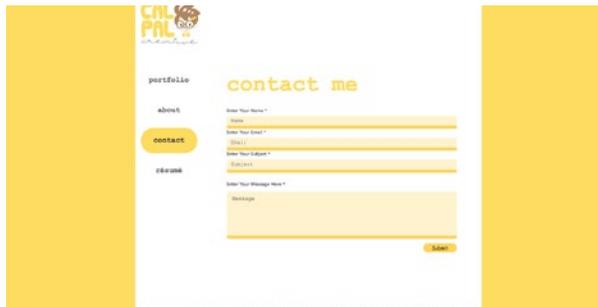
Visit [Cal Pal Creative](#) on the web!

FRONT PAGE



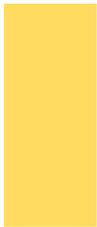
WEBSITE CONT.

main navigation



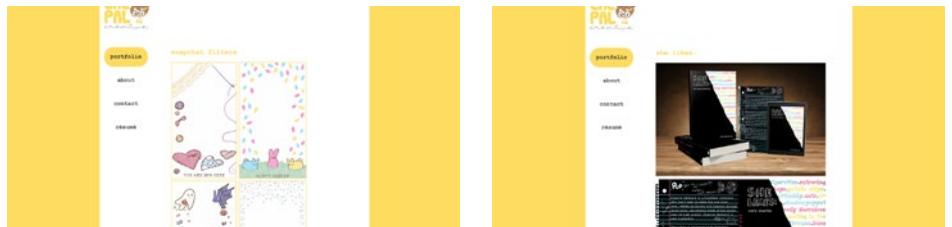
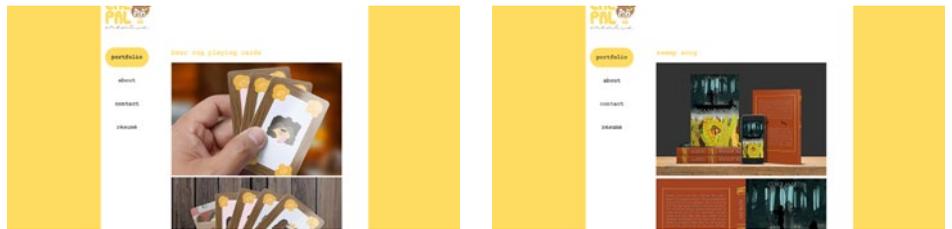
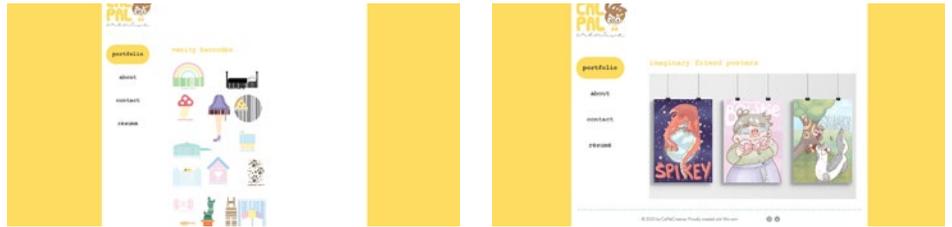
WEBSITE CONT.

portfolio pieces



WEBSITE CONT.

portfolio pieces



BUSINESS PLAN

IDENTITY:

Full Name:

Calley Dunnihoo

Would you like to create a brand that refers to you as a person or you as a thing?

I would like to be known as Cal Pal Creative.

What is the location of your business?

I would like to stay in the south-central part of the U.S.

Where would you work?

I would like to work virtual from home.

S.W.O.T.

strengths:

- I am organized.
- I have a huge imagination.
- I enjoy color.
- I have a distinct style.
- I like to have fun and experiment.

opportunities:

- I am friends with several self-published writers who always ask for help with projects.
- My sister frequently keeps me updated about "creative gatherings" in our area.
- I have forged friendships online with people who support and encourage me.
- I enter art contests on Instagram to get my name out there.
- More eco-friendly companies are opening up making it possible to be more "green."

weaknesses:

- I am extremely anxious.
- Lack of motivation.
- I have a very particular style which makes me less flexible.
- I am stubborn.
- I have little patience.

threats:

- I lack the majority of the equipment I need for my business.
- I need money to get equipment, but I need tools to make money.
- I want to stay in the middle of the U.S..
- I want to be as eco-friendly as possible and that is hard to do in this business.
- Never enough time.

BUSINESS PLAN CONT.

mission:

What drives you?

I do not feel fulfilled if I am not creating or brainstorming. I am fortunate to be surrounded by talented individuals daily, both online and in person. They make me want to grow as an artist and succeed. Illustrating is my passion and I want nothing more than for my designs and ideas to be tangible.

What is important to you in conducting business?

I want to put my designs on objects people can use everyday. I want my illustrations to be on people's tote bags, mugs, shirts, and be hung up on walls to serve as someone's inspiration. I want my brand to tell people it is okay to enjoy cute and colorful things in a world which tries to be corporate and cold. Adults can embrace their inner child and have fun with their imaginations again. I also want to be an eco-friendly business. I want to care about where the paper I use comes from. I want to know the stickers I make can decompose if someone decides to throw it away. I want people to feel good about supporting me, knowing I have put time and effort into my business.

Describe the creative industry you are interested in.

I want to be an illustrator with a small business. Within the sphere of online

illustrators selling their work, it goes through periods of growth and recession just like any business. Now more than ever, there seems to be a push to support small sellers opposed to big corporations, because people know their money is going to the creator directly for their time and talents. There are often trends within small businesses online and the latest was the enamel pin craze. Though still popular, the market is now thoroughly saturated with original pin designs. I need to try to find what will be the next "big seller" before its popularity skyrockets and the market will be once again be flooded with options.

Describe your strengths and core competencies.

I am determined, yet childish. Experimental, but consistent. I enjoy all the simple joys in life and I want those who support me to feel the same way. I work very hard at everything I put my mind to and am not afraid to have fun with what I create. I have used Photoshop since I was thirteen and have used several other art programs in my years of being a digital artist. I still use a sketchbook as I like having physical sketches to work from, so my process is not entirely digital. I am flexible in what mediums I use and am always eager to learn more. I can manage my time and I know how to prioritize thanks to my need to be organized.

Where do you see yourself in 12 months?

BUSINESS PLAN CONT.

In twelve months, I will be finished with school. I will have gotten a small job to earn some money and start creating my online store. I will also be working for my current clients, but have new projects lined up.

Where do you see yourself in 5 years?

My business will be up and running. I will ship out orders weekly and have a steady client work. I will own most of the equipment I need so I do not have to go through a third-party online to print my designs on mugs, pins, prints, etc.

Where do you see yourself in 10 years?

I will have quit my day job and I can survive on client work and shop sells. My office is my desk at home and the dresscode is pajamas. Hopefully, I have gotten around to writing and illustrating a children's book or two by then.

How are you going to make these goals happen?

I am going to start taking steps as soon as I graduate to make this happen. I plan to research and grow my following on social media so I will have people who will want to support me. I will begin to save up for a printer for original prints and a Cricut so I can make stickers.

PRODUCTS AND SERVICES:

- Logo Design: I am able to create clever, but effective logos. They can be simple or more detailed. My logos tend to be playful, so a client would not get stuck with a stiff logo.
- Book Covers: I have created numerous covers for self-published authors and do not plan to stop. I have created Sci-fi, Young Adult, and fiction book covers and would like to add more genres to what I have "bound."
- Illustration: This is what I want to do more than anything. I want my illustrations to be on mugs, notepads, totes, shirts- whatever can be printed or designed! I would love to create children's books and have merchandise of the characters and stories.
- Sculpture: The amount of sculptural elements which can be found within graphic design is interesting. I really enjoy crafting pieces by hand and being able to craft scenes and pieces could be highly beneficial. I have the ability to be comfortable working 2D as well as 3D.
- Writing: If I did not become an artist, being an English major was my back-up plan as I enjoy writing. While most designers scream at the thought of having to write, I get excited.

BUSINESS PLAN CONT.

COMPETITION:

creativity:

Someone who can think up designs quickly and give out ideas for a project. I can do this, but more often than not, I need time to mull over ideas. My creative process is not as efficient as others.

talent:

Someone who can execute an idea without having to make too many adjustments in its creation. Having to stop and tweak elements as the project progresses takes up time and energy. Getting it right the first time before having to make revisions must be nice. The eraser and undo can feel like a crutch.

ability:

Someone who has the ability to design in several different styles can attract all kinds of clients. I have a style I work best in and have honed in on. Not everyone wants a fun, kid-centric design.

training:

If my competition was able to get an education in illustration and graphic design, they may be better suited for this line of work and knowing what people want.

experience:

Someone who has been in the game longer would have more knowledge about interacting with clients and how to "sell" themselves. A person has had multiple clients and projects

would have a better grasp at time management and how to give their clients what they want.

values:

Someone who is not as concerned about being eco-friendly as I am. Prices on merchandise will be cheaper for them and easier to access. I would have to special order all my materials and have to do more research on a companies ethics.

specialty:

People who specialize in something have a better knack for it and are able to attract a certain kind of clientele. If they specialize in a more realistic style, people who like that style more would gravitate toward them instead.

BUSINESS PLAN CONT.

CLIENTS:

Who is your ideal client(s)? For example, is it a small business owner or do you want to do contract work for large companies?

I love working with small, independently owned businesses or individuals who need something created to aid in moving a project along.

How will you find your client(s)?

I will find clients through social media. People will view my work and hopefully commission me or buy from my online store. I will attend events which pertain to my work and interests.

CUSTOMER RELATIONSHIPS:

How will clients interact you or your business. Is it automated or personal? In person or online? Explain the client/customer experience from start to finish.

Ideally, people will find me, like my work, and contact me via email with details about what they are interested in having created for them. If we come to an agreement about the project, I will continue to correspond with them. As the project progresses and I develop more of a rapport with the person, I may allow texts and calls to be made for more efficient communication.

What type of marketing/networking will you do to get

your name out there?

I will make it a point to keep business cards on hand to give out to people when I strike up conversations out in public. I will attend events dealing with writers and artists in my area to be around other creatives and people looking for talent. I would also like to have my work for sale in locally owned businesses that would allow it.

Will the ideal client give you little or full control over the project scope? Do you like a lot of direction or a little. If it's in the middle, be specific in your answer.

I really like bringing a client's vision to life. A client who knows what they want and can give me direction is my favorite. If they want more of an illustration-based project, I would prefer more freedom, but when it comes to a logo or book cover, I like guidance.

Will you give any discounts to clients for any reason?

I will offer a "friends and family" discount discreetly.

What are your desired results? Number of clients or projects per month.

Since I mainly want to focus on selling prints and merchandise I have designed, one or two clients a month would not be bad. Depending on the size and time investment of a project, I could take on more.

BUSINESS PLAN CONT.

cost-of-living analysis

minimum business expenses per month:

\$1015

cost of basic health insurance:

\$578

cost of equipment (software and hardware):

\$140

cost of website:

\$20

cost of continued education

Skillshare: \$15

quarterly taxes set aside per month:

\$167

other:

Printed Material: \$50

Printer Ink: \$30

Paper: \$10

Packaging: \$5

total estimated cost per month:

\$1015

business profits/expenses per month:

\$485

charged per hour:

\$50/hr

days of the week i will operate:

5 days

billable hours per week:

30 hours

total estimated profit per month:

\$1500

FINANCIAL FORMS



The following is an estimate from Cal Pal Creative. This is neither an invoice, nor a quote. See meeting notes for expected total of work hours.

DATE: Date
JOB NUMBER: Job #

CLIENT: Company (or Person's) Name
ADDRESS: Street Address Here;
City State Zip
PHONE: (XXX) XXX-XXXX

project descriptions

NAME OF PROJECT

NOTES

List any notes from meetings or other information provided by client.

REQUESTED MATERIALS

If client has requested specific materials, list here. Otherwise remove.

TIMELINE

No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here and increase rate.

RATE: \$--/hr

HOURS:

REVISIONS:

TOTAL: \$

- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press files.
- Revisions beyond those listed will incur hourly charges.

Name of Project

NOTES

List any notes from meetings or other information provided by client.

REQUESTED MATERIALS

If client has requested specific materials, list here. Otherwise remove.

TIMELINE

Rush charges will be applied (something about deadline). Timeline discussed further when estimate approved.

RATE: \$--/hr

HOURS:

REVISIONS:

TOTAL: \$

- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press files.
- Revisions beyond those listed will incur hourly charges.

THANK YOU

Calley Dunning
1830 E. Johnson Avenue APT 15
Jonesboro, AR 72701



calpalcreative.com



@calpalcreative



(417) 372-2310



@calpalcreative

FINANCIAL FORMS CONT.



The following is a quote from Cal Pal Creative.
This is not a legally binding contract, nor an invoice.
See meeting notes for expected total of work hours.

DATE: Date
JOB NUMBER: Job #

CLIENT: Company (or Person's) Name
ADDRESS: Street Address Here;
City State Zip
PHONE: (XXX) XXX-XXXX

project descriptions

NAME OF PROJECT
NOTES

List any notes from meetings or other information provided by client.

REQUESTED MATERIALS

If client has requested specific materials, list here. Otherwise remove.

TIMELINE

Be clear on the time this project is due (or any due dates within the project). Also state that if job is expected before this time, it will incur a rush charge. Be clear on what this increased rate or singular charge would be.

TOTAL: \$XX

REVISIONS: 2

- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press files.
- Revisions beyond those listed will incur hourly charges of \$XX/hr.

THANK YOU

Calley Dunning
1830 E. Johnson Avenue APT 15
Jonesboro, AR 72701

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FINANCIAL FORMS CONT.



THANK YOU FOR THE OPPORTUNITY TO WORK WITH YOU!
All payments can be made to Cal Pal Creative and mailed to the address below. Please contact me with questions about this or any future work!

DATE: Date
JOB NUMBER: Job #
PAYMENT DUE: XX/XX/XXXX

CLIENT: Company (or Person's) Name
ADDRESS: Street Address Here;
City State Zip
PHONE: (XXX) XXX-XXXX

project descriptions

NAME OF PROJECT

RATE: \$XX/hr
HOURS:
TOTAL: \$XXX

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- If the project is not yet finished, state this.

TOTAL DUE: \$XXX

THANK YOU

Calley Dunnihoo
1830 E. Johnson Avenue APT 15
Jonesboro, AR 72701



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FINANCIAL FORMS CONT.



THANK YOU FOR THE OPPORTUNITY TO WORK WITH YOU!
All payments can be made to Cal Pal Creative and mailed to the address below. Please contact me with questions about this or any future work!

DATE: Date
JOB NUMBER: Job #
PAYMENT DUE: XX/XX/XXXX

CLIENT: Company (or Person's) Name
ADDRESS: Street Address Here;
City State Zip
PHONE: (XXX) XXX-XXXX

project descriptions

NAME OF PROJECT

PROJECT RATE: \$xx
REVISIONS: x
RATES: \$xx/hr
HOURS: x
TOTAL: \$xxx

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- Be clear on the time allotted to revisions beyond the number allowed on the estimate/quote. If none were necessary, remove this.

TOTAL DUE: \$XXX

THANK YOU

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Jonesboro, AR 72701

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