



# Packages & pricing

as of *Oct, 2024*

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Strategy

Branding

Websites

Online Academy

Social Media

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[www.prayanadesign.com](http://www.prayanadesign.com)

# Thanks so much for your interest in working together!

In this guide you'll find the list of all our current packages, pricing and timelines.

## ABOUT US

We're a full-service studio of brand enchanters, magic workers, and storytellers, with 15+ years experience of working in graphic design and fashion and 8+ years experience in the world of self development and spirituality.

## OUR APPROACH

Our approach to branding is the perfect union of form and function.

Behind all our beautiful art & design, there's a thought, a strategy.

We don't just create pretty visuals – we craft immersive brand experiences.

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“I can’t thank Jessica enough for the **gorgeous logo** she created for my yoga business. Already from the first moment we called I had the feeling that **she understood what I was looking for**. It was a pleasure to work with her and create a vision board together. Jessica then sketched a wide variety of logos for me to choose from, showing how she was able to come up with different ideas for the same concept. Although we agreed on a final design quite soon, Jessica was happy to respond my endless requests for small changes.

**I’m super happy with the final result.** Thanks, Jess!”

*Britt - Innerverse*

“Jessica was a **brilliant** person to have working on my logo and she had a good idea of what I was hoping to achieve with it. **She listened to my feedback** & tried out lots of different looks & colours until I was happy with it. **She was patient & helpful with suggestions** & **I’m delighted** with the final creation.

Thank you so much!”

*Tierra - Sacral Source*



“A HUGE shout out to Jessica van Twuiver, **designer extraordinaire**, for doing **such an amazing job** with my artwork so far for the Eros Festival! If you are looking for a fabulous designer who’s **talented, easy to work with and delivers awesome goods in great time** then Jessica is your woman!

As I’m sure many of you know how amazing and very rare it is to find those attributes in one designer, so when it happens this shit needs to be shared! **So much gratitude** to you Jessica! Looking forward to doing more work with you.”

*Nic Tovey - Eros Festival*

# BRAND STRATEGY

## WHY DO I NEED BRAND STRATEGY ?

When it comes to your brand, you want people to see more than just a pretty face. You want to give them an experience, to evoke an emotion, a longing or nostalgia. You want them to connect to your mission and message and engage with your content.

## HOW DO WE ACHIEVE THIS?

We craft brand strategies founded on psychology, research, data and experience. It's not about what "looks good" - it's about what works!

## WHAT RESULTS CAN I EXPECT?

A strong brand strategy results in more effective messaging (visual / graphic as well as verbal / written). That in turn results in more followers, higher engagement, increased website traffic, higher conversion rates, higher retention rates, and overall better quality of clients/customers aligned with your brand and values.

### SESSION STRUCTURE:

#### 1. CLARITY

(what you do)

#### 2. CHARACTER

(who you are)

#### 3. CREDIBILITY

(why people should trust you)

#### 4. CREATIVITY

(how you express yourself)

### TOPICS CAN INCLUDE:

Brand Positioning

Target Audience

Brand Identity

Marketing Channels

Social Media

Creative Content

Storytelling

Brand Experience

Competitors

Website

We will plan four sessions of around one hour, one session per subject to brainstorm and get to the core essence of who you are, what defines you and how we can create a solid foundation for your business together. The sessions also serve as preparation for branding and/or website trajectories. The foundation for a successful journey creating your dream business. The Brand Strategy trajectory is one month. We will aim to have one session a week and after each session you will receive homework. During 30 days you will have unlimited email and whatsapp support for any questions or feedback.

### INVESTMENT:

€550\*

### TIMELINE:

1 month

# BRANDING

## « Impactful & Intuitive Branding »»

Whether you are starting a new business or want to rebrand your current business to take it to the next level, we've got your back. We will build you a brand that truly represents the heart and soul of your business. Ready to attract the dream clients you've always wanted..

### WHAT'S INCLUDED

- » Onboarding Session
- » Brand Discovery Session
- » Moodboard (Pinterest)
- » Branding Concept Session
- » Custom Logo Design  
with 3 rounds of revisions
- » 2-3 Different Colour Variations
- » Sub Logo Mark
- » Favicon
- » Colour Palette + Colour Codes
- » Font Selection
- » Logo Presentation
- » Brand Board

### TOTAL INVESTMENT:

€1460\*

### TIMELINE

3-5 weeks

*A 25% non-refundable deposit is required to book your project.*

*Payments are divided into (2) montly instalments.*

*\* All prices are excluding tax*

# BRANDING & WEBSITE



“Jessica has been working for Taste of Love Tantra School for over 4 years. She is not only an **inspiring talented artist** that came up with **incredible designs** for us but equally important a delight to work with. On point on timelines and also important in our industry sudden **last minute jobs are always fitted in**. I can’t recommend her skills in **online marketing and graphic design** enough. **You won’t be disappointed and bigger jobs are not a problem** for her either.”

*Marion & Ron - directors Taste of Love Tantra School*



The collaboration with prayanadesign was very pleasant and everything went according to agreement. The website that has been created meets my expectations and feels very unique, because I was involved every step of the way. *Thank you Jessica and Asaf!*

*Adri de Leeuw - Massage therapist & coach*



**“Jessica and Asaf really took the time to listen to me”**

“Thank you for the support and great work! I’m very happy with the logo and website display. Jessica and Asaf really took the time to listen to me and make sure that my vision was **captured in a beautiful design**. I would definitely recommend working with them!”

*Ines Bouyaqba - Womens Embodiment Coach*



# ◀ Heart & Soul Brand Trajectory ▶

FOR STARTING COACHES, TRAINERS, FACILITATORS AND CHANGE-MAKERS.

## WHAT 'S INCLUDED

- Onboarding Session

## Brand Strategy

Setting up the core foundation of your brand

- 4 x 60 min Strategy Sessions (online)

## Custom Branding

- Brand Discovery Session
- Moodboard (Pinterest)
- Branding Concept Session
- Custom Logo Design

with 3 rounds of revisions

- 2-3 Different Colour Variations
- Favicon
- Colour Palette + Colour Codes
- Font Selection

## TOTAL INVESTMENT:

€3570\*

## TIMELINE

3-5 months

## Semi Custom Website

Includes 3 rounds of revisions

- Website Brainstorm Session
- Website strategy assistance
- Premium template adjusted to your branding
- Branding, font & colour integration
- Homepage + 3 static pages\*\*\*
- Privacy, T&C, 404 page

## Features:

- Lead / contact form integration
- Email / optin form integration
- Social media links
- Optional Blog (one of the 6 pages)
- Fully responsive design
- Wordpress + framework
- SEO plugin installed (no content optimization included)
- Site walkthrough session/video tutorial
- 6 months free maintenance\*
- Hosting + 1 email address

*All content must be provided \*before\* the start date of the project.*

*A 25% non-refundable deposit is required to book your project.*

*Payments are divided into monthly instalments.*

*\* All prices are excluding tax*

*\*\* This package comes with 6 months website maintenance, after that you have the option to extend and purchase a package or continue maintaining your website yourself.*

*\*\*\* Conditions apply*

# ◀ Level Up Brand Trajectory ▶

FOR ESTABLISHED COACHES, TRAINERS AND FACILITATORS.

## WHAT'S INCLUDED

### Custom Branding

- Onboarding Session
  - Brand Discovery Session
  - Moodboard (Pinterest)
  - Branding Concept Session
  - Custom Logo Design
- with 3 rounds of revisions
- 2-3 Different Colour Variations
  - Sub Logo Mark
  - Favicon
  - Colour Palette + Colour Codes
  - Font Selection

## TOTAL INVESTMENT:

€3930\*

## TIMELINE:

2-4 months

### Semi Custom Website

Includes 3 rounds of revisions

- Website Brainstorm Session
- Website Strategy Assistance
- Premium template adjusted to your branding
- Branding, font & colour integration
- Homepage + 5 static pages

#### Features:

- Lead / contact form integration
- Email / optin form integration
- Social media links
- Optional Blog (one of the 6 pages)
- Fully responsive design
- Wordpress + framework
- SEO framework installed (no content optimization included)
- Site walkthrough session/video tutorial
- 6 months maintenance \*\*
- Hosting + 1 email address

*All content must be provided \*before\* the start date of the project.*

*A 25% non-refundable deposit is required to book your project.*

*Payments are divided into monthly instalments.*

*\* All prices are excluding tax*

*\*\* This package comes with 6 months website maintenance, after that you have the option to extend and purchase a package or continue maintaining your website yourself.*



# ◀ Dream Brand Trajectory ▶

## WHAT'S INCLUDED

### Custom Branding

- Onboarding Session
- Brand Discovery Session
- Moodboard (Pinterest)
- Branding Concept Session
- Custom Logo Design  
with 3 rounds of revisions
- 2-3 Different Colour Variations
- Sub Logo Mark
- Favicon
- Colour Palette + Colour Codes
- Font Selection
- Logo Presentation
- Brand Board

## INVESTMENT STARTING AT:

€5000\*

## TIMELINE

3-4 months

### Fully Custom Website

Includes 3 rounds of revisions

- Website Brainstorm Session
- Website strategy assistance
- Premium Custom Design
- Branding, font & colour integration
- Homepage + 5 static pages
- Privacy, T&C, 404 page

## Features:

- Lead / contact form integration
- Email / optin form integration
- Social media links
- Optional Blog (one of the 6 pages)
- Fully responsive design
- Wordpress + framework
- SEO plugin installed (no content optimization included)
- Site walkthrough session/video tutorial
- 6 months Maintenance\*
- Hosting + 1 email address

*All content must be provided \*before\* the start date of the project.*

*A 25% non-refundable deposit is required to book your project.*

*Payments are divided into monthly instalments.*

*\* All prices are excluding tax*

*\*\* This package comes with 6 months website maintenance, after that you have the option to extend and purchase a package or continue maintaining your website yourself.*

# SEMI VS FULLY CUSTOM WEBSITES

A semi-custom website made with a template is often a pre-designed website that can be customised with your own branding and content. The design elements and functionality options are limited by the template chosen.

On the other hand, a fully custom-designed website provides a more unique and personalized design that is tailored to your specific brand and needs. The design and functionality are created from scratch, allowing for more creative freedom and flexibility.

Overall, a semi-custom website made with a template is generally a quicker and more cost-effective option, while a fully customized website made with WordPress Divi provides a more personalized and high-quality result.

All our websites are made with Wordpress Divi. They all come with a video tutorial on how to manage your website and make text and images changes yourself.

Which one suits you best?

## SEMI CUSTOM

- You are on a budget
- You want your new website as soon as possible
- Templates are often tried and tested and less prone to have bugs and other issues.

### GOOD TO KNOW:

- They are still highly customisable and your website will be in line with your branding, implementing your logo's, colours and typography is not a problem.

## FULLY CUSTOM

- You know exactly what you want
- You might be a perfectionist
- Having a unique website is important to you
- Better user experience by cathering the design to your customer journey

### GOOD TO KNOW:

- Although we sometimes use code here and there, we do not offer fully coded websites. At times we might be limited to the options Wordpress Divi offers us.
- We need your content organised per page, all text and images ready before we can give you an exact quote of the costs of your website.

# ◀ Online Learndash Academy ▶

An Online Learndash Academy is a platform that provides online courses and training through the use of the Learndash learning management system. This type of academy typically offers a variety of courses in different niches, including business, technology, education, health, and lifestyle.

Learndash is a powerful and user-friendly plugin for WordPress that enables educators and trainers to create and sell online courses. Its features include creating and managing courses and lessons, adding quizzes and assignments, and tracking student progress.

The possibilities of an Online Learndash Academy are vast. Learners can access courses from anywhere with an internet connection, making education more accessible to people around the world. Learners can learn at their own pace, and the courses can be customized to meet their unique learning needs. Additionally, businesses can use Learndash to train their employees remotely, saving time and money on travel and in-person training.

Overall, an Online Learndash Academy provides a flexible and cost-effective way to acquire new knowledge and skills or improve existing ones.

## WHAT'S INCLUDED

2 rounds of revisions

- Brainstorm Session
- Branding integration & customisation
- Learndash integration on your Wordpress Website
- Payment integrations
- Automated access for your customers
- 1 course integrated for you
- Site walkthrough session

## INVESTMENT STARTING AT:

€1500\*

## TIMELINE

1-3 months

*All content must be provided \*before\* the start date of the project.*

*A 25% non-refundable deposit is required to book your project.*

*Payments are divided into 4 instalments.*

*\* All prices are excluding tax*

# BRANDING ADD-ONS

## **Hourly Rate for One-Off work**

€85/hour\* - turnaround time of 6 - 8 business days

Weekend rate or after 7pm: €109\*/hour (only on agreement)

Deadline within 24 hrs: €109\*/hour (only on agreement)

## **Stationary/Collateral Items**

Businesscard, letterhead, (facebook) cover banner, stamp, sticker, postcard etc.

from €125\*/each

two revisions included

## **Custom Illustration**

from €195\*/each

two revision included

## **Newsletter Design**

from €195\*/each

two revision included

## **Brand Guide Book**

€495\* - two revision included

## **Curated Stock Photography Library of 15 images**

€145\* - two revisions included

These services are only available for current and past clients.  
Payments need to be made up front.

\* All prices are excluding tax

# WEBSITE ADD-ONS

<b>Additional Pages</b> Design & development; 2 revisions included	€195 (from)
<b>Blog or Portfolio</b> Design & development; 2 revisions included	€250 (from)
<b>Landing page/Sales Page/Click-Funnel</b> 2 revisions included	€550 (from)
<b>Link in bio page</b>	€145 (from)
<b>Booking System Integration</b>	€180
<b>Translation/ language option</b>	€85 (from, per page)
<b>Page Speed Optimization</b>	€195 (from)
<b>Domain and hosting assistance</b>	€85
<b>Email (single inbox)</b>	€25
2 years	€49
4 years	
<b>Email service, backup &amp; account transfer</b>	€85 (from)
<b>Email syconisation service</b>	€65 (from)
<b>Hosting</b> +SLL security certificate for 3 years	€160
<b>Copywriting</b> price per page	€150 (from)

# SEO INTEGRATION

## SERVICES INCLUDED:

### 1. Keyword & Competitor research

### 2. Updating All Image Alt Texts

Ensuring all images on your site have descriptive, keyword-rich alt texts to improve image search rankings.

### 3. Configuring on page SEO Plugin for Optimal Performance

Set up and fine-tuning all the elements of the pages to enhance on-page SEO. (i do not guarantee to reach a specific score in page optimization, but I will optimize the most important parts to make sure its at best coverage)

### 4. Connecting Google Search Console to the Website

Linking your site to Google Search Console, so we can monitor search performance, index coverage, and more.

### 5. Improving PageSpeed Results

Optimising compression, CSS, and JavaScript to ensure your pages load quickly and perform well.

### 6. Setting Up Correct Title (H1, H2, H3...)

#### Tags

Making sure your heading tags are set up correctly and are recognised by the plugin, to

improve content structure and readability.

### 7. Adjusting Headings Texts for SEO Improvements + Re-translation

If needed, (with your permission) Tweaking headings for better SEO based on your previous research. and re-translate as necessary.

### 8. Tips and Tricks for Better Ranking and Content Creation

Sharing actionable insights on how to improve your rankings and what content to create to attract more traffic.

### 9. Creating Internal and External Links

Building internal links within your site and link to reputable external sources to enhance your page authority and SEO.

### 10. Backlinks Sources and Tips

Suggestions of potential sources for backlinks and offer tips on how to obtain them to boost your domain authority.

### 11. Uploading XML Sitemap

Creating and uploading an XML sitemap to ensure search engines can crawl and index your website efficiently.

### 12. Fixing Existing 404 Errors

Identifying and resolve 404 errors to improve user experience and SEO.

**This package will set you up quite well on your SEO journey.**

Side note: SEO is an ongoing process that requires regular monitoring and adjustments to stay ahead of the competition and capitalise on what's working. By implementing these strategies, you'll be in a strong position to improve your site's visibility and performance. Once we're done, your SEO score should start increasing (although bear in mind it can take time before that happens). We will give you guiding tips on how to improve your SEO and sustain it. It's important to keep things updated, as Google doesn't favour outdated content.

## INVESTMENT:

€795\*

## TIMELINE:

2-4 weeks

# WEBSITE MAINTENANCE & SUPPORT

Maintenance for a website is a very important. On your website, we will likely install premium themes and plugins that are included in the package. These need to be updated regularly along with the WordPress installation in order to keep the website functioning smoothly.

MINI	BASIC	EXTRA
Montly maintenance	2-weekly maintenance	Weekly maintenance
Updates WordPress and plugins	Updates WordPress and plugins	Updates WordPress and plugins
Back-ups	Back-ups	Back-ups
Database cleaning	Database cleaning	Database cleaning
Website security updates	Website security updates	Website security updates
	30 min support p/m text and image changes	60 min support p/m text and image changes
<i>Not possible for webshop or online academy Does not include problem solving</i>	<i>Not possible for webshop or online academy</i>	<i>Recommended for webshop or online academy</i>

€25\*  
p/m

\*pay per 6 months  
\* excl. tax

€39\*  
p/m

\*pay per 6 months  
\* excl. tax

€65\*  
p/m

\*pay per 6 months  
\* excl. tax

## Terms & Conditions:

- Packages are paid upfront for either 6 months or monthly. After the 6 month package is finished it can be paid monthly for the same reduced price.
- Support time can only be used in the same month and cannot be taken to the next month.
- When there is overdue maintenance we might charge extra. This we be done after consultation only.
- Problems that occur after updating are not included in the mini package. In the Basic and Extra package the time needed to solve the problems is reduced from the support time. After that we charge our hour rate.



# SOCIAL MEDIA

## CANVA TEMPLATES

### ◀ Social Media Canva Starter Pack ▶

#### Package Contents

- 5 unique templates, in line with your branding, editable in Canva
- Choice in dimensions
- To use on social media channel of your choice

#### Bonus Material

- Video tutorial explaining how to customise the templates yourself in Canva
- Social Media Month Calendar with ideas and space for your own additions

#### How Does It Work?

We will send you a form in which you can fill in your preferences, inspiration and ideas.

Then we get to work and make a proposal of 10 templates.

From this you can choose 5 template and will have 2 rounds for adjustments included.

The 5 final templates will be sent to you together with the video tutorial and the monthly calendar.

#### TOTAL INVESTMENT:

€295\*

#### TIMELINE

2 weeks

These services are only available for current and past clients.

Payments need to be made up front.

\* All prices are excluding tax

All content must be provided \*before\* the start date of the project.

## ◀ Social Media Canva Expander Pack ▶

### Package Contents

- 10 unique templates, in line with your branding, editable in Canva
- 2x story templates
- Choice in dimensions
- To use on social media channel of your choice

### Bonus Material

- Video tutorial explaining how to customise the templates yourself in Canva
- Social Media Month Calendar with ideas and space for your own additions
- 5 curated stock images

### How Does It Work?

We will send you a form in which you can fill in your preferences, inspiration and ideas.

Then we get to work and make a proposal of 10 templates.

From this you will have 2 rounds for adjustments included.

The 5 final templates will be sent to you together with the video tutorial and the monthly calendar.

#### TOTAL INVESTMENT:

€495\*

#### TIMELINE

2 weeks

These services are only available for current and past clients.

Payments need to be made up front.

\* All prices are excluding tax

All content must be provided \*before\* the start date of the project.

## ◀◀ Social Media Canva Premium Pack ▶▶

### Package Contents

- 12 unique templates, in line with your branding, editable in Canva
- 5 unique animated templates, in line with your branding, editable in Canva
- 5x story templates
- Choice in dimensions
- To use on social media channel of your choice

### Bonus Material

- Video tutorial explaining how to customise the templates yourself in Canva
- Social Media Month Calendar with ideas and space for your own additions
- 10 curated stock images

### How Does It Work?

We will send you a form in which you can fill in your preferences, inspiration and ideas.

Then we get to work and make a proposal of 10 templates, 5 unique animated templates and 5x story templates.

From this you will have 2 rounds for adjustments included.

The 5 final templates will be sent to you together with the video tutorial and the monthly calendar.

#### TOTAL INVESTMENT:

€950\*

These services are only available for current and past clients.  
Payments need to be made up front.

#### TIMELINE

2 weeks

\* All prices are excluding tax

All content must be provided \*before\* the start date of the project.



“I received a couple of designs from Prayana Design.  
The process and the outcome were incredible!  
High quality, a good sense of aesthetics, and in the process,  
Jessica followed all the adjustments kindly and with lots of patience,  
so I could receive exactly what I wanted.  
I will definitely work again with her when I need.”

*Elvina Ensh - Feminine Embodiment*



**“Jessica is a very talented and patient graphic designer.”**

“She takes the time it needs to refine a project until it meets the expectations.  
**She is amazing at picking up the wishes of the customer**, and also to give a professional suggestion. **She is very creative** and I love the logo, business cards, and Instagram template that she created for my business.  
I fully recommend her services.”


*Diana Ciocla - Tantric Sexuality Mentor*



**“Jessica cares about her clients and has been super helpful”**

“I’ve worked with Jessica on a variety of design projects over the course of 2 years or so. I’m happy to say it has been a **consistently great experience**, and I’ve always been pleased with the end results of the work. Jessica is **communicates clearly, cares about her clients, and has been super helpful** when working through any challenges we discover along the way. Recommended!”

*Stu Dixon - Creative Director*



# Terms & Conditions

as of *June, 2024*

### **How we'll work together**

All design work created by Prayana Design [PD] is subject to the following terms and conditions. Please ensure you understand them before commencing any design project. If you have any questions about anything contained in these terms and conditions please contact PD for clarification prior to placing your order. By placing an order, you as a client are entering a legally binding contract for services and agree to these terms and conditions.

### **Communication**

PD can be reached by email ([info@prayanadesign.com](mailto:info@prayanadesign.com)) and phone (+31 626271015). PD will try to get back to you within 48 hours.

### **Design ownership**

Any design options that are sent to you during the design process are owned by PD and permission is not given for them to be reproduced by anyone else, or to be posted to social media. Once a design is approved and fully paid for, you, the client, will own the finished design. This does not include the working files. Unused design concepts remain the property of PD and may be used for other clients in the future. PD retains personal rights for the use of completed projects as examples in their design portfolio and marketing materials (unless other arrangements have been made).

### **Revisions**

The design fee includes the specified number of revisions in the package chosen. Additional revisions or alterations are charged at a rate of €65 per hour.

### **Images**

Any images supplied to PD for use in a design project must be high resolution and accompanied by appropriate written approval of the photographer. PD will not be responsible for any legal issues or copyright breaches as a result of the use or printing of supplied images. PD can source high resolution stock images with the correct commercial license rights on your behalf, PD requires full payment prior to approved images being downloaded. PD is not responsible for colour variation occurring if the image requires conversion from RGB to CMYK.

### **Approval of Artwork**

Whilst PD takes all care to avoid errors, PD is not responsible for any spelling, grammatical, typographical errors, omissions or incorrect information in the final product. It is the client's responsibility to thoroughly check all proofs and give their approval via email before the final work will be released to the client and/or sent to print upon payment being received. Any changes that are required post approval will incur an additional design fee to cover the time it takes to make the changes.

### **File Supply**

Logo files are supplied electronically to the client in print and web-friendly formats. Print files will be supplied as high resolution PDFs with crop marks. If other file types are required please specify when asking for a quote. If unsure of file type required please explain your planned use. All original artwork and source files remain the property of PD unless otherwise arranged; there will be a fee for supply of original artwork and source files. All supplied artwork can only be used for its intended purchase, and must not be altered.

### **Colour Variation**

Please note there may be colour variation between the screen and final product. This occurs due to differences in the way colours are managed on the screen (RGB) and print (CMYK). Screen proofing is not indicative of the final print result, printed colours can vary between printing companies, jobs and different print runs. PD will not be responsible for any colour variations on printing as these factors are beyond control.

### **Payment**

The client agrees to pay a 50% deposit prior to commencement of the design project. This deposit secures the project into PD's schedule. The deposit is non-refundable, and can only be used for the specified project. If client feedback takes longer than three (3) weeks PD reserves the right to invoice for work created thus far. The balance is payable before release of final files. Any additional charges (stock images, non-standard typefaces, printing etc.) are due at the time they are incurred and must be paid for upfront. Excessive alterations are charged at an hourly rate. Payments are due fourteen (14) days from issuance of invoice, unless otherwise arranged. A two and a half percent (2.5%) monthly service charge will be billed against overdue invoices/late payments. When the client fails to respond, give feedback or in any other way stagnates the process we will charge the final bill when our lead time has passed + a 10% fine over the total project price.



## **Payment Options**

The currency accepted is Euro€

Bank transfer are preferred or are possible through PayPal.

Payment details will be provided on the invoice.

Transfer costs are always paid by the client.

## **Cancellations / Refunds**

You, the client, and PD may determine to cancel a design job at any time, if the design work/relationship is thought to be unsatisfactory by either party. Written confirmation is required for any cancellation. 50% of the deposit is non-refundable once the design process has commenced, this is deemed to have occurred on receipt of a completed design brief and agreement on the design quote from the client and once sketching or designs have started. If a design project is canceled by the client prior to project completion a pro-rata payment may be applicable on any project that is more than 50% complete (as determined by PD) for time spent on the project before the cancellation notice was received. In the event of project cancellation PD retains ownership of all original artwork and therefore cannot be reproduced by anyone else.

## **Privacy Policy**

Your privacy is important. PD respects your privacy and personal details. Any information supplied to PD during the design process will be solely used for that purpose and not disclosed to any third parties without written consent of the client. Your email address will be added to the PD mailing list in order to keep you up-to-date on PD availability around busy periods. You are welcome to unsubscribe from this list at any time.

## **Acceptance of PD Terms and Conditions**

Acceptance of these terms happen automatically by payment of the deposit or verbal agreement to collaborate after receipt of this document.

## **Closing Statement**

Thank you for taking the time to read these terms and conditions. If you have any queries please get in touch with Prayana Design. This agreement is made between you the client, and PD.