

# MINI BRANDING *timeline + process*

1-3 days prior	WEEK ONE: Day One - Two	WEEK ONE: Day Three - Five
<p>50% deposit invoice paid + project contract signed</p> <p>Project scheduled, added to portal + questionnaire sent</p> <p>Commence filling out project questionnaire</p>	<p>Research</p> <p>Prepare and Send Creative Direction</p> <p>Sign off or provide feedback on the brief (due for 24hrs)</p>	<p>Begin Brand Concept Drafting</p> <p>Brand Concept sent for review</p> <p>Brand Concept Feedback (due for 24 hrs)</p> <p>Concept/s are refined based on the feedback</p>
WEEK TWO: Day Six - Eight	WEEK TWO: Day Nine	WEEK TWO: Day Ten
<p>Brand Concept Refinement 1 sent for review</p> <p>Brand Concept Refinement 1 feedback (due 24 hrs)</p> <p>Sign off of final approved design (or further refinement round purchased)</p>	<p>Final invoice is paid</p> <p>Prep launch graphics and exporting of logos</p>	<p>Send off launch graphics and logos</p>

■ YOU - THE CLIENT ■ ME - THE DESIGNER

## NOTES / TIMELINES

Our design week will typically start on a Monday. However, given time zone differences, days may vary. This timeline and process is applicable for the new website. If needed some transfer or migration, timeline will be adjusted.

## REFINEMENT ROUNDS

There are 1 round of refinement included in this project timeline. To stay on schedule, feedback needs to be made within a specified time to ensure you get the full amount of feedback time if it's needed.

## RUSHED / DELAYED / PAST DEADLINE CHANGES

Any part of the project that needs to be rushed, delayed or falls outside of the allotted project timeline will be made at my hourly rate or quoted for separately. Content that comes in after the start date may be subject to fees or a deadline push.