

# BRANDING DESIGN *timeline + process*

3-4 WEEKS PRIOR			
50% deposit invoice paid + project contract signed Project scheduled, added to calendar + questionnaire sent Commence filling out project questionnaire			
WEEK 1	WEEK 2	WEEK 3	WEEK 4
Questionnaire due Monday morning Create and send brief Sign off or provide feedback on the brief Begin logo concept drafting	Brand concepts sent for review Feedback Round 1 (and/or Round 2) provided after 3 business days Concept/s are refined based on feedback Brand concepts sent for review	Feedback Round 1 (and/or Round 2) provided after 3 business days Concept/s are refined based on feedback Brand concepts sent for review Final approval for chosen concept (or further refinement rounds purchased)	Collateral options are designed Final files are saved Final payment made All brand files are released in a Dropbox folder Celebration!

 YOU - THE CLIENT  ME - THE DESIGNER

## TIMEZONES/WEEKENDS/HOLIDAYS

No issues here! JMD will never expect you to work or answer emails on a weekend or holiday, and even if I reply to you on a working day in my timezone, you can answer the next business day in your timezone.

## REFINEMENT ROUNDS

There are 2 rounds of feedback included in this project timeline. To stay on schedule, feedback needs to be made within a maximum of 3 days 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.