

Branding PROCESS



YOU - THE CLIENT



ME - THE DESIGNER

PRE-PROJECT		
<div>50% deposit of quote paid</div> <div>Project scheduled, added to calendar + questionnaire sent</div> <div>Commence filling out project questionnaire</div>		
WEEK 1	WEEK 2	WEEK 3
<div>Submit completed questionnaire</div> <div>Create and send brand brief</div> <div>Sign-off or provide feedback on the brief</div> <div>Begin logo concept drafting</div>	<div>Logo concepts sent for review</div> <div>Feedback provided after 3 business days</div> <div>Concept/s are refined based on feedback</div> <div>Brand concepts sent for final review</div>	<div>Collateral options are designed</div> <div>Final files crafted & saved</div> <div>Final payment made</div> <div>Brand Toolkit shared via Trello</div>

**There are 2 rounds of feedback included in this project timeline. To stay on schedule, feedback needs to be made within 3 days to ensure you get the full amount of feedback time if it's needed.*