

## Brand Design Process Calendar

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>-2</p> <p>2 WEEKS PRE-START DATE</p> <p>Pre-Work</p>	PRE-WORK STARTS!				
<p>-1</p> <p>1 WEEK PRE-START DATE</p> <p>Homework</p>	<p>HOMEWORK STARTS!</p> <p>Complete Branding Questionnaire</p>				
<p>1</p> <p>WEEK ONE</p> <p>Strategy + Kickoff Week</p>	<p>START DAY!</p> <p>Branding Questionnaire Due From Client</p> <p>25% of Invoice Due</p>		<p>KICK-OFF CALL DAY</p> <p>Pinterest Review</p> <p>Schedule Review: Ensure That Week 14 Is Fully Available For Edits</p>		Exact Contact Information For Business Cards Due From Client
<p>2</p> <p>WEEK TWO</p> <p>Our Design Week</p>	Start Design Day For Kris For Draft One Presentation				Presentation Of Brand Design Draft One To Client
<p>3</p> <p>WEEK THREE</p> <p>Design Edits</p>	<p>Last 50% Invoice Due Today</p> <p>Client Edits To Draft One Due From Client</p>		Edits To Brand Design Round 1 Presented		Client Edits To Draft Two Due From Client By Noon PST
<p>4</p> <p>WEEK FOUR</p> <p>Final Brand Prep</p>	Final Brand Design Presented To Client		Final Brand Guide Created And Sent To Client	Final Files + Collateral Items Prepped + Sent To Client	<p>BRANDING LAUNCH DATE!</p>



Client Branding Due Date

Our Due Dates

**Holidays:** We try to avoid holidays on days where things would be due for clients if possible. Please make note of all due dates. Any late steps might result in a fee added to your invoice.

**Rushed or delayed schedules:** If an alteration to the schedule needs to be made, we can quote this alteration as either rushed or delayed. Please inquire with us.