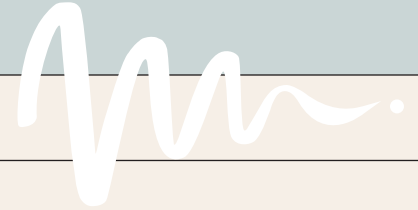


BRANDING TIMELINES



GENERAL OUTLINE

BRANDING BRIEF <i>to be filled out</i>	TO DESIGNER BEFORE START OF PROJECT	SECOND ROUND CONCEPT <i>from any feedback from client</i>	DESIGNER 1-2 DAYS AFTER FEEDBACK
BRANDING MOODBOARD <i>curated by us</i>	TO CLIENT 3-5 DAYS AFTER BRIEF	ANY ADDITIONAL FEEDBACK	CLIENT 3-4 DAYS AFTER PROOF
FEEDBACK <i>on moodboard</i>	TO DESIGNER 1-2 DAYS AFTER	FINAL CONCEPT LOOK	DESIGNER 1-2 DAYS AFTER FEEDBACK
BRANDING CONCEPT	TO CLIENT 5 DAYS AFTER FEEDBACK	APPROVAL	CLIENT TO SIGN APPROVAL FORM
FEEDBACK <i>on concept</i>	TO DESIGNER 3-4 DAYS AFTER PROOF	FILES + BRAND GUIDELINES <i>and start collateral</i>	DESIGNER 1-2 DAYS AFTER APPROVAL