



TIMELINE & PROCESS | BRAND DESIGN & DEVELOPMENT

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

 YOU - THE CLIENT  RUBYONYX

Timezones and Weekends/Holidays

RubyOnyx will never expect you to work or answer emails on a weekend or holiday, and even if we reply to you on a working day in our 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 or 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.