

## 2-4 WEEKS PRIOR

50% deposit paid + contract signed

Discovery call invitation sent, client added to Trello project + calendar

Discovery call

WEEK 1	WEEK 2	WEEK 3	WEEK 4
<p>Create + send creative brief</p> <p>Provide feedback or approve brief</p> <p>Design logo drafts</p>	<p>Send 1st logo drafts for review</p> <p>Review 1: Provide feedback on drafts</p> <p>Design all brand drafts based on feedback given</p> <p>Send brand drafts for review</p>	<p>Review 2: Narrow down to 2 concepts</p> <p>Make final edits to concepts based on feedback given</p> <p>Brand concepts sent for review</p> <p>Final concepts chosen</p>	<p>Final designs formatted for use on all platforms and print</p> <p>Final files added to cloud folder</p> <p>Final payment made</p> <p>All brand files released to client in Google Drive</p>

### Reviews

There are 2 rounds of reviews included in this type of project. Feedback is required within 2 days to keep the project on schedule. The final review is to show all notes have been implemented and to get final sign-off on design. You may purchase additional rounds of edits at the hourly rate given in the contract.

### Rush or Delayed Timeline

Any last minute structure changes outside of the review window, any delays in turning in content or media, or any request to rush the original timeline will be quoted for separately at the hourly rate listed in the contract.

### Contact Info + Business Hours

Mon-Fri 9:30a-4:00p  
(UTC-4 or -5)

latesha@lateshalynch.com  
(returned within 24 hrs)