

Branding Design

TIMELINE & PROCESS | BRAILLA MAY DESIGN

GETTING TO KNOW YOUR BUSINESS		RESEARCH & INSPIRATION	
3-4 WEEKS PRIOR			
50% deposit invoice paid + project contract signed Project scheduled, added to calendar + questionnaire sent Commence filling out project questionnaire & Pinterest board			
ALIGN & DESIGN		REFINING	
WEEK 1		WEEK 3	
Questionnaire & Pinterest due 1 day before Design Alchemy Call Decide on Business Card/ Social Header or Insta Posts Design Begin logo concept drafting	Brand concepts sent for review Feedback Round 1 (and/or Round 2) provided after 24 hrs Concept/s are refined based on feedback Brand concepts sent for review Final approval for chosen concept (or further refinement rounds purchased)	Card/Header/Posts are designed Final files are saved Final payment made All brand files are released in a WeTransfer link Celebrate & share your brand!	

 YOU - THE CLIENT  ME - THE DESIGNER

Timezones and Weekends/Holidays

No issues here! BMD will never expect you to work or answer emails on a weekend or holiday, and even if I reply to you on a working day in my 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 24 hours 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.