



# Mini Branding Timeline

*1-Week Branding Process*

[WWW.REDLANTERNCREATIVE.COM](http://WWW.REDLANTERNCREATIVE.COM)

## 1 Week Before Project Start Date

*This is our initial project meeting. In this 1-hour meeting I'll go over your client homework including your completed branding questionnaire and your pinterest inspiration board. You can ask any questions at this time. We'll also review this project timeline to set expectations for the project workflow.*

## Day 1

*On the first day of the project I'll create an inspiration board from the images you pinned to your Pinterest board. I'll add any additional images that I think convey your three descriptive words noted in your branding questionnaire. You may receive 1 revision. The inspiration board needs to be finalized by end of day 1.*

## Days 2-4

*Between days 2 and 4 I will create 3 primary logo design options. Within this process I choose different fonts and colors to give you plenty of options. You may receive 2 revisions. At the end of day 4 you must choose your final design. I ask that my clients check their emails regularly on days 3 and 4 to stay on the timeline.*

## Day 5

*On day 5 I'll create an alternate logo and brand elements like patterns. The alternate logo is a smaller version of your logo incorporating elements of your main logo. It's typically used for social media or for blog graphics. The alternate logo and patterns must be approved by end of day 5.*



## Day 6

*Almost done. On day 6 I'll create your mini brand style guide. Your mini brand style guide includes your primary logo, alternate logo, color values, font and pattern choices. This guide can be used as a reference for you and employees to refer to when creating additional brand collateral.*

## Day 7

*Day 7 is project completion day. Your final payment is required. Once received I'll upload your logo files, fonts, and mini brand style guide onto your client page. We'll have one final meeting to go over all of your files and then our project comes to a close.*

## Timeline Changes

*This client timeline assures that I set time to work on your project only. I book clients on a per project basis. If additional days are necessary for project completion we'll need to create a custom schedule. If you have any questions please reach out to me via email at [Kelly@redlanterncreative](mailto:Kelly@redlanterncreative). I look forward to working with you!*

