

# Brand Development Timeline Template

## WEEKS 1 - 2 /

- Schedule and planning
- Strategic consultation and discovery
- Customer/audience profiling and research
- Functional & business requirements

## WEEKS 3 - 4 /

- Brand audit (if required)
- Identification of key competitive benefits
- Identification of brand touchpoints
- Messaging: Positioning statement & Tag line
- Design research & mood boards

## WEEKS 5 - 7 /

- Creative development
- Colour and type choices
- Brandmark design
- Photographic and/or illustrative styles determined
- Design of one key brand asset (e.g. business card, letterhead)

## WEEK 8 /

- Design presentation and revisions

## WEEKS 9 - 10 /

- Second design presentation and further revisions (if needed)
- Design of further brand assets (may extend timeline)
- User acceptance testing
- Final revisions

## WEEKS 11 - 12 /

- Digital delivery of brand assets
- Design and delivery of brand standards