

# BRAND alignment

## & DEVELOPMENT TIMELINE

### DISCOVER

A creative collaboration to discover your brand, and ensure clarity of goals and instructions.  
(3 - 4 hour session)

*First Payment for DISCOVER session only.*

01.

### IDEATE

Explore multiple possible executions based on the information gathered during the DISCOVER and RESEARCH phases.

### REFINEMENT

A final Stylescape is developed based on feedback from the presentation.

*Final payment due before REFINEMENT of Stylescape.*

03.

05.

### IMPLEMENT

Develop brand or align existing brand to reflect the final Stylescape.

*A 50% deposit is due before commencing with brand development services.*

*Final payment is due before final designs are shared with client.*

07.

### RESEARCH

An in-depth look at your business, the market and the audience you want to reach.

*Second Payment due before we start with the RESEARCH stage.*

02.

### POSITION

Present curated brand-positioning strategies (Stylescapes) to ensure your brand is distinctive, competitive, and relevant.  
(1 - 2 hour meeting)

04.

### STRATEGY

Present and discuss strategy and budgeting moving forward.  
(1 - 2 hour meeting)

06.

### MAINTAIN

Your marketing retainer or ad-hoc services starts here.

*Monthly or ad-hoc payment options available.*

08.

Timeline from DISCOVER to STRATEGY is 4 - 6 weeks.