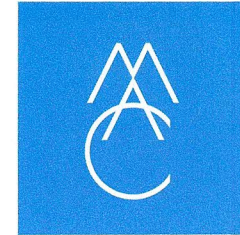


[DRAFT] Pollywog Branding & Website schedule

last updated 8/16/16

Tasks	Duration	Meetings	Day	
Internal kickoff		8/9/16	Tuesday	
Client kickoff meeting		8/16/16	Tuesday	
Develop logo & tagline	2.5 weeks	8/22 - 9/8		
Internal review initial concepts		8/22/16	Monday	
Client review initial concepts in black & white		8/23/16	Tuesday	
Feedback due		8/25/16	Thursday	
Internal review refined concepts		8/29/16	Monday	
Client review refined concepts		8/30/16	Tuesday	
Feedback due		9/1/16	Thursday	
Internal review revised logo and initial tagline		9/5/16	Monday	
Client review revised logo and initial tagline		9/6/16	Tuesday	
Signoff		9/8/16	Thursday	
Develop stationery, marketing collateral & identity guide.	3.5 weeks	9/12 - 10/6		
Internal review business cards		9/12/16	Monday	
Client review business cards		9/13/16	Tuesday	
Feedback due		9/15/16	Thursday	
Internal review letterhead & envelopes		9/12/16	Monday	
Client review letterhead & envelopes		9/13/16	Tuesday	
Feedback due		9/15/16	Thursday	
Internal review wallet cards, final business cards, letterhead & envelopes		9/19/16	Monday	
Client review wallet cards, final business cards, letterhead & envelopes		9/20/16	Tuesday	
Signoff		9/22/16	Thursday	LT out 9/22 - 9/29
Internal review identity guide		9/26/16	Monday	Jake out 9/24 - 10/12
Client review identity guide		9/27/16	Tuesday	



Feedback due	9/29/16	Thursday
Internal review identity guide	10/3/16	Monday
Client review identity guide	10/4/16	Tuesday
Final approval	10/6/16	Thursday

UX/Architecture, wireframes design for 10 pages, desktop & mobile **4 weeks** 9/12 - 10/14

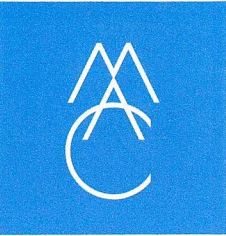
Architecture 1 internal review	9/12/16	Monday	
Architecture 1 client review	9/13/16	Tuesday	
Feedback due	9/15/16	Thursday	
Architecture 2 internal review	9/19/16	Monday	
Architecture 2 client review	9/20/16	Tuesday	
Signoff	9/22/16	Thursday	LT out 9/22 - 9/29
WF 2 internal review	10/3/16	Monday	
WF 2 client review	10/4/16	Tuesday	
Feedback due	10/6/16	Thursday	
WF 3 internal review	10/10/16	Monday	
WF 3 client review	10/11/16	Tuesday	
Feedback due	10/13/16	Thursday	
Signoff	10/14/16	Thursday	

UI/Visual design for 10 pages, desktop & mobile **3 weeks** 10/17 - 10/31

UI 1 internal review	10/17/16	Monday
UI 1 client review	10/18/16	Tuesday
Feedback due	10/20/16	Thursday
UI 2 internal review	10/24/16	Monday
UI 2 client review	10/25/16	Tuesday
Feedback due	10/27/16	Thursday
Signoff	10/31/16	Monday

Code & test website **4 weeks** 10/31 - 11/28

Website 1 internal review	11/14/16	Monday
Website 2 internal review	11/21/16	Monday
Website 2 client review	11/22/16	Tuesday
Feedback due	11/23/16	Wednesday



Training and content loading

3 weeks

- Training
- Content loading
- Thanksgiving break
- Proof content in place
- Final testing; prep for launch
- Go live
- Signoff

- 11/29 - 12/19
- 11/29/16 Tuesday
- 11/30 through 12/5
- 11/23 through 11/25
- 12/6 through 12/9
- 12/12 through 12/15
- 12/16/16 Friday
- 12/19/16 Monday