

## Tentative Schedule:

- January 21 – February 3: Idea generation, research of competition and visual directions including colors, images, illustrations, and/or visual styles
- February 4: Meeting to discuss, identity (type and colors), and brochure covers (use of imagery), discuss and identify photography needs
- February 4 – 15: Development of full brochures, Minimum of 2 distinct directions implemented for center and area. (photography takes place)
- February 15: Meeting to discuss full brochures
- February 18 – 22: Fine tune identity, colors, and type based on feedback. Website consultation and ppt template can begin now that identity elements are solidified.
- February 25 – 29: Implementation/production of brochures
- March 3 –13: Final Proof, Press checks
- March 14: Brochure Delivery

Let us know your needs as far as the PPT template's schedule. We have indicated when that and the website can be formulated based on the identity direction being established (Feb. 18–22).