Implementation Calendar

3fold

Task	W	15-Jul	22-Jul	29-Jul	5-Aug	12-Aug	19-Aug	26-Aug	26-Apr	2-Sep	9-Sep	16-Sep	23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	6-Jan
Finalize Scope of Work										Holiday									Holiday		Holiday				Holiday	
Kick Off Meeting																											
INTERNAL PROJECT WORK																											
Phase I: Research and Analysis																											
Finalize implementation																											
Step 1: Research																											
SWOT Analysis: Includes																											
Team check-ins																											
Step 2: Analysis																											
SWOT analysis report																											
Team check-ins																											
Step 3: Public Opinion																											
Outreach development																											
Survey development																											
Review survey with																											
Survey deployment																											
Community event																											
Survey deployment during																											
Step 4: Recommendations																											
In-person team																											
Phase II: Concepting																											
Step 1: Naming																											
Step 2: Concepting																											
Internal brainstorming																											
Concept development																											
Internal review with																											
Step 3: Visual Identity																											
Industry visual audit and																											
Step 4: Design																											
Black and white mark																											
In-person																											
Collaborative client review																											
Client selection of one																											
Step 5: Color																											
Internal review and																											
In-person																											
Client selection of color																											
Team check-ins																											
Phase III: Production and Implementation																											
Step 1: Style Guide																											
Brand standards guide																											
Brand usage training																											
Native files delivered																											
Step 2: Collateral																											
Bus Shelters																											
Print collateral including																											
Bus and van schematics																											
Team check-ins																											

07/26/2019