

Timeline for Brand/Website Development

July 15-Oct 1: Initial Build Out of New Website

Sep 5: Final Logotype for Brand

Oct 5: Finalized Rough Build of New Site

Oct 5-Nov 1: Migration of Business/POI Information from Existing Site

Oct 15: Final Style Guide for New Visual Brand

Nov 15: Beta of New Website

Nov 10: Ad Toolbox Integrating New Brand + 3 First Run Ads

Nov 30: Collateral Set Integrating New Brand

Dec 10: Final Website for Intensive Testing

Jan 10: Launch New Site and New Brand