

# new branding

## wen

### Done

- Product design (ui polish) - April - [evan](#), [pentacle](#), [banteg](#)
- Brand research, strategy - March / April - [nemesis](#)

### Doing

- Landing page v1 - April - [pentacle](#), [meolemite](#)
- Product research (tactical) April / May - [georgina](#)
- Visual design (vanilla) templates - April / May - [alpha](#), [pentacle](#)
- Big idea campaign pieces - April / ongoing - [draper](#), [pentacle](#), [kay](#)
- Creative and visual design direction - May / June - [alpha](#), [pentacle](#), [happenings](#)

# new branding

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### Soon™

- New brand guidelines, colours, typography - May / July  
alpha, evan, pentacle
- Product research (strategic) June / July  
georgina
- Product design (new branding, web design language) - May / July  
alpha, evan, pentacle, meolemite, banteg
- Product design (new features based on research) - June / ongoing  
evan, meolemite, pentacle, georgina, banteg