

Rebranding Activity Timeline

Dear Team,

We are excited to announce the timeline for our upcoming rebranding activities. Please find the key dates and milestones outlined below:

- **Kick-off Meeting:** January 10, 2024
- **Brand Research and Strategy Development:** January 15 - February 15, 2024
- **Design Concepts and Feedback:** February 20 - March 10, 2024
- **Final Approval of New Branding:** March 15, 2024
- **Website Redesign Launch:** April 15, 2024
- **Official Rebranding Launch Event:** May 1, 2024

Please ensure your departments are prepared and aligned with these dates. We appreciate your support and cooperation during this exciting transition.

Sincerely,

The Rebranding Team