
Alinea Growth Advisors – Logo & Business Card Project Brief

Project Name: Alinea Growth Advisors Logo & Business Card Design

Date: July 25, 2023

Project Manager: Phil Curatilo, Founder of Alinea Growth Advisors.

Project Due Date: As quickly as possible, but no longer than 3-business days.

Company Name (DBA): Alinea Growth Advisors

Website: www.alineagrowth.com (currently inactive/being updated)

Business Description: Alinea Growth Advisors provides fractional marketing and business development services to private equity firms (who invest private capital on behalf of institutional investors) and family offices (who typically invest their own capital in those same private companies). Alinea also provides marketing audits to these same clients and helps new private equity firms launch their first funds or established funds looking to significantly improve on their go-to-market strategies for subsequent funds. As you can see, Alinea is a B2B company providing services to very sophisticated and educated B2B clients. Examples of prospects for the company's services include:

- Lineage Capital: www.lineagecap.com
- River Associates: www.riverassociates.com
- Seacoast Capital: www.seacoastcapital.com
- Peninsula Capital Partners: www.peninsulafunds.com
- Patriot Capital: www.patriot-capital.com

Project Description: Alinea Growth, LLC is repurposing its website and corporate identity to meet the needs of its new business model, Alinea Growth Advisors. Take the current firm icon (or design a new icon) and develop it into a logo and business card. Use the current firm colors: medium-dark green, grey, and black. See below for more design details.

Items to be Delivered/Designed for this Project: The following items need to be delivered as soon as possible as part of this project. Depending upon the success of these designs, follow-up work will likely be requested/needed from the designer:

- Logo (all file formats—JPG, PDF, AI, EPS, PNG, GIF, TIF—both hi and lo res) in full-color and black and white;
- 2-sided business cards (see below).

Meaning of Alinea: In typography, Alinea represents the indented line at the start of a new paragraph. The reference to Alinea in the Alinea Growth Advisors business model

is the start of a new way of thinking or a new train of thought—by working with us, we show clients a new way of performing their marketing and business development—a way which they could not have accomplished on their own.

Old Icon: Over one year ago, an icon and logo were developed for Alinea Growth. We believe the icon is adequate for our new corporate identity. This icon represents a “Pilcrow,” also known as a “reverse P” or “blind P.” A Pilcrow represents a typographical character, usually handwritten by an author or editor, and used to identify a new paragraph. For this project, the designer can elect to either use the current icon or develop a new one. All files of the old icon and logo will be provided to the designer along with this project brief.

Design Notes:

1. The Project Manager’s “mock-up” is provided as one possible layout. As noted in this mock-up, the designer should assume they have complete creative license to design the business card in any way they believe reflects the Alinea Growth Advisors’ business and their sophisticated clients and prospects.
2. As stated previously, the colors to be used in all designs should be greens, greys, and black. The primary green color is a medium-dark green, similar to Hunter Green (hexadecimal code #228B22), however, the designer should feel free to use other shades.
3. Business card to be designed and displayed in landscape mode.
4. Should design both sides of the business card.
5. The business card will be printed by Moo in their Luxe Business Card (32-point) option.
6. The Moo card dimensions to be 2.16 inches high, by 3.3 inches wide (slightly larger than standard size).
7. **Icons** and **fields** should be provided for:
 - a. Direct Tel
 - b. Mobile
 - c. Email
 - d. LinkedIn profile
 - e. Website URL