**Alinea Growth Advisors**

**B2B Tear Sheet/1-Page Flyer – Project Brief**

**Business Description:**

Alinea Growth Advisors is a consulting firm focused on providing **Fractional Marketing Services** to **B2B** clients, such as Private Equity Firms, Family Offices, Investment Banks, and Independent Sponsors. Essentially, we provide **best-in-class** corporate marketing services, on a **part-time** basis, to sophisticated clients who have little time, knowledge, or interest in doing their firm’s required marketing themselves. The cost for these best-in-class services is less than the cost of a full-time Analyst or Associate (i.e., junior professionals with very little marketing experience).

**\*\*\*NOTE: Alinea Growth Advisors is in start-up phase and its website is currently under development!**

**Project Description:**

A 1-page, 2-sided flyer / tear sheet, which will primarily be given out at B2B conferences—either left in a pile at our company’s exhibit table for people to pick up or handed out by us directly 1-to-1, as I walk to various other tables at a conference. When launched, this document will be made available on the Alinea Growth Advisors’ website. Could also, potentially, be used as an insert for a direct mail piece (snail mail) to prospective clients.

**Clients & Prospects:**

As stated above, clients and prospects include sophisticated B2B clients, including middle market Private Equity funds, Family Offices, Independent Sponsors, and Investment Banks. I list here the websites of five potential prospects, so you can better understand our target markets:

* River Associates ([www.riverassociates.com](http://www.riverassociates.com))
* Centre Lane Partners ([www.centrelanepartners.com](http://www.centrelanepartners.com))
* TM Capital ([www.tmcapital.com](http://www.tmcapital.com))
* Seacoast Capital ([www.seacoastcapital.com](http://www.seacoastcapital.com))
* Clarion Capital ([www.clarion-capital.com](http://www.clarion-capital.com))

**Document Specifications:**

* Remember, this will be given to a **sophisticated B2B audience**.
* Must be designed to print on standard (U.S.) 8.5” wide X 11.0” tall paper.
* Full color on both sides.
* Should be designed with full bleed to the edges of the document for more professional printing.
* The style of the document should be an **understated sophistication**, yet infer 21st Century competence, skills, and tool utilization.
* Use Alinea Growth Advisors color scheme:
  + Logo to be provided in separate file.
  + Picture to be provided in separate file.
  + Primary colors include Hunter Green, greys, and black.
  + Other secondary colors are approved to use at the designer’s discretion.
* Please ensure there is enough white space, so the flyer is well balanced and easy on the eyes to read.
* The attached copy document shows content only. Feel free to reorganize the sections to where you believe they need to be.
  + However, it is important the reader sees all of the sections as currently appear on the first page of the copy document on the first page of the final flyer.
  + Do NOT use the gridlines that appear in my document; I used them just to make it easier for me to compile.
  + Do NOT use the colors that appear in my copy document. Again, stick to the Alinea Growth Advisors’ color palette.
* The document should be produced in Microsoft Word or PowerPoint, for ease of future editing. The completed document will eventually be converted to PDF for ease of use and distribution. Please ensure all graphics convert well into PDF format.

**Process Notes:**

1. Each designer should submit at least 2 creative treatments.
2. After the winner is selected and the final version agreed upon, there will be a subsequent round of edits to produce a final-final version (after I receive input from a few trusted industry professionals). Participants in this design project should be prepared for this second, yet short, process round.