**A black background with green text

Description automatically generated**

**LinkedIn Banner 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:**

Take the already developed logo (attached) and incorporate it into a creative banner design for placement on LinkedIn (the social media platform targeting business users). The banner will be used on Alinea’s **company profile page** on LinkedIn (not yet created).

**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. Listed here are the website URLs of five potential prospects, so designers 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))

**Design Specifications:**

* Remember, this LinkedIn banner will be used to target a **sophisticated B2B audience**.
* Must be designed to display on a LinkedIn company profile page. LinkedIn currently states the requirements of the banner to be:
  + 1128 X 191 pixels
  + 129:8 aspect ratio
  + File size less than 8 Mb
  + File format either PNG or JPG
  + **NOTE: Please confirm the above requirements before submitting your design.**
* If you look at a LinkedIn company page, you will see that the logo will appear to the lower left of the banner. Therefore, most of the designer’s creative real estate will be to the right of the logo. Please see the following link as an **example of logo placement only!**
  + <https://www.linkedin.com/company/churchill-asset-management/>
* Designers should submit more than one design to be considered.
* We have provided the Alinea Growth Advisors logo in standard green form. Depending on a designer’s creative treatment, the logo can also be provided in white and black.