**Project Brief: Logo Redesign for Creative Leadership Solutions (CLS)**

**Issued By:** Alinea Growth Advisors (Fractional Marketing Consultant)  
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**1. Company Overview**

**Company Name:** Creative Leadership Solutions (CLS)  
**Website:** [www.creativeleadership.net](http://www.creativeleadership.net)

**Business Description:**  
Creative Leadership Solutions provides personalized, high-impact professional development services for K-12 public school administrators and educators across the United States. CLS equips school leaders and teachers with the tools, training, and support they need to drive meaningful outcomes in teaching, learning, and leadership.

**2. Project Objective**

CLS seeks a complete redesign of its current logo. The goal is to develop a modern, impactful, and memorable visual identity that better reflects its current brand positioning and mission. The existing logo is considered outdated and insufficiently representative of the company’s forward-thinking, human-centered approach. A version of the company’s Overview Sheet (i.e., 1-pager) will be provided for designers’ reference.

Designers are asked to create:

* **Primary Logo**: Featuring a new icon and the company name
* **Tagline Version**: Incorporating the new tagline:  
  *“Personalized Professional Development for K-12 Educators”*

Both versions will ultimately be required in:

* Full color
* Black and white
* Multiple file formats (e.g., .EPS, .SVG, .PNG, .JPG, .PDF) for use in:
  + The upcoming new CLS website
  + Digital marketing campaigns
  + Printed collateral
  + Presentation decks
  + E-letterhead and email signatures
  + Business cards

**Important Note:** The current CLS website will be entirely redesigned in a future phase. Designers should **not** use the existing site’s colors, layout, fonts, or design sensibilities as a guide for the new logo.

**3. Target Audience**

* **Primary Market:** K-12 public school administrators and educators
* **Geography:** United States

**4. Creative Direction**

The logo should evoke professionalism, clarity, and trustworthiness while remaining approachable, vibrant, and forward-looking. It should strike a balance between **modern minimalism** and **educational inspiration**, aligning with the core values of empowerment, inclusivity, and practical leadership development. Also see current version of the company’s Overview Sheet (i.e., 1-pager).

**5. Deliverables & Timeline**

* Initial design concepts due **within 5 business days** of project acceptance
* All final deliverables will include multiple logo formats as noted above
* Delivery should include a short rationale for each proposed design

**6. Project Management**

This engagement is being managed by **Alinea Growth Advisors**, the fractional marketing consultant to CLS.

* **All submissions, revisions, and communications must be handled through Alinea.**
* **Any direct contact with CLS will result in the immediate disqualification of submitted work** and termination of any prospective or pending engagement with the designer or firm.

Thank you for your interest in this opportunity to contribute to a meaningful brand transformation in the K-12 education space. We look forward to reviewing your concepts.