**Project Brief: Alinea Marketing Audit Teaser**

**Client:** Alinea Growth Advisors  
**Website:** [www.AlineaGrowth.com](http://www.AlineaGrowth.com)  
**Deliverable:** 1-page, double-sided teaser (PDF & print-ready)  
**Timeline:** Initial design variations requested within 3-5 business days

**About Alinea Growth Advisors**

Alinea Growth Advisors provides strategic growth and marketing advisory services to middle-market private companies and private equity portfolio companies. We specialize in uncovering the gaps between strategy, marketing execution, and measurable growth—helping businesses achieve accelerated results through data-driven, ROI-focused marketing frameworks.

**About Our Founder**

Founded by **Phil Curatilo**, a veteran marketing, sales, and strategy executive with decades of experience in Private Equity, Consulting, and B2B growth acceleration. Phil combines deep financial acumen with modern marketing expertise to deliver advisory services that resonate with financiers and operators alike. Given his 30+ year business career, he is considered ***“A Marketer with an Investor’s Mindset.”***

**Target Markets & B2B Audience Description**

* **Middle-Market Private Companies** seeking to professionalize and scale their marketing.
* **Private Equity Portfolio Companies**, especially in pre-closing diligence or post-closing “100-day plan” execution.
* **PE Sponsors & Independent Sponsors** requiring marketing clarity as part of investment theses.
* Decision-makers include: CEOs, CFOs, CMOs, PE operating partners, and deal teams.

Tone should appeal to **financially disciplined executives** who are skeptical of “fluff marketing” but demand **ROI clarity and strategic rigor**.

**Look & Feel**

* **Professional, confident, modern**—aligned with a C-suite and private equity audience. The audience is emphatically B2B (Business-to-Business), so designs should take on a professional look and feel.
* **Minimalist** layout emphasizing clarity, credibility, and sophistication.
* **Balance** of text and visuals (icons, infographics, or charts welcome to show process/outputs).
* **Typography:** clean sans-serif fonts (e.g., Helvetica Neue, Gotham, or similar).
* **Full bleed design**.

**Usage**

* Primary: **Digital PDF** for email distribution to executives and PE firms.
* Secondary: **Print handout** for meetings, conferences, and in-person presentations and leave-behinds.
* Should function as a **standalone piece**—professional enough to circulate without additional explanation.

**Color Palette**

Designers should use Alinea’s established brand palette (see website for examples):

* **Dark Green** (primary brand color)
* **Greys** (light and dark variations for hierarchy, shading, and background contrast)
* **Black** (accent and typography)

**Design Notes**

* **Format:** 1 page, **double-sided** (front as teaser introduction, back as details and credibility builder).
* **Front Side:** Headline, strong visual hook, and key message (“If you don’t know where you are, how can you get to where you want to be?”).
* **Back Side:**
  + Explanation of a Marketing Audit and its components (29 practice areas).
  + Why & When to conduct one (differentiating between private companies and PE Portcos).
  + Bullet-style highlights of deliverables (assessment, gaps, prioritized recommendations).
  + Photo of Phil Curatilo.
* **Iconography/Infographics:** Use sparingly to convey sophistication, not clutter.
* **Hierarchy:** Key takeaway points must be **scannable** within 30–60 seconds.
* Deliver in **editable formats** (Adobe InDesign/Illustrator) as well as PDF.

**Additional Sections to Guide Designers**

**Key Message & Tone**

The teaser must establish **trust and authority**—positioning Alinea’s Marketing Audit as an equivalent to a financial audit: rigorous, structured, and essential. Tone should be **insightful, direct, and results-oriented**.

**Call-to-Action**

Include a clear CTA at the end:  
“Schedule a conversation with Alinea Growth Advisors to discuss your Marketing Audit.”  
Contact details and website URL must be visible on both sides.

**Inspiration & References**

Design should **not** mimic generic consulting firm templates. Instead, aim for:

* **Professional Services Premium feel** (akin to Deloitte, Bain, or boutique PE advisors).
* **Concise storytelling** (mirroring investment memos/financial presentations).