

# Book Cover Design Brief — One Page

## **Leading Rapid Reinvention™**

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#### **Purpose**

This cover must signal authority, depth, and modern leadership intelligence at first glance. It is not a traditional business-book cover. It should feel quietly powerful, intellectually premium, and emotionally grounded — written by someone who has led inside complexity and pressure. The book must work for publishers, retail thumbnails, and as a status object on CEO desks.

#### **Positioning & Emotional Signal**

Strength without aggression. Wisdom without slowness. Movement without chaos. Confidence without ego. Modern relevance without trendiness. This is leadership under sustained pressure — the ability to hold complexity without collapse. Calm, assured, systemically aware.

#### **What This Must NOT Be**

Not loud, not motivational, not "New Age," not tech-startup glossy, not consulting-generic. No arrows, icons, diagrams, pathways, or literal frameworks. Intelligence should be felt, not explained.

#### **Conceptual Direction**

This book is about systems leadership under volatility. Visuals should suggest coherence, containment, and non-linear strength — not illustrate frameworks. Enduring strength formed through pressure and time is a useful conceptual reference, not a literal instruction.

#### **Restraint, Space & Containment**

Authority emerges through restraint. White space (or visual breathing room) is essential. The system should feel held, bounded, and intentional — never crowded or overworked.

#### **Colour & Typography**

Colour palette and typography are locked per the brand guidelines provided. No new colours or fonts should be introduced. Execution should avoid glow, sparkle, or decorative effects — materials should feel designed, architectural, and composed.

#### **Audience & Authority**

Written for CEOs, C-suite, board-level readers, and experienced leaders who distrust hype. The cover must earn respect before a word is read — calm, coherent, and quietly confident.

#### **Creative Invitation**

This is not an execution brief. Designers are invited to challenge assumptions, explore restraint, and present 2–3 distinct conceptual directions. The final test: placed beside global leadership classics, this cover should quietly signal depth and inevitability.