# TEAM STRUCTURE OVERVIEW

Meet the leaders, functional leads, and contributors shaping culture



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# THE MINDS BEHIND THE WORK

### WARM EDITORIAL COVER

Introduce the team with a warm, editorial cover that fits pitch decks and proposals

### TEAM PHOTO CONTAINER

Use a collective team photo container with subtle stone background and electric indigo accents

### BRAND TAGLINE LINE

Add the brand tagline as a single line to anchor the narrative tone

### CREATIVE LEADERSHIP POSITIONING

Include a quick positioning line that signals creative leadership and client-ready craft

### SYMMETRICAL SPACING AND TYPE

Set visual rhythm with symmetrical spacing and charcoal typography for readability

# EXECUTIVE LEADERSHIP

| C-Suite Lead | Bio Summary | Key Achievement |
|---|---|---|
| CEO/GM | Vision + client outcomes focus | One-line impact tag |
| Creative Director | Brand + narrative leadership | One-line creative win |
| Head of Strategy | Go-to-market + positioning | One-line strategy result |

# CORE FUNCTIONAL LEADS

### 4-COLUMN CARD GRID

Use a 4-column card grid for Product, Engineering, Design, and Growth leads

### CARD SYMMETRY & LAYOUT

Keep each card symmetrical with a rounded avatar cutout and a role-first title

### BIO AND ACHIEVEMENT TAG

Pair each lead with a brief bio and a punchy single-line achievement tag

### CLIENT-FACING ACHIEVEMENTS

Highlight cross-functional impact by writing achievements in client-facing language

### CARD CONTENT ORDER

Match card hierarchy: role name first, then bio, then the achievement tag last

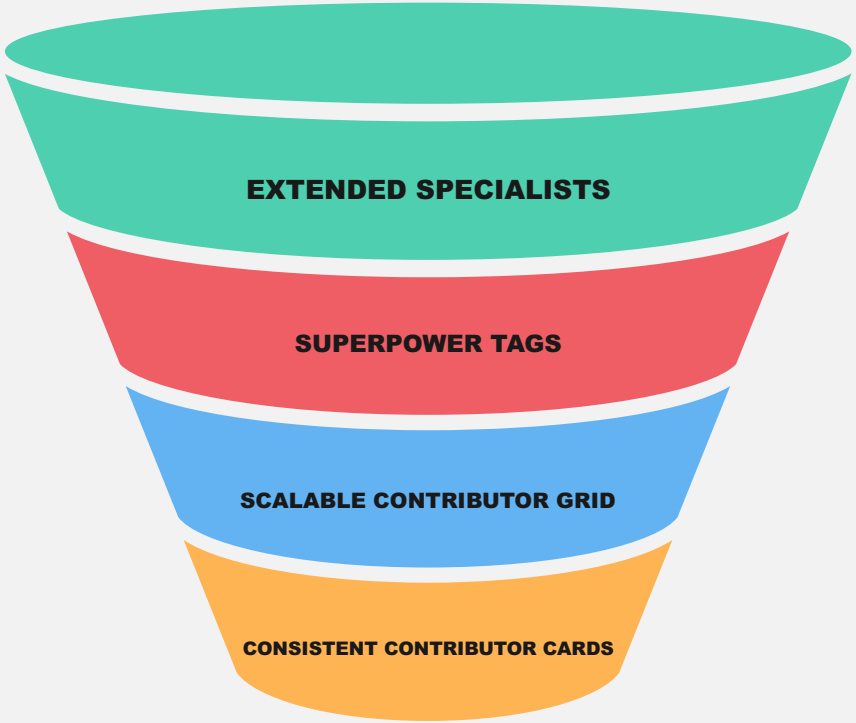
# SPECIALISTS & CONTRIBUTORS

Show extended specialists with rounded avatar frames and clear names

Add superpower tags to group skills without long bios

Use a grid that scales from 6 to 14 contributors while staying visually balanced

Keep each card consistent: avatar, name, superpower tag for fast scanning



# CULTURE & VALUES

## FEATURE DIVERSITY STATS

Feature diversity stats as a bold, credible highlight card in warm stone tones

## WORKING PHILOSOPHY

Working philosophy: how the team collaborates and delivers

## TEAM AWARDS

Team awards as proof points with a clean, single-line recognition tag

## TRUST, CRAFT, AND PARTNERSHIP

Culture message that reinforces trust, craft, and client partnership