

Corporate Design

- Client:
Intericap M&A
- Industry:
Financial –
Mergers and Acquisitions

LOGO DESIGN

The logo was designed using contemporary fonts paired with an old-style ampersand. A lined pattern superimposed on the "M&A" evokes engraved currency notes. The color palette — forest green and soft grey — is conservative, solid and soothing, and again evokes money.



Logo Variations:

- solid grey and grey tint
- reversed "M&A", for printing on light colors
- pale grey, for printing on dark colors
- grey "M&A" and reversed company name, for printing on dark colors



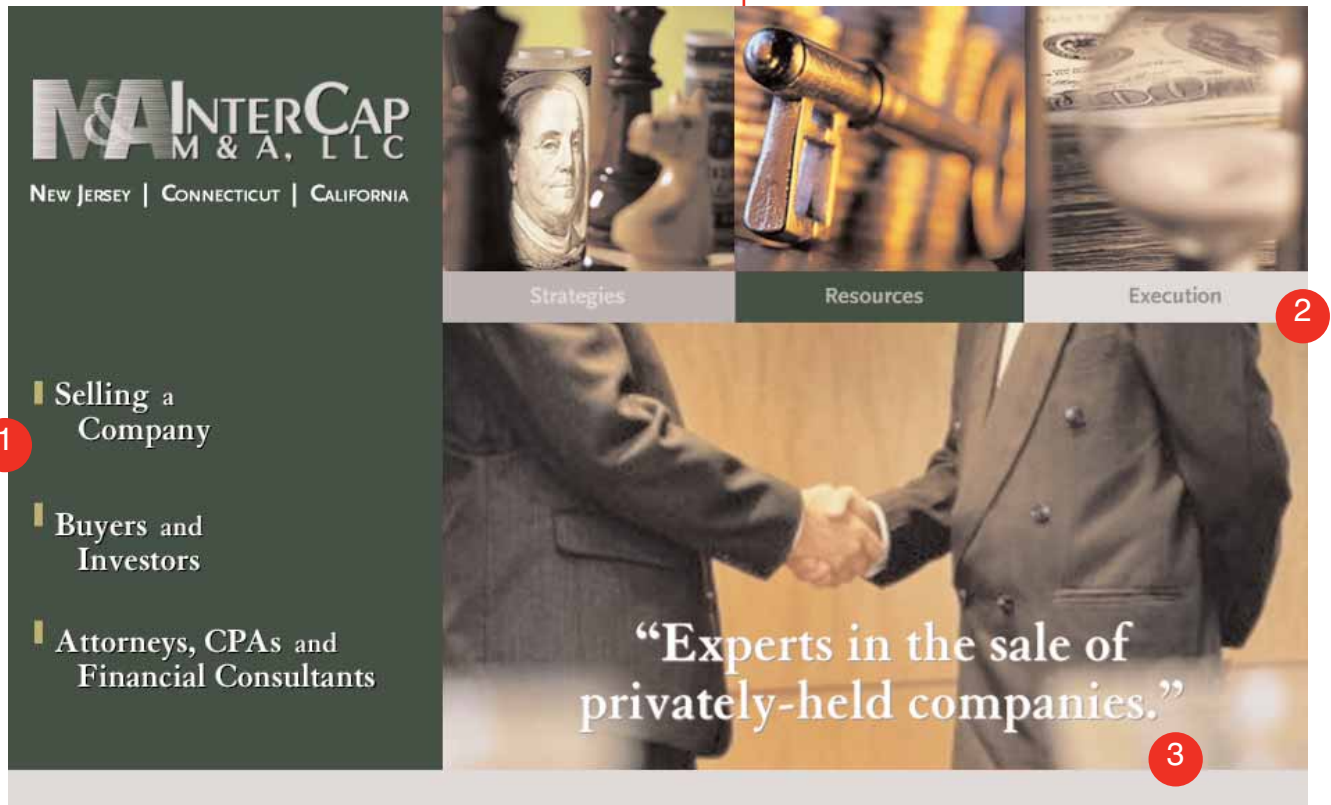
Spot Logos:



WEBSITE

Home Page:

The homepage was designed as a graphical introduction to the website, with little content.



- 1: Home page leads to three subsections:
 - for Sellers
 - for Buyers and Investors
 - for Attorneys, CPAs and financial consultants
- 2: Page features a simple animation of key words – strategies, Resources, and Education – fading up.
- 3: Quotes are introduced as a key design feature.

Website, continued

Website interior pages:

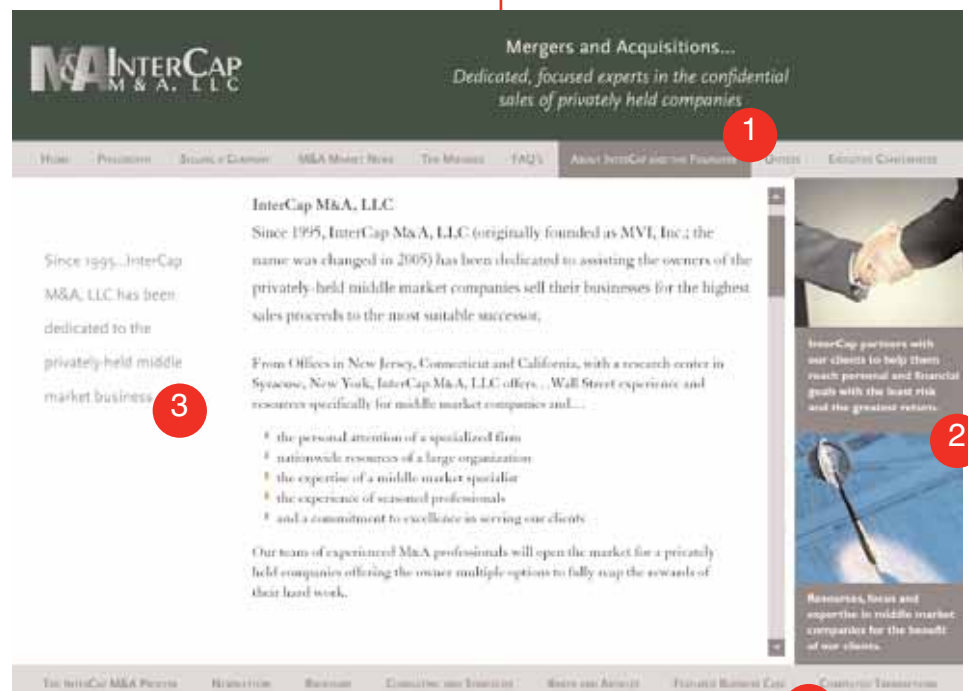
The three subsections of the site are designed identically. Pages relevant to individual subsections are repeated, so that visitors can concentrate on the subsite geared towards them.

1: Top and bottom menus feature rollovers highlighting active page.

2: Pulled quotes and stock images are repeated.

3: Facts about InterCap's process and record are highlighted on every page.

4: InterCap's brochure, back issues of the quarterly newsletter, and fact sheets can be downloaded from dedicated pages.



STATIONERY

The stationery set was designed to be clean and simple.



MID-ATLANTIC OFFICE **Michael Ryan**
182 Lake Road **Managing Director**
Morristown, NJ 07960 **mryan@intercap.us**
t. 973.984.2929
f. 973.656.8817
www.intercap.us

EXPERTS IN THE SALE OF
PRIVATELY-HELD COMPANIES



MID-ATLANTIC OFFICE
182 Lake Road
Morristown, NJ 07960

BROCHURE

The 6-panel brochure carries builds on the design established by the company logo and stationery.

- 1: The corporate color palette is heavily utilized
- 2: Quotes from company officials and clients are introduced. These will become a recurring feature of InterCap's publications, and reinforces the company's expertise and solidity.
- 3: Stock images soften the design, and provide relief from the extensive text.



COLLATERAL

Newsletter Design:

Design elements introduced in the brochure design are repeated:

- pulled quotes
- text boxes highlighted by a soft grey gradient
- stock imagery

Fact sheets:

Downloadable as print-optimized PDF from Intercap's website.

INTERCAP M&A, LLC NEWSLETTER
SPRING 2018 NEWSLETTER

THINK DIFFERENT - INTELLECTUAL PROPERTY AND THE VALUE OF A FRESH PERSPECTIVE

When it comes to intellectual property (IP), most people think of patents, trademarks, and copyrights. But what about the less obvious forms of IP, such as trade secrets, know-how, and customer lists? These are often the most valuable forms of IP, yet they are often overlooked in M&A transactions. This article explores the importance of IP in M&A and offers fresh perspectives on how to identify and value these assets.

MISTAKE #3: Talking in the Wrong Tone

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INTERCAP M&A, LLC

WHY USE AN M&A INTERMEDIARY?

Experienced, full-service M&A intermediaries can help you identify and evaluate potential acquisition targets, negotiate terms, and manage the entire M&A process. They can also help you understand the value of your company and the value of potential targets. This page provides a comprehensive overview of the benefits of using an M&A intermediary.

- Exposed to a wider network of potential acquisition targets
- Experienced, full-service M&A intermediaries can help you identify and evaluate potential acquisition targets, negotiate terms, and manage the entire M&A process.
- M&A intermediaries can help you understand the value of your company and the value of potential targets.
- M&A intermediaries can help you navigate the complex M&A process, from target identification to deal completion.

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THE INTERCAP M&A PROCESS

SOME OF THE CHARACTERISTICS THAT BUYERS ARE SEEKING...

- Comprehensive Financial Figures
- Large Target Market
- Growth Market
- Capable Management Team
- Growth Capacity
- Barriers to Entry

OTHERS EXIST... INTERCAP'S COMPANY ANALYSIS IS IRREFUTABLY CRITICAL.

- Leading Edge Technologies
- Name Awareness
- Defensible Market Position
- Consistent Historical Results
- Critical Mass
- Recurring Revenue Streams

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