

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



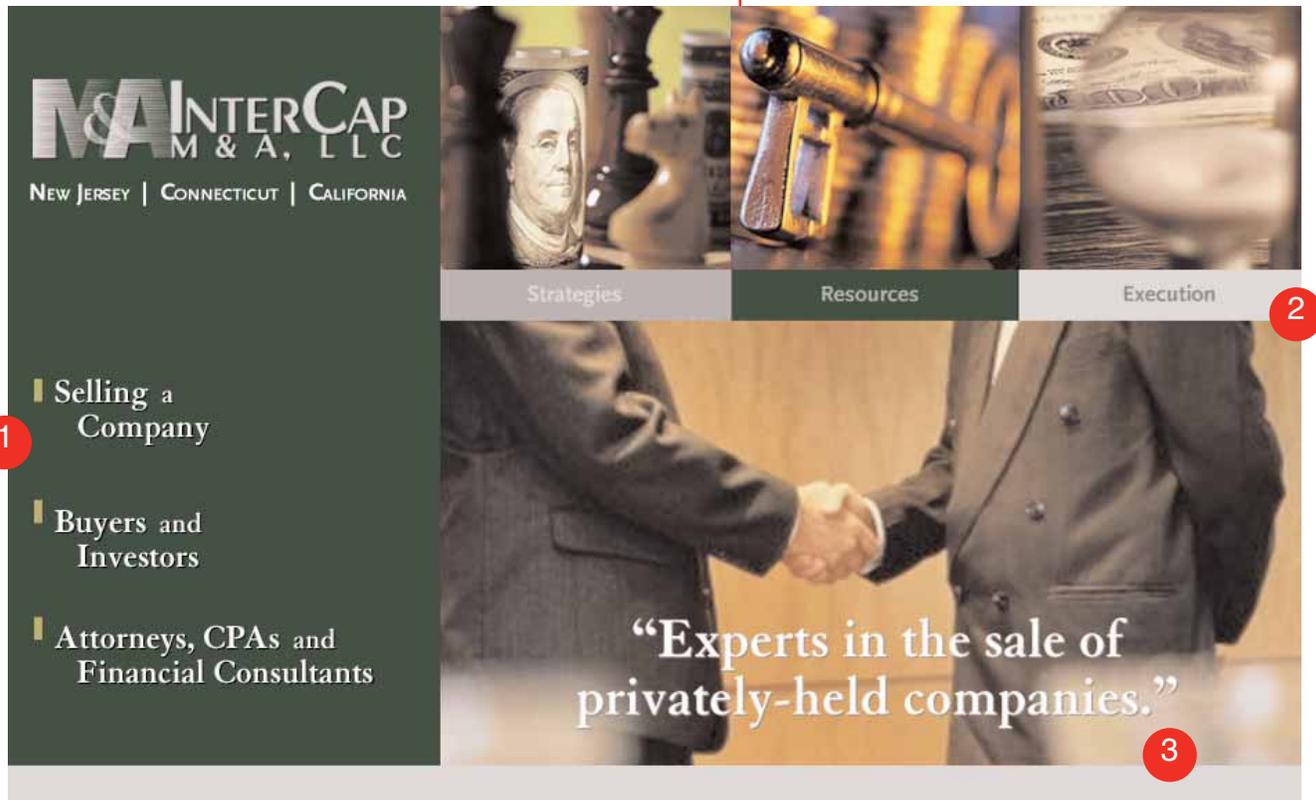
Spot Logos:



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:

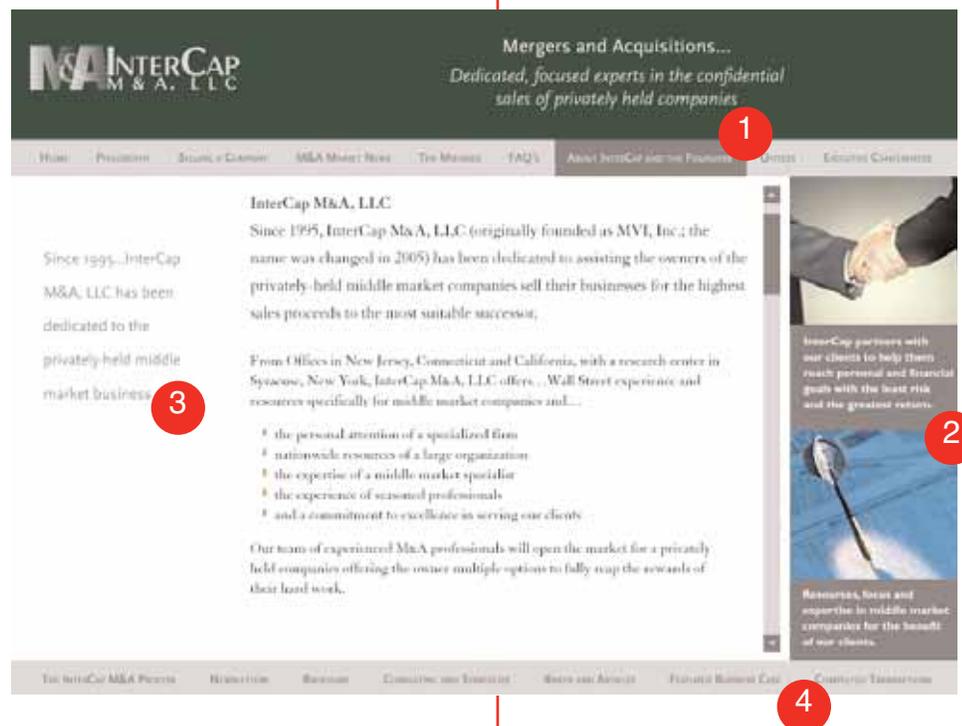
The three subsections of the site are designed identically. Pages relevant to individual subsections are repeated, so that visitors can concentrate on the subsite geared towards them.

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.



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EXPERTS IN THE SALE OF
PRIVATELY-HELD COMPANIES



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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
 EXPERTS IN THE SALE OF PRIVATELY-HELD COMPANIES

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 assets of a company, yet they are often overlooked in M&A transactions. It's time to think differently about IP and its value in a business sale.

MISTAKE #3: Selling in the Wrong Way

When it comes to selling a business, the most common mistake is selling the business as a whole, rather than as a collection of assets. This can result in a lower sale price and a less favorable outcome for the seller. Instead, consider selling the business as a collection of assets, such as IP, customer lists, and trade secrets. This can result in a higher sale price and a more favorable outcome for the seller.

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WHY USE AN M&A INTERMEDIARY?

It's time to consider a different way to sell your business. An M&A intermediary can help you find the right buyer for your business, negotiate the best terms, and manage the entire M&A process. This can result in a higher sale price and a more favorable outcome for the seller.

- Access to a larger pool of buyers
- Expertise in the M&A process
- Confidentiality
- Time savings
- Higher sale price
- Reduced risk

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THE INTERCAP M&A PROCESS

SOME OF THE CHARACTERISTICS THAT BUYERS ARE SEEKING...

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

OTHERS EXIST... INTERCAP'S COMPANY ANALYSIS IS KEY TO BEING CRITICAL.

- Leading Edge Technology
- Home Based
- Defensible Market Position
- Consistent Historical Results
- Critical Mass
- Recurring Revenue Streams

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