



NAVIGATION

CAPITAL PARTNERS // SPAC OPERATIONS

Branding Guidelines

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Vision

To be the premier SPAC destination,
a one-stop shop for SPAC deals

Mission

To shepherd extraordinary CEOs
through every stage the SPAC Process:
sponsor, IPO, and closing

Our Story.

In 2017, we raised a SPAC. Through that process, we recognized the current, sequential SPAC system is broken:

- Service-providers are fee-driven
- SPACs are in a disadvantaged negotiating position once the clock starts ticking
- Deal hunters cast a wide net
- There are significant hurdles to close: PCAOB audits and PIPE fundraising

Now we're applying our knowledge and experiences to SPACs in a novel way, shepherding extraordinary CEOs through every stage of the SPAC process:

- We are operating CEOs who know the SPAC industry inside and out. We've created standardized processes to accelerate and simplify the entire SPAC life cycle, lowering rates and shortening time to both IPO and business combination.
- Our process protects the sponsor/founder at-risk capital and shortens the time to close a business combination by
 - Making certain critical decisions before the SPAC IPO
 - And following a strict criterion for choosing a target company

Our Values

Adaptable & Fluid

We recognize the SPACs of today look different than those of tomorrow. We plan to create the SPACs of tomorrow, and know to do this will require flexibility and development of our approach.

Inventive

We take an engineering approach to deals: finding the right fit for you and the market. The evolution of deals requires resilience and workability,

Dogged & Relentless

We are determined to make a deal work.



Brand Personality.



Visionary & Forward-Looking



Approachable & Friendly

Visual Look & Feel



Crisp & Fresh



Movement & Momentum



Our Logo Before



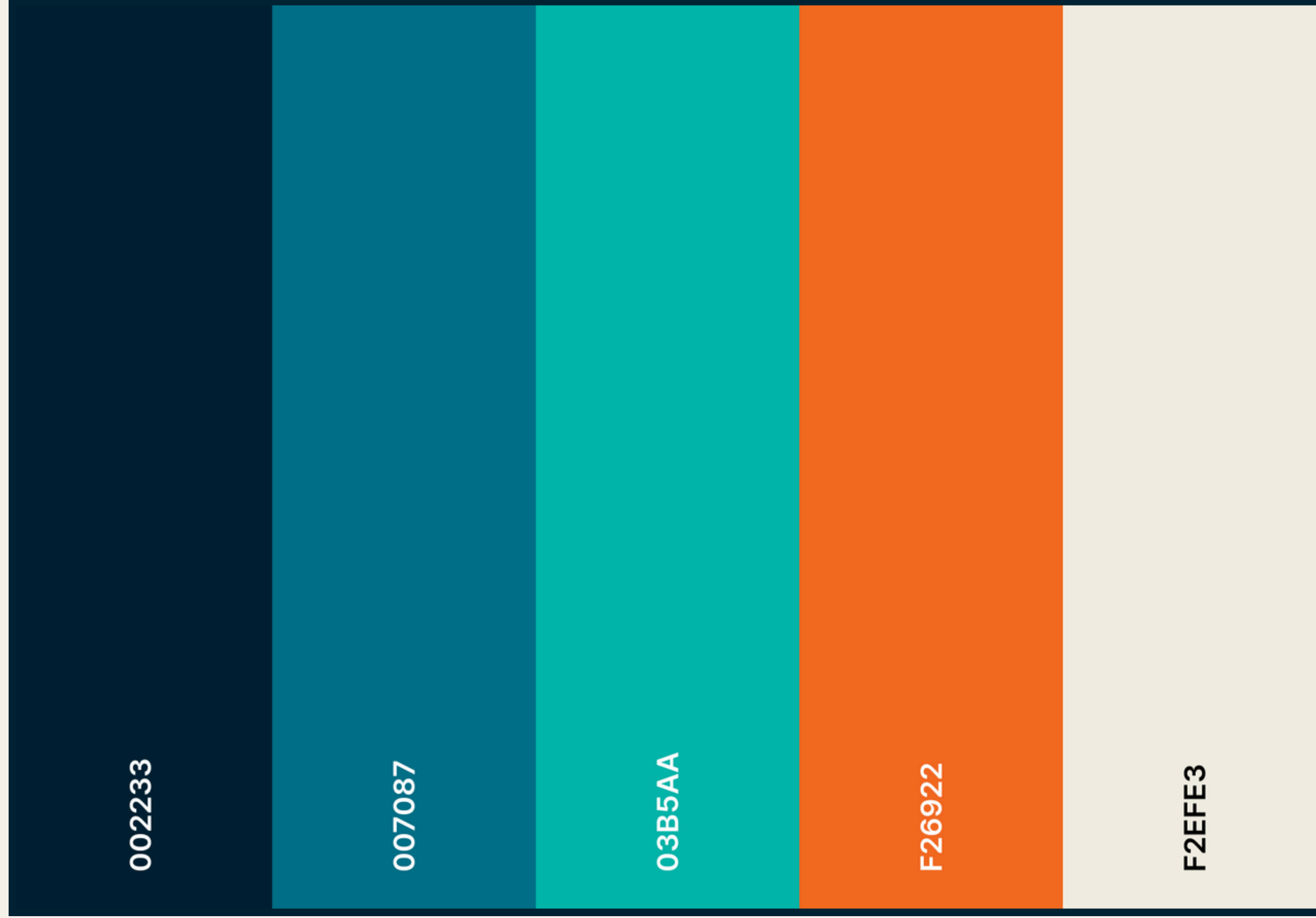
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Our Logo Now

The Logo Emblem can be used on its own in brand colors and in black and white



Color Palette



Typography.

Brandon Grotesque

Light

abcdefghijklmnopqrstuvwxy

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

Bold

abcdefghijklmnopqrstuvwxy

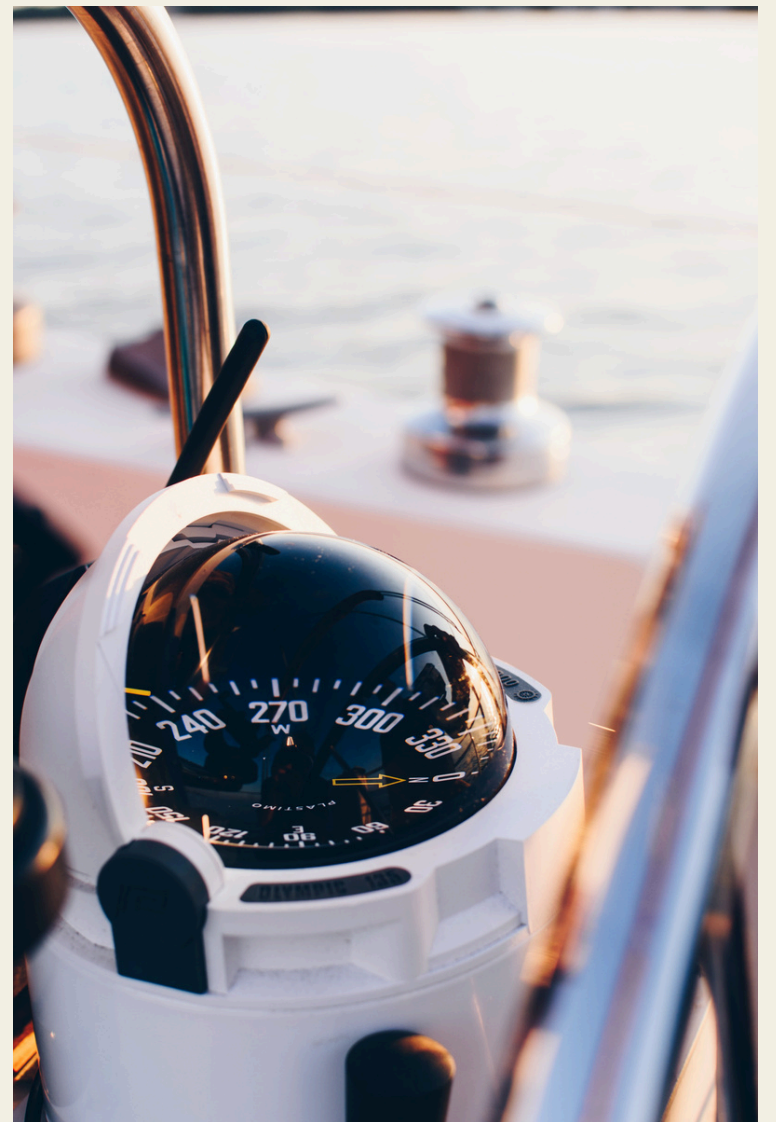
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Brand Imagery.