

Graphic Icon List

12 icons to represent the topics our content site covers:

- Plan (business planning)
- Launch (launching a new business)
- Grow (growing a business)
- Exit (selling a business)
- M&A (buying a business)
- Advisory (advising/consulting with a business)
- Accounting/Financial (how to read a company's financials)
- Operations (operating a business)
- Valuation (how to value a business)
- Technology
- Leadership and Employees
- Sales and Marketing

14 icons to represent the type of content we offer:

- eBook/Digital Document download (selling and downloading digital documents)
- Video
- Webinars
- Blog post
- Podcast/audio
- Q&A (question and answer)
- Survey (reader survey and responses)
- Quotes (famous quotes or important call outs or summaries)
- Raising Capital/Financing a business
- Infographics (an icon that represents our infographics that they can sort on to see/download)
- Recommended Products (products or services we recommend)
- Comparisons (comparisons we do of products or services)
- Key Statistics (key factoids we will publish)
- Recommended Reading

9 social media Icons:

- Facebook
- YouTube
- Twitter
- Vimeo
- Instagram
- Pinterest
- Google Plus
- LinkedIn
- Quora