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**Seacoast Capital – Business Card Redesign**

**Objective:** Change layout of current business card (attached) to ensure full view of tagline lock-up and incorporate a more contemporary design (but not too modern) to give the cards a classic and sophisticated look and feel.

**Who is Seacoast Capital:** Founded in 1994, with offices in Boston, Massachusetts and San Francisco, California, Seacoast Capital ([www.seacoastcapital.com](http://www.seacoastcapital.com)) invests non-controlling equity and debt capital in partnership with management in lower middle market companies. Seacoast is industry agnostic and typically invests $5 million to $25 million of capital in companies with $10 million or more in revenue and $2 million or more of EBITDA. Capital is used to support growth, refinancings, acquisitions, family ownership and wealth transfers, shareholder liquidity events, and partnership or management buyouts. Geographically, Seacoast invests anywhere in the United States. Since its inception, Seacoast has managed over $600 million of capital which the firm has invested in more than 70 privately held companies. Currently investing its fourth fund, Seacoast Capital Partners IV, L.P., the firm continues to actively seek out new investment opportunities.

**Target Markets:** Primarily Business-to-Business (B2B) intermediaries (e.g., investment bankers, business brokers, attorneys, accountants, wealth managers, senior lenders, etc.) and private company owners and their management teams. Secondary target market includes current and prospective investors in Seacoast Capital funds.

**Notes:**

1. Use current logo/tagline lock-up (attached). **PLEASE, DO NOT ATTEMPT TO CHANGE THE LOGO AT THIS TIME.**
2. Paper likely to be heavier card stock, presenting a substantial and sophisticated look and feel to the recipient.
3. Paper color likely to be bright white with matte finish.
4. Business card size should be the standard U.S. rectangular size (3.5 inches X 2 inches), displayed horizontally.
5. Incorporate current Seacoast color scheme (see attached for primary and secondary colors)
6. Each business card should contain the following:
   1. Logo/tagline lock-up (should be the largest item on the page).
   2. Person’s full name.
   3. Person’s title.
   4. Direct Tel, Main Tel, and Mobile numbers.
   5. Email address.
   6. Mailing address (includes street, suite #, city, state, zip code).
   7. Seacoast Capital web site URL ([www.seacostcapital.com](http://www.seacostcapital.com)).
7. The items sited above, can be displayed in groups but not all together in one group.
   1. Primary Seacoast Capital colors (see attached palette) can be incorporated, if the designer wishes. Primary colors include the two Seacoast blues, blacks, and grays.
8. Design should be one-sided only. Nothing should appear on the back of the business card.
9. Design should ensure the perception is of a successful, sophisticated, and accomplished investment firm. The card can be more contemporary, but not overly so.