

# Business Navigators Media Kit

*Making the Impossible Possible*

## Company facts

|                   |                                                                                                                                                                |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Company           | Business Navigators                                                                                                                                            |
| Tagline           | Making the Impossible Possible                                                                                                                                 |
| What we do        | LinkedIn business development, executive meeting booking, fractional leadership, automation, recruiting and cyber defense for founders and growth-stage teams. |
| Flagship services | ExecNaviX, NavX Agent, Fractional Business Development, Command Center, CareerX                                                                                |
| Who we serve      | Founders, executives, coaching businesses, veteran-led organizations, nonprofits and multi-brand media groups.                                                 |
| Website           | <a href="https://thebusinessnavigators.com">https://thebusinessnavigators.com</a>                                                                              |
| Press contact     | <a href="mailto:circle@thebusinessnavigators.com">circle@thebusinessnavigators.com</a>                                                                         |
| LinkedIn          | <a href="https://www.linkedin.com/company/the-business-navigators">https://www.linkedin.com/company/the-business-navigators</a>                                |

## Boilerplate (approved)

Business Navigators is a growth systems firm that helps founders and executives open the right conversations and run the business behind them. Its flagship service, ExecNaviX, delivers done-for-you LinkedIn business development and executive meeting booking from a leader's own profile, with no ads, no cold email and no purchased lists. The firm also provides fractional business development leadership, automation, recruiting and cyber defense within the Business Navigators ecosystem. Learn more at [thebusinessnavigators.com](https://thebusinessnavigators.com).

## Short boilerplate (50 words)

Business Navigators helps founders and executives book qualified executive meetings and build the systems behind growth. Services include ExecNaviX (done-for-you LinkedIn business development), fractional business development leadership, automation, recruiting and cyber defense. Making the Impossible Possible. [thebusinessnavigators.com](http://thebusinessnavigators.com)

# Logos and brand usage

## Wide lockup



## Circle mark



## Consulting logo



## Rules

- Use on dark backgrounds. Do not recolor, stretch, rotate or add a square frame.
- Circle marks are always shown as full circles with clear space equal to 10% of the diameter.
- Do not place the logo over busy photography or gradients that reduce contrast.
- Refer to the company as "Business Navigators" (two words, capitalized). Service names: ExecNaviX, NavX Agent, CareerX.

## Brand colors

|                                                                                     |        |         |
|-------------------------------------------------------------------------------------|--------|---------|
|  | Navy   | #0B1020 |
|  | Gold   | #C89B3C |
|  | Blue   | #234E8A |
|  | Silver | #D8DEE9 |

## Typography

Headings: elegant serif. Body: clean sans-serif. Headings in gold, body in silver, interactive text in white. No em or en dashes in copy.

## Interview topics

- How founders book executive meetings from LinkedIn without ads or cold email
- Fractional business development leadership for growth-stage companies
- The Founder Bottleneck: why the owner becomes the constraint and how to fix it
- Automation and AI agents inside small executive teams
- Cyber defense basics for founder-led companies

Logo files (PNG) and the press release template are available at [thebusinessnavigators.com/press](https://thebusinessnavigators.com/press). Client quotes on that page are cleared for use with the attribution shown.