

# MATTHEW TOWMAN

## Personal Branding Proposal

Film Producer, Creative Consultant,  
& Business Owner

## BACKGROUND RESEARCH

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### CLIENT

Began his career as a freelance producer in 2010 working with a number of independent production companies in Ireland. During that time he brought several features from pre-production through to distribution while also gaining experience in the corporate and commercial sector.

Started Bankhouse Productions in 2014, a multi-disciplined creative production company that produces Feature Films, TV, Advertisements and Animated videos, and is in charge of every step of the production process from pre to post. Won Most Innovative business and produced a nationwide cinema release, *South*, which won 'Best Feature' in two festivals.

Produced the documentary and program *The Evolution of Success* as well as two features, *The Ecstasy of Isabel Mann* and *Urban Traffik*.

Companies include, *The Evolution of Success*, Bankhouse Media, Bankhouse Productions, Feature Film School, and Sarah Godfrey Fitness

Splits his time between Dublin, Ireland and Los Angeles, CA.

### PROJECT

Create a new brand for Matthew Towman including a new logo, typography and new brand colors, as well as a complete reconstruction of his online presence including social media. His next project that he is doing as an independent venture is becoming an advisor on Mindset & Marketing, and how to gain financial freedom.

### OBJECTIVES

While Matthew Towman already has a brand for his two companies, Bankhouse Productions and Bankhouse Media, it is imperative that he build a brand for himself in order to make his name more well known as well as to make him stand apart from the competition, build a complete online empire for Mindset & Marketing, and becoming a leader in the mindset & marketing area.

### AUDIENCE

The audience would most likely be people living in Ireland because of his location. Due to Matthews previous involvement in a self help documentary and program, his audience will likely be people seeking guidance and life advice, with an age range of about twenty to forty due to these years being the most unstable and unpredictable times of peoples lives with a lot of ups and downs. His audience may also include fellow film makers as well as Media Networks looking for films and productions to get involved in, which could include people who are financially in the upper middle class or upper class.

### MESSAGE

Matthew has experienced what it felt like to hit the bottom of the barrel but was able to completely re-build himself, therefore his message will be one that will help people in similar situations to better themselves and take hold of their life. Matthew's company Bankhouse Productions produced a self help documentary and program called *The Evolution of Success*, which has been incredibly successful, and by branding himself Matthew would be able to expand on the topics he spoke on in the film and become a strong social figure both behind the scenes and in front of the camera.

**PROJECT FREE WRITE**

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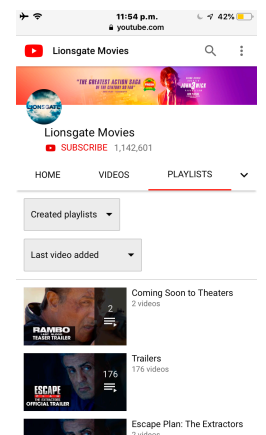
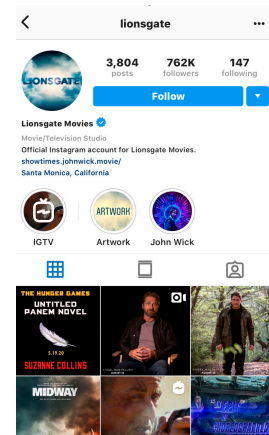
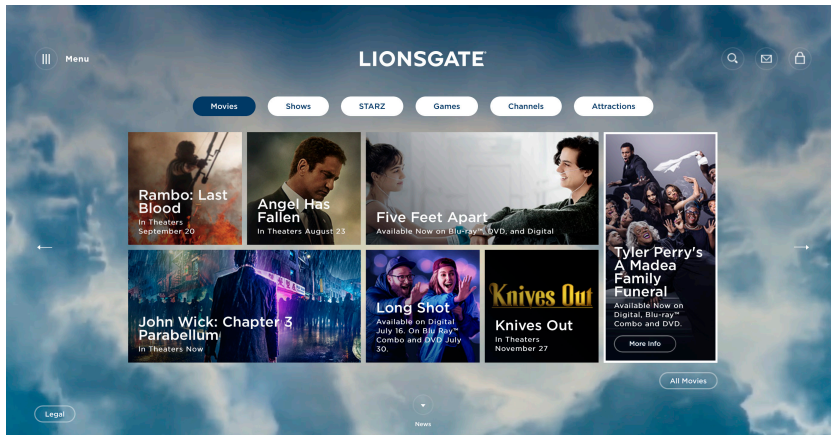
The goal of this proposal is to create a personal brand for the producer Matthew Towman aside from his two companies, Bankhouse Media and Bankhouse Productions. By building the Matthew Towman brand, his name will become more recognizable which will generate more leads toward his other two companies as well. Creating a logo, color scheme, and typography, for Matthew Towman we can create a more recognizable brand around Matthew rather than just giving people a name to remember. Branding guidelines and a new social media presence will set Matthew apart from other producers and film makers that he would be competing with.

Through research of other similar companies as well as large internationally successful producers, I hope to find ideas on what aspects of these companies are working and be able to incorporate them into the Matthew Towman brand. A lot of the producers I have researched so far are using a black and white minimalist logo with full wording, however I chose to shorten the Matthew Towman logo into just initials to create a more recognizable design rather than just a name that people have to remember. Similar to the Pixar lamp, the Matthew Towman initial logo will be something that stands out in people's minds among all of the other production companies that have taken a more informative approach through their logo and their design.

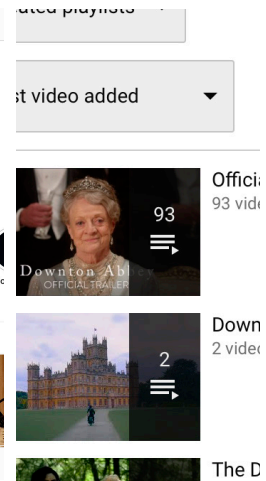
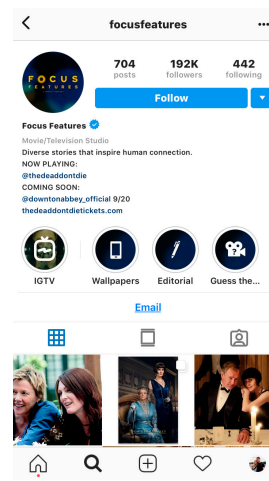
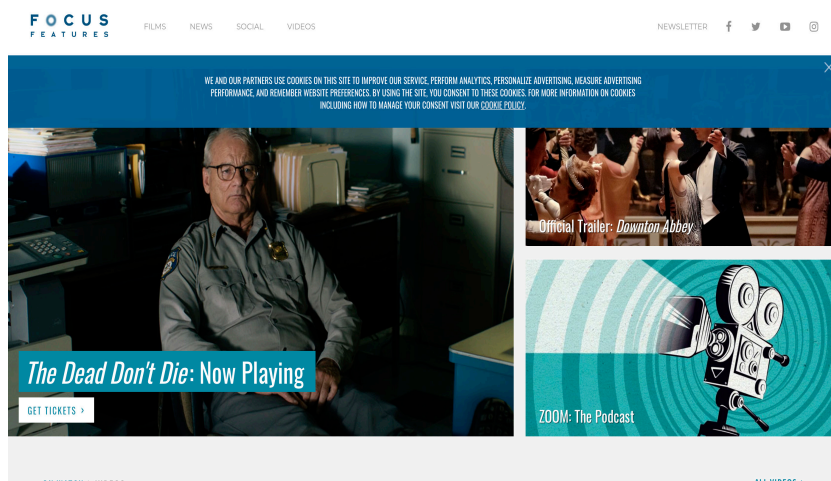
## PRODUCTION COMPETITOR AUDIT

### LARGE INTERNATIONAL PRODUCTION COMPANIES

#### Lionsgate

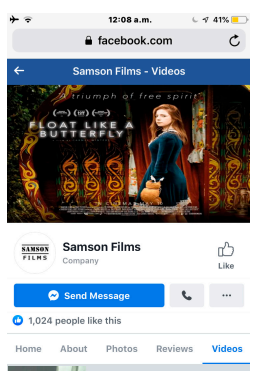
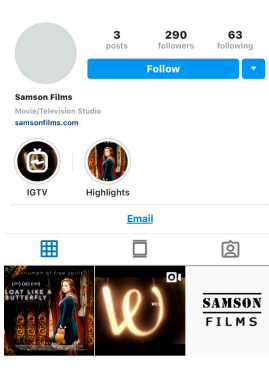
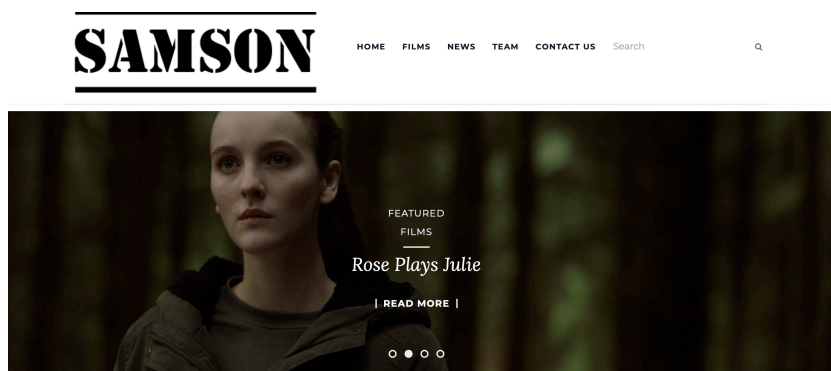


#### Focus Features



### LOCAL PRODUCERS

#### Samson



About Samson

Search... SEARCH



## CREATIVE CONSULTANT COMPETITOR AUDIT

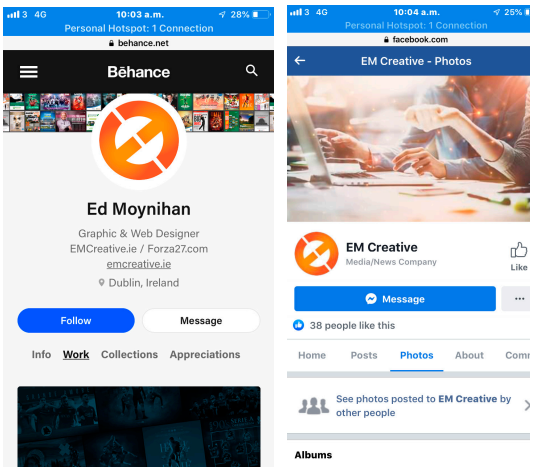
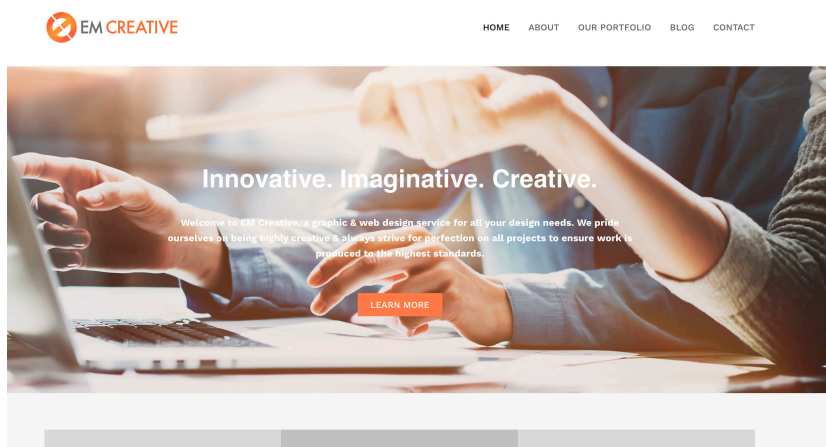
### LARGE INTERNATIONAL CREATIVE CONSULTANTS

#### Ogilvy

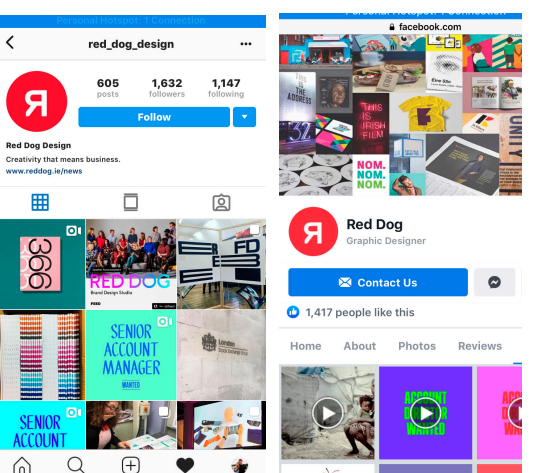
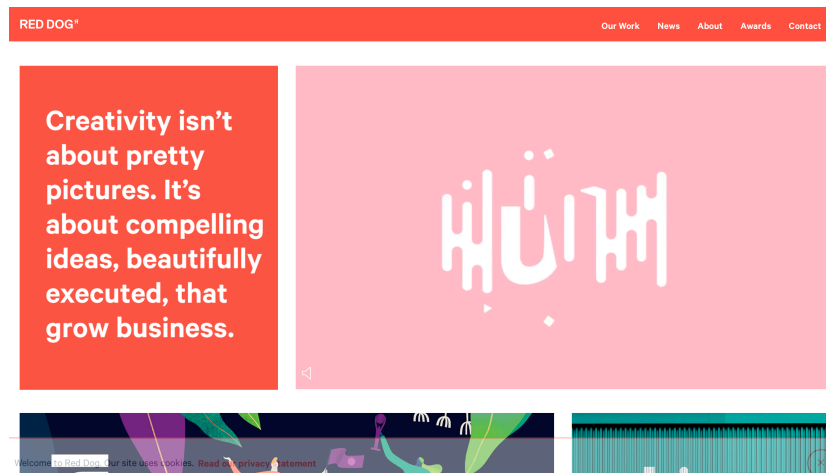


### LOCAL CREATIVE CONSULTANTS

#### EM Creative

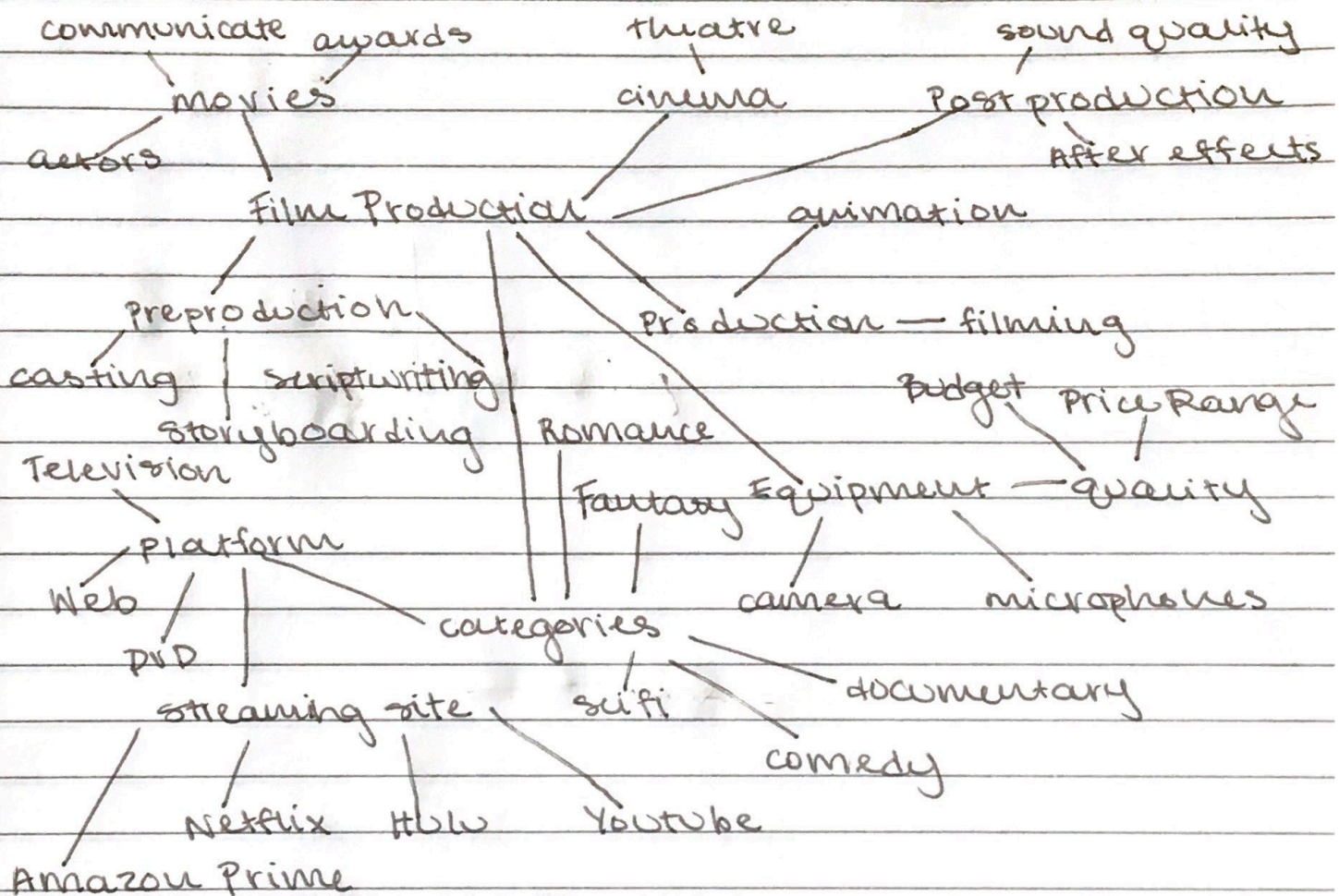
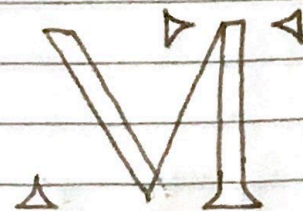
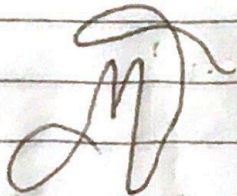
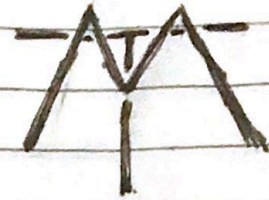


#### Red Dog



## A handwritten capital letter 'A' on lined paper. The letter is formed by two diagonal strokes meeting at a point in the middle line, and a vertical stroke extending from the middle line down to the bottom line. The letter is dark brown and appears to be made of a thick material like wood or a marker.

MATTHEW TOMAN



## LOGO IDEAS FOR MATTHEW TOWMAN BRAND

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MT



MT

MT

LOGO IDEAS FOR MATTHEW TOWMAN BRAND

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MATTHEW TOWMAN

MT

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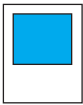
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MATTHEW TOWMAN

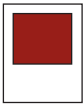
BRAND COLOUR OPTIONS PALETTE



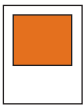
Pantone 533  
CMYK C100 M83 Y46 K13 / RGB R45 G64 B99 / #1E4164



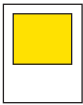
Pantone Process Blue  
CMYK C100 M0 Y0 B0 / RGB R0 G169 B239 / #1E4164



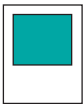
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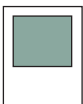
Pantone 159  
CMYK C0 M66 Y100 B7 / RGB R199 G118 B45 / #1E4164



Pantone P 4-8 C  
CMYK C0 M8 Y100 B0 / RGB R250 G222 B0 / #FADE00



Pantone 3275  
CMYK C99 M1 Y45 B0 / RGB R45 G166 B164 / #1E4164



Pantone 5645  
CMYK C49 M24 Y38 B100 / RGB R148 G166 B158 / #1E4164





## TITLE TYPOGRAPHY

YOUR TYPEFACE

A B C D E F

A B C D E F G

A B C D 1 2 3 4

your typeface

a b c d e f

1 2 3 4 5

YOUR TYPEFACE

A B C D E F

a b c d e f g

a b c d 1 2 3 4

Lulo Clean

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Would be used for titles

Downside to this font is that it lacks a lowercase font, however it is a very bold and recognizable font without being excessive and it does have variation in the capital letters.

Aery

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Another option for title text

The downside to this font is a lack of uppercase characters, however the use of solely lower case would be very unique.

Could also just be used for a logo type

EloquentJFPro

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Serif title text

More of an elegant style typeface but still minimalist and modern and would pair nicely with a clean sans serif body text.

Downside is that their is only one weight

## TITLE TYPOGRAPHY

YOUR TYPEFACE

A B C D **E F G H I**

a b c d e f g h i j k

a b c d 1 2 3 4 5

Montserrat

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Would be used for body text

An obviously classic typeface that has stood the test of time and comes in many different varieties of fonts and weights.

Easy to pair with any typeface

YOUR TYPEFACE

A B C D E F

a b c d e f

1 2 3 4 5 6

Athelas

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A serif option of body text

Using a serif body text is a more classic use of type, however it could prove harder to pair with more ornate logo fonts.

Comes in regular and bold weights however they don't differ very much.

YOUR TYPEFACE

A B C D E F

a b c d e

a b c d 1 2 3 4

Kohinoor Telugu

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Would be used for body text

Typeface is a typical sans serif font that is more condensed to allow it to be more original in the brand; comes with five different weights.

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