

# MATTHEW TOWMAN

## Personal Branding Proposal

Film Producer, Creative Consultant,  
& Business Owner

## BACKGROUND RESEARCH

### 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 peoples 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

The image shows the Lionsgate website on the left and its YouTube channel on the right. The website features a dark blue header with the 'LIONSGATE' logo and a navigation bar with 'Movies', 'Shows', 'STARZ', 'Games', 'Channels', and 'Attractions'. Below the header, there are several movie posters: 'Rambo: Last Blood', 'Angel Has Fallen', 'Five Feet Apart', 'John Wick: Chapter 3 - Parabellum', 'Long Shot', and 'Knives Out'. The YouTube channel page shows 3,804 posts, 762K followers, and 147 following. It has sections for 'HOME', 'VIDEOS', and 'PLAYLISTS'. Under 'VIDEOS', there are sections for 'Created playlists', 'Last video added', and 'Coming Soon to Theaters' (2 videos). Under 'PLAYLISTS', there are sections for 'Trailers' (176 videos) and 'Escape Plan: The Extractors' (2 videos).

## Focus Features

The image shows the Focus Features website on the left and its Instagram channel on the right. The website has a dark blue header with the 'FOCUS FEATURES' logo and a navigation bar with 'FILMS', 'NEWS', 'SOCIAL', and 'VIDEOS'. Below the header, there is a banner for 'The Dead Don't Die: Now Playing' with a 'GET TICKETS' button. The Instagram channel shows 704 posts, 192K followers, and 442 following. It has sections for 'Created playlists', 'Last video added', and 'Official' (93 videos). Under 'Last video added', there is a thumbnail for 'Downton Abbey OFFICIAL TRAILER'. Under 'Official', there are thumbnails for 'Down' (2 videos) and 'The D'.

## LOCAL PRODUCERS

## Samson

The image shows the Samson website on the left and its Facebook page on the right. The website has a dark blue header with the 'SAMSON' logo and a navigation bar with 'HOME', 'FILMS', 'NEWS', 'TEAM', 'CONTACT US', and 'Search'. Below the header, there is a large image of a woman's face with the text 'FEATURED FILMS' and 'Rose Plays Julie'. The Facebook page shows 3 posts, 290 followers, and 63 following. It has sections for 'Samson Films', 'IGTV', 'Highlights', 'Email', and 'Samson FILMS'. Under 'Samson FILMS', there are thumbnails for 'TRIUMPH OF FREE SPIRIT' (100 min), 'FLY LIKE A BUTTERFLY' (100 min), and 'SAMSON FILMS'.

## CREATIVE CONSULTANT COMPETITOR AUDIT

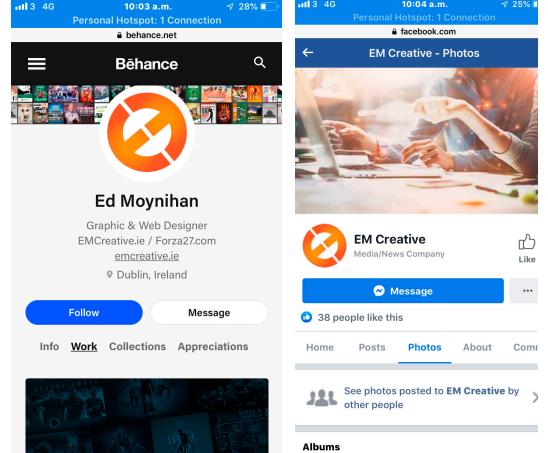
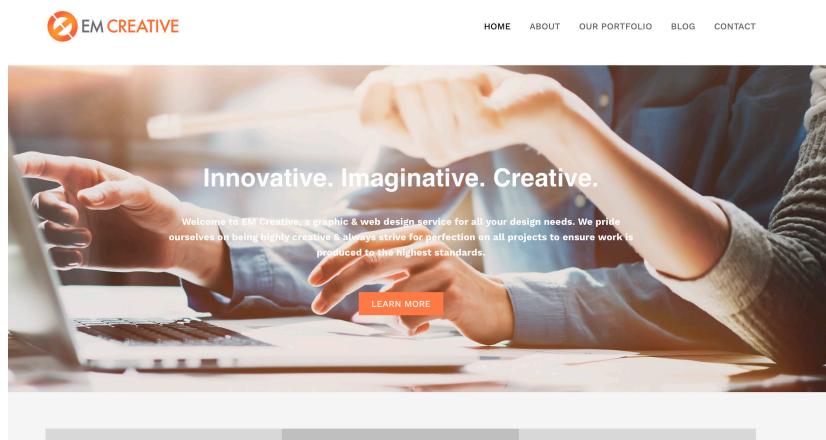
## LARGE INTERNATIONAL CREATIVE CONSULTANTS

## Ogilvy

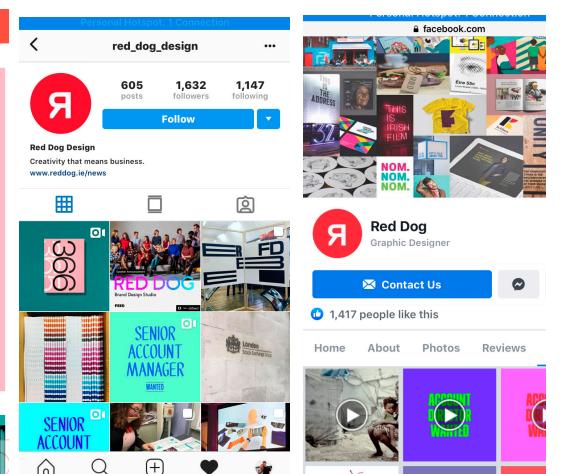
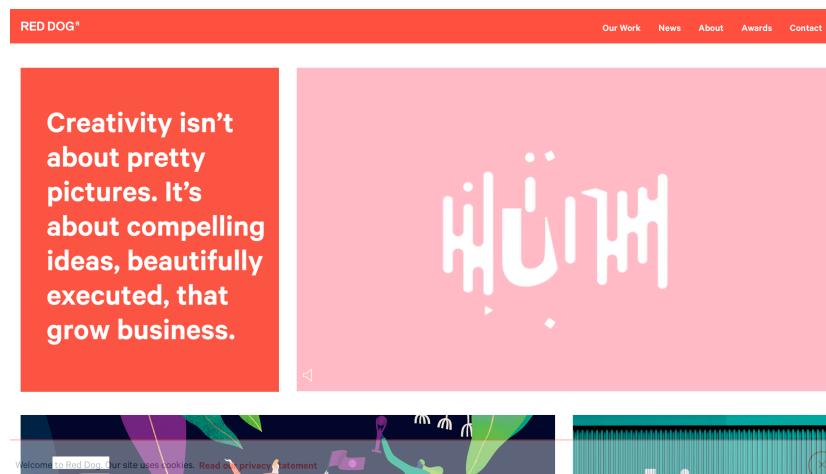


## LOCAL CREATIVE CONSULTANTS

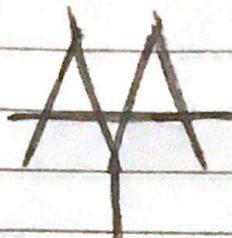
## EM Creative



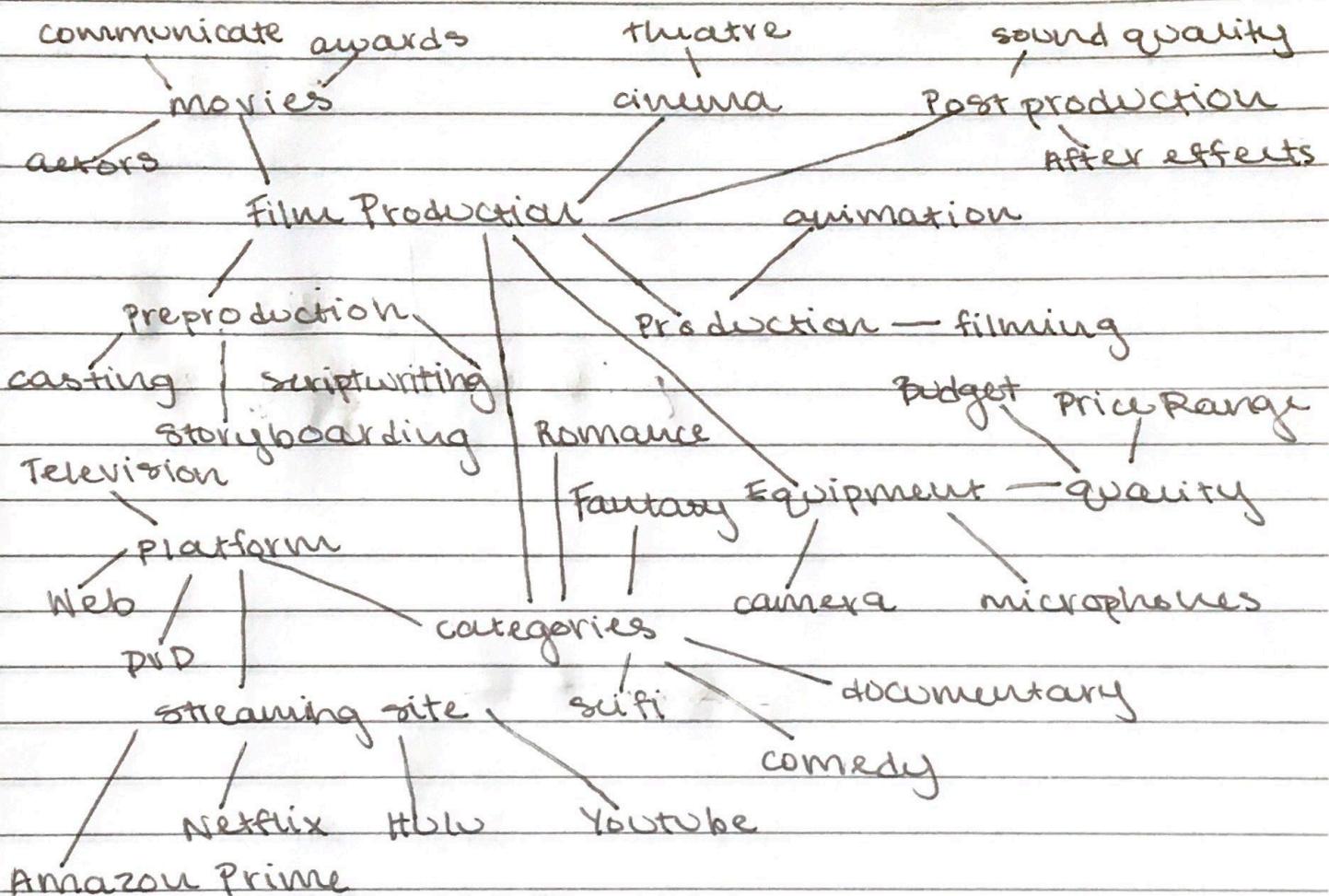
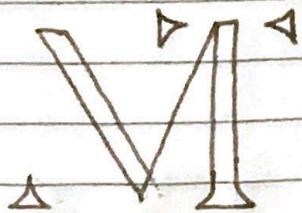
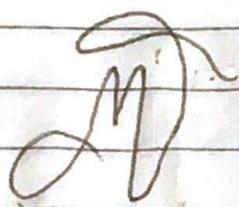
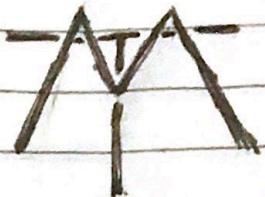
## Red Dog



## SKECH LOGO IDEAS FOR MATTHEW TOWMAN BRAND



MATTHEW OMAN



LOGO IDEAS FOR MATTHEW TOWMAN BRAND

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LOGO IDEAS FOR MATTHEW TOWMAN BRAND

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**MATTHEW TOWMAN**

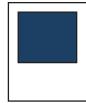
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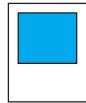
## BRAND COLOUR OPTIONS PALETTE



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

MT  
LOGO

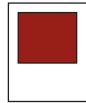
MT  
LOGO



Pantone Process Blue  
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MT  
LOGO

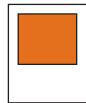
MT  
LOGO



Pantone 1807  
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MT  
LOGO

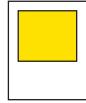
MT  
LOGO



Pantone 159  
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MT  
LOGO

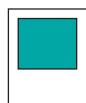
MT  
LOGO



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

MT  
LOGO

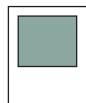
MT  
LOGO



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

MT  
LOGO

MT  
LOGO



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

MT  
LOGO

MT  
LOGO

## TITLE TYPOGRAPHY

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**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

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

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

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 there is only one weight

## TITLE TYPOGRAPHY

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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

Monserrat

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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  
I 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.

**LOGO AND BRANDING MOCKUPS - ALL MOCKUPS ACCESSED FROM FREEPIK.COM**



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