



LANDON MATNEY

DESIGN + DIRECTION

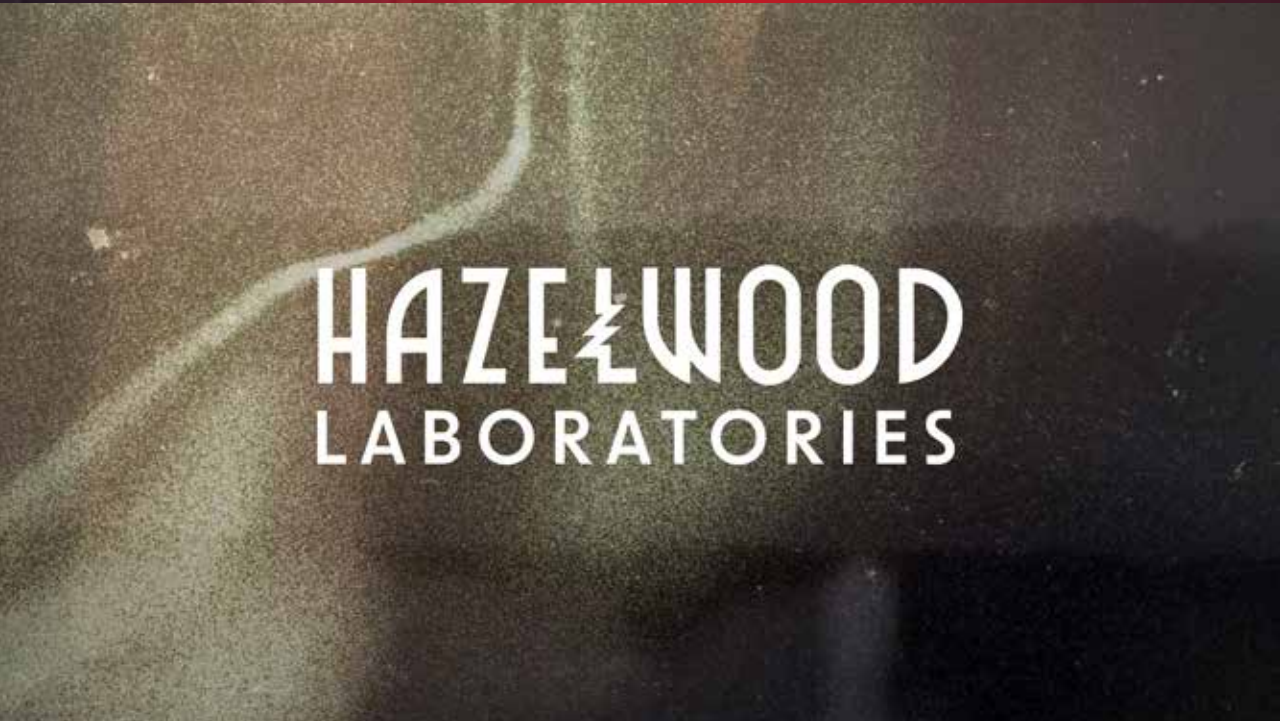
abridged portfolio

LANDONMATNEY.COM



Lorem ipsum

brand identity





PRIMARY HORIZONTAL



PRIMARY STACKED



BADGE/ICON



PRIMARY



SIMPLIFIED ALTERNATIVE



SECONDARY HORIZONTAL



PRIMARY STACKED



SECONDARY COMPLEX



PRIMARY HORIZONTAL





Brand Creation

The creation process of every brand differs and is heavily influenced by the client's specific preferences. The introduction of this abridged portfolio showcases various visual brands I've had the honor to design and establish.

ABOUT A FEW OF THE EXAMPLES:

The Creamery is a hotel and multi-purpose business located in Raleigh, North Carolina. Lead the Proof Branding team's ideation and creation.

Mediflash is a document retrieval company based in Lake Elsinore, California. Lead the Proof Branding team's ideation and creation.

Noway Nathan is an Oklahoma-based professional videographer focusing on destination weddings.

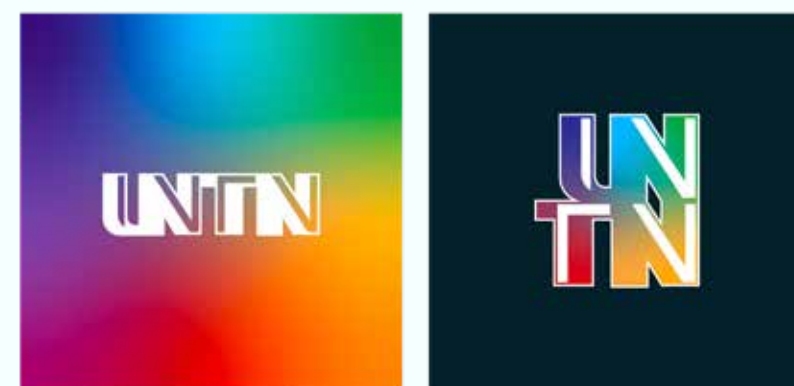
Crew Home, a mixologist's dream toolkit supplier based in Columbus Ohio, hired Proof Branding and I lead the team's ideation and creation.

MUSE & Pheonix Educational Consultants are both Educational experience consultants.

The Weekender is a start-up focusing on national sports leagues and general fun-filled activities, including apparel sales.

Page three highlights the creation process for *The Magnolia Apartments* in Antioch, Tennessee. 1-3 shown gives reference to the sketch to comp to final process.

The artwork showcased to the right and on the following page features the first round's process of a focused design for *Inclusion Tennessee*. Inclusion Tennessee is a vital source of information and programming for Nashville's LGBTQIA+ community.





Em LONDON
MATNEY

1



2



THE
MAGNOLIA
APARTMENTS

#3E3B39

#2B621D

#D9D6D3

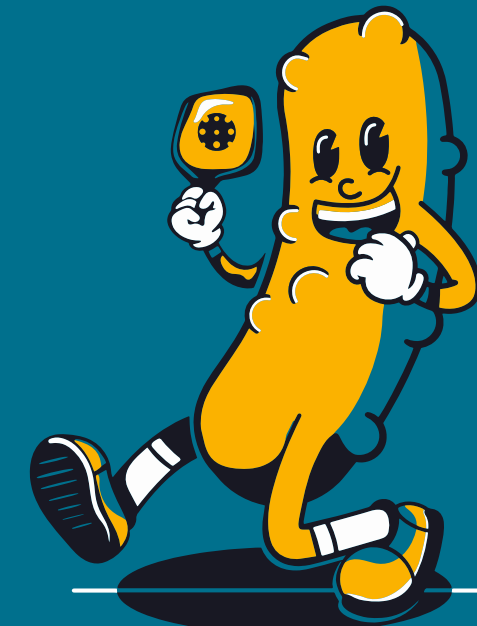
3



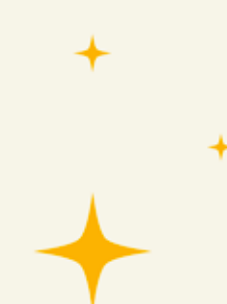


GM LANDON
MATNEY

Rooftop Lounge
Dinkville
PICKLEBALL



Rooftop Lounge
Dinkville
PICKLEBALL





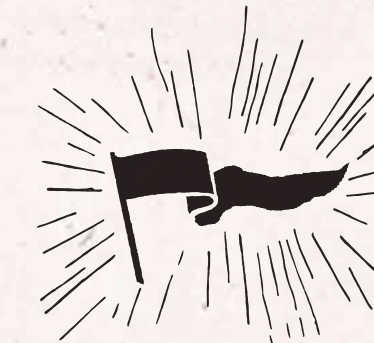
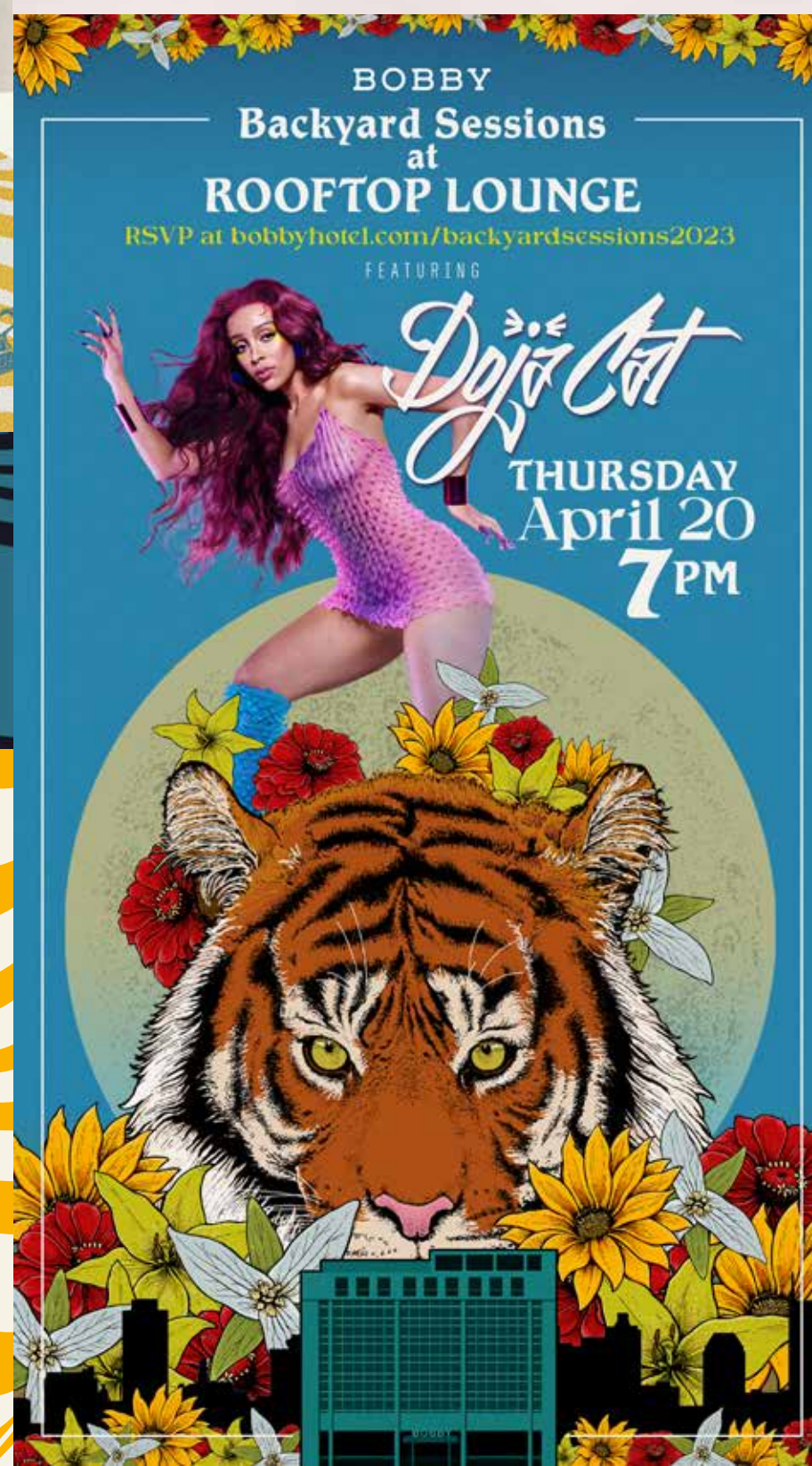
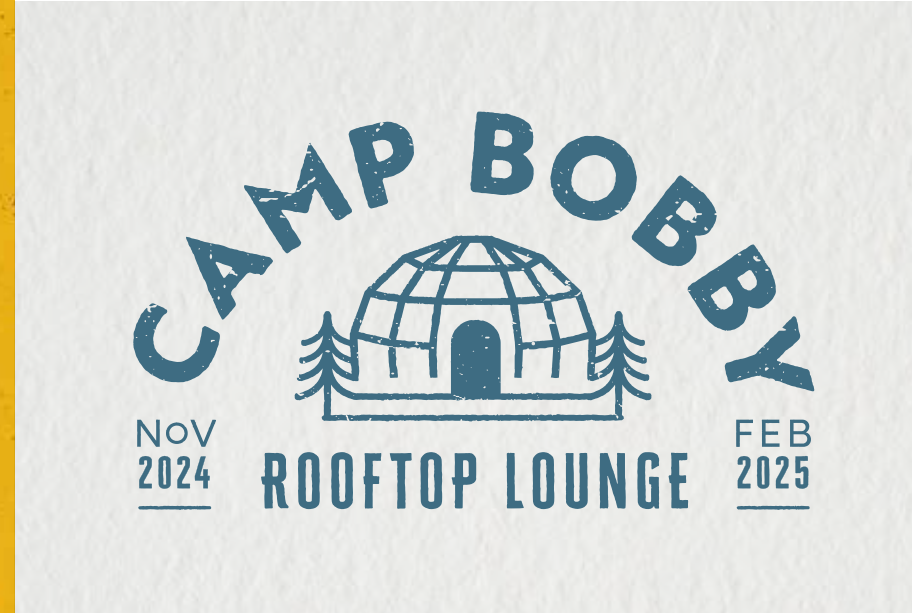
League Launch

Pickleball has transitioned from nursing homes and country clubs to the mainstream! *Dinkville* is an organization that connects enthusiasts of the game with calendar events and open courts in your area. In 2024, *Dinkville* partnered with *Bobby Hotel* to provide a rooftop lounge experience overlooking the iconic skyscrapers, *Nissan Stadium*, and the Cumberland River.

As the Creative Director for *Castlerock Asset Management*, I had the opportunity to design several nostalgic mascots for a brand featuring trendy merchandise. This included multiple leagues and celebrity events that showcased tennis professionals, contestants from *The Bachelor/Bachelorette Nation*, and local musicians. I collaborated with my colleagues at *Castlerock Asset Management*—Conner McKiever (Senior Manager, Public Relations & Communications), Nicole Hauer (Marketing Manager), and Natalie Bisignano (Social Media Manager)—to ensure a successful launch of this program and positive reception of all publicity via partners and social media.

As a creative, I always find it entertaining to design functional, nostalgic characters. I was grateful that our initial ideas were quickly embraced, allowing us to play into the characters' playful mannerisms. Each character was printed on large-scale boards and featured on shirts, specialty pickleball paddles, and various on-location merchandise.

Landon Matney was responsible for the ideation and creation of all visual elements. This left column of visuals, along with the previous page, showcases the collateral developed.



Hospitality Highlights

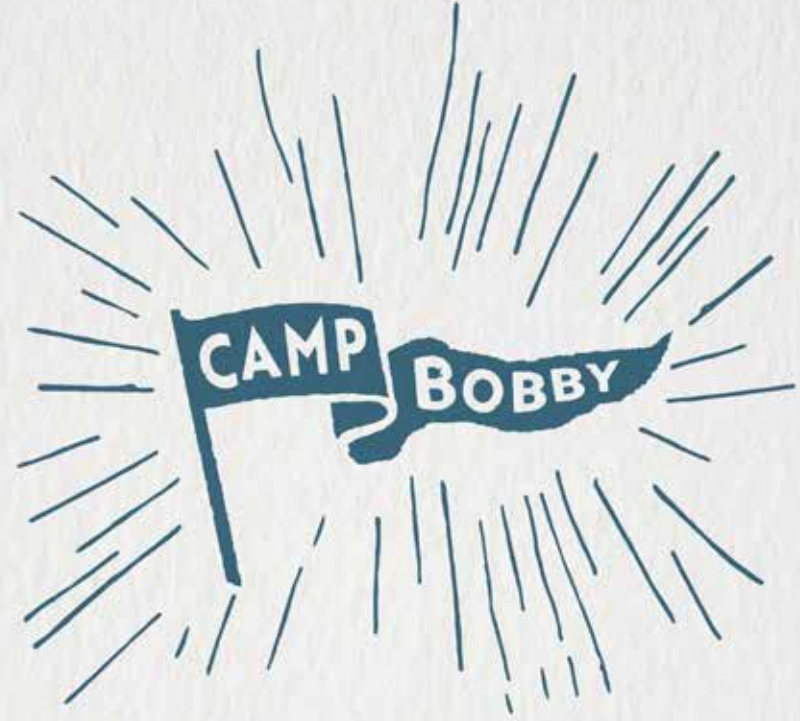
From opening bagel shops to managing ongoing seasonal pop-ups with larger-than-life elements, I led creative direction for numerous hospitality focused brands.

Through *Castlerock Asset Management's* properties, I have rebranded local boutique hotels and initiated a national franchise for *Bobby Hotels*. Leading two designers, we have worked on branding new businesses and rebranding existing ones, including *Project Legend*, *Ugly Bagel*, *Oak Steakhouse*, *Rhapsody Spa*, *Backyard Sessions*, *Garage Bar*, and *The Westin Nashville's L27*.

Backyard Sessions is a four-month summer music series featuring indie and alternative rock/pop artists. I developed the visual identity elements to promote and support this music series. *Castlerock Asset Management* partnered with *WNXP*, and I was responsible for communication between the vendors and their teams for approval of the creative direction. The two organizations collaborated to conceptualize the mystical backyard creatures featured in the series, which included artists such as *Medium Build*, *Joseph*, *Brandi Cyrus*, and *Metro Station*.

ST8MENT agency originally developed the brand guide for *Ugly Bagel*. Following that, I played a pivotal role in creating on-site elements, packaging design, and ongoing brand development. I also designed merchandise and introduced new characters for their three coffee strands.

Landon Matney is responsible for the ideation and creation of all visual elements. The right column of visuals and the following three pages showcase this collateral.



**CAMP
BOBBY**
BOBBY NASHVILLE
ROOFTOP LOUNGE
230 4TH AVE N, NASHVILLE, TN

L27 NYE COUNTDOWN
2025
AT THE
WESTIN
NASHVILLE

L27 NYE COUNTDOWN
2025
AT THE WESTIN NASHVILLE

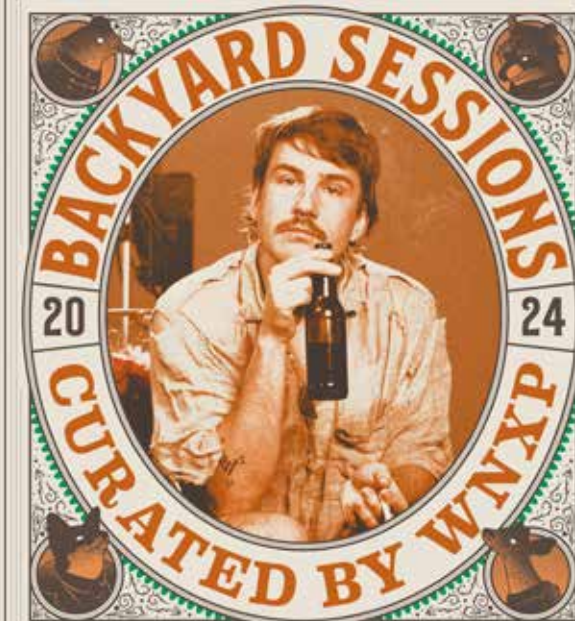
L27 NYE COUNTDOWN
2025

AT THE
WESTIN
NASHVILLE

RING IN THE NEW
YEAR 27 STORIES
ABOVE DOWNTOWN
NASHVILLE



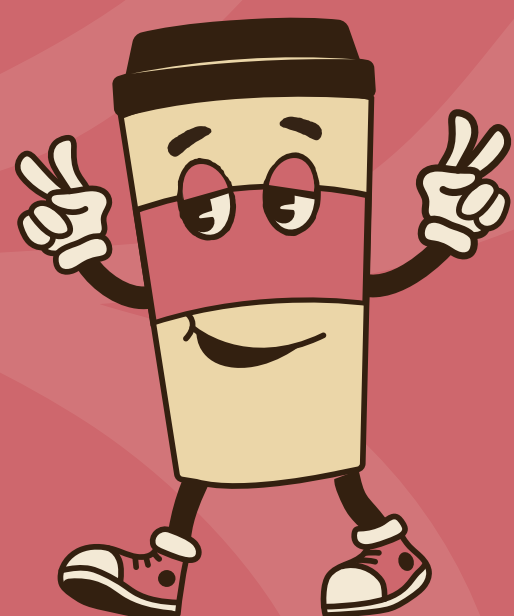
ROOFTOP LOUNGE AT BOBBY NASHVILLE
230 N 4TH AVE N NASHVILLE, TN
JUNE 12 THROUGH OCTOBER 24
**MEDIUM BUILD • PAWPAW ROD
DEHD • JALEN NGONDA**
**BROTHER BIRD • CASPER SAGE
FRIKO • BRITTI • MEG ELSIER**



CHALET ^ 27
WINTER POP-UP
NOVEMBER - FEBRUARY

UGLY BAGEL

Cool Beans



UGLY BAGEL

El Jefe
Brew



UGLY BAGEL

Uggy's Blend



STEP 1

CHOOSE YOUR BAGEL FLAVOR

STEP 2

CHOOSE YOUR SPREAD

STEP 3

CUSTOMIZE THE SIZE

BAGELS

Plain	French Toast	Onion
Everything	Seeded Whole Grain	Asiago
Sesame	Blueberry	Sea Salt
Cinnamon Raisin	Cheddar Jalapeño	Chocolate Chip

\$4 LIGHT \$5 STANDARD \$6 LOADED

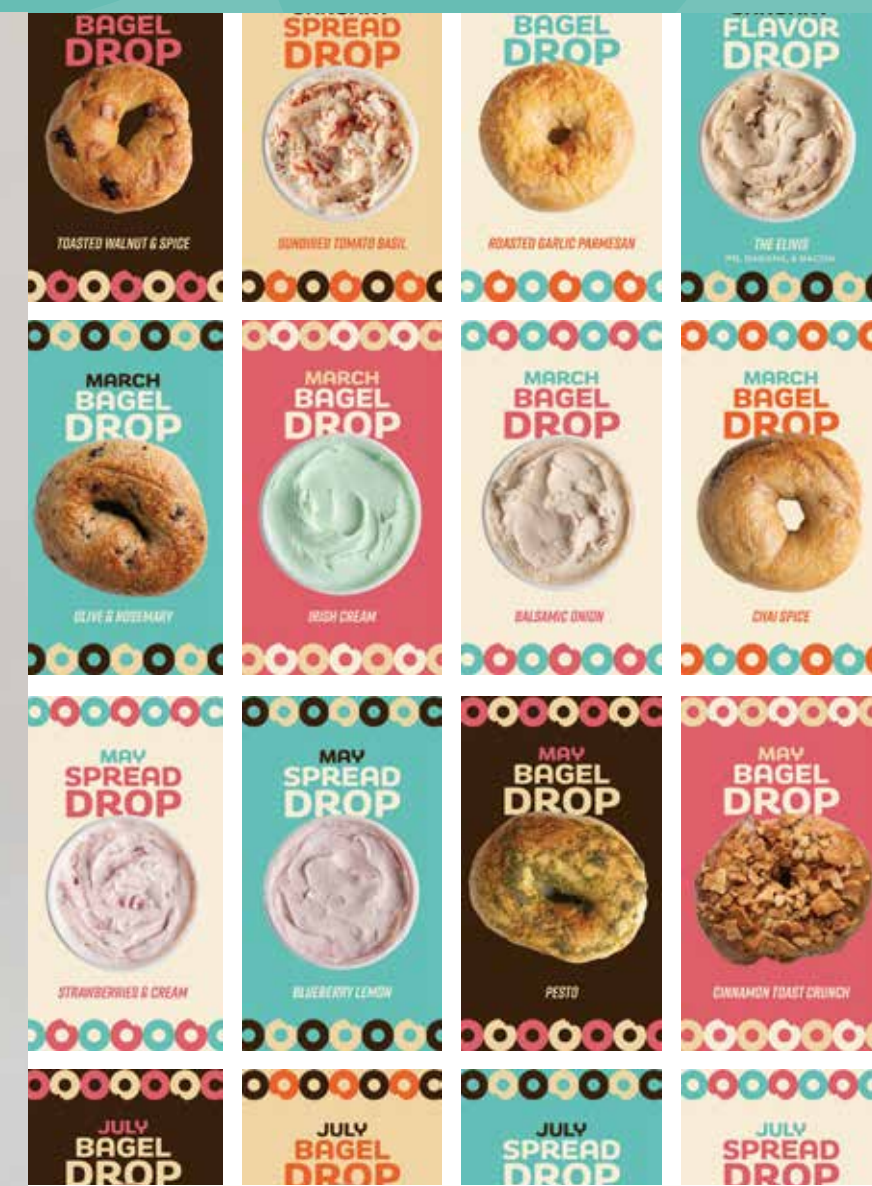
CREAM CHEESES

Plain	Crunchy Peanut Butter
Bacon Chive	Mixed Berry
Chipotle	Funfetti
Veggie	Bourbon Pecan
Roasted Garlic & Herb	Cookies and Cream
Brown Sugar Cinnamon	Nutella

BUTTERS

Sea Salt
Honey
Maple
Garlic Herb
Cinnamon Brown Sugar

UGLY BAGEL





NHL Pride Night

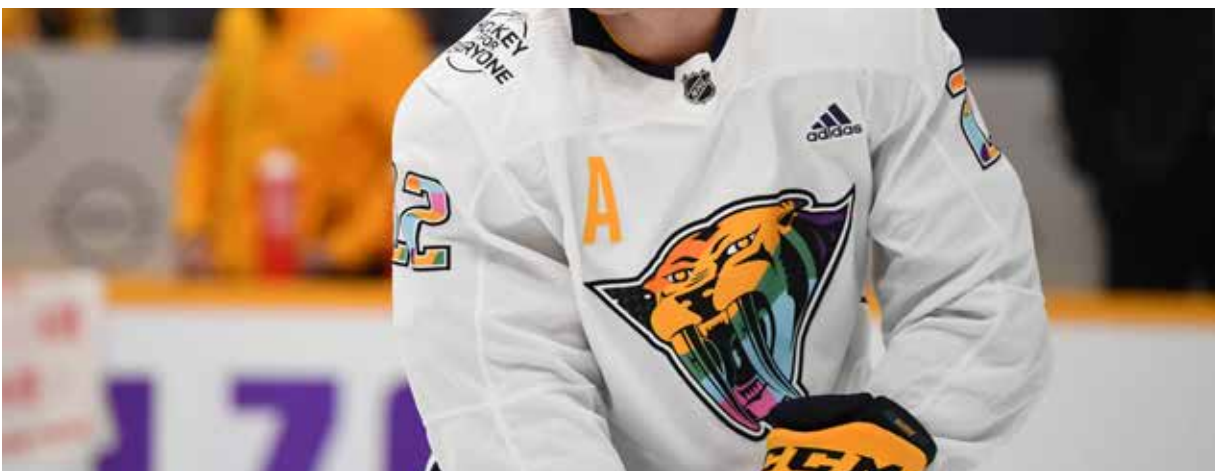
I had the distinct honor of designing the Nashville Predators' Pride Night jersey, a project that allowed me to infuse creativity and inclusivity into a beloved sports tradition. During the design process, we enthusiastically explored a variety of options, ultimately deciding on a vintage logo format that pays homage to the team's heritage while embracing the spirit of pride.

Upon closer inspection of the jersey, you'll notice several unique details. For instance, the slits in the fierce eyes of the sabertooth tiger have been replaced with shimmering golden hearts, symbolizing love and acceptance.

The triangle borders of the jersey are adorned with hearts and various symbols that represent the diverse LGBTQ+ community, including those for gay, lesbian, bisexual, transgender, and intersex individuals. Among these, the lambda icon stands out; it's an internationally recognized emblem of gay and lesbian civil rights, adding depth and significance to the design.

I take immense pride in this creation and feel truly honored to have witnessed the transformation of Bridgestone Arena through the environmental designs and print materials that were inspired by this concept. It was a thrilling experience to see how these elements breathed new life into the venue.

Landon Matney is responsible for ideation and the creation of all visual elements. This visuals to the left and the following page is showcasing said collateral. Photography was provided by the Nashville Predators.



PRIDE JERSEY

DESIGNED BY: LONDON MATNEY



**NASHVILLE PREDATORS
PRIDE NIGHT**

From the players and coaches to management and staff, everyone in the Predators locker room and throughout the organization truly believe Hockey Is For Everyone. We aim to foster a safe, positive, inclusive environment that brings the community together through the sport of hockey. All are welcome, and tonight we celebrate that through our eighth annual Pride Night.





TO CREATE
**ECONOMIC
PROSPERITY**
BY FACILITATING
**COMMUNITY
LEADERSHIP**

STRONGER. TOGETHER.

Positive energy and camaraderie fuel the spirit of the region.
Every day, people find new ways to take advantage of opportunities offered, to make
something from nothing, to make their mark, to realize their dreams.
At the center of this spirit is the Nashville Area Chamber of Commerce.

Be a part of something great.

NASHVILLECHAMBER.COM

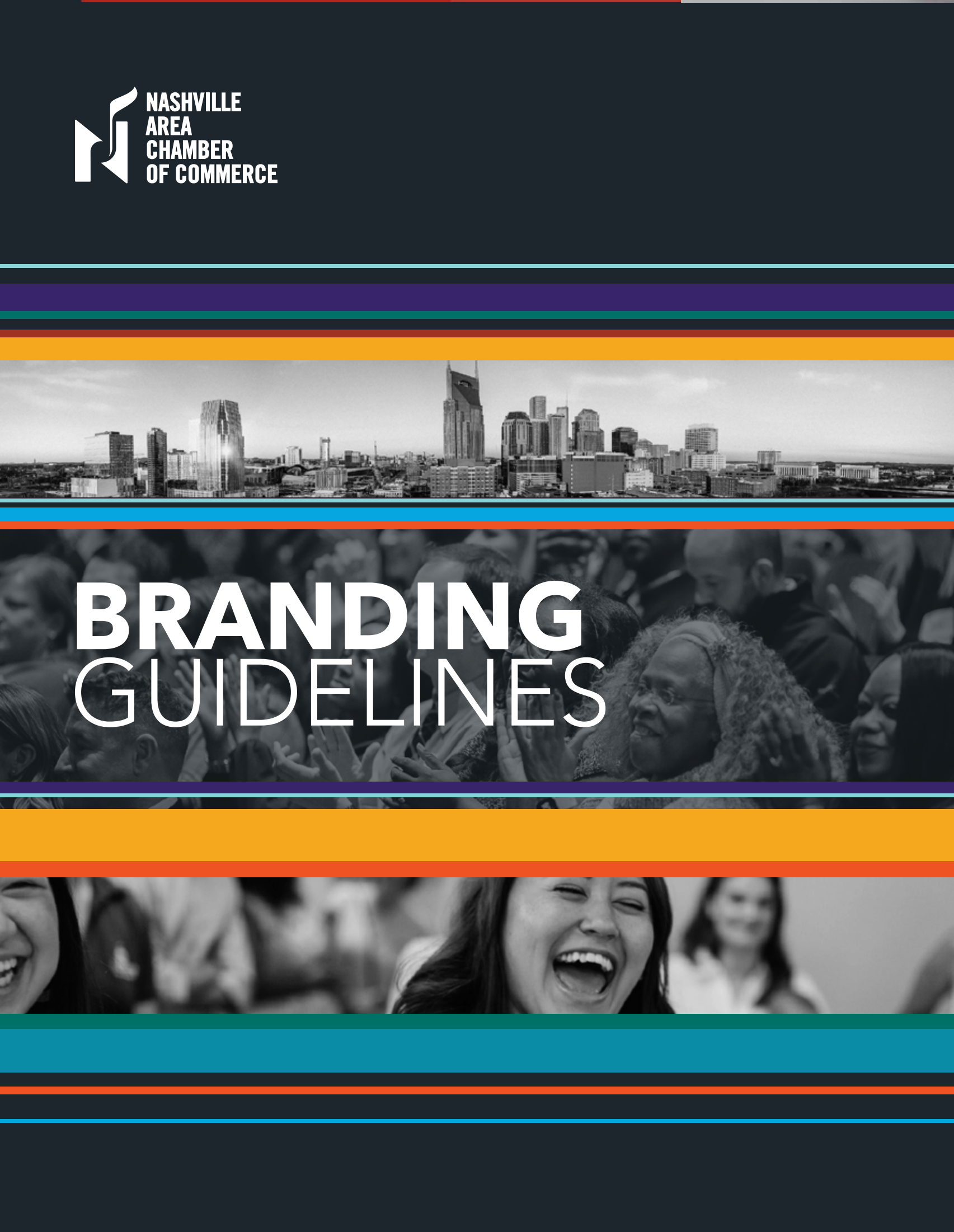


Nashville Initiatives

As Art Director at the Nashville Chamber, I developed visual concepts, branding, and aesthetic execution for integrated advertising and marketing campaigns aimed at internal and external audiences. I worked diligently to effectively communicate efforts to various target groups, including government officials, regional Chamber members, prospective members, media, and others.

My role was vital in the creation of the overall visual brand and in providing guidance to others involved in campaign development. My five years at the Nashville Area Chamber of Commerce significantly advanced my career beyond my college dreams. I had the privilege of working under three talented supervisors, leading the organization through a rebrand, and implementing design guidelines. Our work received recognition, including an *Honor of Excellence in Communications* from ACCE. This experience allowed me to grow both personally and professionally. I am grateful for the opportunity and will always value the organization's impactful work for Nashville and Middle Tennessee.

Landon Matney is responsible for ideation and the creation of all visual elements. The visuals to the left and the following two pages showcase said collateral. These examples focus on the general brand guidelines created, *Partnership 2030*—a ten-year initiative aimed at helping Nashville succeed, *Leadership Study Mission/Datascape* (a product utilized in comparing partnering cities and temporarily relocating professionals from the BNA area), *Music Industry Report* that was featured in Times Square, three award winning *Economic Development Guides* and the “*Stronger. Together.*” campaign for post-COVID19's annual celebration. Myself and Nathan Wingate also directed the final broadcasting of *Nashville Area Chamber of Commerce's Annual Celebration* live with COVID-19 restrictions.



When reproducing the Nashville Area Chamber of Commerce logo in print, the minimum height of the N is 0.2". For online use, the minimum size is 20 pixels at 72 dpi.



Livelt NASHVILLE

A GUIDE TO LIVING, WORKING AND PLAYING IN THE NASHVILLE REGION

CREATIVE COMMUNITY, TECH SCENE AND URBAN CORE YOU ARE WHAT YOU CREATE.

Nashville lives to build and create as exemplified by our vibrant urban core and intelligent, progressive creative community.

Nashville's unparalleled creative community—with a mash-up of musicians, artists, writers, developers and designers—translates into a tech scene unlike any other in America.

NASHVILLE MSA IS HOME TO MORE THAN 630 ARTS, CULTURE & HUMANITIES DESTINATIONS.

AFFORDABLE APARTMENT RESIDENCES WITH A PREFERENCE FOR PEOPLE PURSUING A CAREER IN THE ARTS.

NASHVILLE MADE: A SOCIAL ENTERPRISE CELEBRATING & PROMOTING NASHVILLE MAKERS AND MANUFACTURERS.

NASHVILLE FASHION WEEK: AN ANNUAL CITY-WIDE CELEBRATION OF NASHVILLE'S THRIVING FASHION AND RETAIL COMMUNITY AND ITS VAST ARRAY OF CREATIVE TALENT.

425 DOWNTOWN RESTAURANTS, BARS, NIGHTLIFE VENUES & COFFEE SHOPS

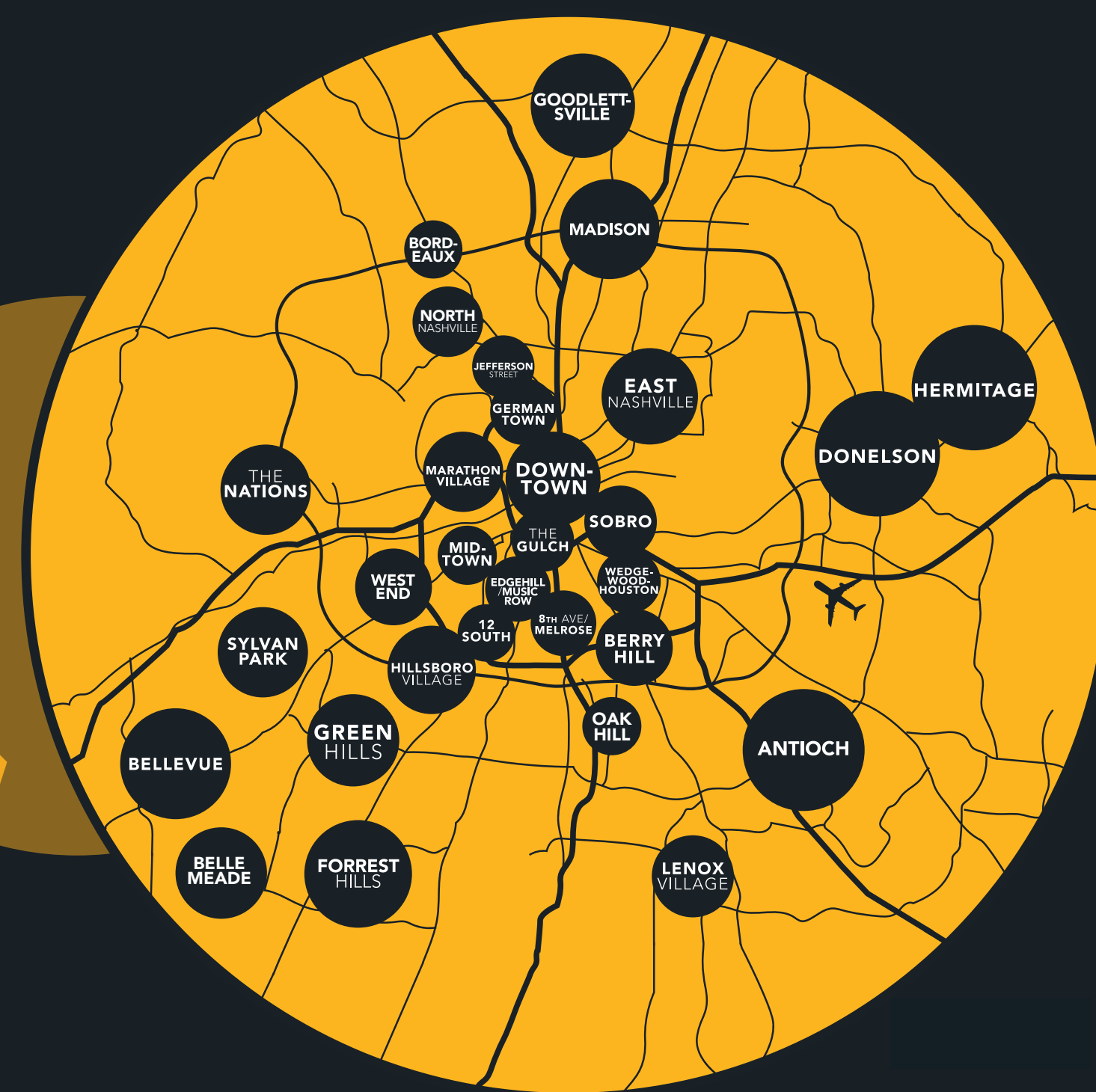
13,000 RESIDENTS LIVE IN DOWNTOWN NASHVILLE IN MORE THAN 8,300 UNITS (PROJECTION OF 20,000 RESIDENTS DOWNTOWN BY 2023)

75,000 PEOPLE WORK IN MORE THAN 2500 BUSINESSES IN THE DOWNTOWN CORE



NASHVILLE NEIGHBORHOODS OF DAVIDSON COUNTY

Formed in 1783, Davidson County is the oldest county in Middle Tennessee. In 1963, the Nashville and Davidson County governments merged, forming the first combined metropolitan government in the nation. Davidson County is highly urbanized with extensive residential areas, a vibrant downtown, and advanced infrastructure. Nashville/Davidson County is home to four professional sports teams; professional ballet, symphony and opera companies; many museums and art galleries; the Nashville Zoo and the Adventure Science Centre; the oldest professional children's theater in the U.S.; and an extensive public library system, among other amenities.



ENTERTAINMENT MUSIC CITY. ART CITY. FUN CITY. FOOD CITY. SPORTS CITY. FAMILY CITY.

The entertainment scene in Nashville is unrivaled in America for fans of live music, foodies, art enthusiasts, sports buffs and nature lovers alike.

MORE THAN
120,000 SEATS
IN A WIDE ARRAY OF
ENTERTAINMENT SPACE

MORE THAN
80 MILES
OF PAVED TRAILS
30,000 ACRES
OF INLAND LAKE
200 PUBLIC PARKS

MORE THAN
120 PERFORMANCE
VENUES

MORE THAN **630**
ARTS, CULTURE
& **HUMANITIES**
DESTINATIONS

\$15.9 BILLION
MUSIC INDUSTRY
IMPACT

LIVE MUSIC
EVERY DAY
OF THE WEEK

56
GOLF
COURSES

Roman Josi
CAPTAIN AND DEFENSEMEN
NASHVILLE PREDATORS

HOMETOWN:
Bern, Switzerland

NEIGHBORHOOD:
Forest Hills

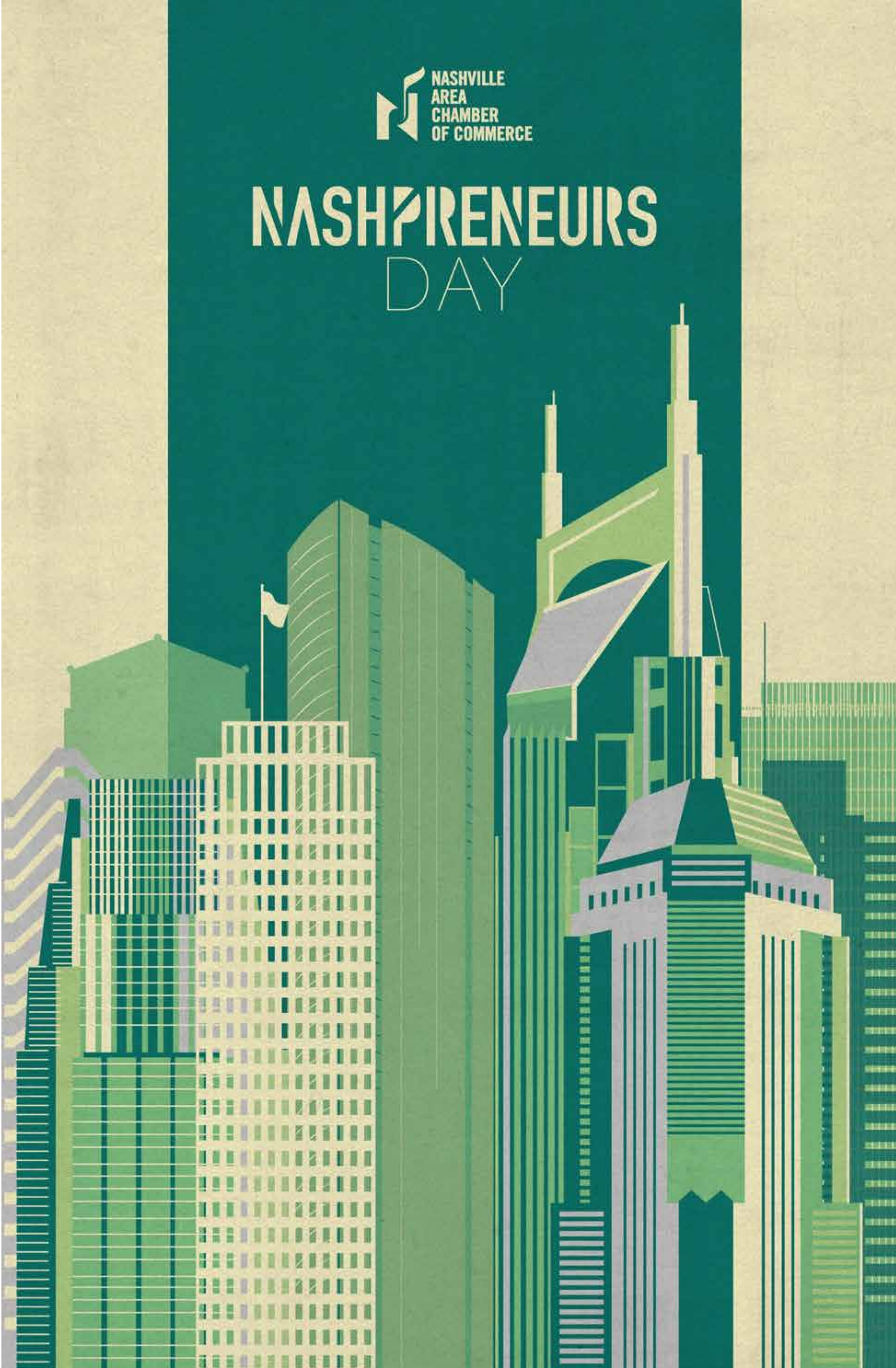
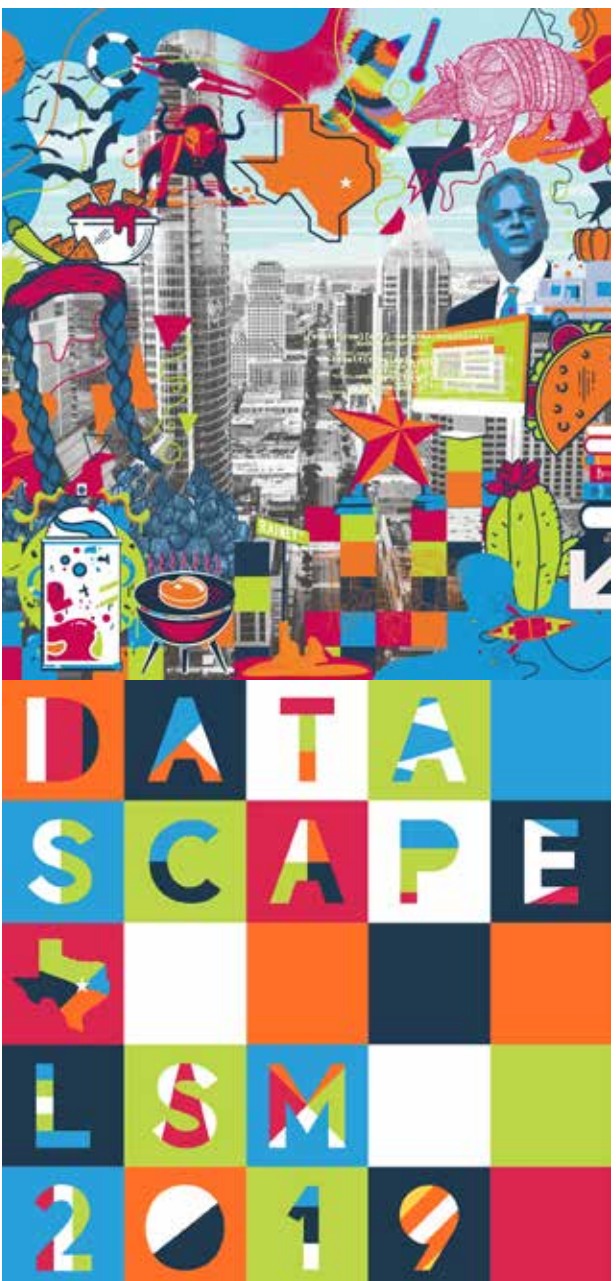
WHY NASHVILLE:
"I moved here to play hockey for the Nashville Predators in 2011."

FAVORITE THING ABOUT NASHVILLE:
"The people."

FAVORITE SPOTS:
"My favorite places to eat are Giovanni's and Rolf and Daughters."

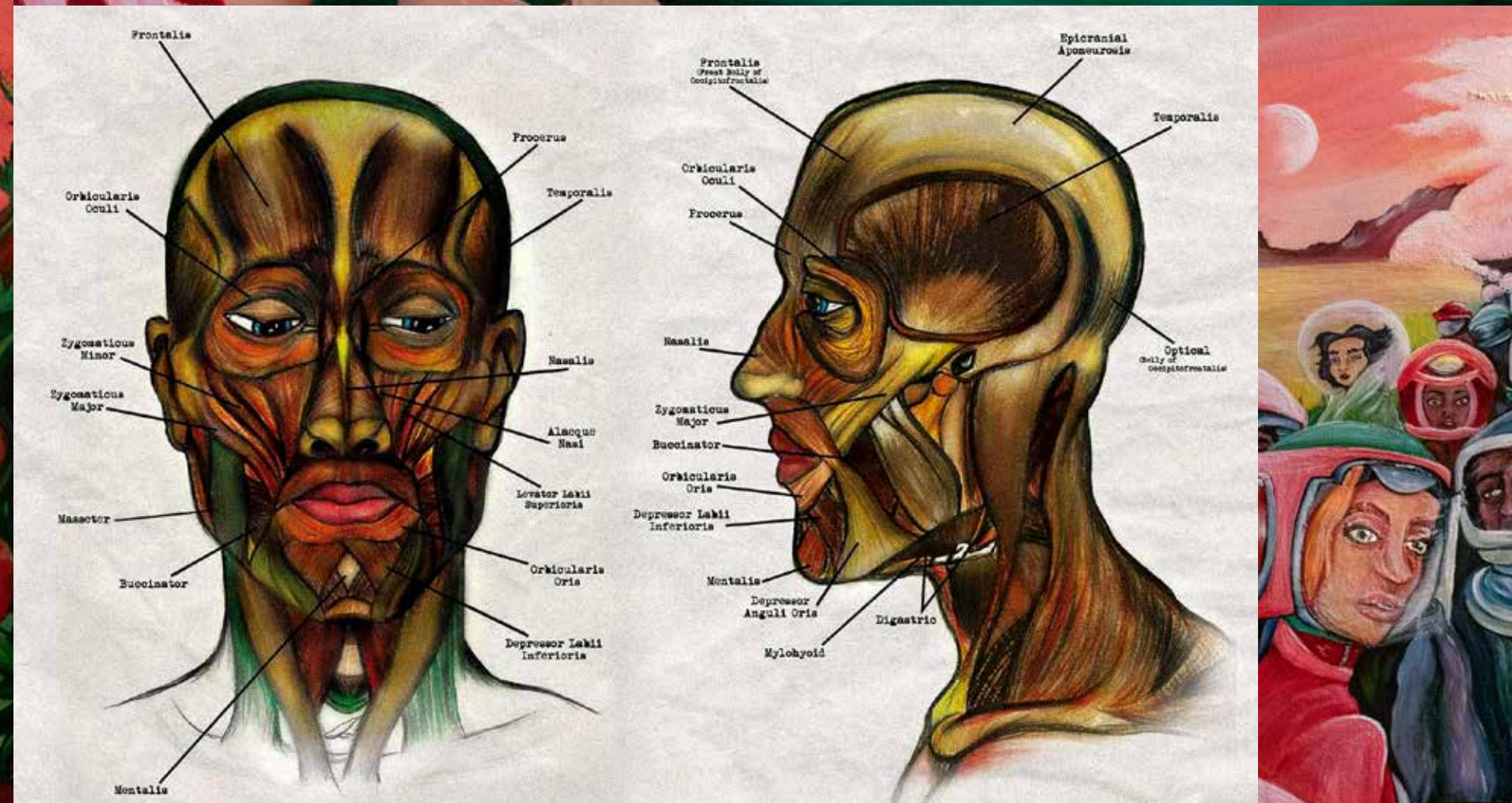


liveitnash.com









Commerical & Traditional Illustration

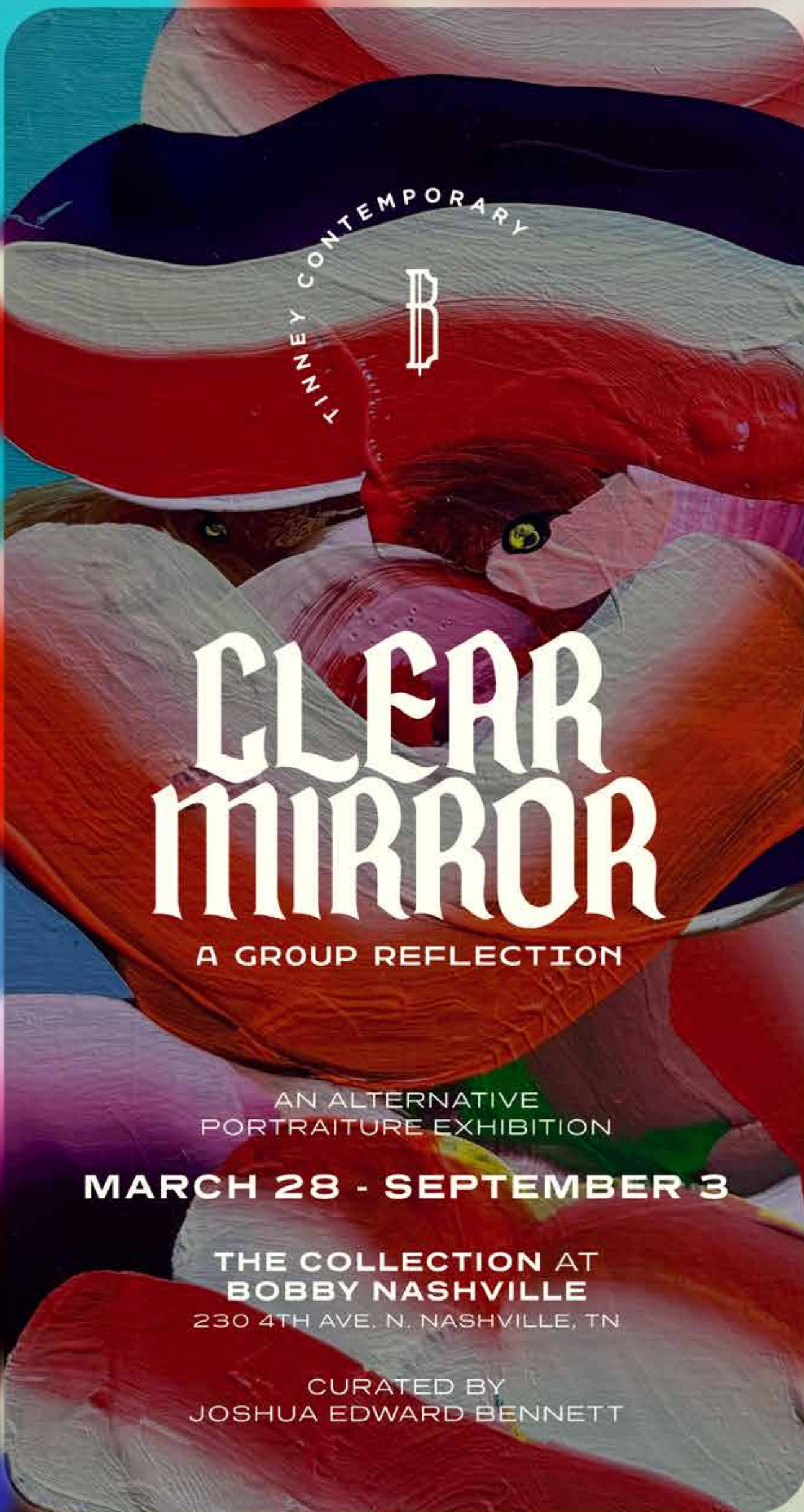
Creative expression is extremely important to me. Since childhood, I have been heavily influenced by art and have often received feedback about having a unique and recognizable style. I am grateful for the encouragement from my support system, which motivated me to pursue my passion. I was awarded the title of "Most Creative" in my senior superlative in grade school and university.

In the following pages, you will find a collection of original fine art and digital illustrations I have created. My love for illustration allows me to express myself freely, away from a screen, and adds a new dimension to my work as a professional creative.

In my traditional work, I typically prefer to paint with acrylics or gouache and have some experience with oil paints. In 2010, I was commissioned to paint four murals in my hometown. In 2014, I collaborated with *Professional Bull Riders, LLC*, to create a mural in Lexington, KY, as well as several educational murals in Nashville in association with *Nossi College of Art*. Since 2021, I have focused on selling my original artwork and showcasing it in local studios and exhibitions.

The *Tomato Art Fest* is a 21-year tradition in the East Nashville neighborhood, and it is a beloved community event that I look forward to participating in each year. The tomato series displayed in these pages has been produced and sold during this unique festival. For the sake of creative freedom, I have also developed other seasonal exhibits, including a series that explores a space cadet's journey on a fictional floral haven planet and a "Headtop Utopia" series featuring anonymous characters with whimsical experiences living atop their heads.

All visuals shown are original and trademarked, created by Landon Matney.



Tinney Collections

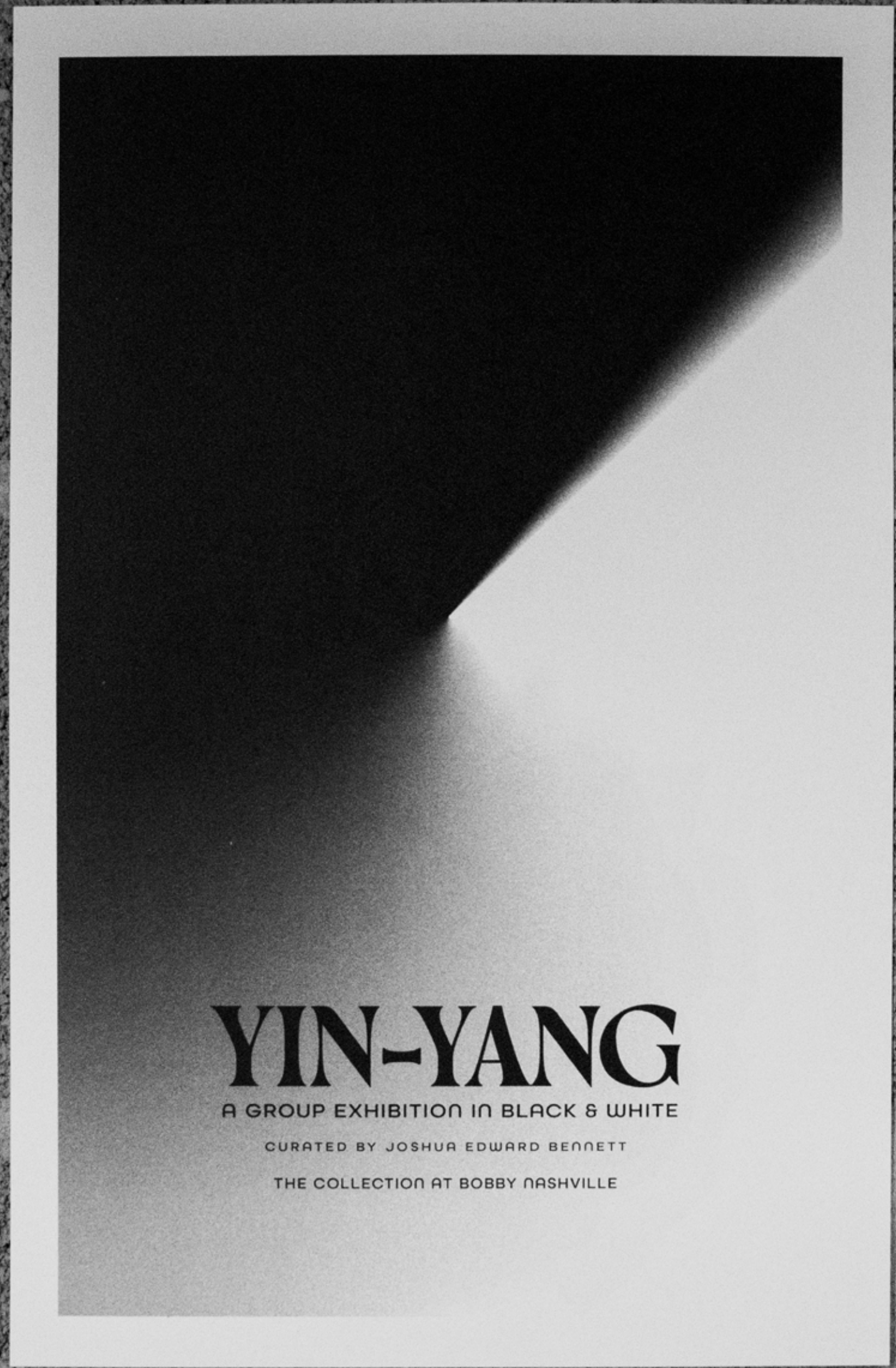
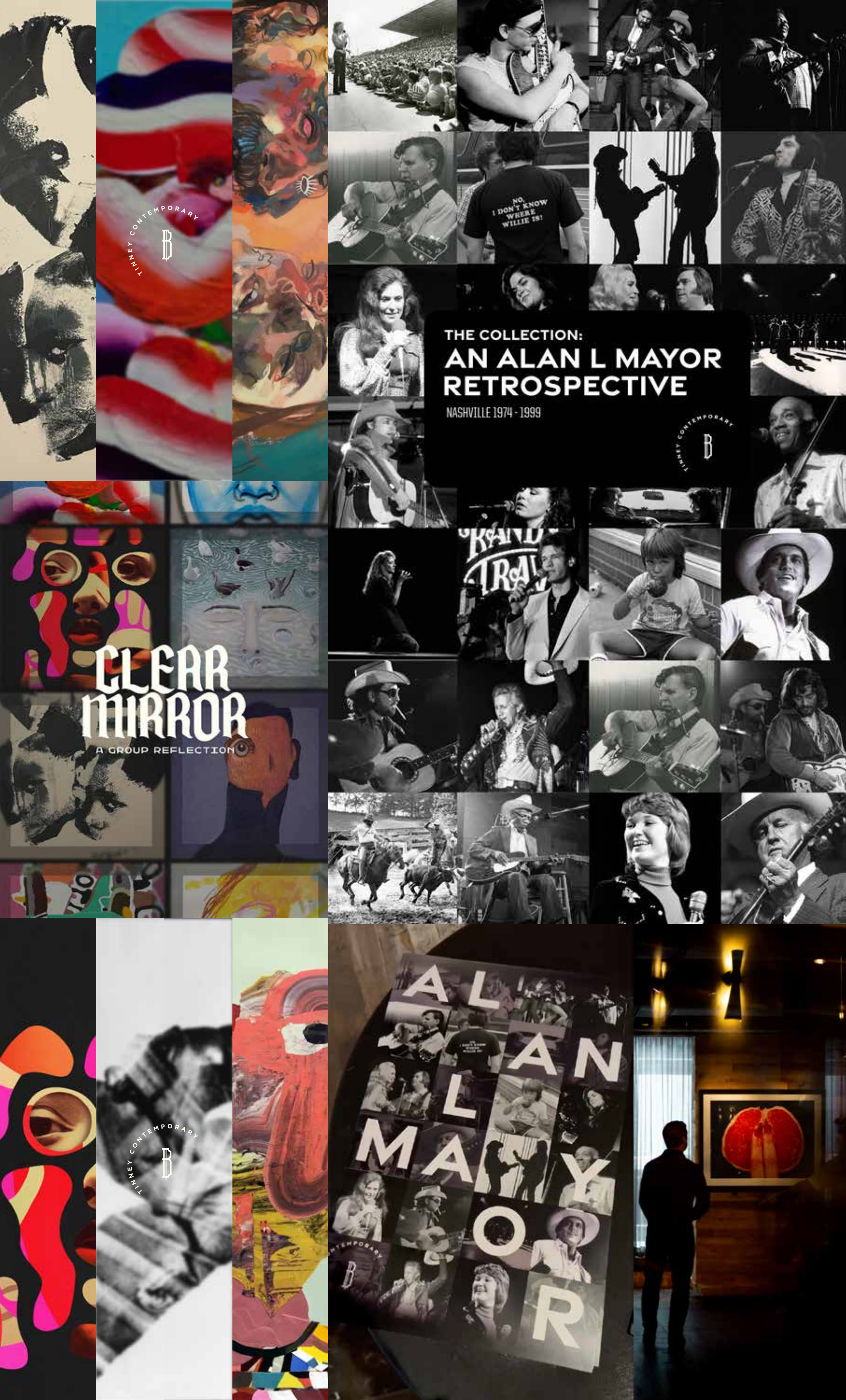
Bobby Nashville is located in Nashville's Art District. *The Collection at Bobby* is a rotating art exhibit created in collaboration with *Tinney Contemporary*, showcasing contemporary artists from local, regional, and national backgrounds. Susan Tinney launched her gallery in 2006, sparking a vibrant art scene in Nashville with events like the Downtown First Saturday Art Crawl, which has now become a local tradition with over 160 editions. Joshua E. Bennett manages *Tinney Contemporary*, curates exhibitions, and contributes to *The Collection at Bobby Nashville*.

Landon Matney is responsible for event photography, campaign ideation, and the creation of all visual elements, excluding artwork or photography provided specifically for the exhibit. The examples displayed to the left and on the following page highlight three exhibit campaigns launched for the changing collection.

Clear Mirror is an alternative portraiture exhibition that does not emphasize objectivity or realism. Instead, it focuses on the shifting nature of subjecthood and representation. The design incorporates an effect that subtly visualizes a mirror.

Alan L. Mayor Retrospective is a partnership with the Alan L. Mayor Estate, MTSU, and the Americana Music Association, honoring the late photographer's legacy. Alan L. Mayor's profound photography captures country music icons on tour from 1974 to 1994, making it a perfect fit for this Music City location in downtown Nashville. This design highlights his neutral, recognizable images of musical artists.

YIN-YANG: A Group Exhibition in Black and White draws inspiration from the Taoist symbol representing opposing forces and the importance of harmony and balance. The opening event was also themed in black and white. The visuals predominantly emphasize a sharp gradient rather than focusing on the most stereotypical representations of the Taoist symbol.





Join Our Fight for Public Schools

CTA CALIFORNIA TEACHERS ASSOCIATION
CTA.ORG/OURFIGHT

PAID FOR BY THE CALIFORNIA TEACHERS ASSOCIATION

EDUCATION REPORT CARD




JUAN CAMARENA

FOR SANTA BARBARA COUNTY SHERIFF

“We stand with the Deputy Sheriff’s Association in supporting Juan Camarena”
Santa Barbara County Firefighters




Don't Waste Organic Waste

PAID FOR BY THE CALIFORNIANS FOR SMARTER RECYCLING

Paid for by the Orange County Coastkeeper Desalination Campaign

CALIFORNIA DESAL FACTS




MICHAEL PARHAM
FOR CAPISTRANO UNIFIED SCHOOL BOARD



MICHAEL PARHAM
FOR CAPISTRANO UNIFIED SCHOOL BOARD

A CHANGE WE NEED.



Jen Fornal
For Carlsbad School Board Trustee AREA 4

A new era of excellence for Carlsbad students.



GOVERNOR'S ADDRESS



movingforward



TERRY VO
METRO COUNCIL • D17

CAMPAIGN KICKOFF
SUNDAY
APRIL 16 • 2-6 PM
DISKIN CIDER
1235 Market Street Nashville, TN 37203



Political Campaigns

My experience at the *Nashville Area Chamber of Commerce* fortunately presented me many opportunities to produce promotional work of a good cause. I enjoy assisting numerous clients in a freelance capacity and, naturally, I find pride in designing for an organization that supports my values.

Working with politicians and education advocates has come organically with my work experience and through networking. *The California Teachers Association's* “Join Our Fight For Public Schools” campaign was an extensive project providing 40+ digital and print advertisements, each in 9 different language formats. *The Education Report* was an annual report that compared American metro schools’ graduation rates and grade point averages. This work introduced me to various education professionals such as *Tennessee Educators of Color Alliance, Nashville State Community College, Munger, Tolles, & Olson LLP* and *Edgehill Neighborhood Partnership*.

Since 2020, I have consistently collaborated with *Yosemite Consulting* and their niche clients of Southern California during running elections. This involves providing numerous restricted Google ads and print publications. Several of the political candidate examples shown to the left stem from this connection.

Moving Forward is committed to developing regional mobility solutions that benefit the residents of Middle Tennessee. For decades, the Middle Tennessee area has struggled to pass a transit referendum, a cause I am personally passionate about. Fortunately, the new mayor's referendum finally passed in 2024.

Moving Forward and *The Governor's Address* are initiatives of the Chamber of Commerce. *The Governor's Address* is an annual event where the sitting Governor delivers a 45-minute speech on current events. I am responsible for the promotional materials, day-of collateral, and audio-visual booth production for this event.



**NASHVILLE ENTREPRENEUR CENTER:
BETTER TOGETHER**

Hosted by Nashville Entrepreneur Center, the NEXT Awards & Entrepreneurs' Hall of Fame celebrates exceptional entrepreneurship — past, present, and next.

As a launchpad for innovation, Nashville Entrepreneur Center has empowered over 14,000 entrepreneurs, helped raise over \$300 million in capital, and had over \$100 million in exits to date.

It's our mission to increase the likelihood of success for entrepreneurs. Since 2010, we've been the home for entrepreneurs to come together and grow. Fueled by our unique entrepreneurial community in Nashville, we extend our gratitude to the hundreds of mentors, advisors, investors, corporate partners, supporters, and donors ... working Better Together to build a brighter future for our city.

 NASHVILLE ENTREPRENEUR CENTER

4 - NEXT AWARDS 2024



next
2024 AWARDS

PRESENTED BY:
amazon

OCTOBER 21
SCHERMERHORN SYMPHONY CENTER

 NASHVILLE ENTREPRENEUR CENTER



Award Ceremonies

Creative direction for award ceremonies has been a rewarding experience. These events acknowledge professionals who are making a significant impact in their communities through their work. I have gained experience by assisting with the events and also by providing necessary assets to clients. Either way, I consider myself fortunate to contribute to the promotional branding of many fabulous events.

The NEXT Awards & Entrepreneurs' Hall of Fame, presented by Amazon, recognizes exceptional entrepreneurs who are transforming their industries by creating opportunities for economic growth. *The Nashville Entrepreneur Center* has hired me for the promotional visuals and program design for this event for three years.

Similarly, the *Nashville Emerging Leader Awards (NELAs)* is an annual event that honors young and emerging professionals in the Nashville area. While the *NEXT Awards* focus on business owners and entrepreneurs, the *NELAs* celebrate professionals across all business sectors. I have assisted with this event or provided brand assets for eight consecutive years.

In addition to designing printed programs, I create teaser animations, design templates for the awards themselves, and develop advertisements. These events typically require extensive collaboration with videographers, the event venue, and various vendors involved. As a creative professional, it is crucial to gather collateral from every nominee and ensure that precise details are included in the nomination process.

