

Homepage Direction 2: The Enterprise

The Mathews Company · for Erica, from Colton · July 13, 2026 · Direction 2 of 2, full homepage mockup

THE BRIEF · ONE PAGE

Direction 1 shows where TMC has been. This one shows where they're going.

Your legacy/heritage mockup lands — generations, wisdom, warmth. This is its sibling: a second full homepage mockup that leans into what their strategic plan says they're becoming over the next five to ten years — a *modern real estate investment enterprise*. Same brand kit, same landed logo. Different energy: forward, confident, built for the next decade.

- **Same kit, redistributed.** Charcoal #2D2926 steps forward, Sky #A3C7D2 becomes the sharp accent, Olive #59563E recedes, Ivory #D9D3C5 keeps it breathing. Lora + Basic Sans. Free to go slightly bolder with color, or darker and more professional — blacks and deep tones are welcome here.
- **The logo is the bridge.** The art deco windows-and-transom mark already reads "*150 years old or 150 days old.*" Direction 1 pointed it at the historic building; this one points it at the glass tower. Its geometry can carry the page — grids, rules, stepped lines.
- **Swap the farmland reel.** The vibe video reads too pastoral for this direction. Think texture over literal: masked or copy-overlaid motion, spliced clips, or cycling stills and renderings.
- **Confident voice, humble register.** More forward than the legacy direction, but never boastful — the client already cut a line for sounding self-promotional. Lead line: "Rooted in Nashville. Invested in what's next." with the identity line underneath: a vertically integrated real estate investment enterprise. Invest · Develop · Manage · Advise stays high on the page.
- **Show the humans.** Reserve real estate for the people — Bert and Jody at minimum, ideally the full crew. Headshots or a group shot we fake with AI for the mockup; either works. The faces came up in nearly every interview — they're part of the credibility, not decoration. Same note applies to the legacy mockup.
- **The needle to thread.** Modern enterprise feel — slick, built for the future — while still unmistakably warm and Nashville. If it starts feeling like a minimalist New York firm or a soulless corporate site, pull back toward the palette and the architecture. Never drab, never sterile.

That's the whole assignment.

EVERYTHING BELOW IS CONTEXT & RAW MATERIAL, IF YOU WANT IT

WHY WHAT SHIFTS INSPIRATIONS HERO MEDIA THE HUMANS COPY BANK ASSETS
LOOSE FACTS

02 · WHY THIS DIRECTION EXISTS

It's not our idea. It's their plan.

The four functions come straight from discovery and TMC's strategic plan through 2025 — "an enterprise platform that does these four things." The 2030 plan targets "val outside of Nashville," and the homepage's main audience is the out-of-market capital partner

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doing a ten-second credibility check. Legacy earns trust; this register earns the next decade. Where it landed internally: modern enterprise feel, *"slick, built for the future,"* with a mark that *"carries retro class while also hitting the modern vibe."*

03 · WHAT SHIFTS BETWEEN THE TWO DIRECTIONS

Same foundation, different weight.

	DIRECTION 1 · LEGACY	DIRECTION 2 · ENTERPRISE
Hero media	Pastoral farmland reel	Texture and motion — architectural detail, light, renderings
Color balance	Olive-forward, earthen	Charcoal-forward, Sky as the precise accent
Headline register	Humble, earned	More forward, still humble — confident without the chest-thump
Graphic texture	Photography-led, soft	The mark's deco geometry as a system — one confident gesture
Proof framing	Generations, years	Scale and outcomes — exits and returned capital read stronger here

Still true from the July 7 review, in both directions: say what they do right after the hero (the four functions), asset classes get their own moment, and nothing should read "builder" — that's the brother's company.

04 · INSPIRATIONS & WATCH-OUTS

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Guardrails, not directives.

WORTH LEANING INTO

- Two flavors to play with: high-contrast Sky-on-Charcoal (confident, graphic), or a darker professional read — near-black with Ivory type and thin deco rules (institutional weight, quiet money). Or somewhere between.
- Warmth as the safety net: *"the biggest thing that saves us is the color palette."* Ivory and Olive undertones keep the dark version human.
- Modernity from typography, geometry, color, and pace — the honest materials of this portfolio. Renderings are the one glossy asset that genuinely exists; use them.
- Keepers from Direction 1: "Every asset in our portfolio started as a conviction," the project hover overlays, the transom-grid footer.
- Their own reference list points this way: Tirrill Hyde, SilverCap Partners, Ryan Companies, Eagle Rock Ventures — tone, not templates.

WORTH STEERING AROUND

- Black-and-white euro-minimalism — the client specifically doesn't want to look like a slick New York firm.
- Reflex blue, *"everybody's go-to safe color."*
- Over-deco — it's *"17 lines when one would do."* Pick the one line.
- Drone-and-glass-tower fantasy. That footage doesn't exist for these assets, and pretending flattens the story.

05 · HERO MEDIA IDEAS

Texture, not literal. Forward, not pastoral.

- **Masked / overlaid motion** — architectural detail, glass, light, masked by the transom geometry or overlaid with copy that anchors the enterprise lens.
- **Spliced clips** — two or three short cuts (materials, skyline-adjacent, human moments) so no single frame reads literal.
- **Cycling stills** — roughly three rotating frames; renderings welcome.

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Bert and Jody belong on this page.

One of the loudest signals from the stakeholder interviews: people trust this company because they trust these people. So the mockup needs visible placeholders for the team — Bert and Jody at minimum, the full crew if the layout wants it. Headshots work; a well-faked AI group shot works for mockup purposes; even a reserved block labeled "the people" works. What matters is that the humans have real estate on the page, not that the final photography exists yet.

This applies to the legacy mockup too — the people/relationship story is arguably even more at home there. Real photography would come with the brand video shoot.

Same language, humbler delivery.

Rooted in Nashville. Invested in what's next.

LEAD HERO LINE — COLTON-APPROVED; FINE TO SHARE LANGUAGE ACROSS BOTH MOCKUPS

A vertically integrated real estate investment enterprise.

IDENTITY SUB-LINE — FACTUAL, DOES THE CLARITY WORK

Three generations. One standard.

PROOF BAR — SHORT, EARNED

Seventy-five years of market cycles will sharpen your instincts.

ABOUT / JUDGMENT — WISDOM WITHOUT THE FLEX

Built for the next decade.

DRAFT FRAGMENT — NEEDS HUTZEL'S PASS

Invest. Develop. Manage. Advise.

THE FOUR FUNCTIONS, IN THEIR ORDER

Register check: confident, not promotional. The client already cut "A reputation is not claimed but accumulated" for sounding self-congratulatory — that's the line not to cross. "We don't just know this market. We helped build it." likely sits past it too; treat it as the upper bound, not the lead. Final wording is still open — Michael has

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so compose so the headline swaps cleanly. "Built on unconventional wisdom." remains the tagline either way.

08 · ASSETS

Everything's filed.

Final brand package: The Mathews Company / Final Brand 2026-06 / — brand guidelines PDF, one-sheet, full logo + icon set in every format and color variant.

Client assets: "TMCO: Client Provided Assets" Drive folder — photos, articles, investor decks (sort by date for the July 1 uploads).

Direction 1 mockup: Figma — "TMCO - Homepage Design · Desktop - V1 Reviewed Internally July 7."

Client links list (Katie's "Websites" doc): local peers, national peers, their own project sites, and other properties — [Websites.docx](#) in the client folder. Folder is open-access, no credentials needed: [TMCO: Client Provided Assets](#).

Live draft mockup (directional, not the deliverable): foxfuelcreative.netlify.app/tmc/direction-2-mockup/ — a coded sketch of this direction with real logos, palette, and copy. React to it, steal from it, or overrule it; the Bolder/Darker toggle (bottom-left) shows the two flavors from section 04.

Deeper background: [tmc-homepage-brief/index.html](#) (the master brief) + "TMC Briefing — Decisions & Action Items (Jul 7)."

09 · FACTS TO HOLD LOOSELY

DESIGN WITH PLACEHOLDERS

- "75 years" vs "Since 1938" — they don't reconcile (1938 → 2026 is 88 years); still unconfirmed.
- Square-footage figures — source unverified; holdings-vs-exits framing undecided.
- Final hero headline — alternates in progress.

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Sources: TMC Strategic & Long-Range Business Plan 2026–2030 · FoxFuel–TMC meetings (May 13, Jun 3, Jun 11) · internal briefing (Jul 7) · TMCO Visual Guidelines V1 (06.22.20²⁶)

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