INTERNAL CREATIVE BRIEF · CONFIDENTIAL

Homepage Mockup Brief
The Mathews Company

Direction for the creative team on structure, messaging, and aesthetic for the new TMC homepage. Grounded in three stakeholder meetings, twelve interviews, and the client's own strategic plan.

CLIENT
The Mathews Company (TMC)

PRIMARY CONTACT
Katie Feldhaus, Dir. of Operations

PREPARED BY
FoxFuel Creative

DELIVERABLE
Homepage sitemap, wireframe & mockup

STATUS
Wireframe-first · brand direction pending lock

01 · THE ASSIGNMENT IN ONE BREATH

Make a capital partner who just heard the name "Mathews" understand, in ten seconds, who they are and why they matter.

TMC is a 75-year, three-generation, family-led **real estate investment enterprise** in Middle Tennessee. It develops, manages, and invests in the real estate it owns, and advises the partners and community who build alongside it. Their single biggest brand problem is that people who trust them with millions still can't say what they do. The homepage exists to fix that: quiet confidence, unmistakable clarity, and enough proof to make an out-of-market investor lean in.

> **The line that frames everything** (from the brand research): *"The only people who aren't saying this about you is you guys."* The story is already true across every stakeholder interview. Our job is to shape and own it, not invent it.

OPEN A POSSIBLE WIREFRAME ›

02 · WHAT THIS WEBSITE IS FOR

A validation tool, not a solicitation vehicle.

This is the strategic frame the whole design serves. Investors don't get sold by the site. They hear the name, look TMC up to **confirm legitimacy**, then go straight to the Juniper Square investor portal to do business. The site's job is to make that ten-second credibility check land hard.

- **Primary audience:** out-of-market capital partners and family offices who've heard of TMC and are checking them out. Almost nobody beyond Nashville has heard of them yet, and the 2030 plan explicitly targets "valued brand recognition outside of Nashville."
- **Secondary:** existing partners (continuity signal), prospective tenants (hospitality/quality), civic stakeholders (rootedness), future talent (culture).
- **Not a content machine:** a news/blog was explicitly ruled out. It won't be maintained, so we don't design for it.
- **The portal is the destination:** a clean, obvious handoff to Juniper Square. The current login link is broken and must be fixed.

> Design consequence: every section should earn a nod, not a scroll-past. Weight over volume. If a capital partner leaves impressed by *the scale of what they've quietly accomplished*, the page worked.

03 · POSITIONING & VERBAL IDENTITY

Earned authority, pointed forward.

The company sits on a set of tensions worth designing into: **steward of legacy & architect of growth**, **Nashville-rooted & built to scale**, **founder-led & enterprise-built**. Hold both sides. The verbal identity below is Michael Hutzel's working draft. This mockup is the first place we test it live.

CORE IDENTITY (LOCKED DIRECTION)

The working company-type identity: **a vertically integrated real estate investment enterprise.** Investment comes first. The services exist *because* TMC owns the assets, so their interests and their partners' point the same direction. Advise is the one outward-facing service: it extends beyond owned assets to the partners and wider community who seek their judgment, and it is the bridge into the legacy story.

> **Lead articulation — use across the site:**
> "The Mathews Company is a real estate investment enterprise. We develop, manage, and invest in the real estate we own, and we advise the partners, and the wider Nashville community, who build alongside us. Much of Nashville's history was built by this company, and we remain an active hand in its future, working shoulder to shoulder with the market we have helped shape for three generations."

POSITIONING STATEMENT (DRAFT)

The Mathews Company has spent 75 years doing the quiet work that shapes cities. Developing, investing, managing, and advising across Middle Tennessee, they operate at the intersection of deep market knowledge and long-term thinking. Three generations of family leadership have built a firm where trust isn't a talking point, it's the operating model.

"WHO WE ARE" (DRAFT BODY VOICE)

Much of what defines Nashville was built by The Mathews Company. For more than 75 years, we've developed, owned, and managed real estate across Middle Tennessee, often seeing opportunity where others didn't. Office, industrial, retail, multifamily, mixed-use: our portfolio spans more than 2 million square feet and three generations of earned judgment. We don't just know this market. We helped build it.

> **Tagline in test:** *Built on unconventional wisdom.* | **Brand truth (26 unprompted mentions):** "They do what they say." Character is the operating system, not a soft attribute.

04 · THE PROBLEM THE HOMEPAGE MUST SOLVE

Even people in deals with them can't explain what they do.

This surfaced repeatedly. The anecdote that captures it: a board member already in deals with TMC, asked to describe the company, said essentially *"I'll be honest, I don't really know. I'm in deals with them. I trust them. I like them. But exactly what they're responsible for? I don't know."* The punchline: a great problem to have, and a brand problem to fix.

The confusion is structural, and the homepage has to actively cut through it:

- **RC Mathews** — a separate family company with a similar name causes market-level mix-up.
- **Colliers** — the market is unclear on TMC's role vs. Colliers' (signage, brokerage, management). That relationship is being unwound and brought in-house by Jan 1, 2027, so the brand must now stand fully alone.
- **Diverse asset base** — their own SWOT admits "the Company lacks a 'product brand.'" They do so many things that no single category sticks.

The fix, on the page: a plain-spoken "What We Do" block near the top, four verbs, four icons, five asset classes. Clarity before cleverness. This is the section that has to work hardest. See section 06 and a possible wireframe.

05 · DESIGN AESTHETIC DIRECTION

This is an investment firm, not a construction company.

Critical framing for art direction. TMC develops and manages property, but they are fundamentally a **vertically integrated real estate investment enterprise**. They provide development, management, and advisory services because they own the assets, not as a menu they sell. Do not design them like a general contractor or an architecture firm. There are no gleaming glass skyscrapers to fly drones across. The real portfolio is office space, commercial warehousing, adaptive reuse, and mixed-use. Less "sexy skyline," more "quiet ownership of things that matter."

A practical note on imagery, less a rule than a reality to design around. We will not be able to rely on purchasing or capturing glossy, cinematic content: sweeping drone footage or stock glass-tower skylines. Some of it does not exist for these assets, and some of it is not worth staging. Overhead and aerial shots of many of their buildings honestly just read as office complexes, so leaning on those tends to flatten the story.

That is not meant to limit the creative team. It is a prompt. Renderings can be genuinely exciting and worth exploring, and there is room to be inventive with typography, editorial layout, detail shots, and the few strong real images that do exist. The one through-line worth protecting is the investment-enterprise feel: quiet, grounded, and confident rather than a flashy CRE marketing site. Beyond that, the creative team should feel free to run.

06 · SITEMAP & MENU STRUCTURE

Lean navigation, built around the validation job.

Six primary items. Everything supports the "confirm legitimacy, then go to portal" path. No news/blog.

Home

Hero · Video · What We Do · Proof · Investment Philosophy · Asset Classes · Legacy teaser · Investors · CTA

What We Do

Invest — partnership-based capital, funds, co-investment

Develop — ground-up & adaptive reuse of assets we own

Manage — hospitality-level asset & property management of what we own

Advise — market judgment for partners and the wider community (not limited to owned assets)

(Asset classes: Office · Industrial · Retail · Multifamily · Mixed-Use)

Asset Classes

What we invest in: Office · Industrial · Retail · Multifamily · Mixed-Use (TMC's own term, replaces "Portfolio")

Optional representative work / case-study pages (static, Reagan Smith / Barge model): Trolley Barns, Buchanan Point, 615 3rd Ave, and others

About

Our Story / Company

Leadership & Team

Legacy & History — dedicated page with a full timeline (three generations, founding, landmark milestones, next-gen)

Investors

Approach / partnership philosophy → Investor Login (Juniper Square handoff)

Contact

Note: "Legacy & History" needs its own page with a timeline component (Colton flagged this). Naming options: Our Story / Legacy / History / Since 1938. Recommend **"Our Story"** in nav, "Legacy" as the emotional label on the page.

07 · HOMEPAGE, SECTION BY SECTION

What each block does and what goes in it.

Follow alongside a possible wireframe, one direction rather than a mandate. The order shown is one deliberate option: identity, then proof, then clarity, then depth.

HOW TO FRAME THE "WHAT WE DO" BLOCK

Lead with the identity, not a service list. A flat list of services is exactly what created the confusion ("a leading provider of real estate services"). Open with **"A vertically integrated real estate investment enterprise,"** then make the integration the point: TMC develops, manages, and invests in the real estate it owns, and advises the partners and wider community who build alongside it. The services are proof of alignment, they own what they run, not a menu. Advise is the one outward-facing service and the bridge to the community and legacy story.

#	SECTION	JOB & CONTENTS
1	**Hero**	Header image, one confident headline (recommend the tagline "Built on unconventional wisdom.", or the bolder "We don't just know this market. We helped build it."). Sub-line with the 75-year / three-generation frame. No portfolio button, keep the hero clean (optional quiet link to How We Invest).

2	**Brand / explainer video**	60-sec to 2-min video, TDK-style, no single talking head. Voiceover states plainly what TMC does. This is both a homepage asset and the Phase 2 video deliverable. It carries the clarity load emotionally.
3	**What We Do**	The hardest-working block. Lead with the identity line: "A vertically integrated real estate investment enterprise." Then the integration logic (they develop, manage, and invest in what they own; they advise partners and the community). Icons for Invest, Develop, Manage, Advise. Asset-class chips. Plain language.
4	**Proof bar**	Scale at a glance: years, generations, sq ft, assets/AUM. Figures pending confirmation (section 09).
5	**Investment Philosophy**	Replaces the portfolio grid. Explains what kinds of projects they pursue and why, in their own language (lasting value, community, historically sensitive). Less promotional, more understanding. Draft copy below the table.
6	**Asset Classes**	TMC's own term for what they invest in: Office, Industrial, Retail, Multifamily, Mixed-Use. Categories, not a named-building parade. Optional quiet link to representative work / case studies.
7	**Legacy teaser**	Short timeline preview → dedicated Our Story / Legacy page. "Much of Nashville was built here. And so is what comes next."
8	**Investors / portal**	Partnership philosophy in a line, then the Juniper Square login handoff. Fix the broken link.
9	**Closing CTA**	"We build what we'd stake our name on." Tagline lockup, contact CTA.
10	**Footer**	Logo + tagline, nav, contact, portal login. No blog.

INVESTMENT PHILOSOPHY SECTION (NEW — REPLACES THE PORTFOLIO GRID)

Section 5 carries TMC's investment philosophy. Not invented: the ideas are lifted from their strategic plan (Purpose, 2030 Vision) and info packet, then shaped to Hutzel's voice. It answers "what kinds of projects, and why," without a promotional portfolio parade.

Draft copy:
"We invest in the long-term good of the places we operate. Every asset has to create lasting value, and not only for our investors, but for the people who live, work, and shop there. We build with a sensitivity to Nashville's history and character, and we take on the projects worth taking on, the ones that leave a place better than we found it. It is the standard behind everything we choose to own."

Verbatim source anchors: "lasting, positive impact... for the benefit of those who live, work, and shop"; "a sustainable... enterprise that produces lasting value"; "an environmentally and historically sensitive developer." Flagged as new phrasing (not in their docs): "calculated risk," "honor character."

ICONS NEEDED (WHAT WE DO)

Four custom line icons, restrained and geometric to match the institutional tone. Lead with Invest (the identity), then the owned-asset services Develop and Manage, then Advise set slightly apart as the outward-facing one: **Invest** (partnership / growth mark, not a dollar-sign cliché), **Develop** (building / massing mark), **Manage** (stewardship / hospitality mark), **Advise** (compass / judgment mark, pointed outward to partners and community). Plus five small asset-class marks: office, industrial, retail, multifamily, mixed-use.

08 · COPY BANK (HUTZEL'S VOICE, IN POSITION)

Headlines to place and test.

Built on unconventional wisdom.

RECOMMENDED HERO (HUMBLER REGISTER) — ALSO THE TAGLINE

We don't just know this market. We helped build it.

ALT HERO — BOLDER, MORE ASSERTIVE REGISTER

Much of Nashville was built here. And so is what comes next.

LEGACY / HISTORY SECTION

Three generations. One standard.

PROOF BAR OR ABOUT INTRO

We build what we'd stake our name on.

CLOSING CTA

Every asset in our portfolio started as a conviction.

INVESTMENT PHILOSOPHY / ASSET CLASSES INTRO

The deal nobody saw. The asset we still own.

ASSET CLASSES / CASE-STUDY FRAMING

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

WHAT WE DO / ADVISE, OR ABOUT

The kind of judgment that only comes from generations of work.

ABOUT / MARKET-KNOWLEDGE PROOF

A brand of opportunity.

SHORT DEVICE — SUB-BRAND OR CAMPAIGN LINE

> Voice guardrails from the research: confident not promotional, plain not clever-for-its-own-sake, warm ("fun people you'd grab a beer with after the meeting") under an institution's steadiness. Avoid CRE clichés entirely.

MOCKUP PLAN — TWO DIRECTIONS, TWO TONES (BRIEF UPDATED)

- The styled mockup should explore **two visual directions**. Within each, present **two copy registers**: one bolder and more assertive, one more humble and earned.
- Why: the headline set spans a real range. Bolder end, e.g. "We don't just know this market. We helped build it." Humbler end, e.g. "Built on unconventional wisdom." and "We build what we'd stake our name on." Testing both tones inside each direction lets TMC react to look and voice separately.
- **Cut per client:** "A reputation is not claimed but accumulated" reads too self-promotional. Do not feature it anywhere.

09 · ASSET LIBRARY (FOR THE CREATIVE TEAM)

Everything is in the shared Drive folder.

All client-provided source material lives in the publicly accessible **"TMCO: Client Provided Assets"** folder. Logos, brand colors, templates, photography, investor decks, press, and info packets are all here.

- **Client Provided Assets (main folder)**
- **Photos** — pull hero + portfolio imagery here
- **Logos**
- **Brand Colors**
- **Articles** — background / proof points

NOTE ON THE JULY 1 UPLOADS

- A large batch of material was added on **July 1, 2026**. In the folder, **sort by date** to surface it: investor presentations (A&B Warehouse, Hillsboro Hobbs), Shallow Bay Fund pitch decks, additional photography, articles, info packets, and a URL brainstorm doc. Useful for portfolio proof, tone, and case-study detail.

ACCESS HOUSEKEEPING

- This folder is currently set to **"anyone with the link can edit."** Fine for internal speed, but before it becomes Katie's bookmarked brand home (see next steps), tighten permissions so external viewers can't alter contents.

10 · REFERENCE SITES (FROM THE CLIENT)

Who they benchmark against, and the sites they like.

Katie shared a "Websites" doc in the client folder. Her clarification on what it holds: the first list is their local peer set, included so we can see who they measure against. Everything after that is sites they like, useful as directional reference for look and feel, not a mandate.

LOCAL PEERS (COMPETITIVE SET)

Included so we can see who TMC measures against locally. Reference, not necessarily admired.

Hamilton Creek Partners

MarketStreet Enterprises

GBT Realty

Giarratana

Eakin Partners

Hall Emery

Boyle

HG Hill

Southeast Venture

Charles Hawkins Co.

Bristol Development

SITES THE CLIENT LIKES (REFERENCE / INSPIRATION)

Per Katie, everything outside the local peer list is a site they like. Directional for look and feel, not a mandate. Grouped by what they are.

NATIONAL PEERS

Tirrill Hyde

Ryan Companies

Eagle Rock Ventures

SilverCap Partners

TMC'S OWN PROJECT SITES (THEY LIKE THESE)

Martin Flats

Flats at Taylor Place

Rutledge Flats

Hamilton & Hume House

OTHER TMC PROPERTIES

Co-op Business Park

Peabody Plaza

> Source: "Websites.docx" in the client assets folder. Doc headers were "Peers - Local," "Peers - National," "Projects we own with Partners," and "Other Properties/Projects."

11 · FACTS TO VERIFY BEFORE PUBLISH

Do not ship these numbers unconfirmed.

Separating fact from claim, since the sources disagree and the site is a credibility instrument. Confidence noted.

OPEN ITEMS

- **Founding year vs. "75 years."** The internal creative brief cites "Founded in 1938" and "75+ years" in the same paragraph, which don't reconcile (1938 to 2026 is 88 years). Hutzel's copy uses "75 years." Confirm the true founding year and the number we stand behind. *Confidence: low until confirmed.*
- **Portfolio size.** Hutzel's copy: "more than 2 million square feet." Strategy docs: "35 assets, ~$593M AUM." These measure different things and can coexist, but pick the public figures deliberately. *Confidence: moderate.*
- **"Three generations" vs. fourth generation.** Copy says three; strategy plan notes 4th-gen Hop Mathews onboarding. Decide how public-facing to be about the succession. *Confidence: moderate.*
- **Named projects.** Confirm Trolley Barns, Buchanan Point, 615 3rd Ave, Martin Flats, Rutledge Flats, St. Cloud Corner, Elliston Place are all current/appropriate to feature, and gather correct dates for the timeline.
- **Juniper Square link + portfolio pages.** Both currently broken. Confirm correct portal URL before build.

All quotes sourced from client-provided documents and FoxFuel stakeholder research.
Sources: TMC Strategic & Long-Range Business Plan 2026–2030; TMC brand research interviews (Apr 2026); FoxFuel–TMC meetings (May 13, Jun 3, Jun 11, 2026); Hutzel verbal identity draft.