

MARK GRAHAM CREATIVE

Collaborator.  
Orchestrator.  
Conductor.

amen  
able



Mark Graham is a musician and collaborator in Hollywood with a vision to help other musicians define every project's scope, regardless of its scale.

More importantly, he's got the credentials to back it up—Mark has worked on some of the biggest films in history, collaborating with legends like John Williams and Alan Silvestri through orchestration, conducting, and managing recording sessions.

He also loves supporting less established musicians, offering his expertise so they can realize the projects of their dreams. When we met, Mark shared that he wanted to make a point of reaching up-and-coming musicians, and the perfect way to do that was with a new brand and website.

With decades of experience in the industry, Mark Graham has a resumé of IMDb credits that will keep you scrolling for minutes. He has collaborated with some of the most notable composers in the history of film, helping them implement their vision, whether that is through orchestration, conducting, or managing the logistics of bringing an ideal sound to a recording session. He is also the founder of JoAnn Kane Music Services, a music library and score preparation service.

As Mark considered what the future of his career would look like, he realized he needed a website and clear brand to attract his ideal collaborators.



W z  
Music  
Please  
WB Orel  
for inte

## **TAKING A LEAP**

In our early conversations, Mark presented an interesting challenge—His image in his professional sphere was already incredibly positive, but he wondered if it made him seem unapproachable.

That wasn't a problem for large-scale blockbuster projects like Marvel movies, but it was creatively limiting because it meant that up-and-comers or non-traditional collaborators might assume Mark wouldn't be interested in working with them.

The reality couldn't be further from the truth. Mark thrives on creative projects that break the mold, and he wanted people to know that, even if they were working on their very first project, he was eager to be a resource to help them bring it to fruition. This desire became the central theme of our work.

# HOW WE PARTNERED TOGETHER

*After several fun meetings, we understood two things: First, it was obvious why people love working with Mark, and second, it was just as obvious that his brand and website needed to communicate that why. Through our discussions with Mark, it was clear that he wanted to highlight his value as a collaborator and move away from the idea of his work as “services.” We knew that the best way to do that was to foreground the joint ideas of credibility and approachability, and we did that in several ways.*

THE WORK

## ***A NEW BRAND***

A quick scan of Mark's IMDb credits reveals an impressive range of professional experience, but that impressive range could easily become overwhelming to a musician looking for a collaborator.

We quickly realized that Mark's online presence depicted a clear what, but there was no visible why or how behind his work, even though these questions could be immediately answered in casual conversation.

Our team was inspired by the themes that emerged in Mark's project stories, and we realized it was critical to highlight the relational significance of Mark's work and how it intersects with the work itself.



We knew right away that we wanted to create a brand that put Mark's image front and center. Visually, we opted for paperwhite and earth tones to evoke the image of Mark being an open book and willing resource—a library of knowledge—and we complemented the color scheme with dozens of gorgeous photographs from Mark's career.

We leaned into two typefaces from typeface designer, Connary Fagen. Argent feels classic and iconic at the same time. It's not showy, but communicates a sense of timelessness which is important in showing the ongoing value of Mark's work.

Ariticulat is an updated take on midcentury type design. It feels modern, but also reminiscent of that 1960's classic swiss design. Pairing these together allowed us to communicate the iconic old Hollywood vibe mixed with an educational and a modern sensibility.

PRIMARY LOGO

# Mark Graham

# Mark Graham

5839 GREEN VALLEY CIRCLE, SUITE 101, CULVER CITY, CA 90230    CONTACT@GRAHAMMUSICSERVICE.COM  
310-231-9733 OFFICE    310-490-8393 CELL    MARKGRAHAMCREATIVE.COM

## Mark Graham

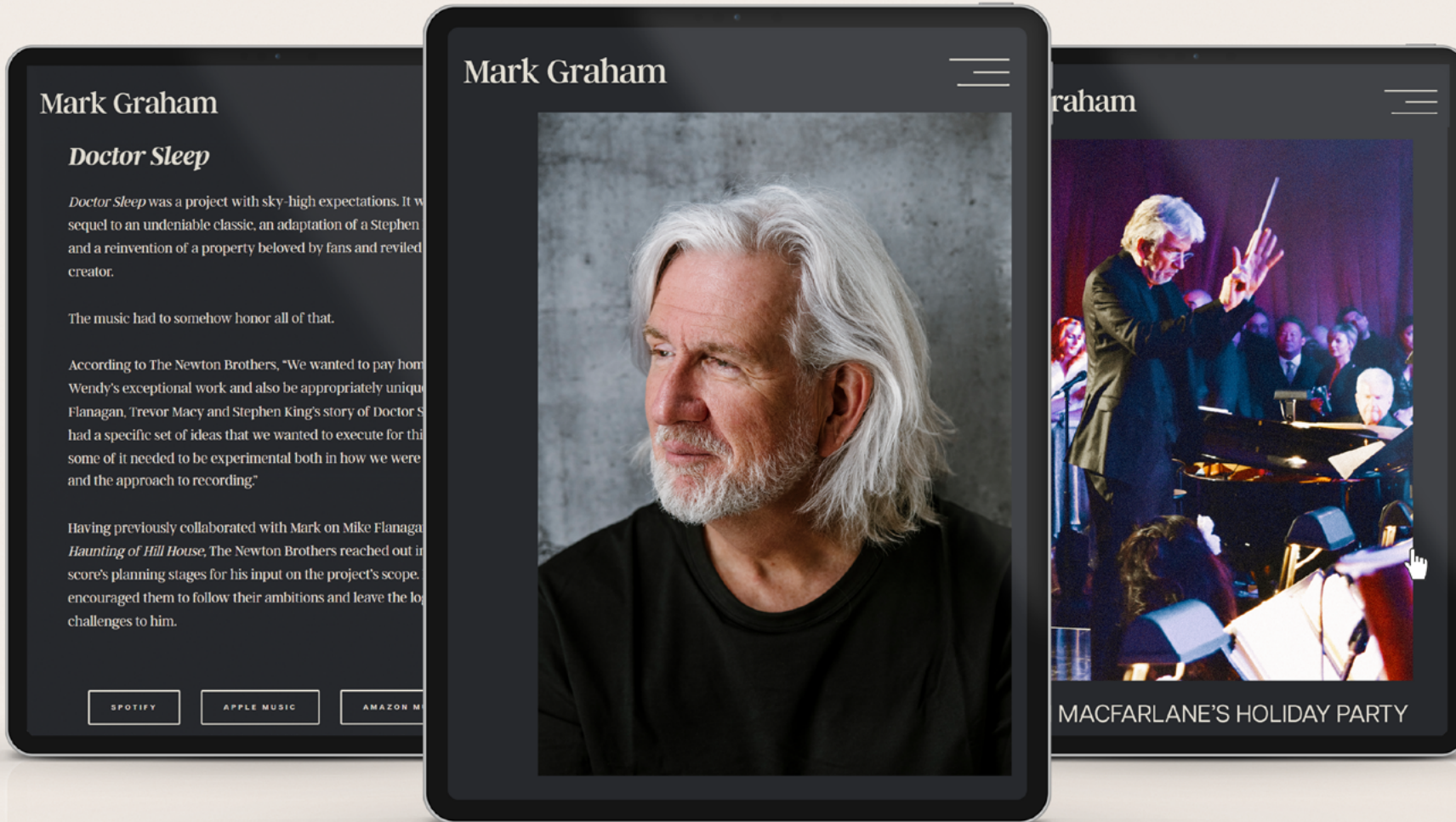
MARK GRAHAM  
310-231-9733  
CONTACT@GRAHAMMUSICSERVICE.COM

MARKGRAHAMCREATIVE.COM

# Mark Graham

## Mark Graham

5839 GREEN VALLEY CIRCLE, SUITE 101  
CULVER CITY, CA 90230



# Mark Graham

## Doctor Sleep

Doctor Sleep was a project with sky-high expectations. It was a sequel to an undeniable classic, an adaptation of a Stephen King novel and a reinvention of a property beloved by fans and reviled by the original creator.

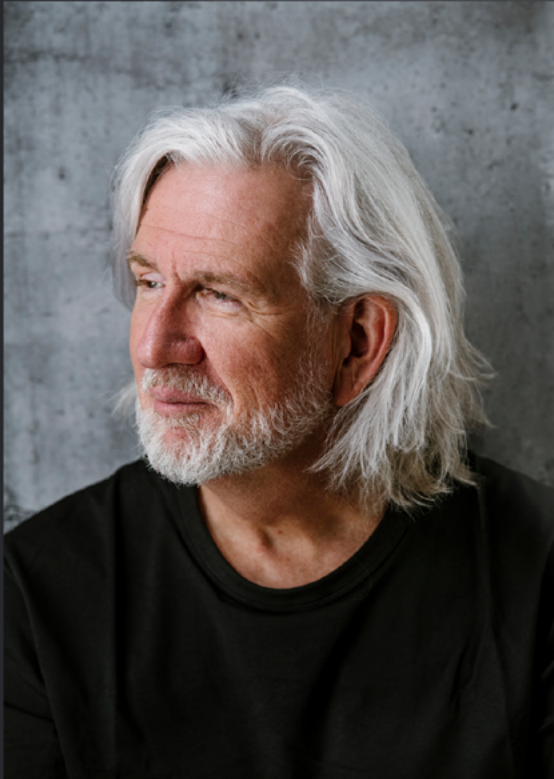
The music had to somehow honor all of that.

According to The Newton Brothers, "We wanted to pay homage to Wendy's exceptional work and also be appropriately unique. We drew inspiration from Mike Flanagan, Trevor Macy and Stephen King's story of Doctor Sleep. We had a specific set of ideas that we wanted to execute for this project, and some of it needed to be experimental both in how we were recording and the approach to recording."

Having previously collaborated with Mark on Mike Flanagan's *Haunting of Hill House*, The Newton Brothers reached out in the score's planning stages for his input on the project's scope. Mark encouraged them to follow their ambitions and leave the logistical challenges to him.

- SPOTIFY
- APPLE MUSIC
- AMAZON M

# Mark Graham



# Mark Graham



MACFARLANE'S HOLIDAY PARTY



TYPEFACES

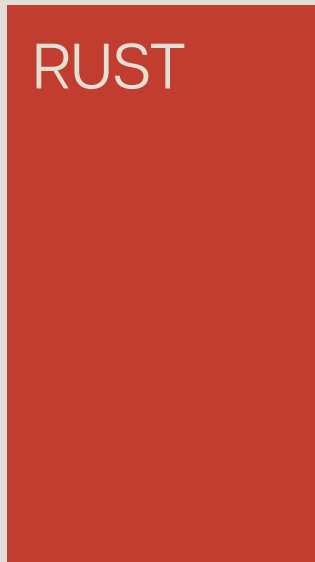
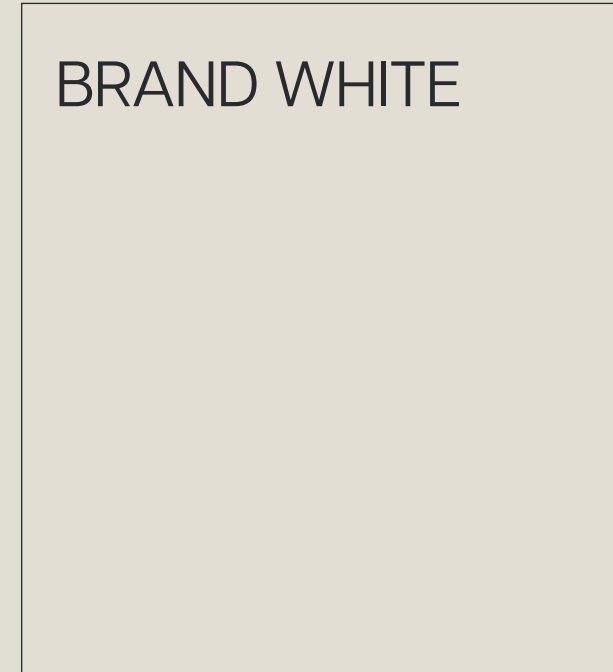
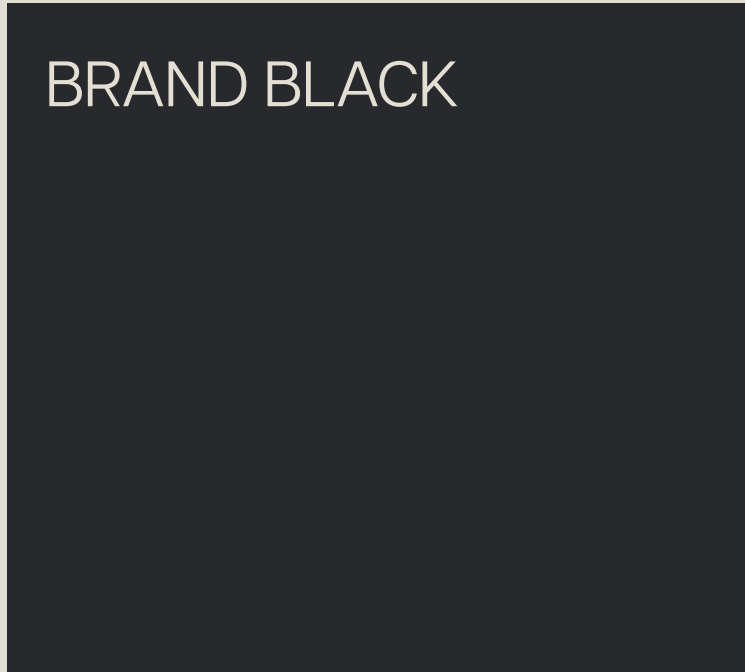
# Articulat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

# Argent

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

COLOR PALETTE





GOSSETT  
 A hulu ORIGINAL  
**ONLY MURDERS IN THE BUILDING**  
 EVERY BODY HAS A SECRET

ONLY MURDERS IN THE BUILDING  
 2021

CONDUCTOR, MUSIC PREPARATION, ORCHESTRATOR

"A SCREEN TRIUMPH! ...ONE OF THE YEAR'S MUST-SEE PICTURES"  
—PETE HAMMOND, DEADLINE

PREMIERE 6 31 **hulu**

BRYAN CRANSTON   DIANE LANE   and HELEN MIRREN  
**TRUMBO**

Collaborator.  
 Orchestrator.  
 Conductor.

Mark  
 through obstacles  
 order to make  
 thing great."

Mark Graham

↓



Mark Graham

EXPLORE PROJECTS



WEARABLEMABLE.COM



THE WORK

## ***A STORY-DRIVEN WEBSITE***

A good brand is only as valuable as its implementation, so we talked with Mark about what a website could look like. He expressed how no two projects he works on are alike, and we noted that this wouldn't be obvious from his IMDb credits.

We then asked him to make a list of a few kinds of projects—some big ones, some non-traditional ones, and some that encapsulated the kind of work he would like to see more of.

Next, we provided Mark with a list of questions to answer, giving him space to share stories about these projects in his own voice.

Mark is a gifted storyteller, and it was clear that the website needed to reflect that, so we also decided to build a page where he shared his personal history with music. That way, all readers could make a connection, regardless of whether they are Hollywood insiders or newcomers.

Similarly, we opted for language that would foreground Mark as an artist, moving away from terms like “credits” and towards language like “body of work.” Mark’s work speaks for itself, but he knew that his collaborators would also be willing to speak for it, so with a series of questions we provided, he reached out for quotes from people like The Newton Brothers and John Debney. Finally, Mark and his team were able to provide us with decades of archival footage and photography, which we wove throughout the website.

We knew it was just as important to show images of him working alongside studio musicians as it was to show him meeting with Wes Anderson or Seth MacFarlane. We collaborated with videographer, Brady Clayton, so visitors to the site would immediately be greeted by Mark himself.

## Mark Graham

*“Working with Mark Graham for the past 30 years has been a true gift. His expertise and talent is ever present as a giant asset at our scoring sessions and also behind the scenes.”*

CAROL FARHAT, FOX TV

### WHERE IT STARTED

Long before music ever became a professional possibility for Mark Graham, it was resting in the back of his mind. He had an early connection to film through his grandmother, an opera singer and pianist who would improvise the musical accompaniment for silent films at her local cinema.

Something about it clicked with Mark, and he began to perform music without any real plan—it was all about the

CONDUCTOR.

COLLABORATOR  
ORCHESTRAL

MARK GRAHAM

310-231-9733

CONTACT@GRAHAMMUSICSERVICE.COM

MARKGRAHAM

Mark  
Graham



# Mark Graham

5839 GREEN VALLEY CIRCLE, SUITE 101, CULVER CITY, CA 90230 CONTACT@GRAHAMMUSICSERVICE.COM  
310-231-9733 OFFICE 310-480-8393 CELL MARKGRAHAMCREATIVE.COM



Our partnership with Mark Graham was incredibly productive. We were able to build a brand and website that honored Mark's voice and amplified it, both reflecting his history of creative work and charting a clear course for the future.

He has since been able to use that brand as the launching point for an exciting social media presence—seriously, check out his account—which allows him to reach a new generation of musicians and composers.

If you're a creative who is looking for new ways to share your voice, or you think you're a non-creative trying to figure out if you have a voice, we're here to help. We'd love to talk to you about what a new brand or website could look like for you, as well as why it's important to maintain a strong brand identity.



# Mark Graham



## HOW IT PROGRESSED

Mark's interest slowly developed into a vision when he realized he was  
inspired by writing arrangements. He began to look for film scores, ask  
about how they were written and formatted, and develop a musical  
style that made him into the collaborator he is today.

thrill to get

Mark Graham  
Every project  
is as unique as  
the people as  
involved.





# The impact of our partnership

*The final brand became the ideal complement to the web content. It's recognizable and unique, but it honors the musical and professional heritage Mark is a part of. The visuals are approachable, and they ensure that Mark's personality is presented along with his work.*



**Now that you know a bit more  
about what we can do, want to learn  
more about what we could do for you?**

Email us at [hello@weareamenable.com](mailto:hello@weareamenable.com) with any questions you have.  
We'd love to hear from you and have a conversation!

# weareamenable