

A large, white, handwritten signature of the name "Nathan Skethway" is centered on the page. The signature is fluid and cursive, with a prominent 'N' at the beginning and a 'y' at the end.

N A T H A N  
S K E T H W A Y  
K E Y A R T  
B R A N D I N G  
M O T I O N

## C O N T E N T S

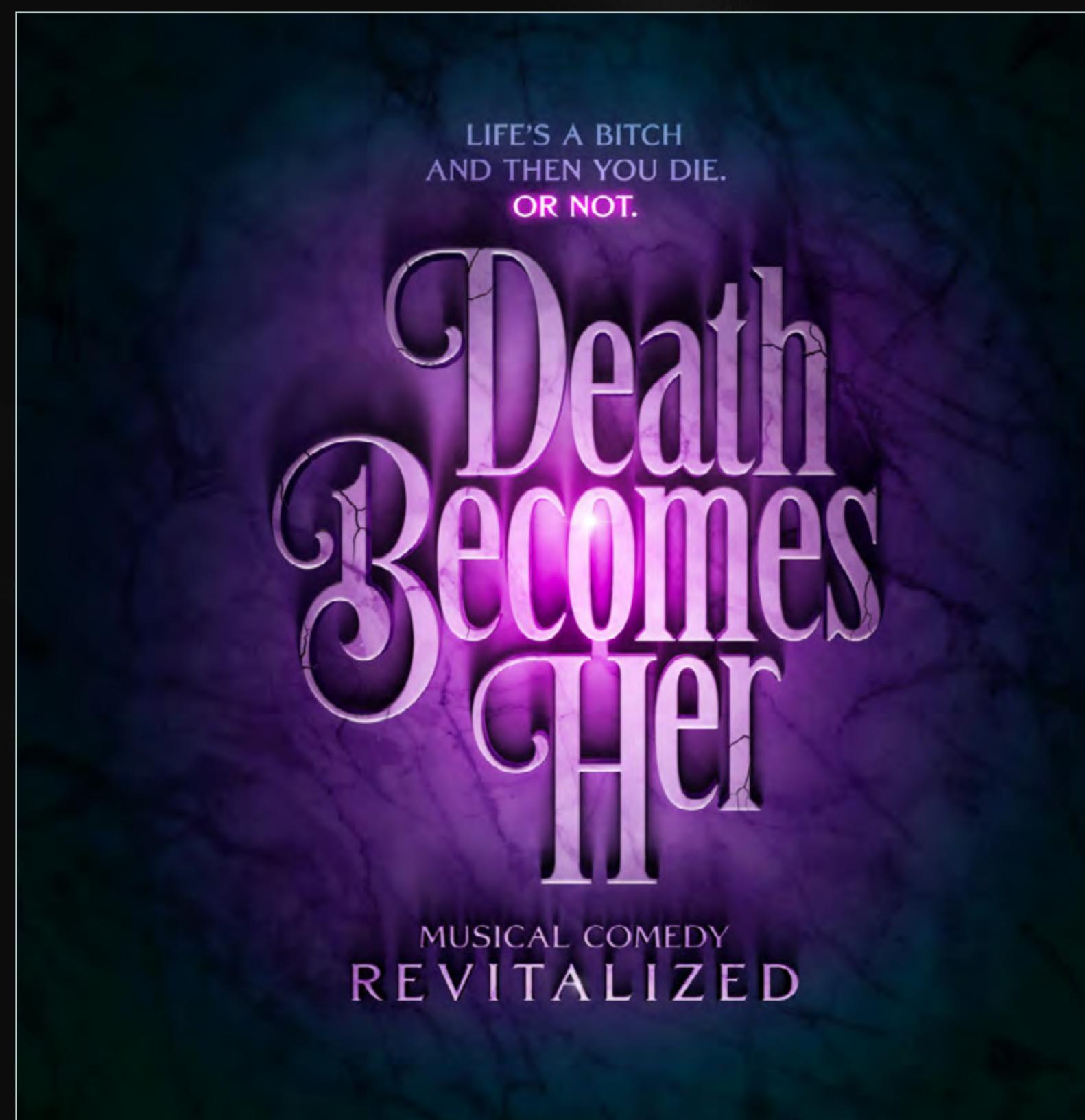
about me	3
DEATH BECOMES HER	4
SWEENEY TODD	11
ONCE UPON A ONE MORE TIME	14
DRAG: THE MUSICAL	21
THE QUEEN OF VERSAILLES	27
SLAVE PLAY	31
THE LOST BOYS	35
HOW TO DANCE IN OHIO	40
DEATH DROP	41
HADESTOWN	42
FARINELLI AND THE KING	43
METEOR SHOWER	44
LCT3	45
X.O.MJF	46
VARIOUS	47



# Death Becomes Her

2 0 2 4 | R P M

# DEATH BECOMES HER



LIFE'S A BITCH AND THEN YOU DIE  
OR NOT.

# Death Becomes Her

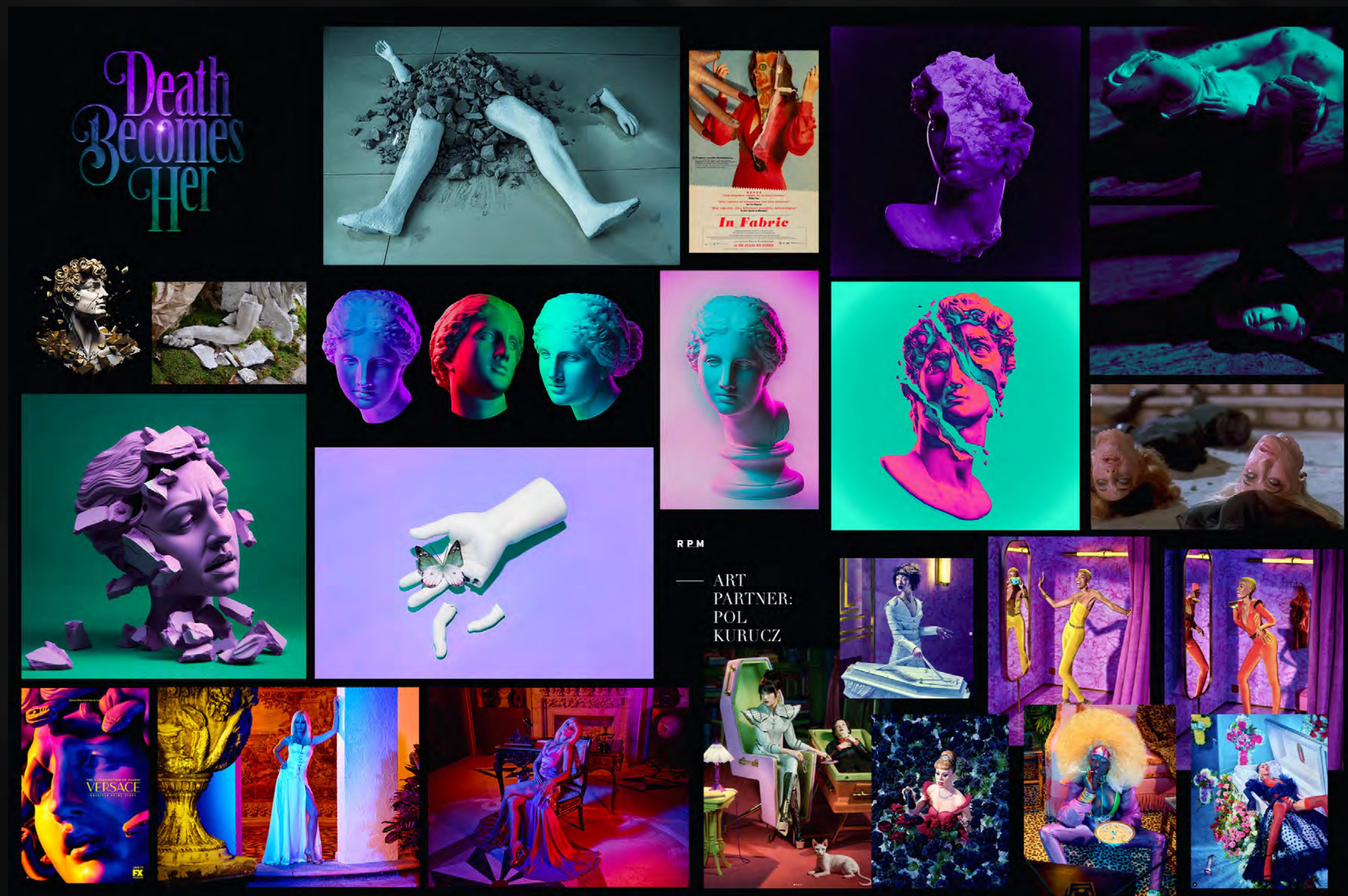
# MUSICAL COMEDY REVITALIZED

CUSTOM BRAND FONT

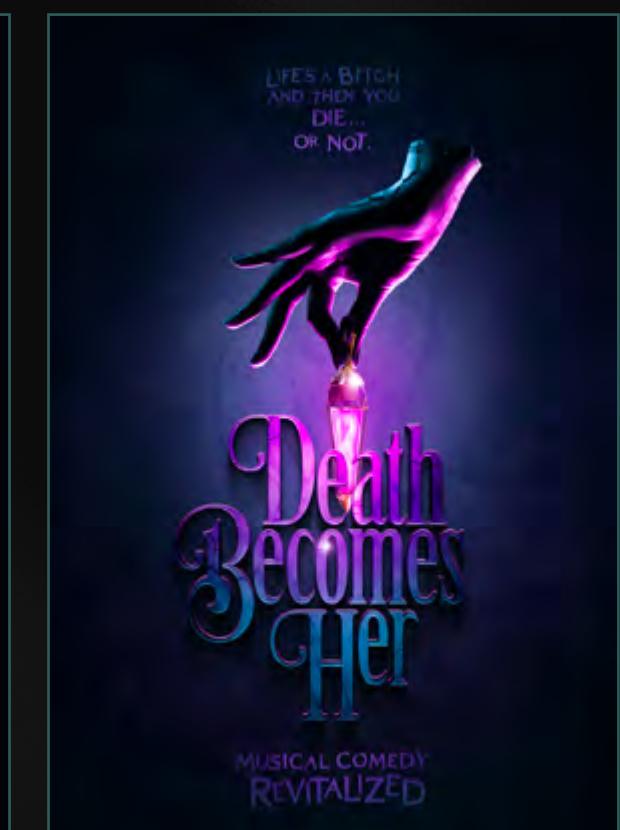
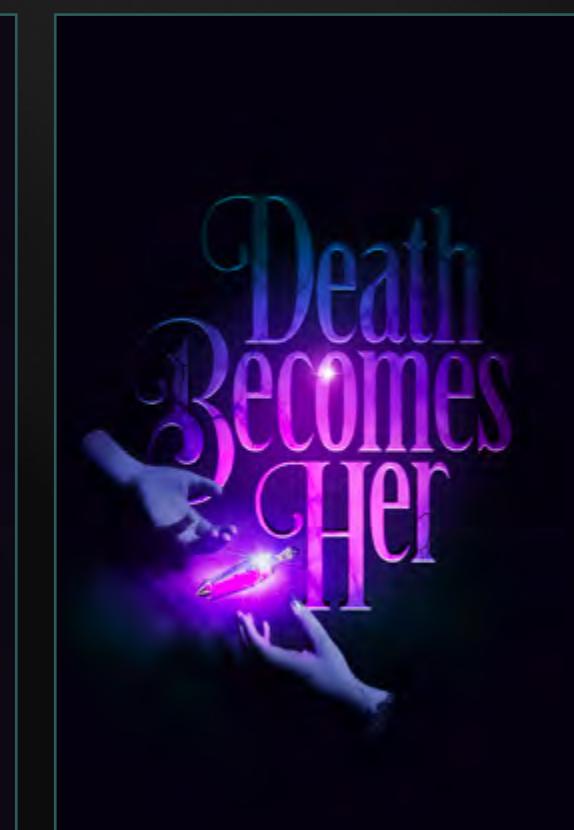
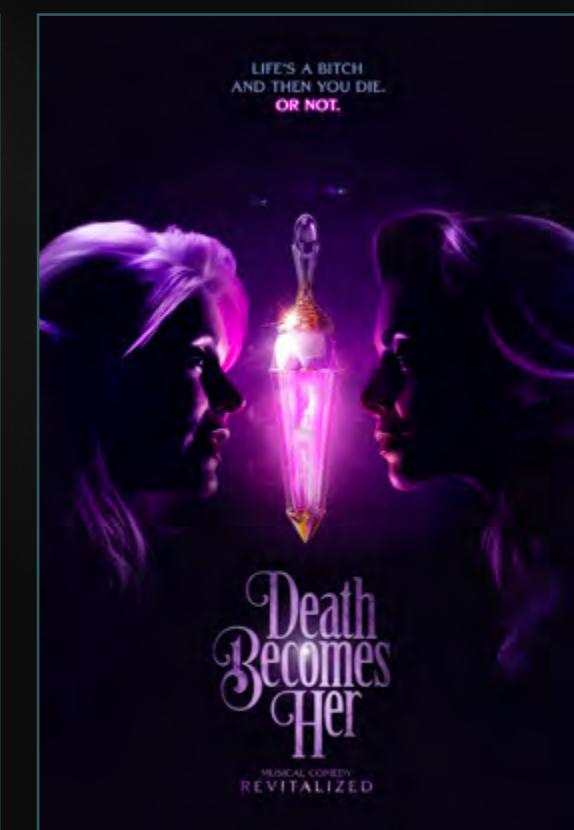
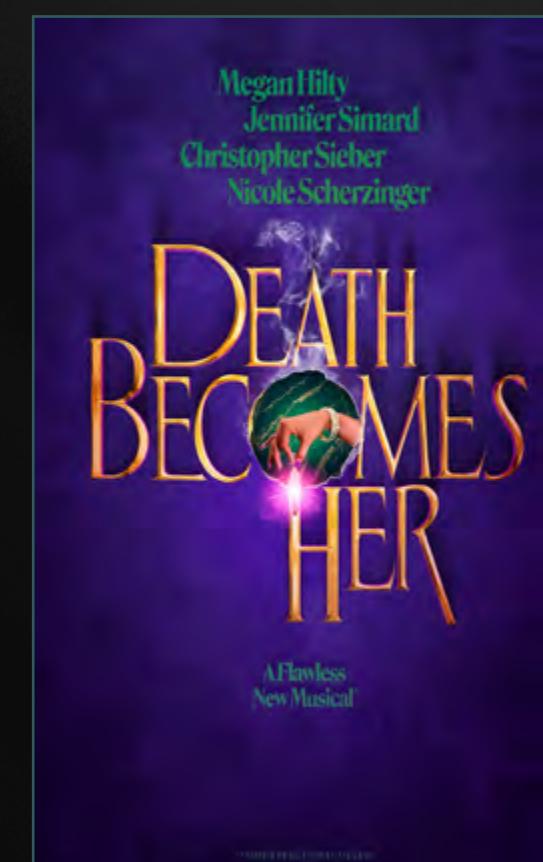
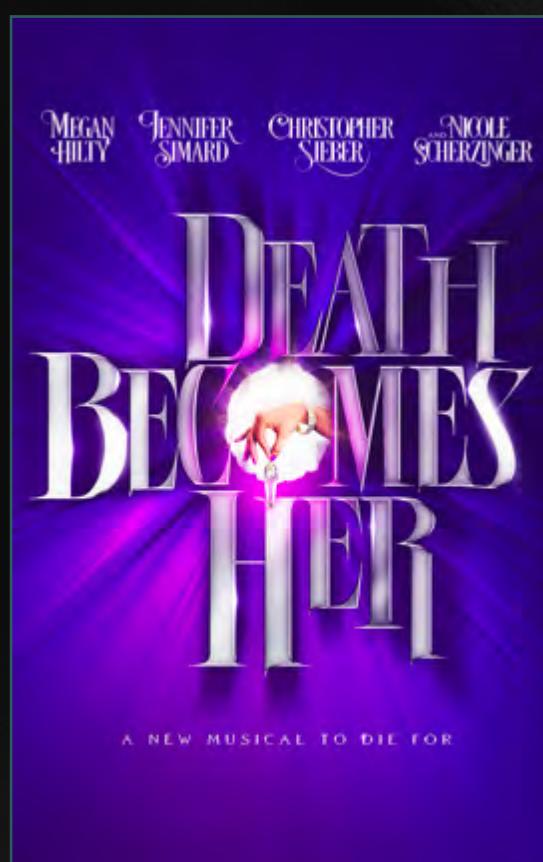
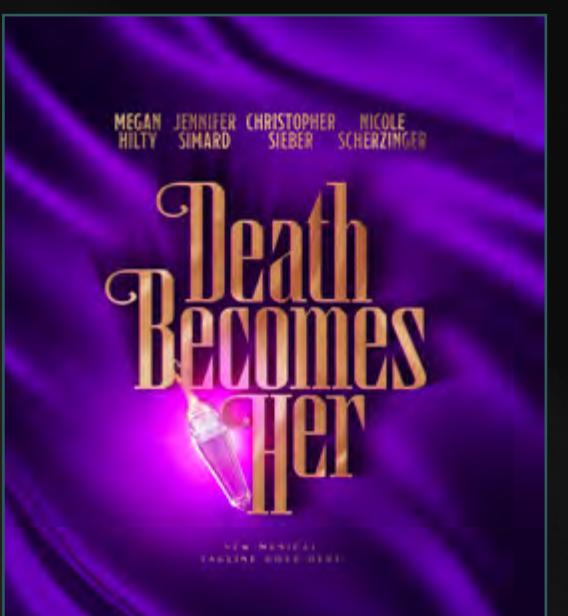
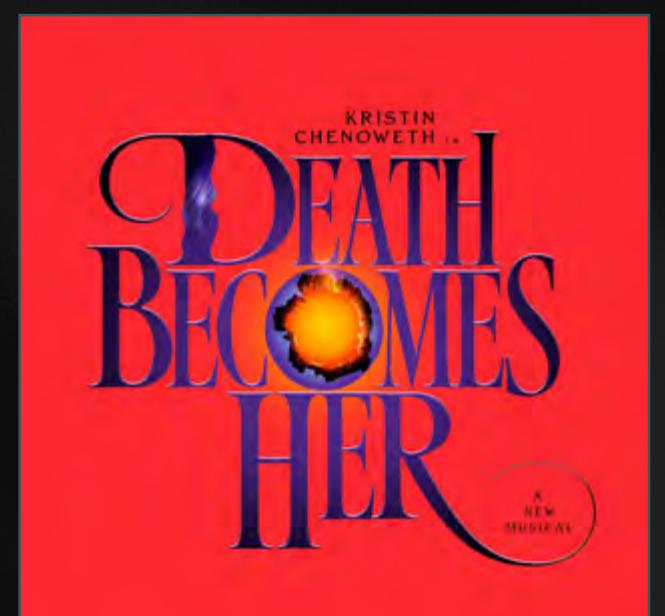
# Death Becomes Her

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
2 3 4 5 6 7 8 9 0 1 ! @ # \$ % & \* ( ) , . ?

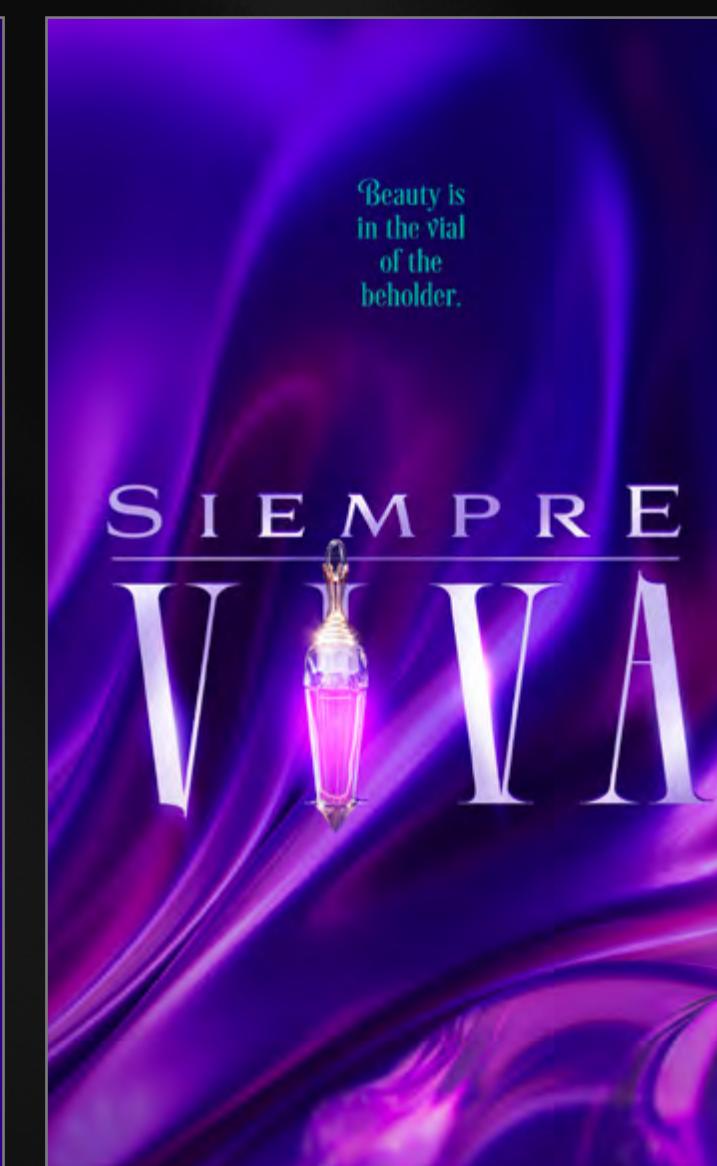
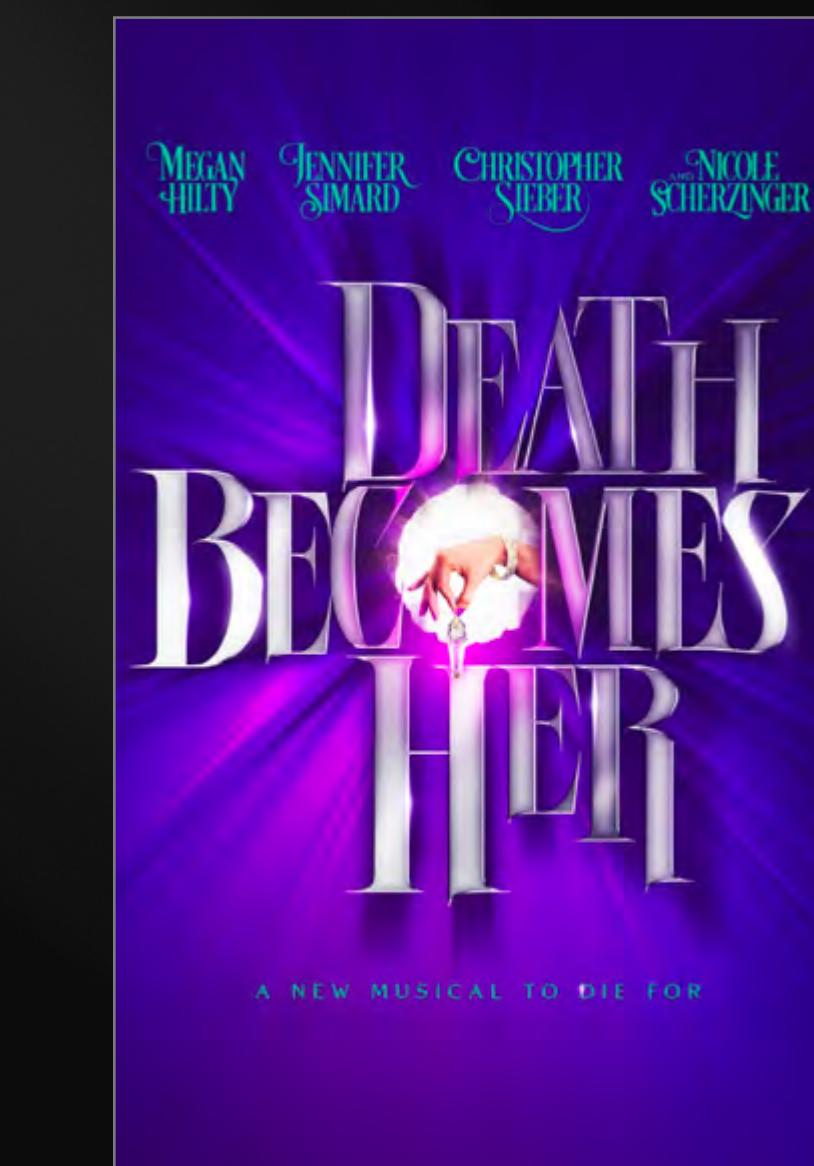
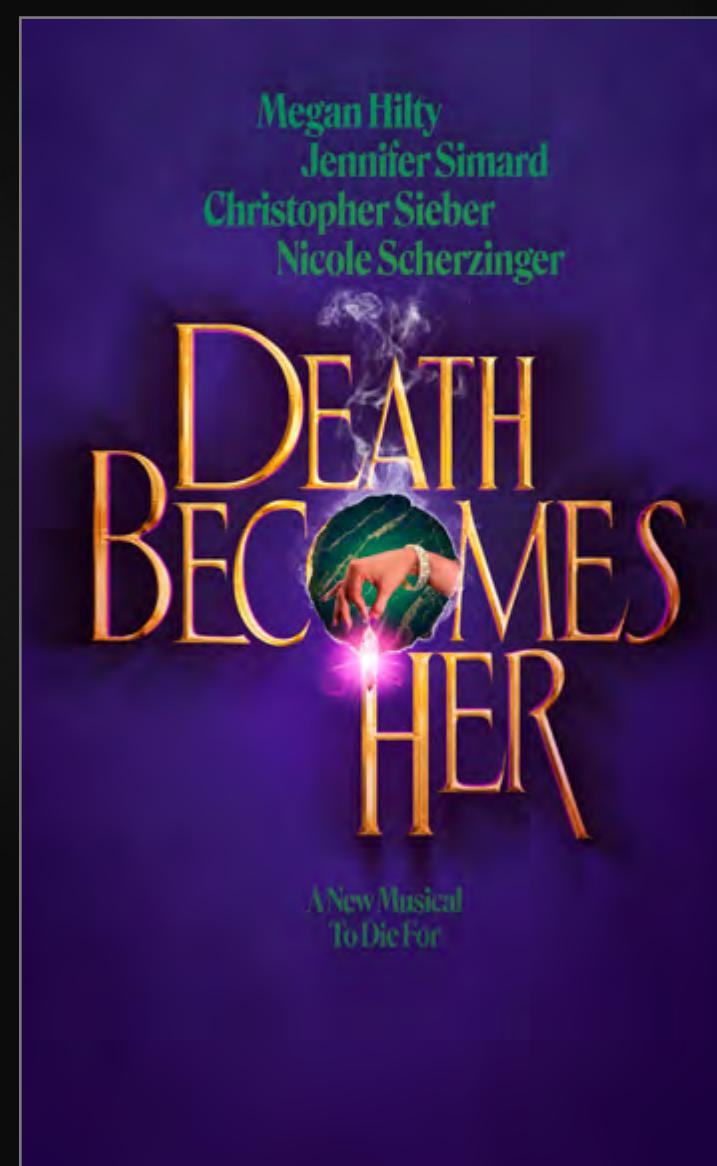
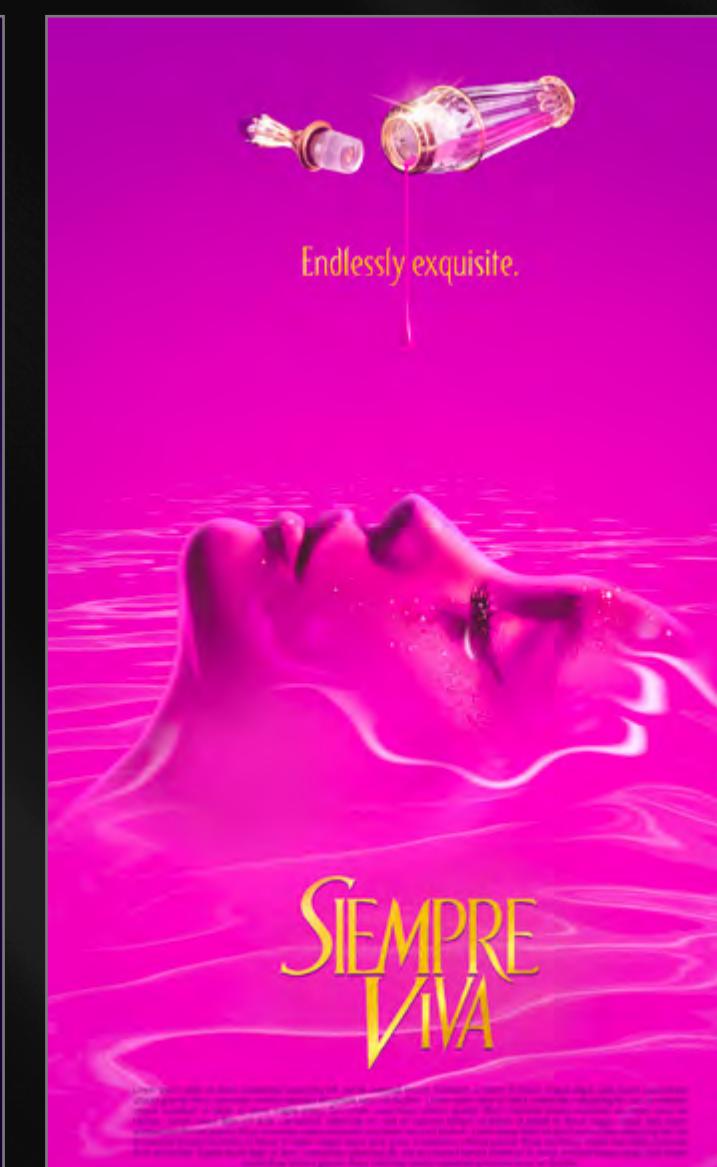
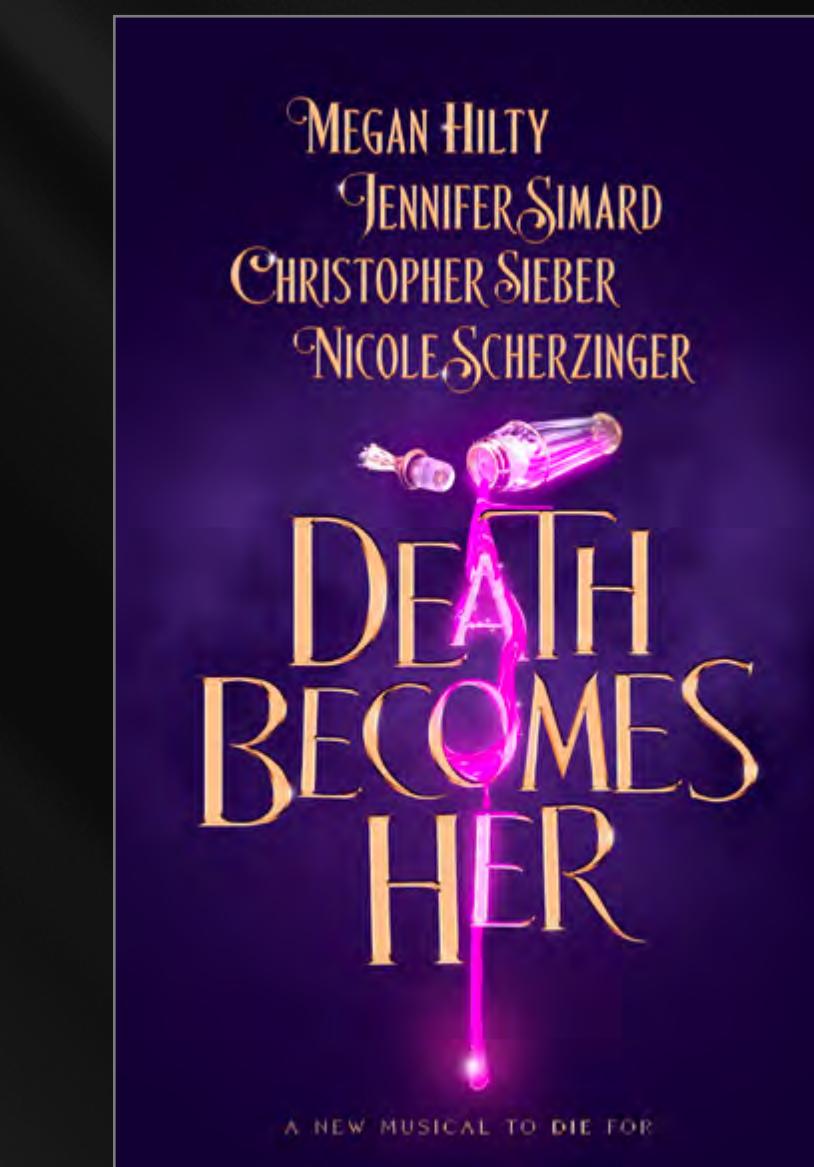
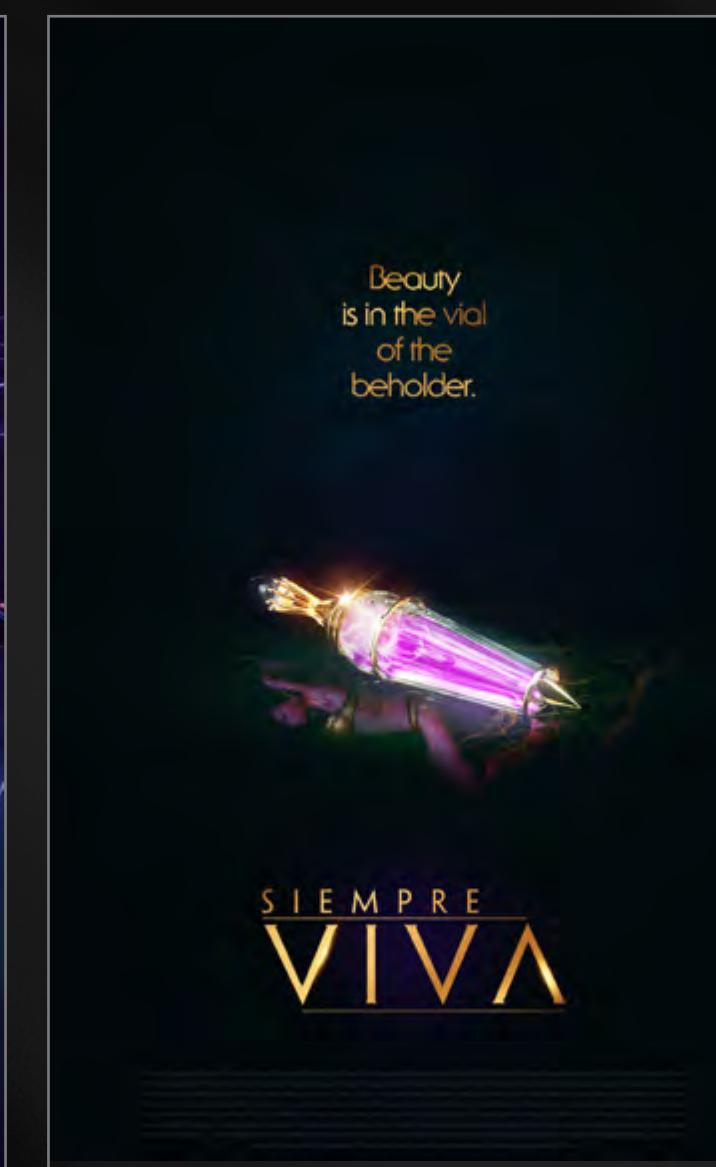
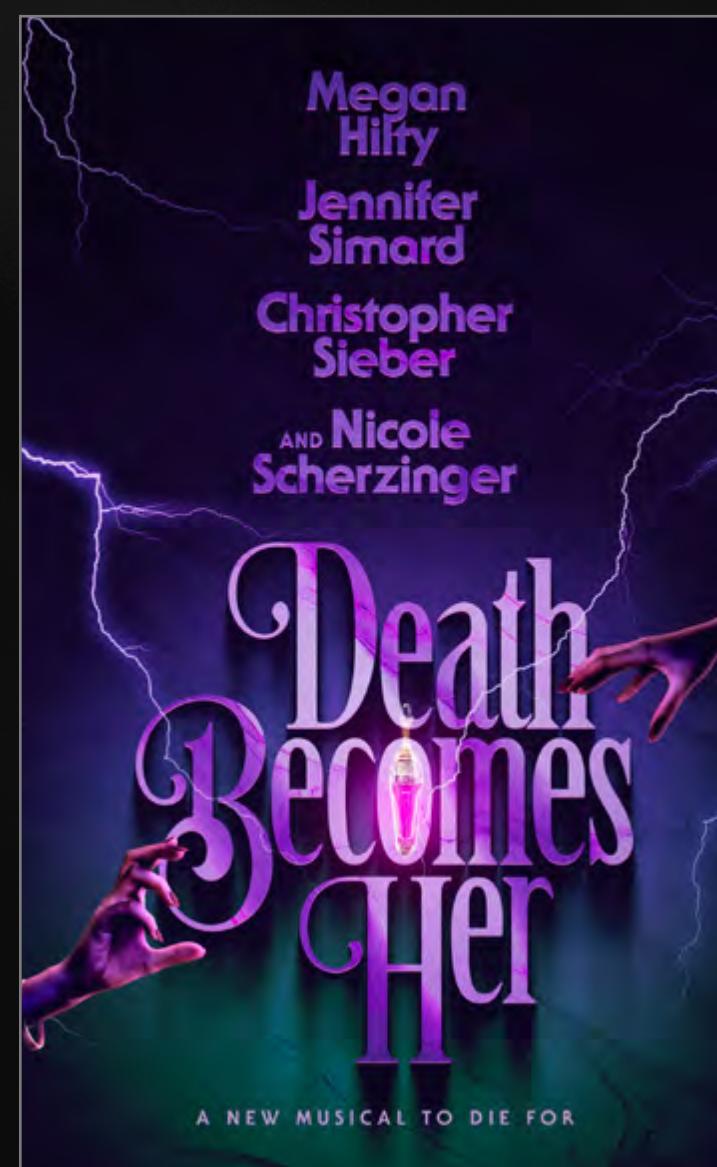
## BRAND DIRECTION RESEARCH



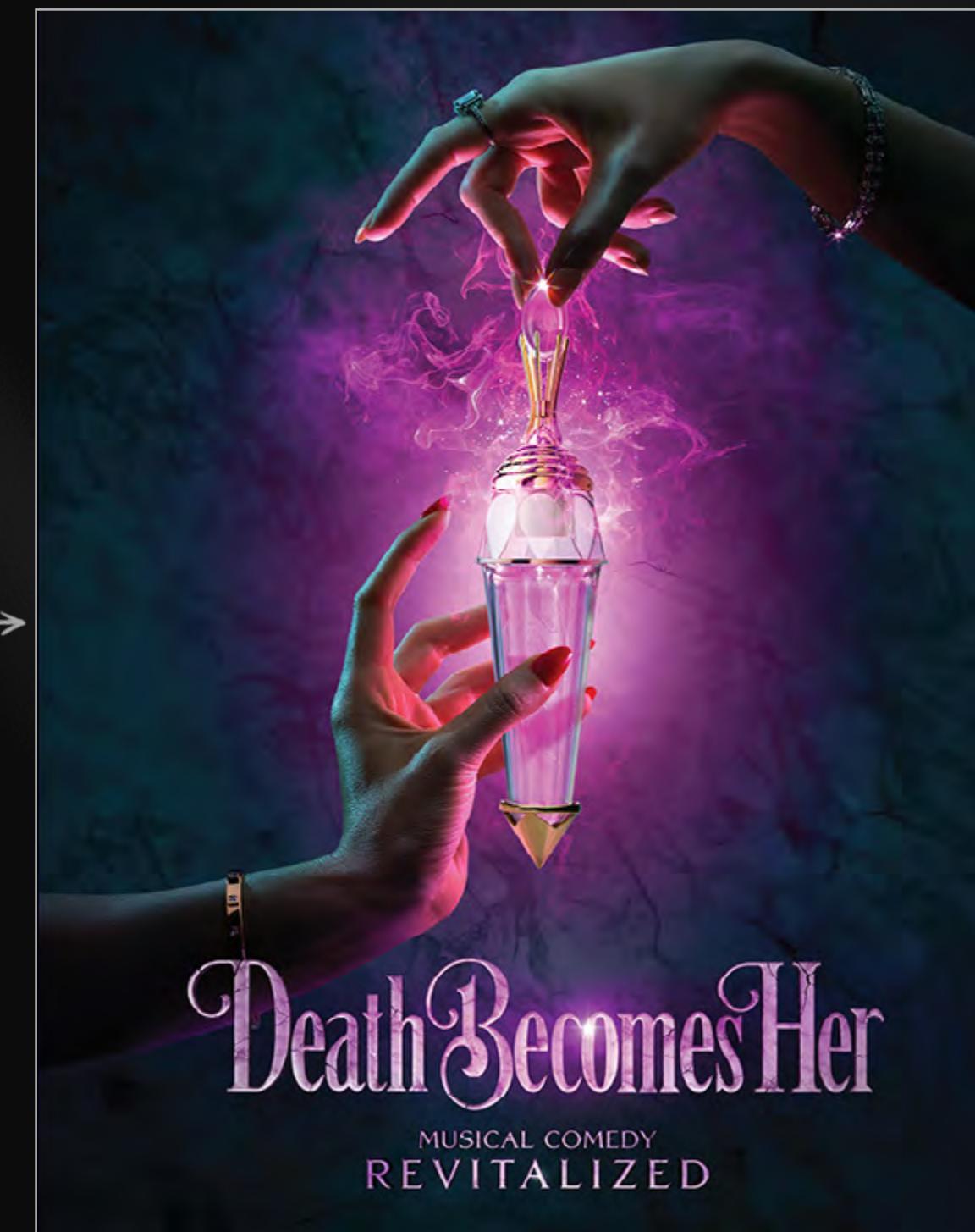
## ALTERNATE KEY ART CONCEPTS



## KEY ART VS. VIVA CAMPAIGN CONCEPTS



## PHOTOGRAPHIC KEY ART DIRECTION



ORIGINAL MOCKUP

FINAL ART  
with photography by Franz Szony

ORIGINAL MOCKUP

FINAL ART  
with photography by Franz Szony

## CAMPAIGN BUILDOUT



I produced these two teasers from the ground up, based on scripts from RPM's copywriters; this included storyboarding, creating all visual assets (with the exception of Franz Szony's character photography; these required pulling the files apart to prepare them for parallax animation), animating, FX compositing, editing, sound design, and all final exports with individual specs for social and broadcast.



BEAUTY IS IN THE VIAL OF THE HOLDER

LEFT: Social Content

ABOVE: Title treatment as displayed during pre-show

BETWEEN: Logo created for Clio Award-winning VIVA campaign used to tease the announcement of the show

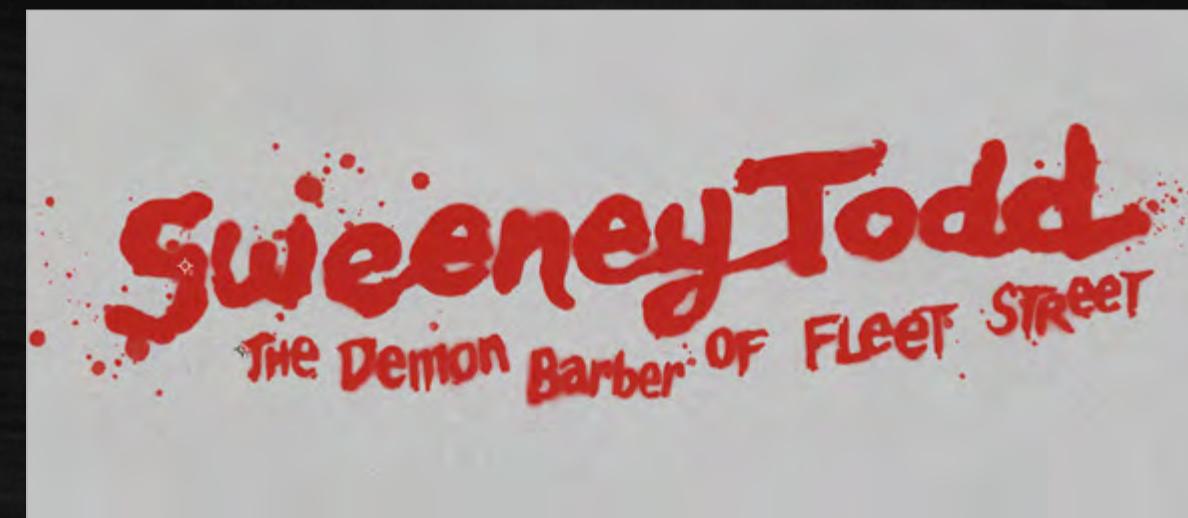
# Sweeney Todd

THE DEMON BARBER OF FLEET STREET

2 0 2 3 | R P M

## SWEENEY TODD

For the 2023 Broadway revival of SWEENEY TODD: THE DEMON BARBER OF FLEET STREET, I designed the pre-open key art and surrounding brand, utilizing a bloody, reworked update to the original Fraver logo design and accompanying typography based on newspaper ads, retro horror novel covers, and classic Broadway key art billing. This also included the creation of a custom font, Mister Todd, which went on to be used across the brand and in the production's internal scripts, scores, and backstage signage.



CUSTOM BRAND FONT:

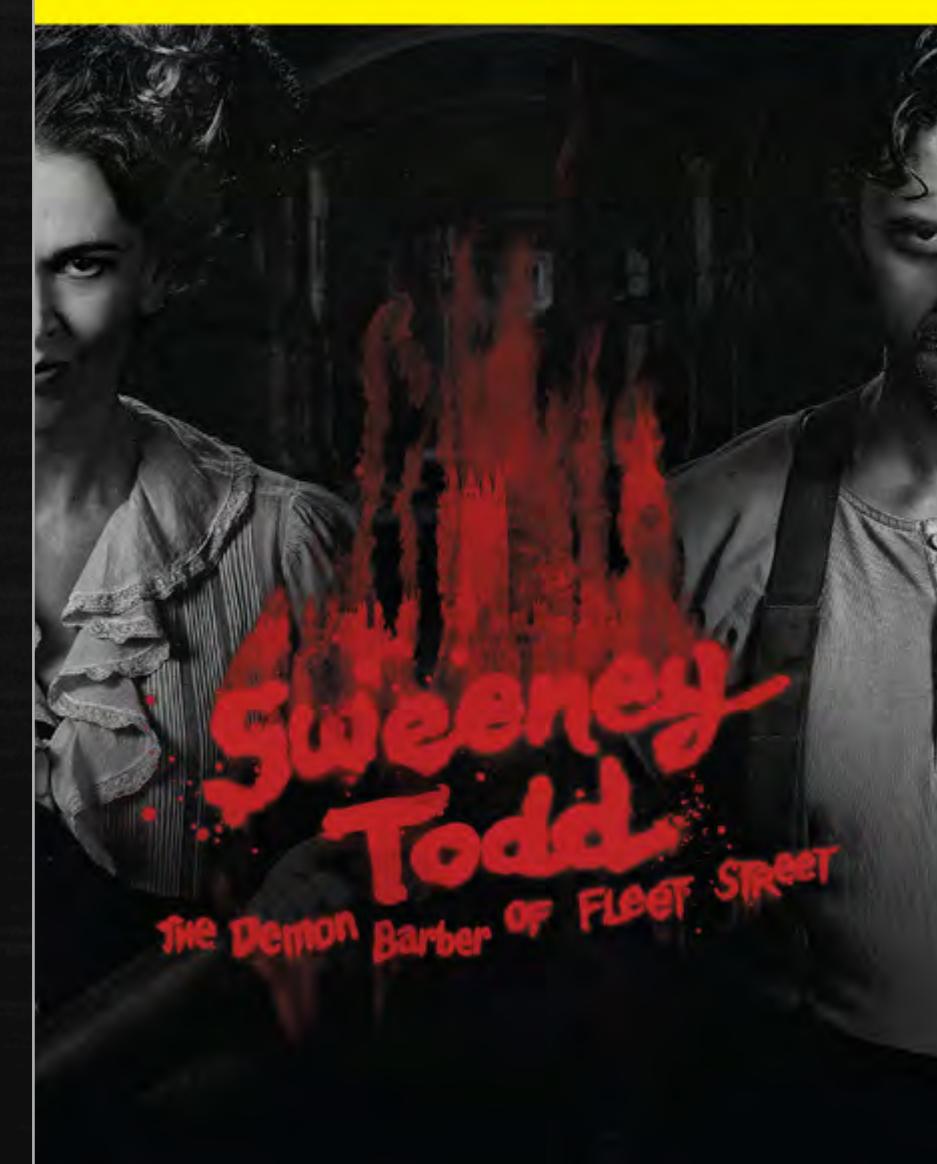
**MISTER TODD**

AABBCCDDEEFFGGHHJJKKLLMMNNOOPPQQRRSSTT  
UUVVWWXXYYZZ 1234567890!@#\$%^&\*()[],.?



**PLAYBILL**

LUNT-FONTANNE THEATRE



**JOSH  
GROBAN**

**ANNALEIGH  
ASHFORD**

LIMITED BROADWAY ENGAGEMENT

**Sweeney  
Todd**  
The Demon Barber of Fleet Street

MUSIC & LYRICS BY  
**STEPHEN  
SONDHEIM**

BOOK BY  
**HUGH  
WHEELER**

ORCHESTRATIONS BY **JONATHAN TUNICK**  
MUSIC SUPERVISION BY **ALEX LACAMOIRE**  
CHOREOGRAPHED BY **STEVEN HOGGETT**  
DIRECTED BY **THOMAS KAIL**

LUNT-FONTANNE THEATRE 205 W 46TH ST

WWW.SWEENEYTODDBROADWAY.COM

RIGHT: Playbill homepage takeover mockup advertising the final performances for Josh Groban and Annaleigh Ashford, as well as the starting date for Aaron Tveit and Sutton Foster.

BELOW: Art direction for photographic key art utilized in post-open advertising during Josh Groban and Annaleigh Ashford's run.



ORIGINAL MOCKUP  
ALTERNATE CONCEPT  
with photography by Franz Szony



FINAL POST-OPEN ART  
with photography by Franz Szony

ONCE UPON A  
**ONE MORE TIME**  
A NEW MUSICAL

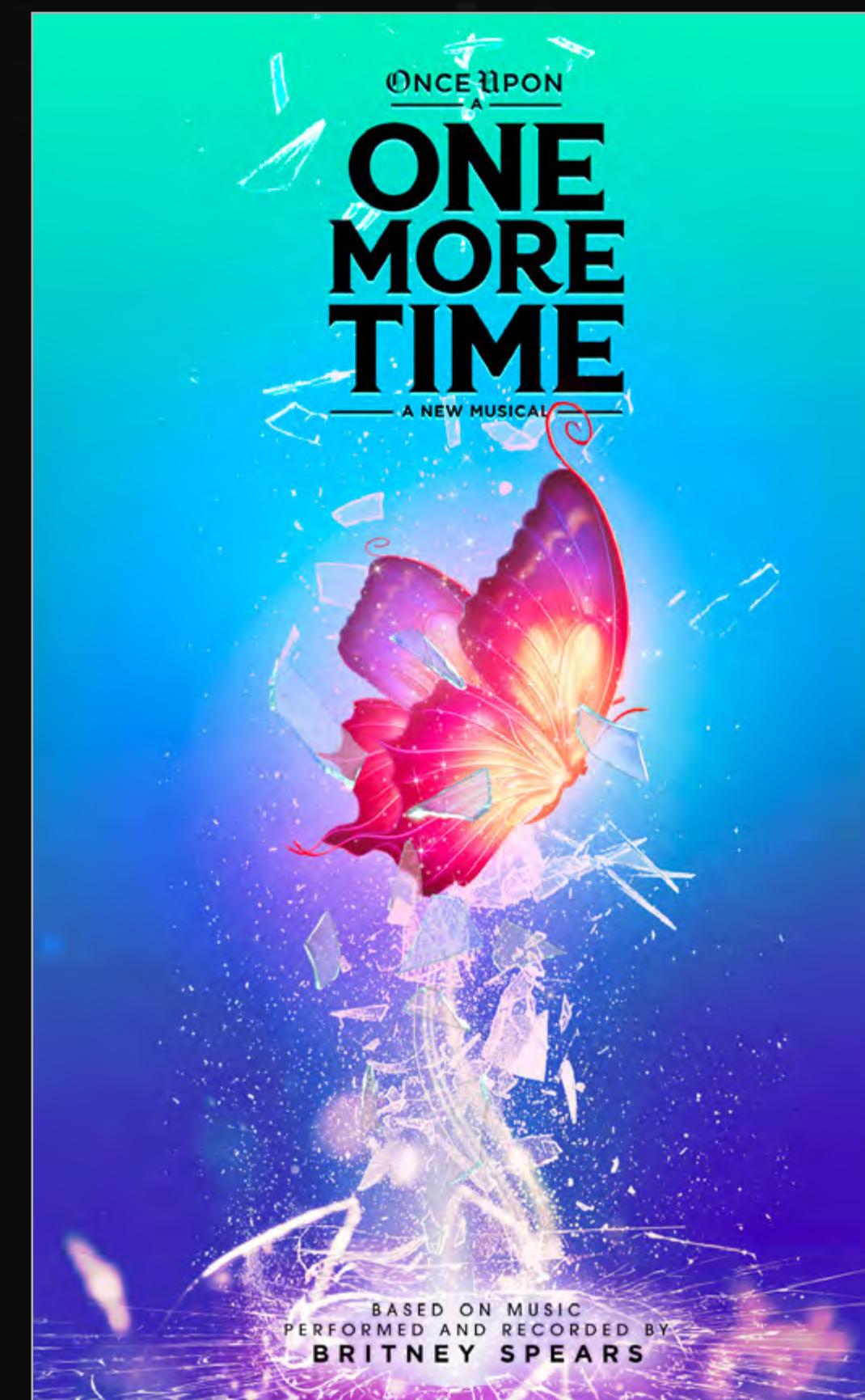
2 0 2 3 | R P M

## ONCE UPON A ONE MORE TIME

For this Britney Spears jukebox musical, I created the key art and the surrounding character posters based on the concept of a "light wall." After launching the brand with my initial rendition of the key art (below), I chose to do a full reworking of the art in time for the Broadway production (left). The wall of light bulbs in the background was built using individually placed images of bubbles with the filaments added inside.



## ALTERNATE KEY ART CONCEPTS



## CHARACTER POSTER ART DIRECTION RESEARCH



## CHARACTER POSTERS

(Photography by Andrew Eccles)



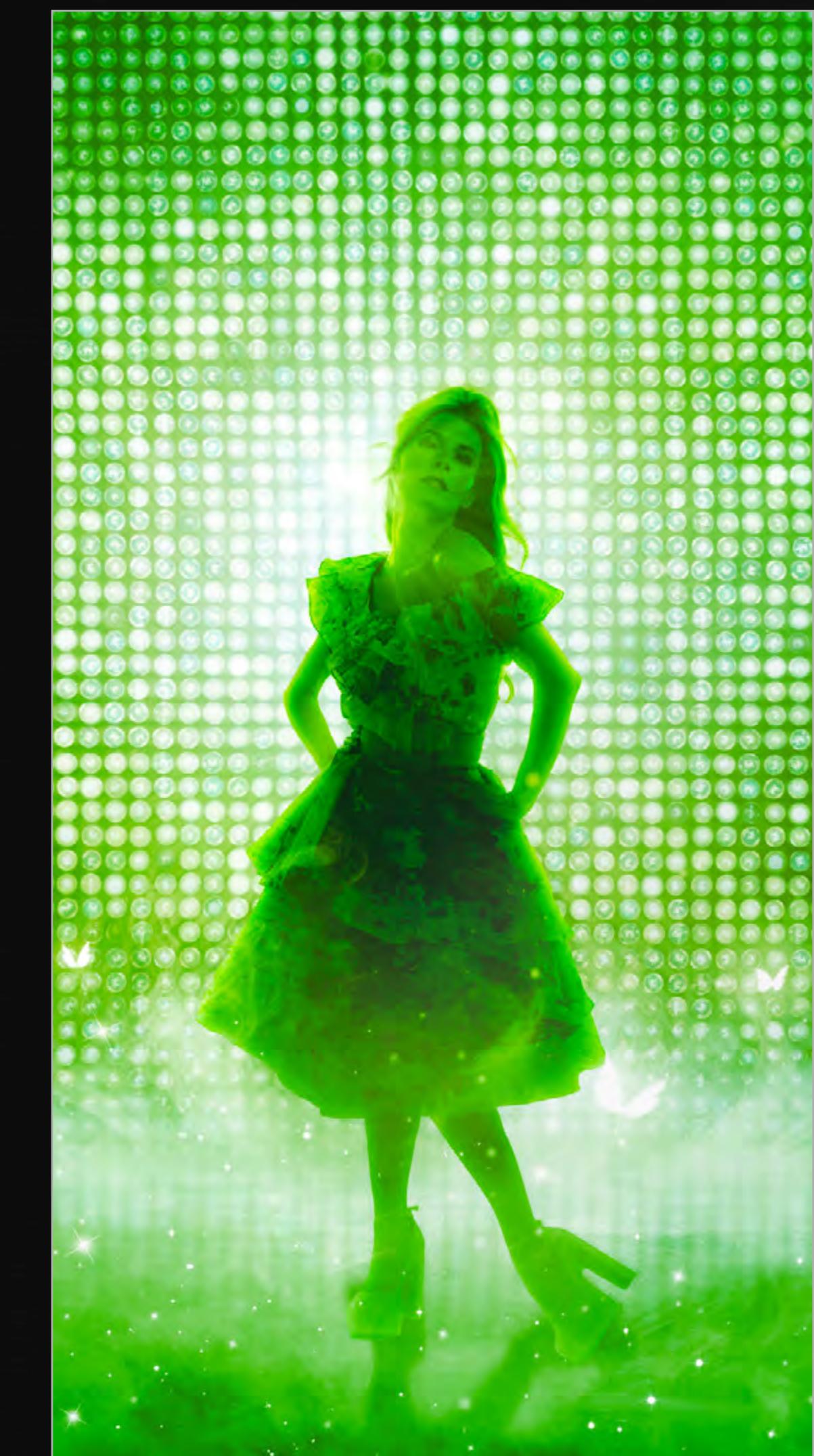
CINDERELLA  
Briga Heelan



SNOW WHITE  
Aisha Jackson



RAPUNZEL  
Gabrielle Beckford



PRINCESS PEA  
Morgan Whitley

CHARACTER POSTERS  
(Photography by Andrew Eccles)



LITTLE MERMAID  
Lauren Zakrin



SLEEPING BEAUTY  
Ashley Chiu



PRINCE CHARMING  
Justin Guarini



FAIRY GODMOTHER  
Brooke Dillman

CHARACTER POSTERS  
(Photography by Andrew Eccles)



STEPSMOTHER

Jennifer Simard



BETANY

Tess Soltan



BELINDA

Ryann Redmond



NARRATOR

Adam Godley

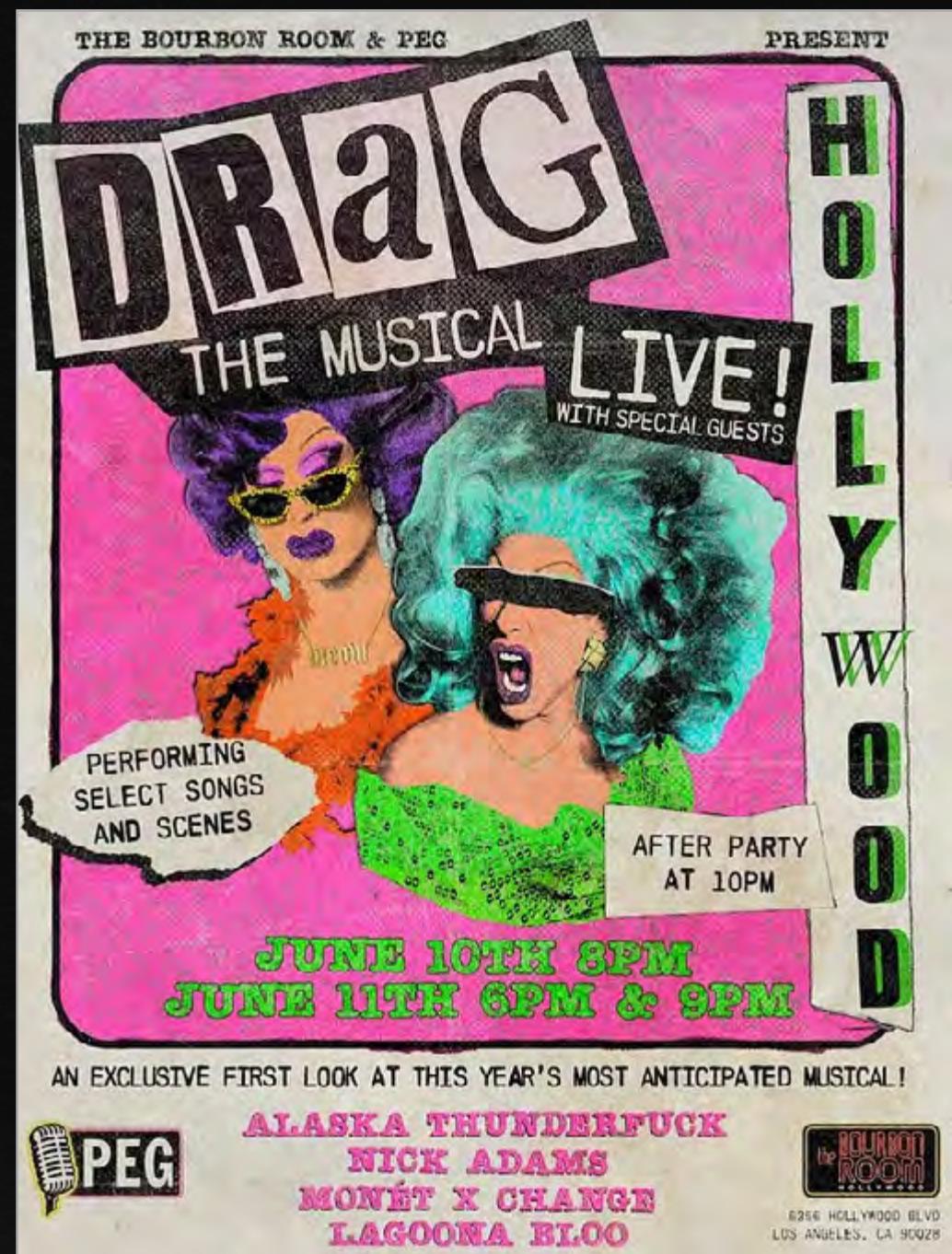
# DRAG

THE MUSICAL

2 0 2 4 | R P M

## DRAG: THE MUSICAL

For the Off-Broadway run of Alaska Thunderfuck's DRAG: THE MUSICAL, I created a "re-skinned" update on the original key art (seen below, designed by Quinn Butterfield), as well as the surrounding brand, countless social media pieces, and several print pieces throughout the show's run; I also oversaw other designers in the creation of additional campaign materials. This updated campaign drew inspiration from grunge, retro rock concert posters, and newspaper advertisements, utilizing a rainbow-adjacent color scheme as a nod to both the Pride flag and the gradient wash that often appeared on concert advertisements from the 1960s and 1970s.



## BRAND DIRECTION: STYLE GUIDE PAGES



**OVERVIEW**

ORIGINAL BRAND 3 KEY ART UPDATE 5  
INSPIRATION 6 LOGOS 7 FONTS 8  
COLORS 9 EFFECTS 12 BILLING 13 EXAMPLES 14

BOOK, MUSIC, & LYRICS BY  
TOMAS COSTANZA  
JUSTIN ANDREW HOWARD  
& ASHLEY GORDON

STARRING  
ALASKA THUNDERFUCK NICK ADAMS

WITH  
MIAN S. BLAKE LAGOURA BLOO BRITTANY A. CAMPBELL JUJUBEE  
J. ELAINE MARCUS MANILA LUZON KAYDEN ROSENLEY NICK LACHHAN  
PATRICK ORTIZ JAN SPORN TARION STRONG JAMIE TORCELLINI

FEATURING  
JOEY McINTYRE

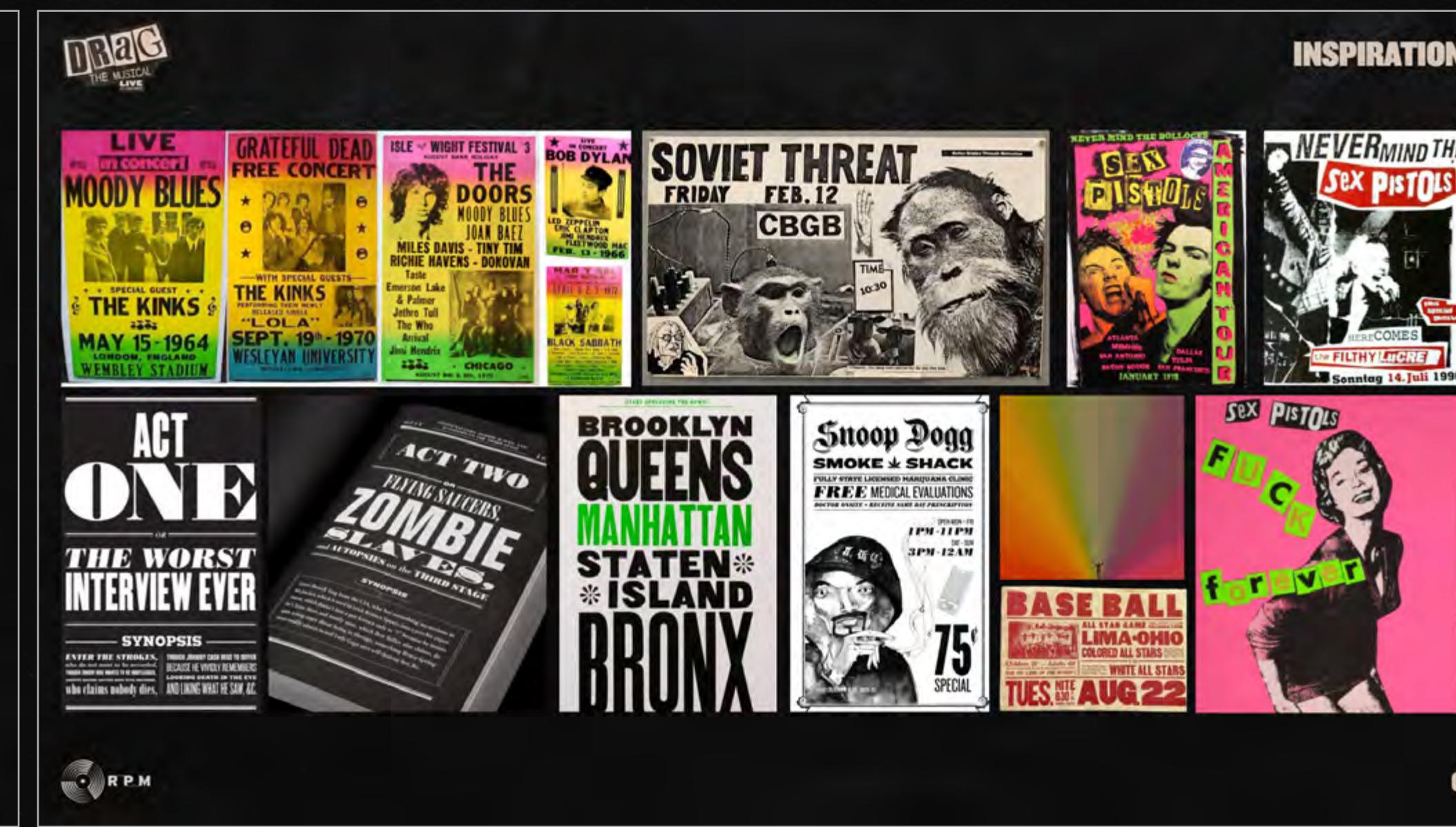
SCENIC DESIGN STEPHEN GIFFORD COSTUME DESIGN MARCO MARCO

LIGHTING DESIGN JARED A. SAYERS SOUND DESIGN JOE KATAMPALLI PROJECTION DESIGN AARON RHYNE

CASTING RYAN BERNARD TYMINSKY, CSA PUBLICIST JOSH PAGE SHORE FIRE MEDIA

MUSICAL DIRECTOR ANDREW ORBISON ASSOCIATE CHOREOGRAPHER CARINA-KAY LOUCHIEY

DIRECTED & CHOREOGRAPHED BY SPENCER LIFF



6

**DRAG**  
THE MUSICAL  
LIVE

**COLORS**

FADED BLACK RGB: 00/00/00 HEX: #131312	DUSTY WHITE RGB: 214/199/184 HEX: #d4c7ba	PINK RGB: 207/65/141 HEX: #c14dbb	ORANGE RGB: 231/115/15 HEX: #e7730f	BLUE RGB: 99/163/162 HEX: #65a3a2	GREEN RGB: 166/201/92 HEX: #a6c95c
--	---	---	---	---	--

**RPM**

**EXAMPLES**

**HOLD ON TO YOUR WIGS.**

**DRAG THE MUSICAL LIVE OFF-BROADWAY**

**THIS FALL @ NEW WORLD STAGES**  
TICKETS NOW ON SALE  
DRAGTHEMUSICAL.COM

**IT'S LIKE WE Died AND WOKE UP IN Liza Minnelli's CLOSET.**

**THEY HIT THE BALL OUT OF THE PARK! ROWDY FUN WITH THE GLAMOR OF A BROADWAY MUSICAL.**

**MISS KITTY THIS PUSSY HAS PIPES**

**RPM**

9

23

BRAND DIRECTION: TYPOGRAPHY

**“THEY HIT THE  
BALL  
OUT OF THE PARK!  
ROWDY FUN  
WITH THE GLAMOR OF A  
BROADWAY  
MUSICAL.”**



**“THEY HIT THE BALL  
OUT OF THE PARK! ROWDY FUN  
WITH THE GLAMOR OF A  
BROADWAY MUSICAL.”**

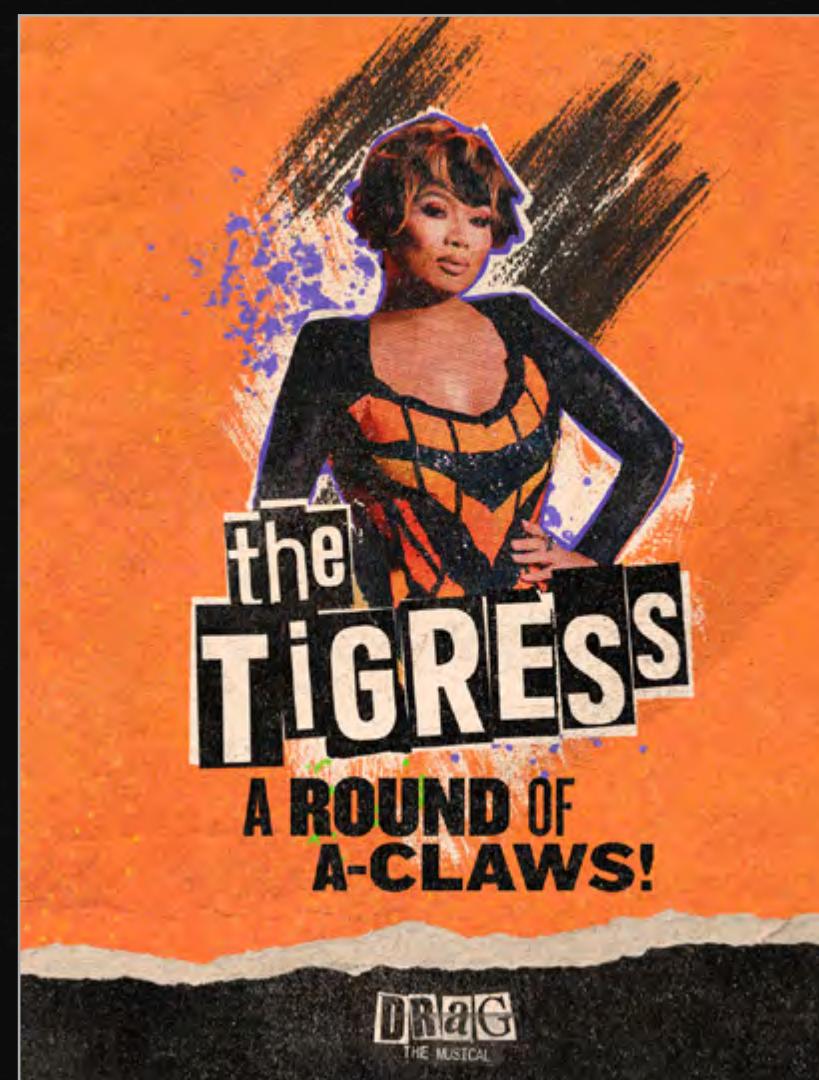
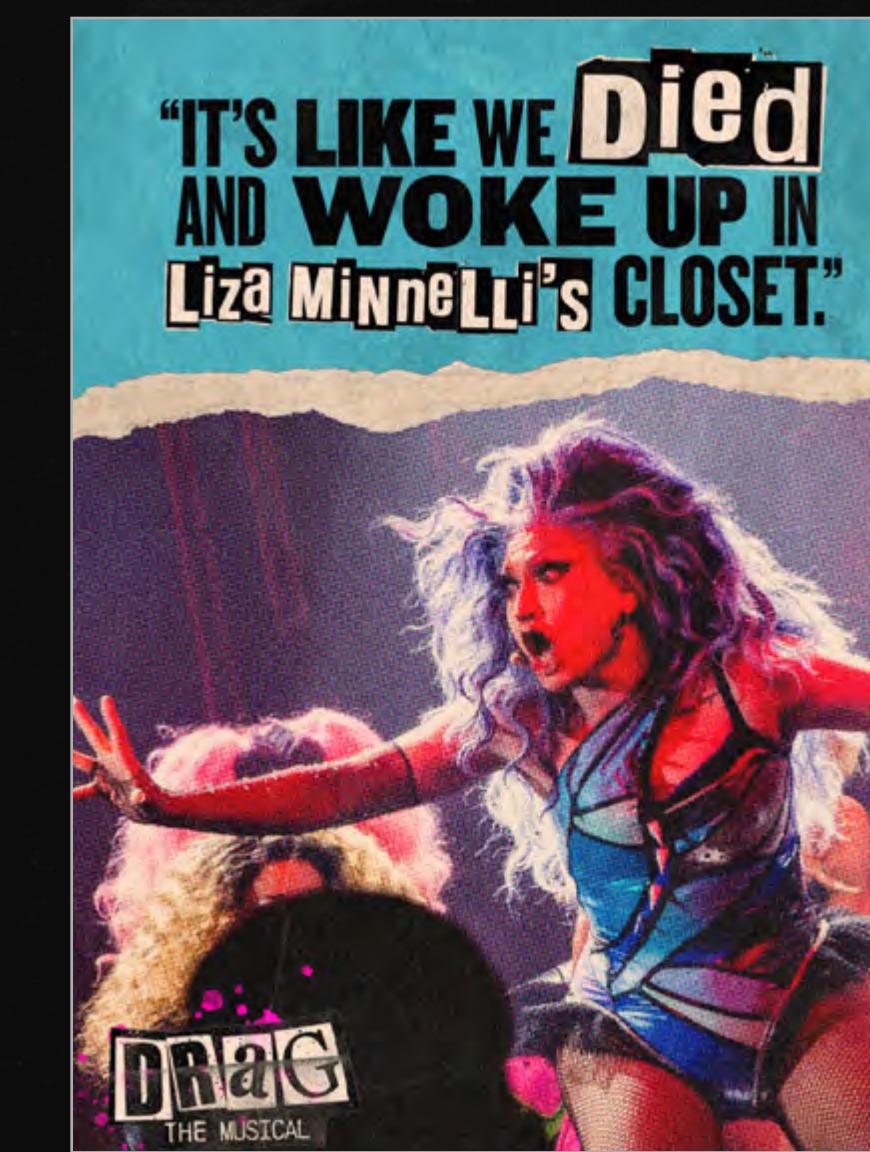


**“MAKING WAVES  
—WHILE WEARING A PAIR OF  
stilettos.”** *billboard*



**“MAKING  
WAVES  
—WHILE WEARING  
A PAIR OF  
stilettos.”**

## BRAND DIRECTION: SOCIAL MEDIA



BRAND DIRECTION: PRINT AND DIGITAL



THE QUEEN OF  
**VERSAILLES**

AN AMERICAN FABLE

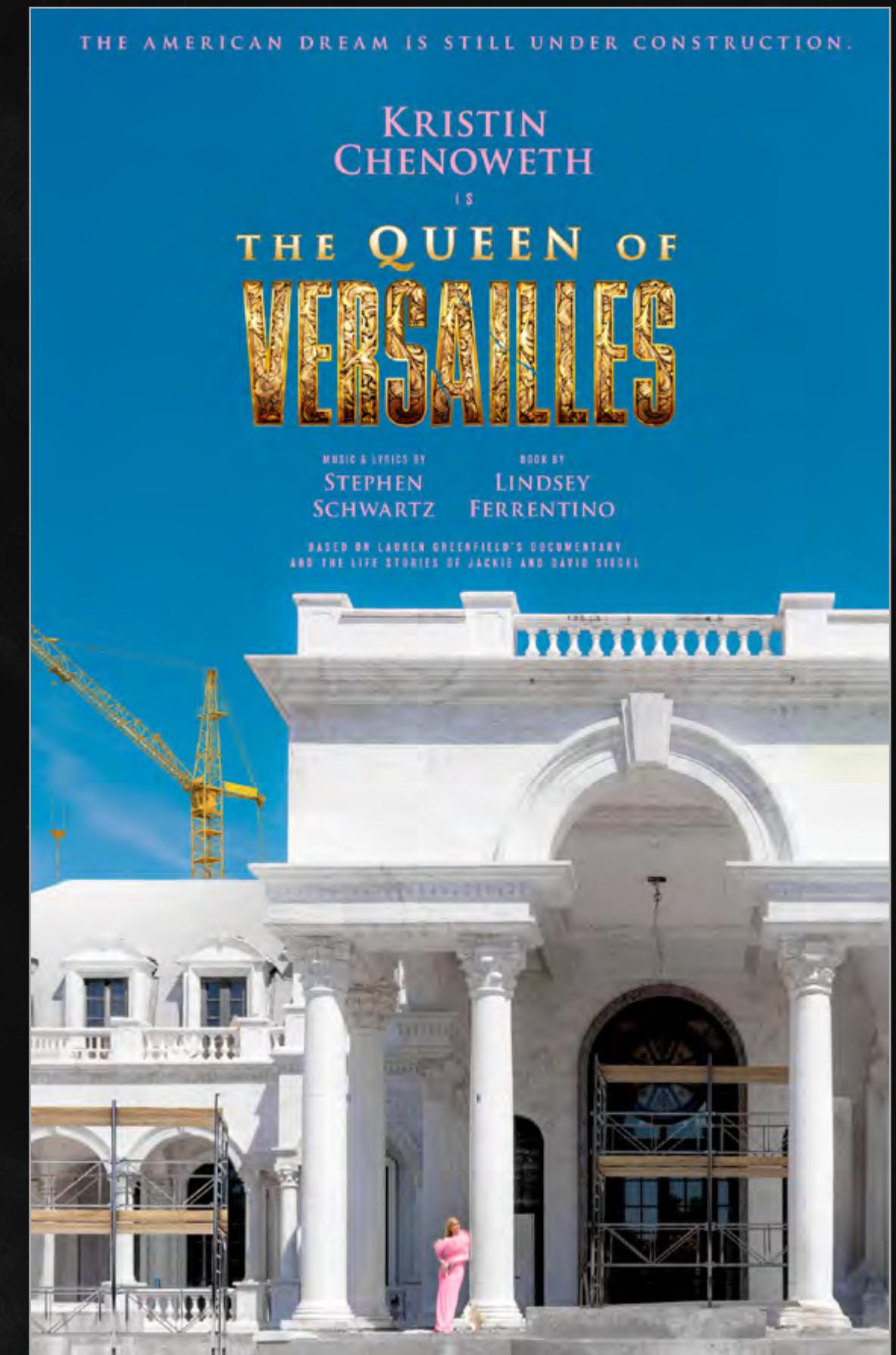
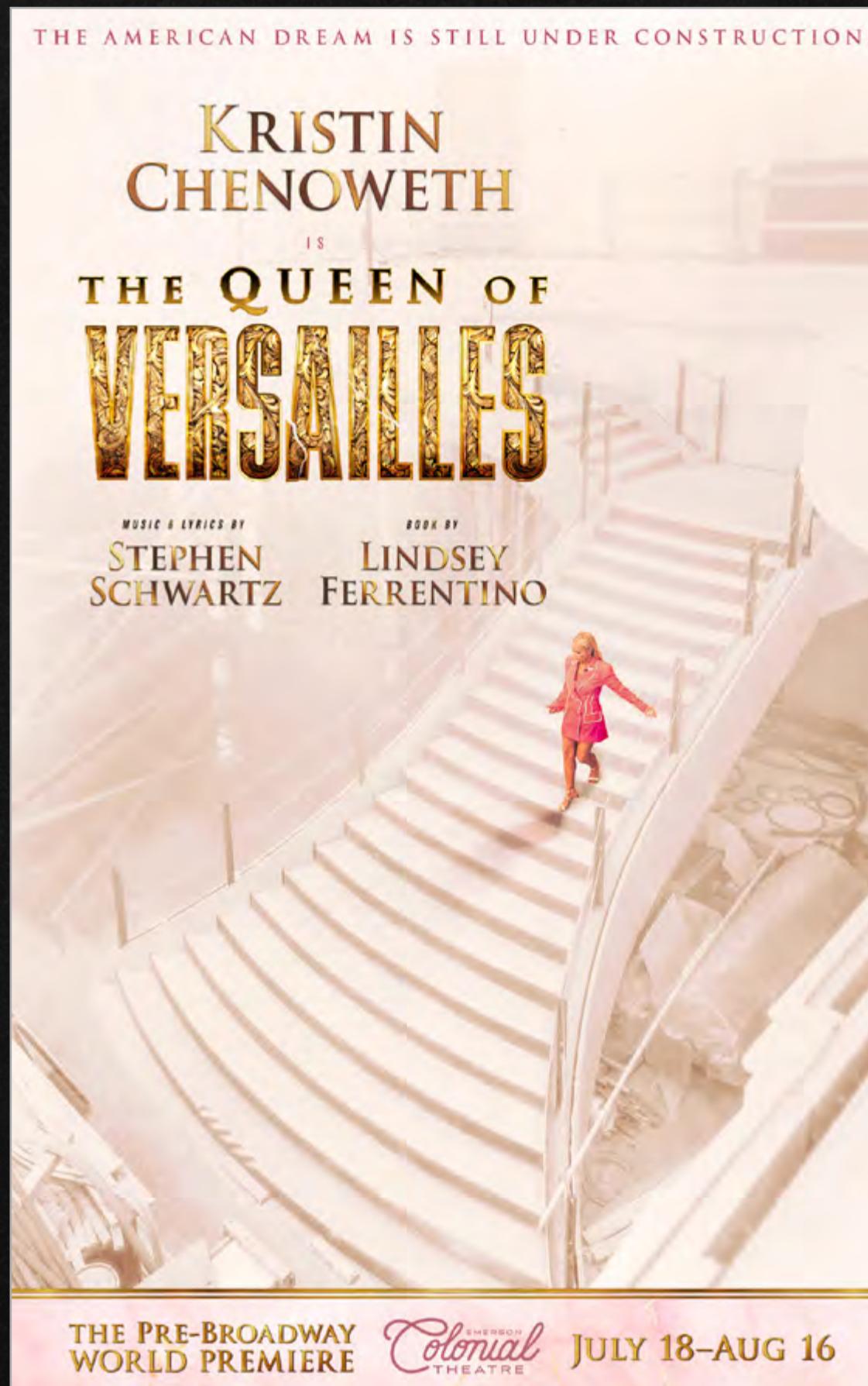
2 0 2 4 | R P M

## THE QUEEN OF VERSAILLES

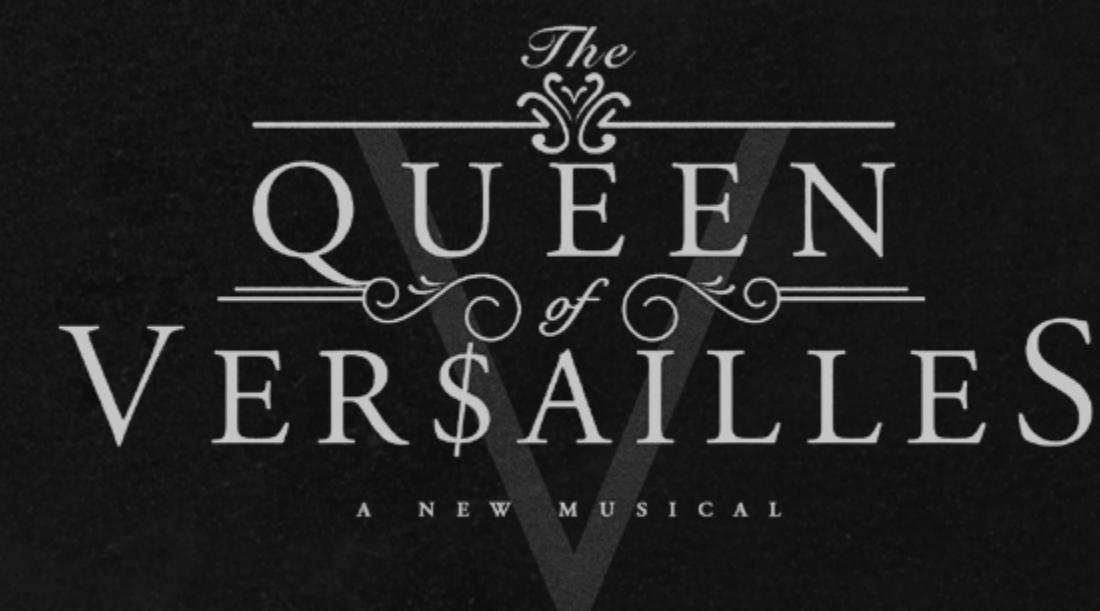
For the Boston premiere of the Stephen Schwartz musical *THE QUEEN OF VERSAILLES*, starring Kristin Chenoweth and based on the documentary of the same name, I created the original key art, the title treatment, and the surrounding brand system. The marble texture and gilded typography was inspired by the aesthetic of the story's titular Versailles mansion in Orange County, Florida and Jackie Siegel's penchant for pink, while the damage to both the texture and typography indicates the house's breaking down over the years during which it has remained unfinished.



## KEY ART CONCEPTS



## TITLE TREATMENTS

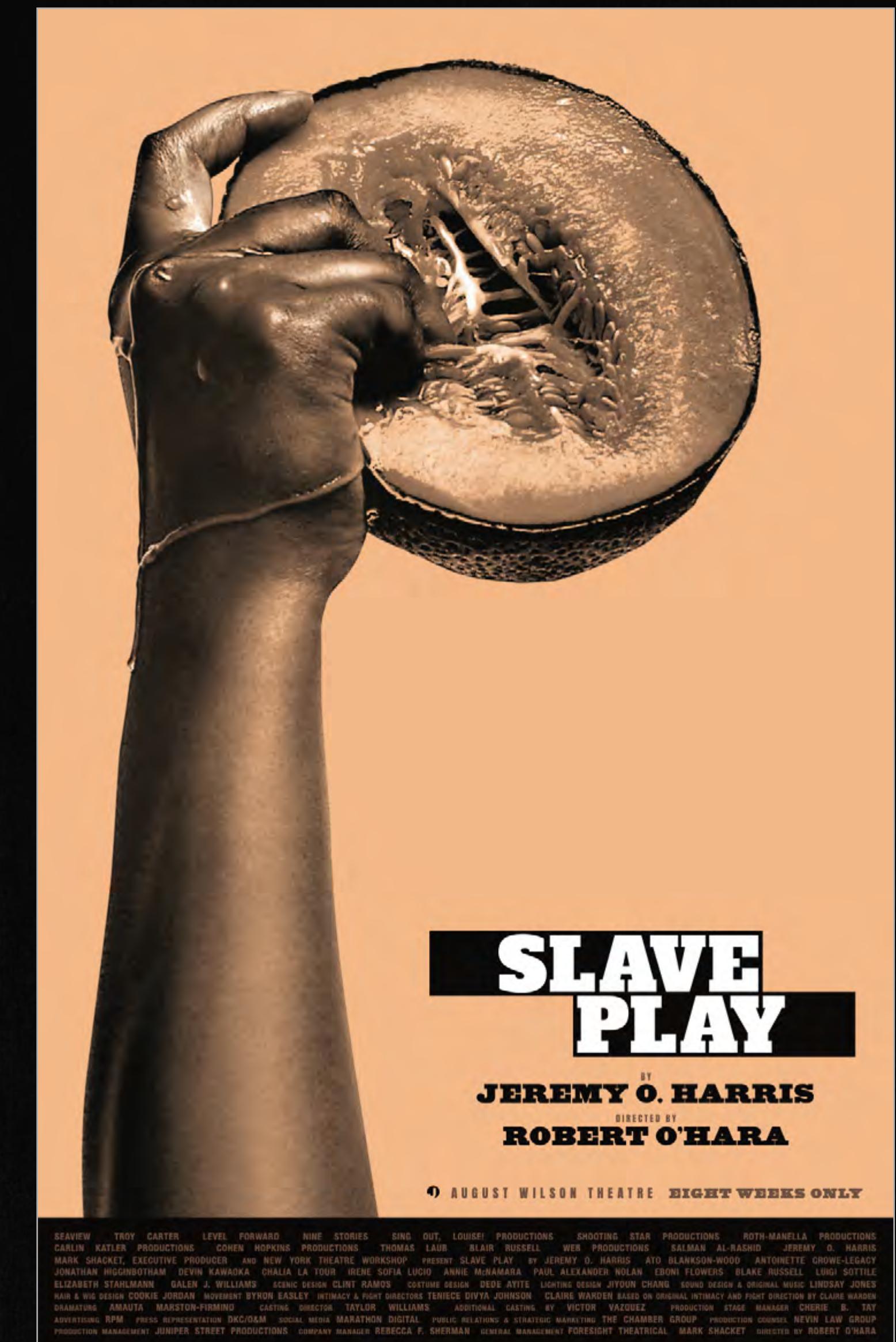


# SLAVE PLAY

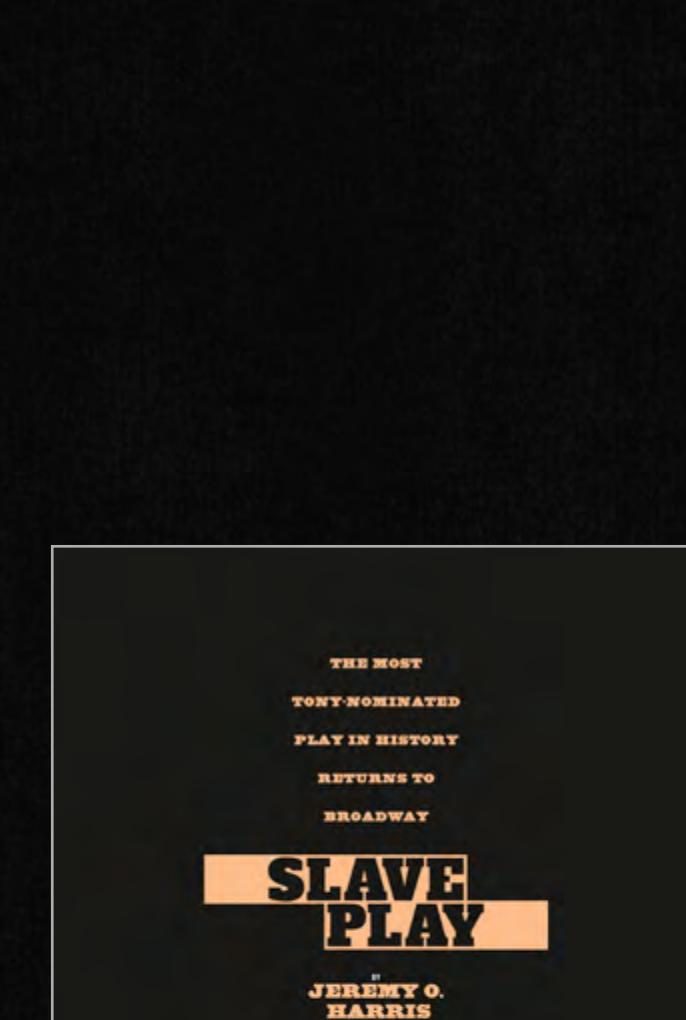
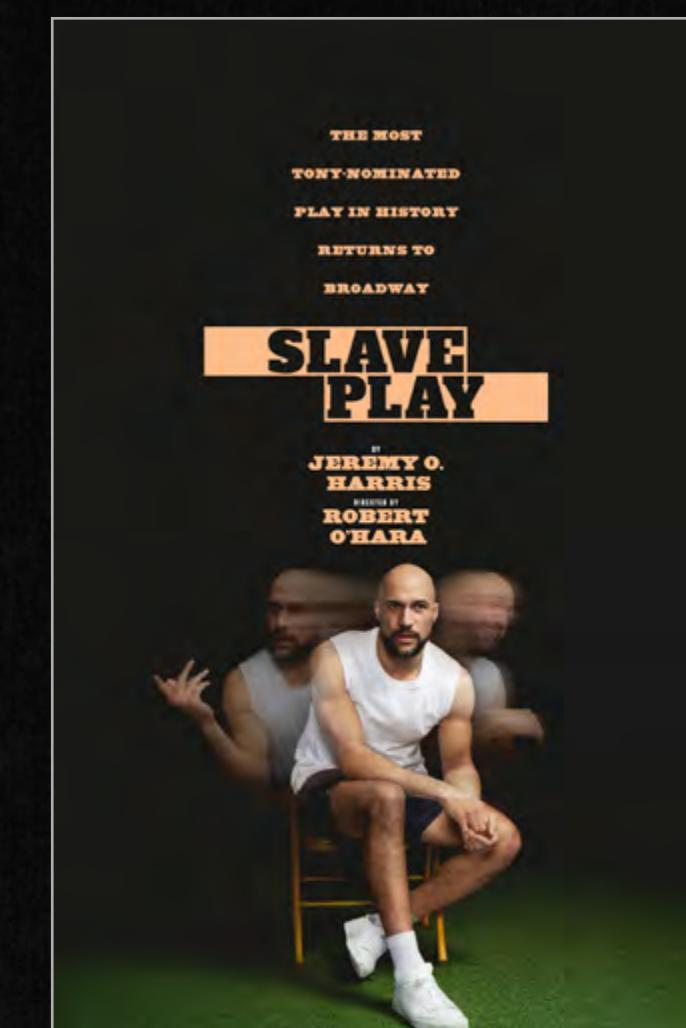
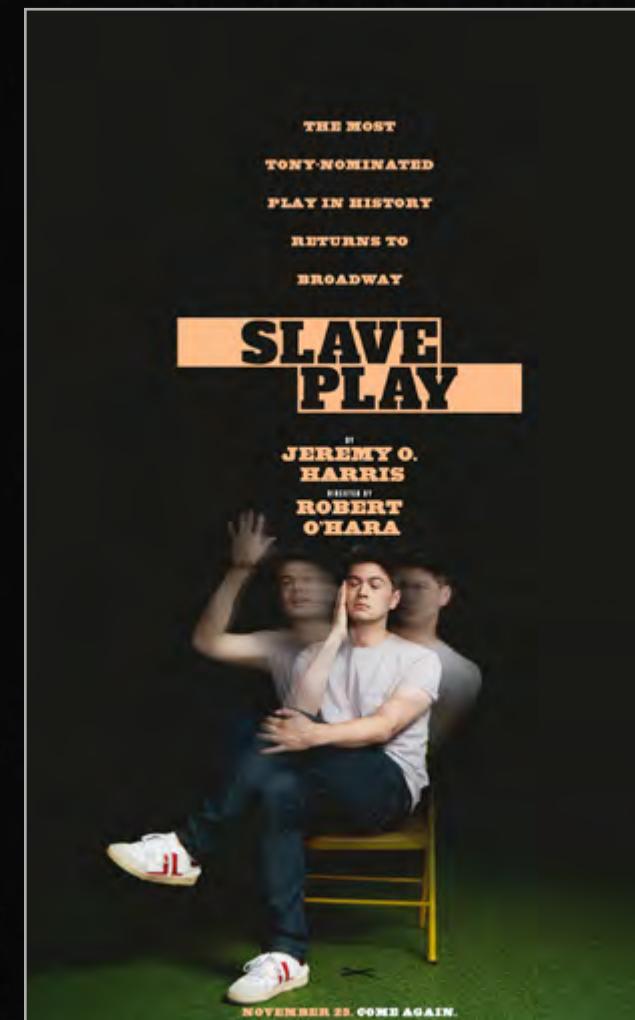
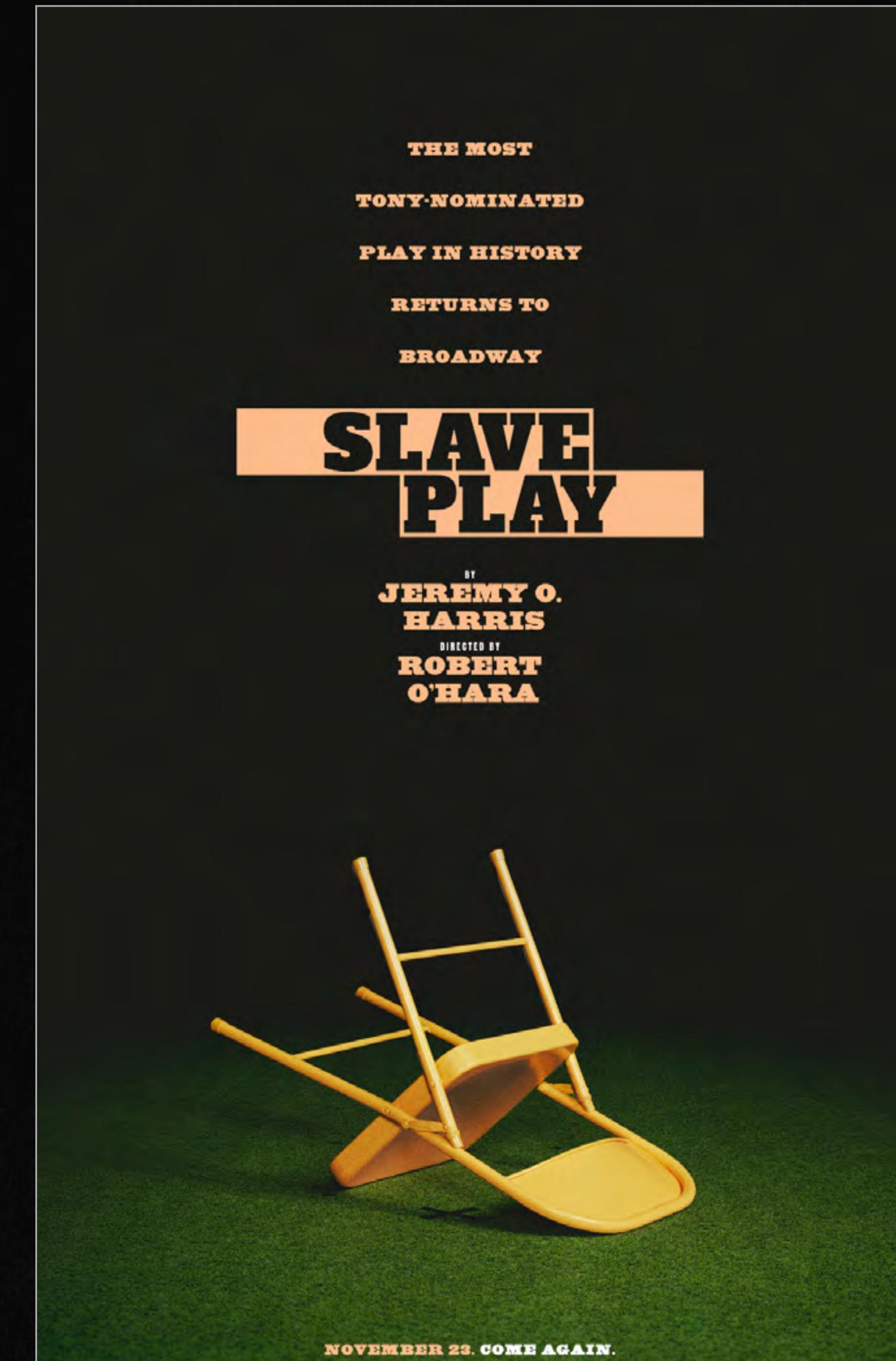
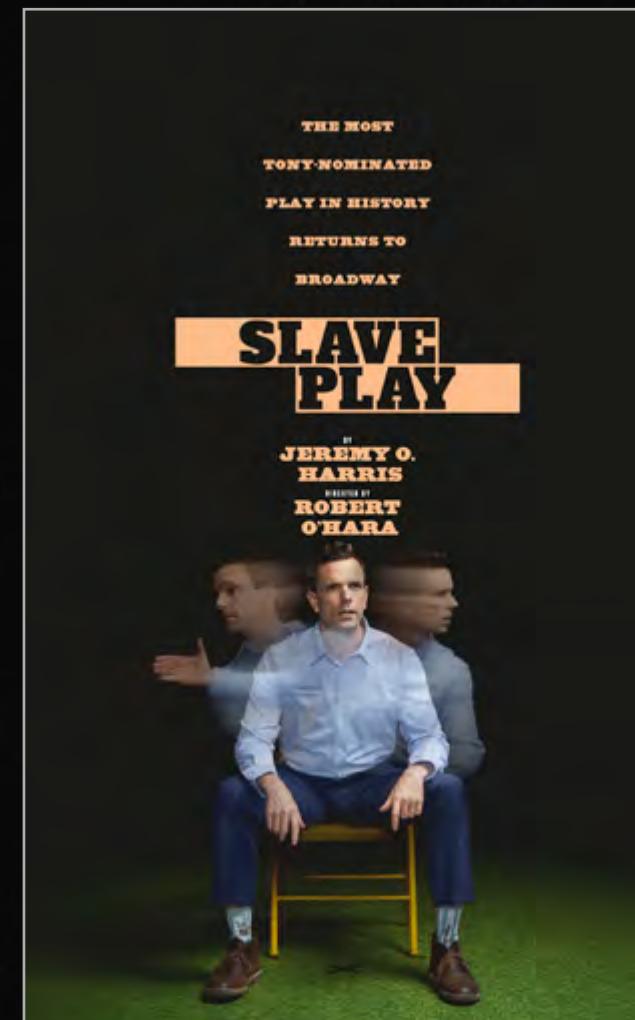
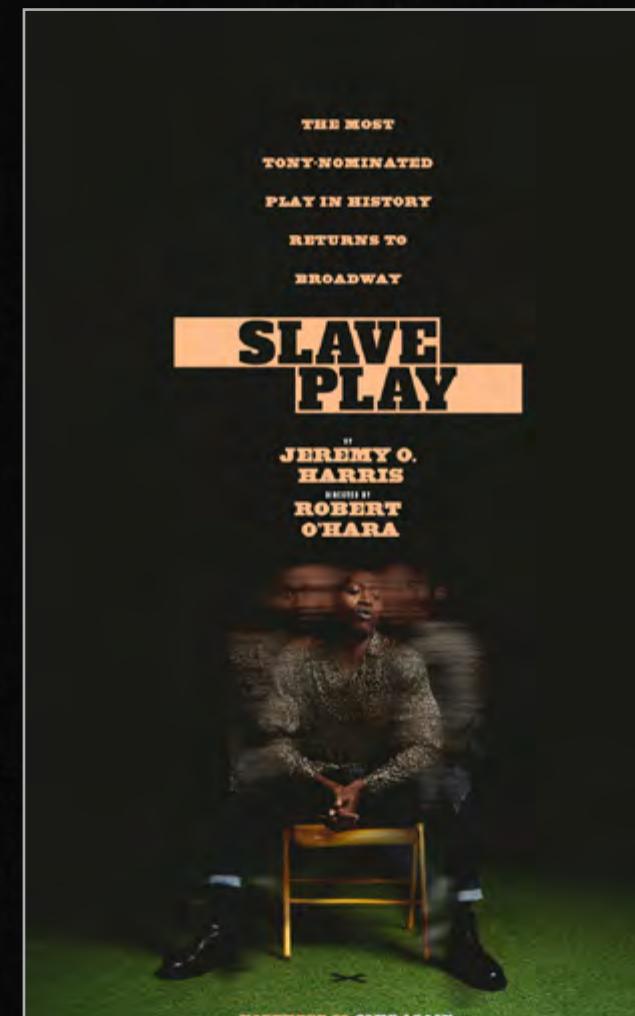
2 0 2 1 | R P M

## SLAVE PLAY

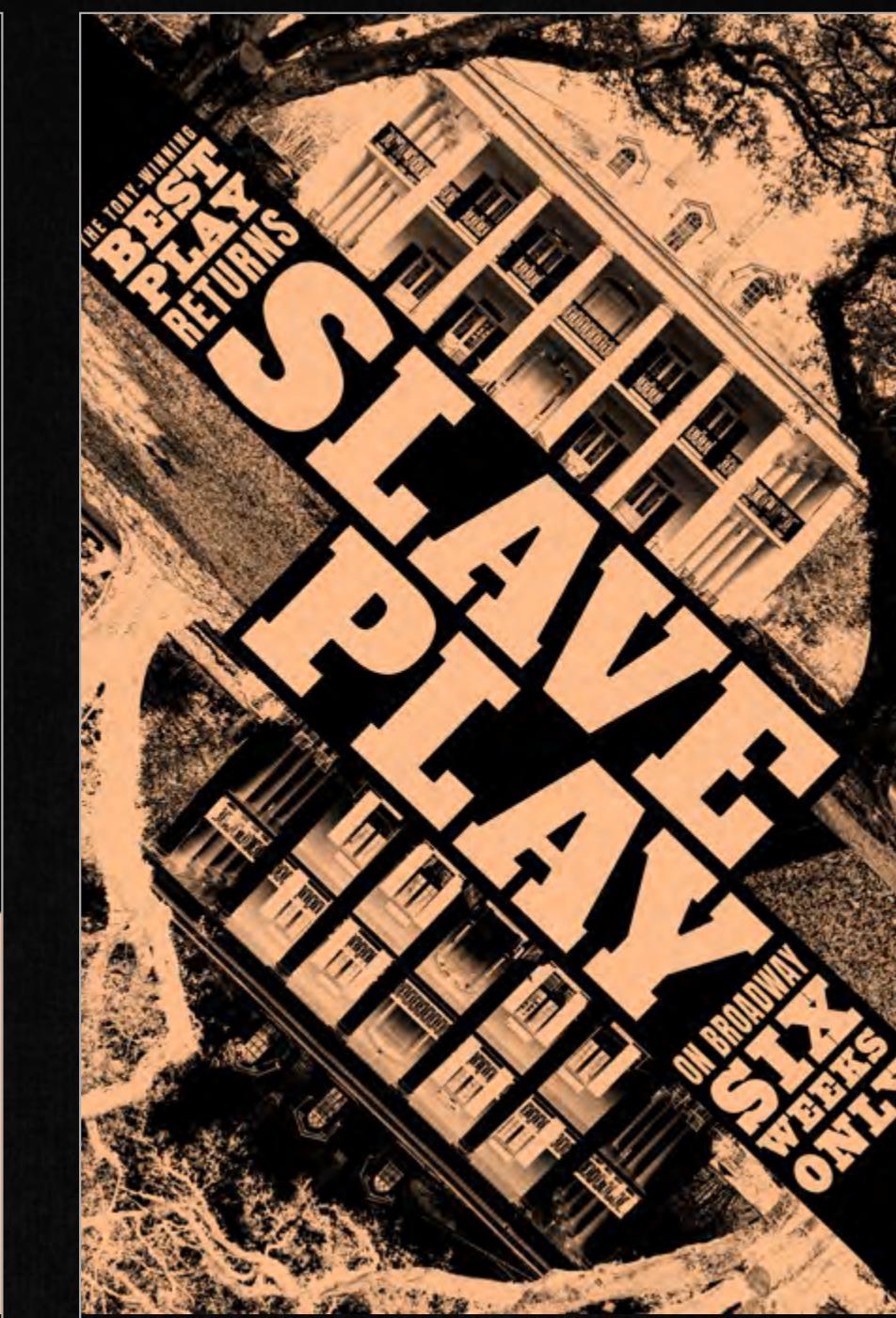
I created the entire updated campaign for the Broadway revival of *SLAVE PLAY* by Jeremy O'Harris, including the key art, character posters, front-of-house, and numerous digital and print pieces displayed around New York City leading up to and during the show's run.



## CHARACTER POSTERS &amp; ALTERNATE KEY ART



## KEY ART CONCEPTS

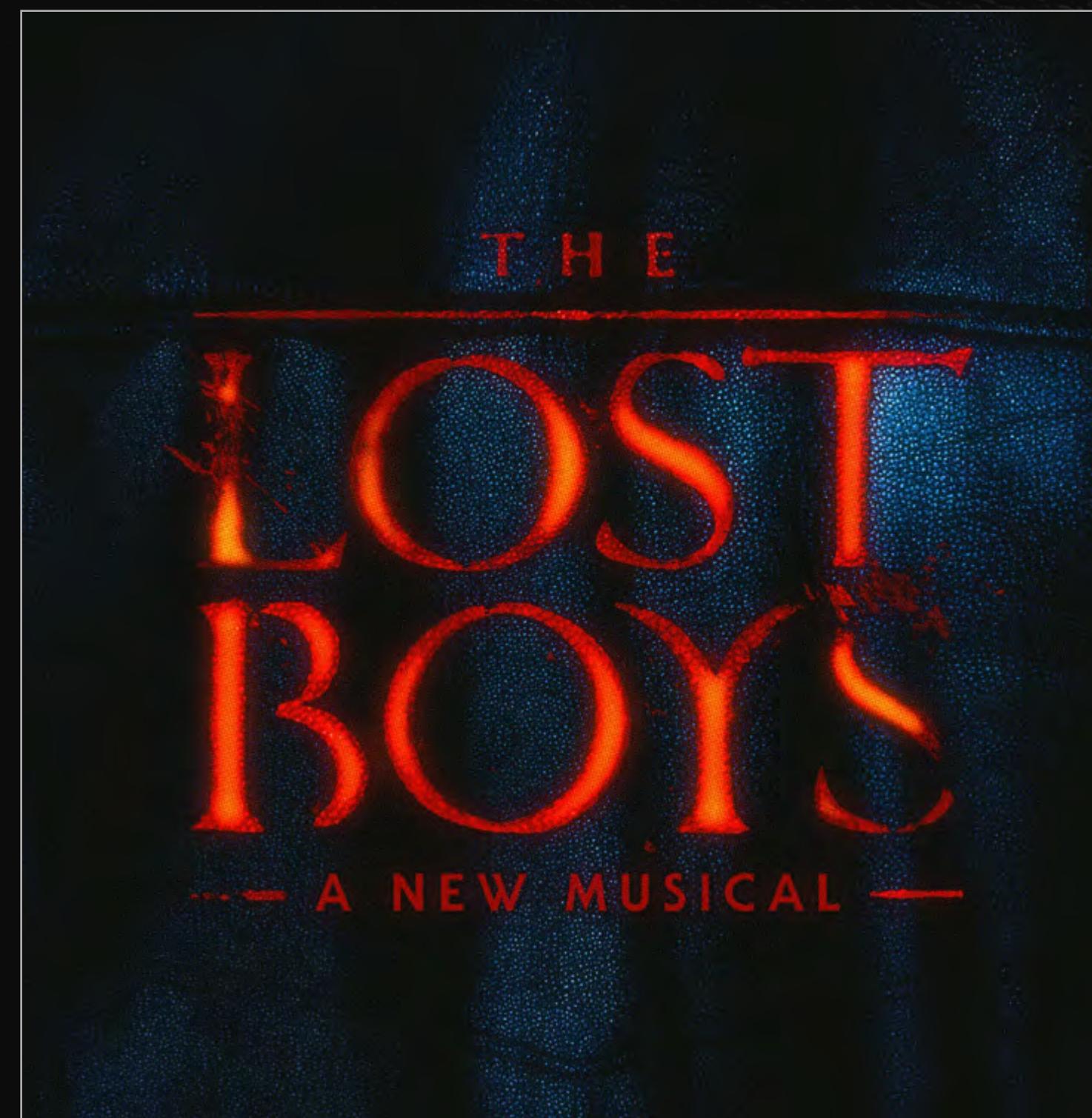


THE  
LOST BOYS

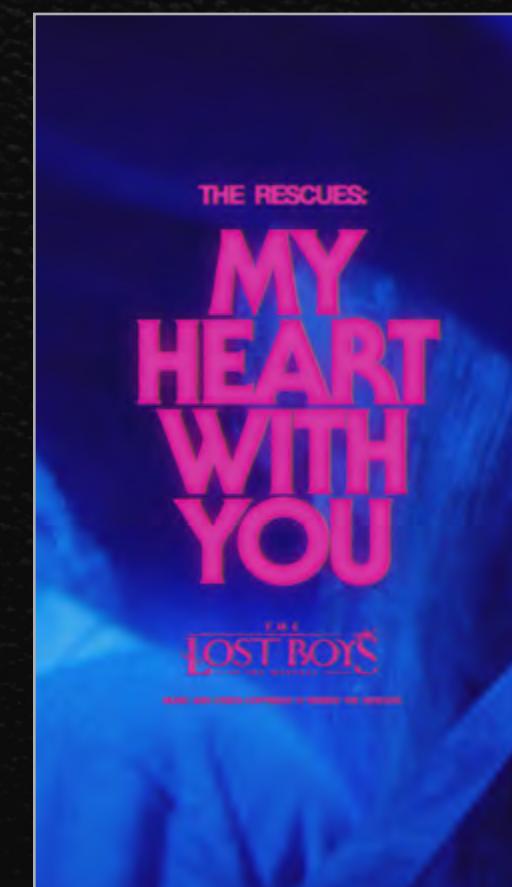
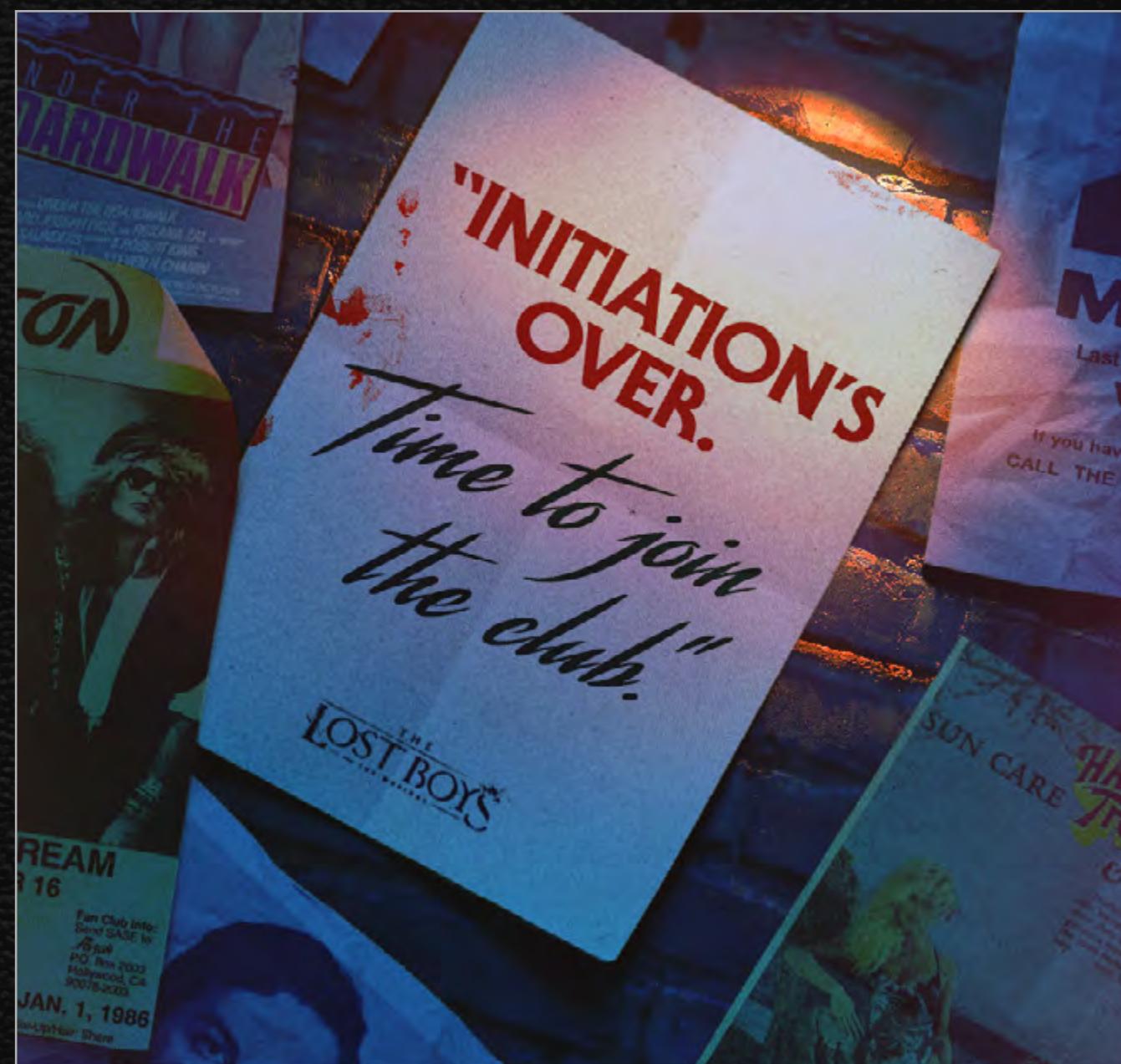
2 0 2 5 | R P M

## THE LOST BOYS

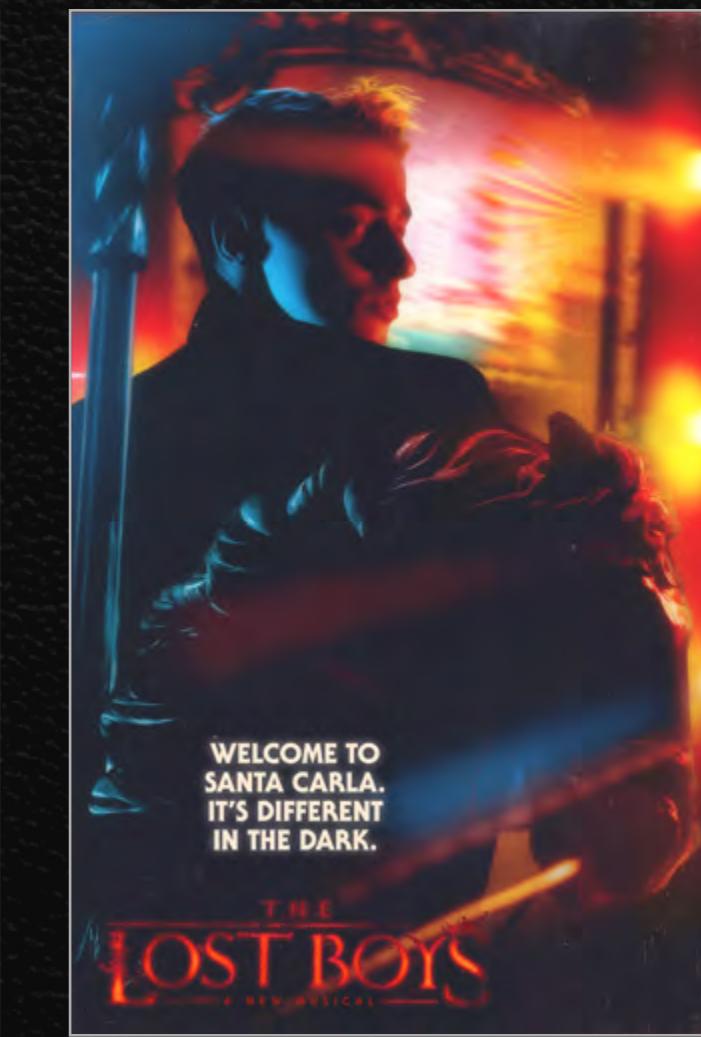
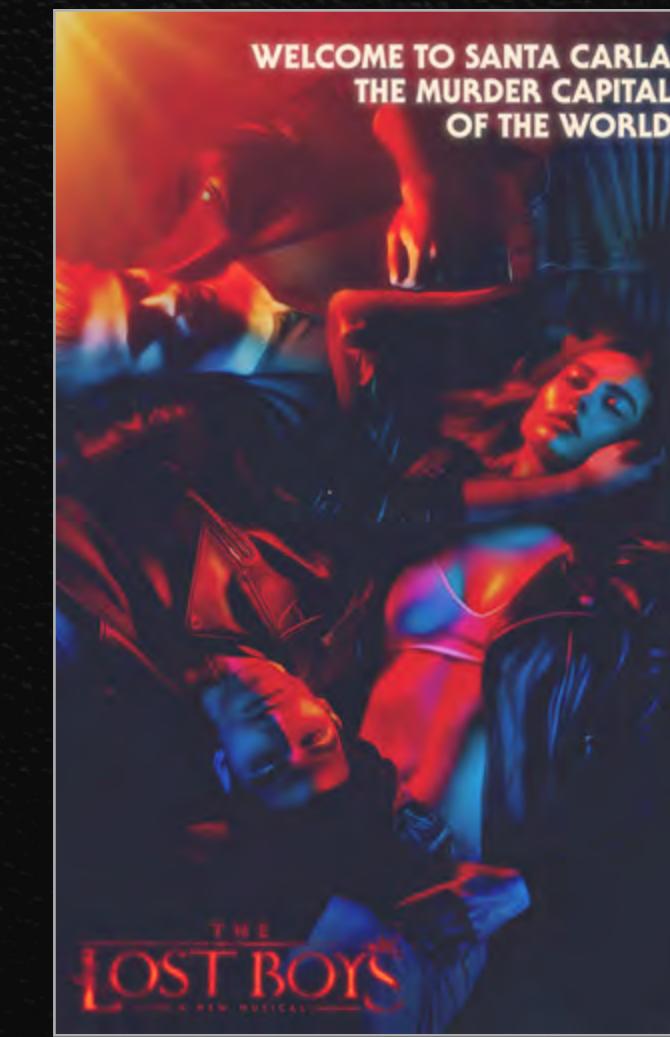
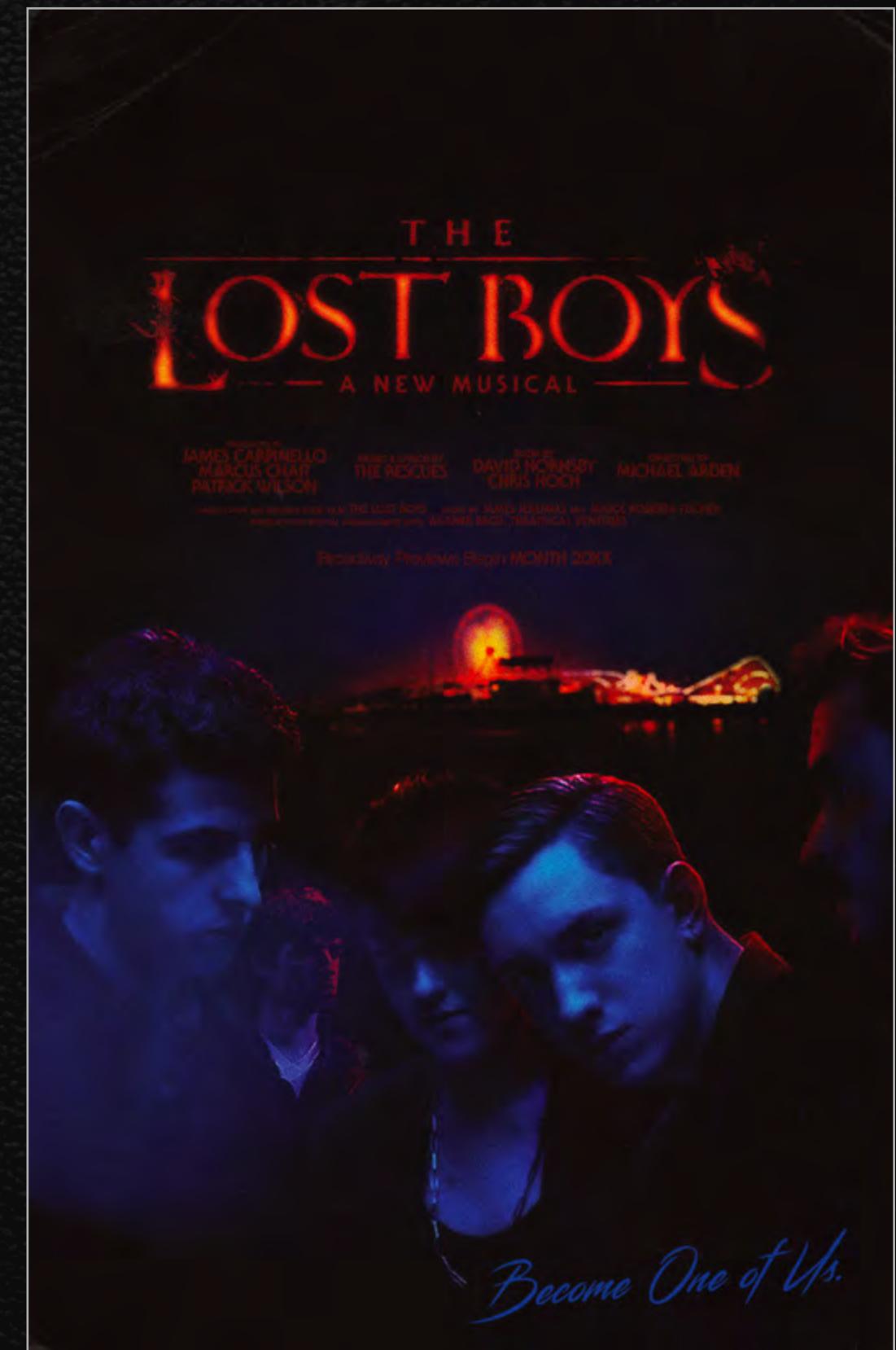
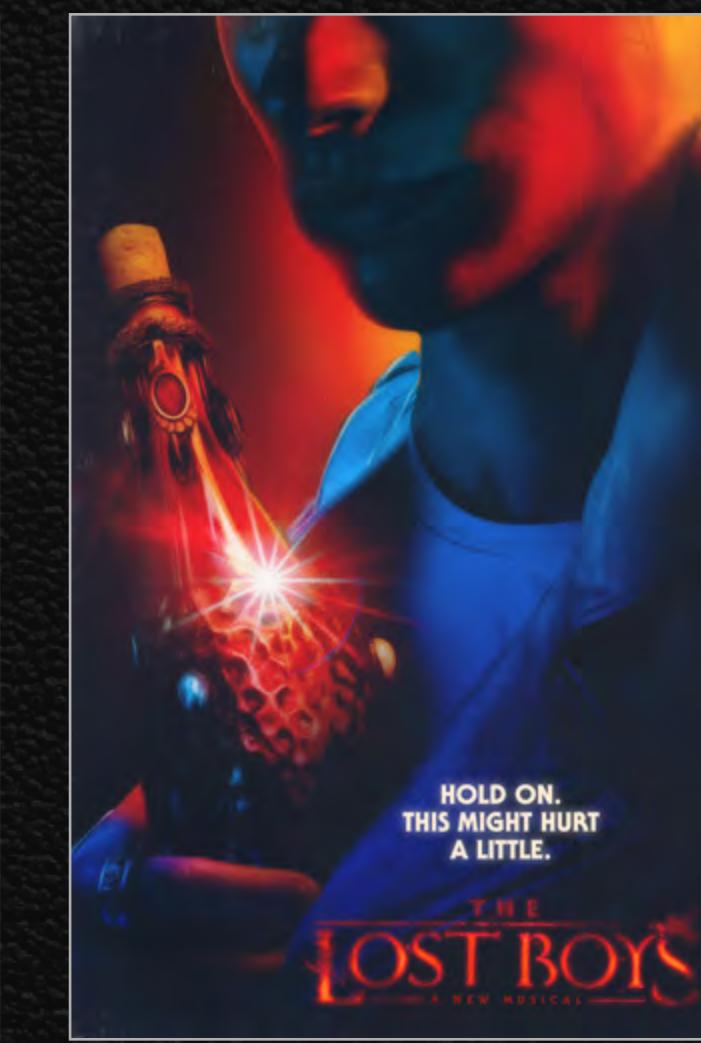
For the upcoming Broadway musical adaptation of THE LOST BOYS, directed by Michael Arden and produced by James Carpinello, Marcus Chait and Patrick Wilson, I created the original title treatment, the surrounding brand direction, and numerous key art concepts. This work was heavily inspired by my love of classic horror movies and retro paperback covers. The brand has since proceeded with much of this work in place under the direction of Gabe Cooper.



## BRAND DIRECTION

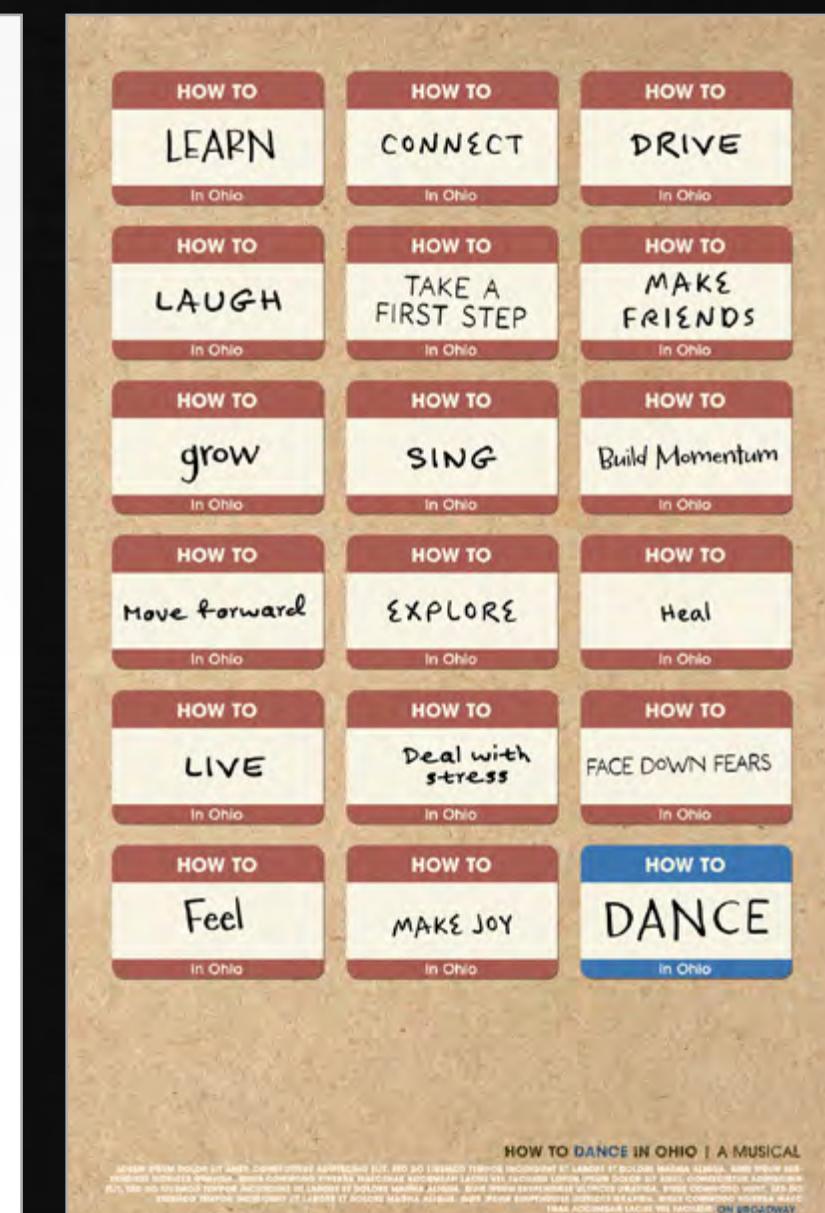
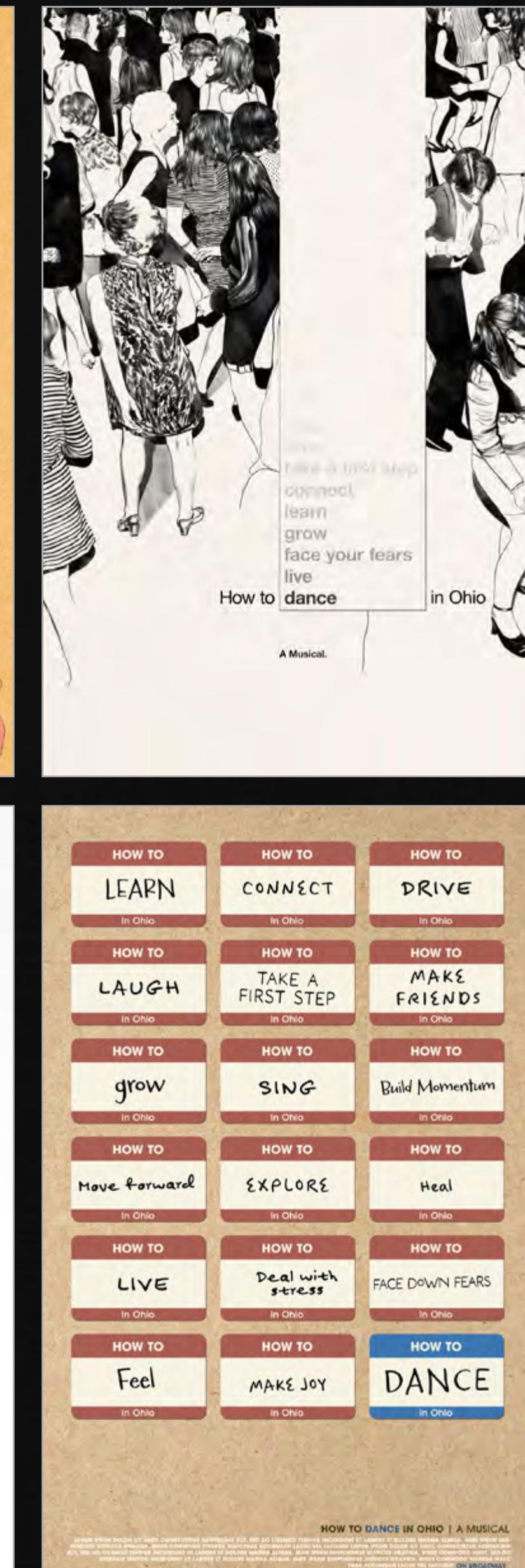
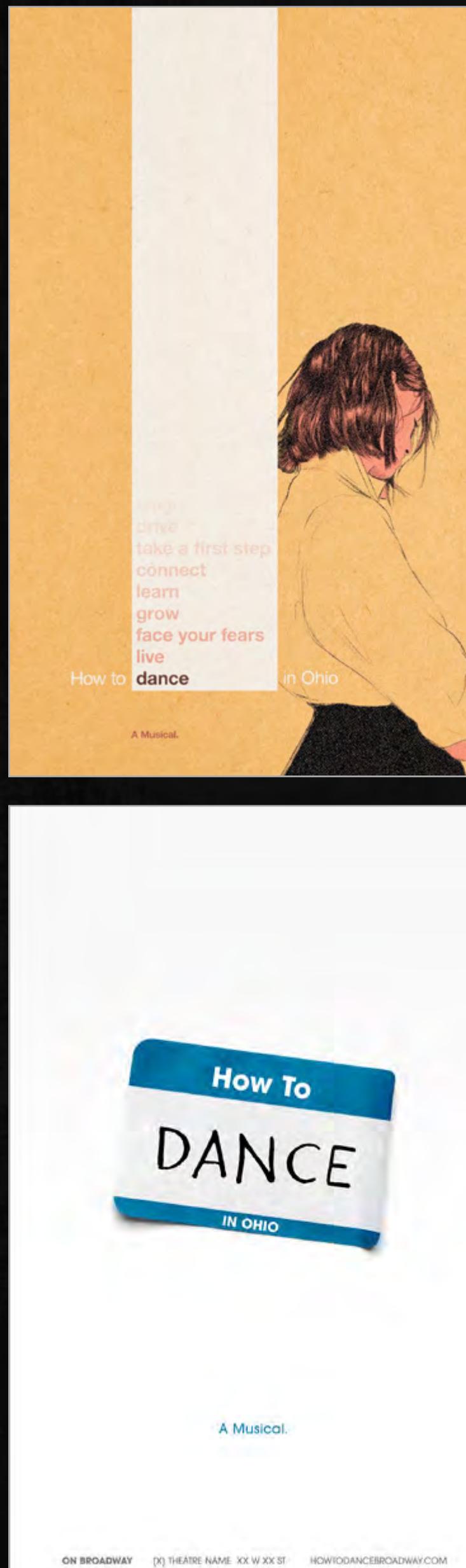
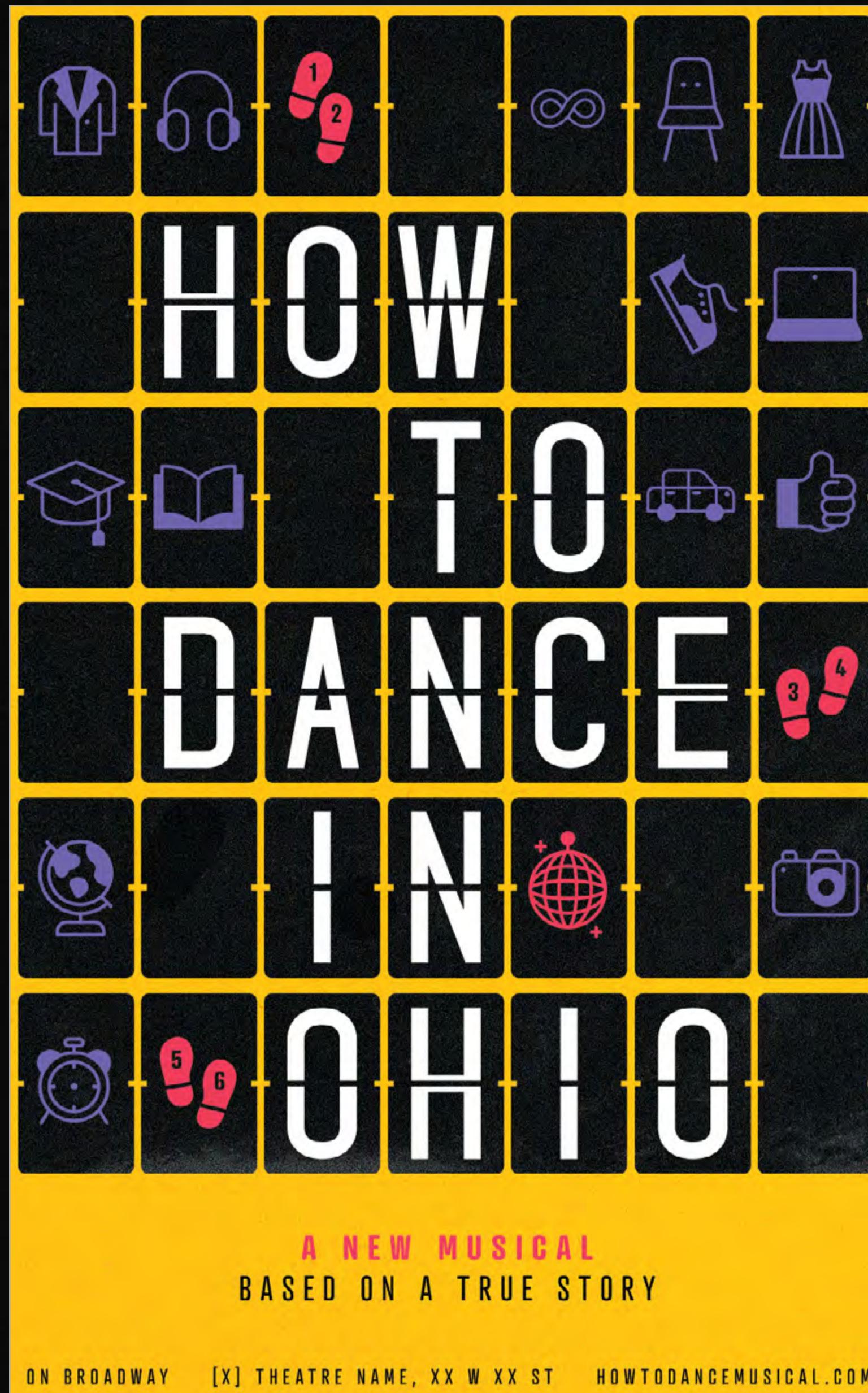


## KEY ART CONCEPTS



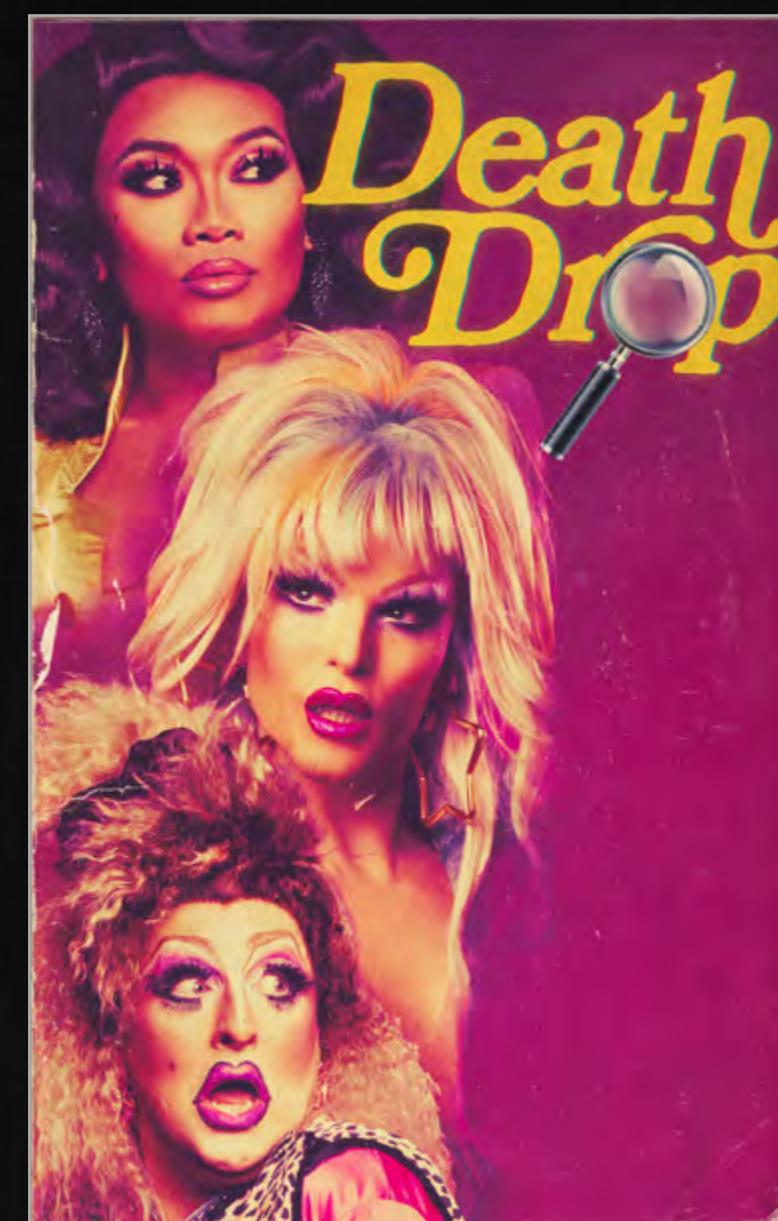
## TITLE TREATMENTS





# HOW TO DANCE IN OHIO

2023 | RPM  
BELASCO THEATER | BROADWAY  
KEY ART | BRANDING | TITLE TREATMENT DESIGN  
CREATIVE DIRECTOR: JACOB COOPER  
ADDITIONAL ART DIRECTION BY GABE COOPER



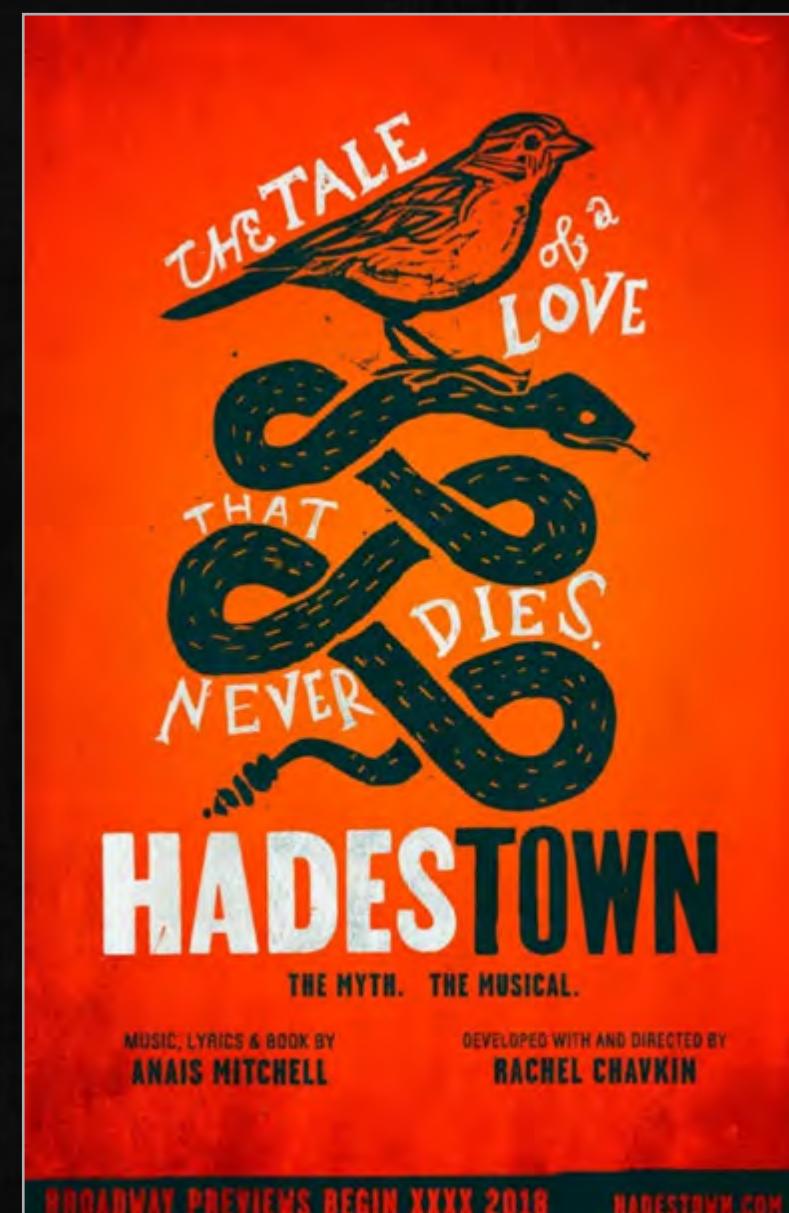
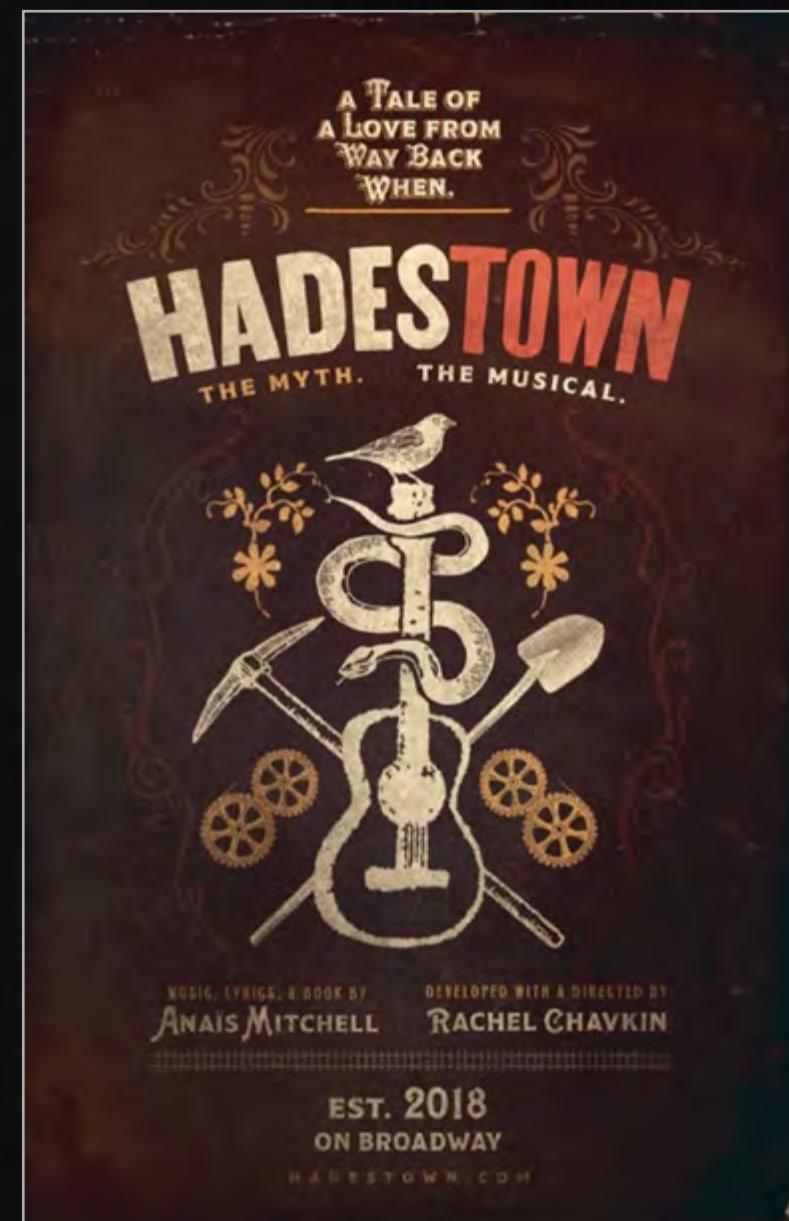
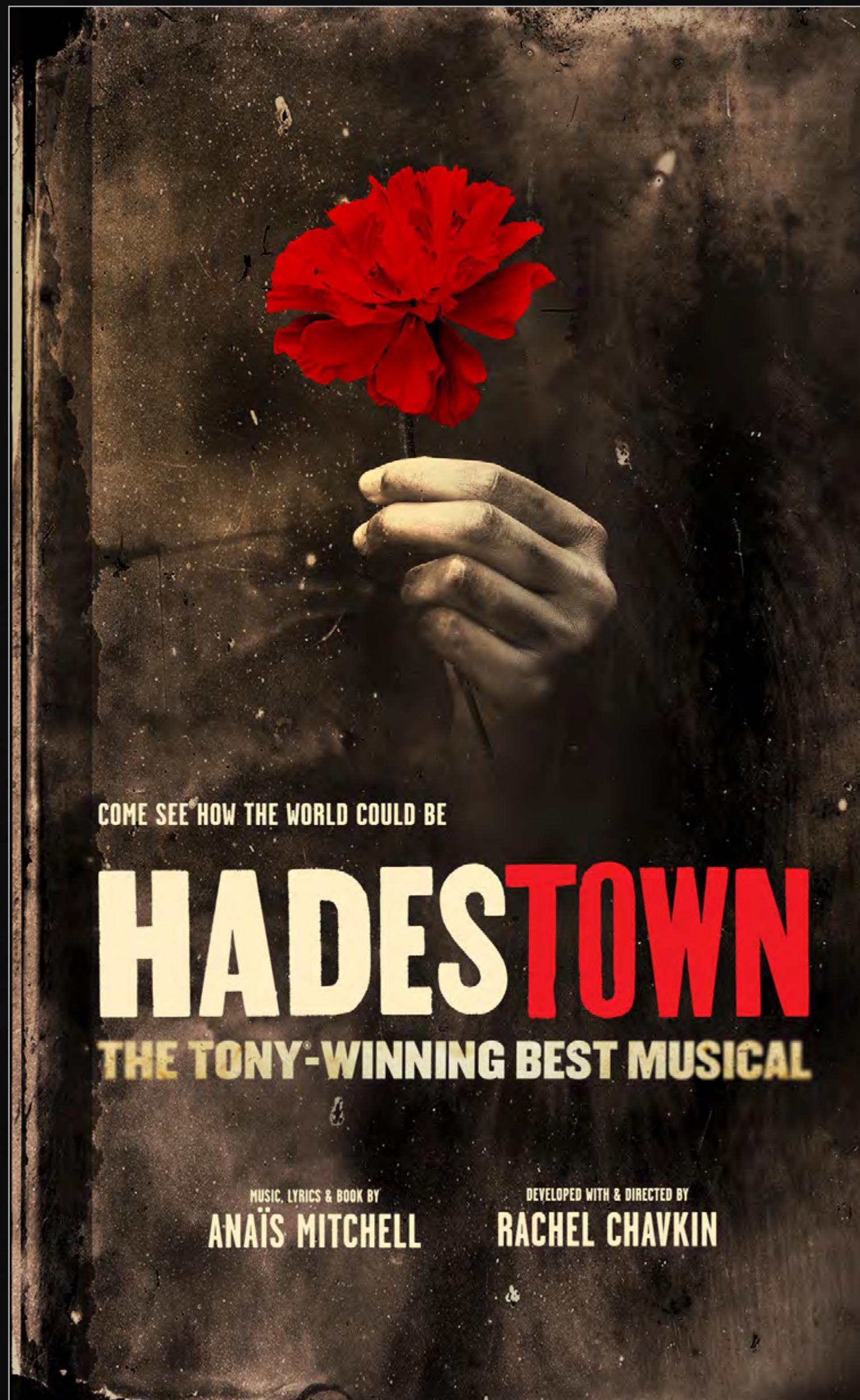
# DEATH DROP

2023 | RPM

NEW WORLD STAGES | OFF BROADWAY (POSTPONED)

KEY ART | BRANDING | TITLE TREATMENT DESIGN

CREATIVE DIRECTOR: JACOB COOPER



# HADESTOWN

2019 | SPOTCO

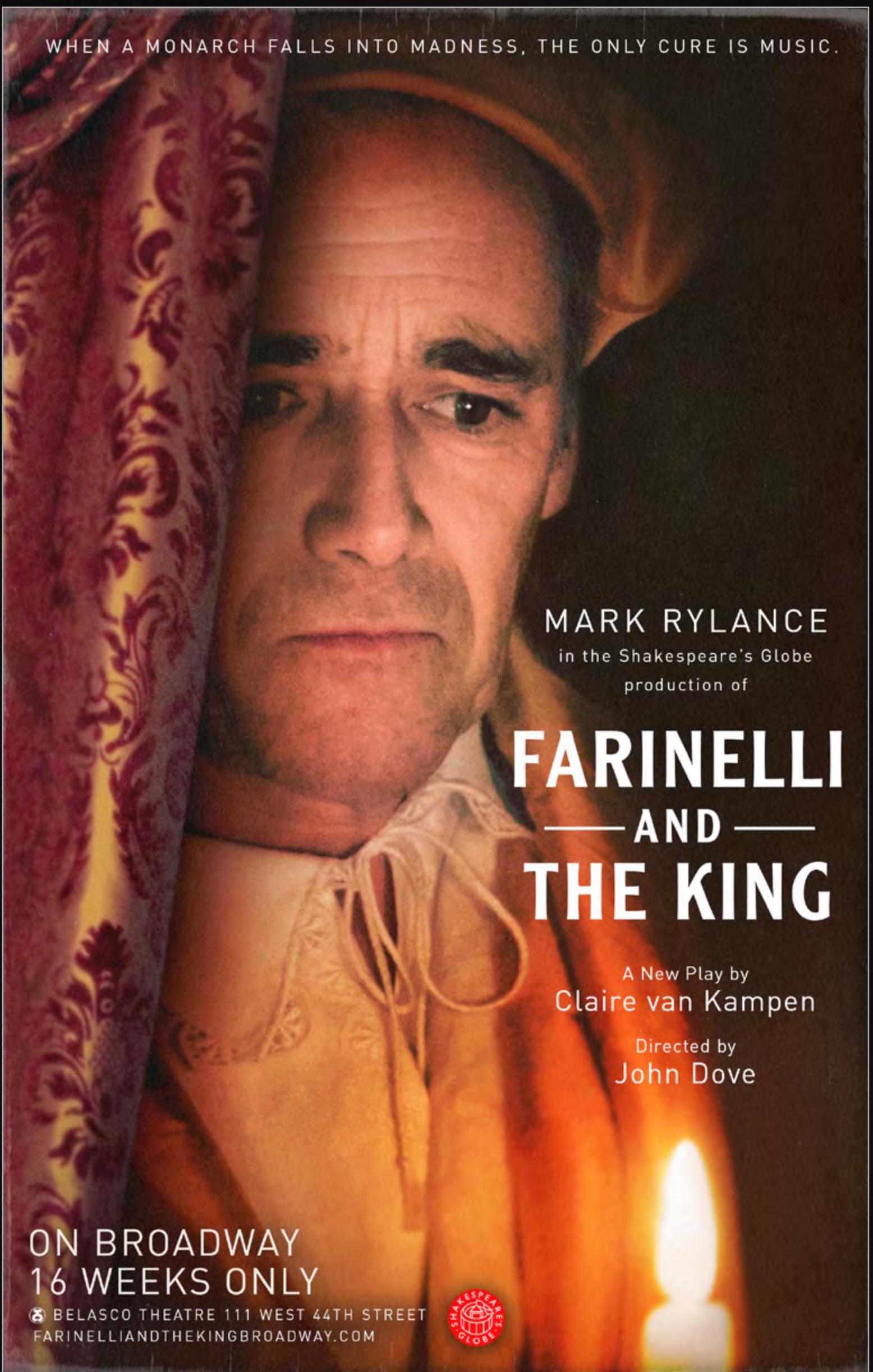
WALTER KERR THEATER | BROADWAY

TITLE TREATMENT DESIGN | KEY ART CO-DESIGNER

CREATIVE DIRECTOR: STACEY LIEBERMAN-PRINCE

ART DIRECTOR: NICKY LINDEMANN

ADDITIONAL DESIGN BY MARY LITTELL



# FARINELLI — AND — THE KING

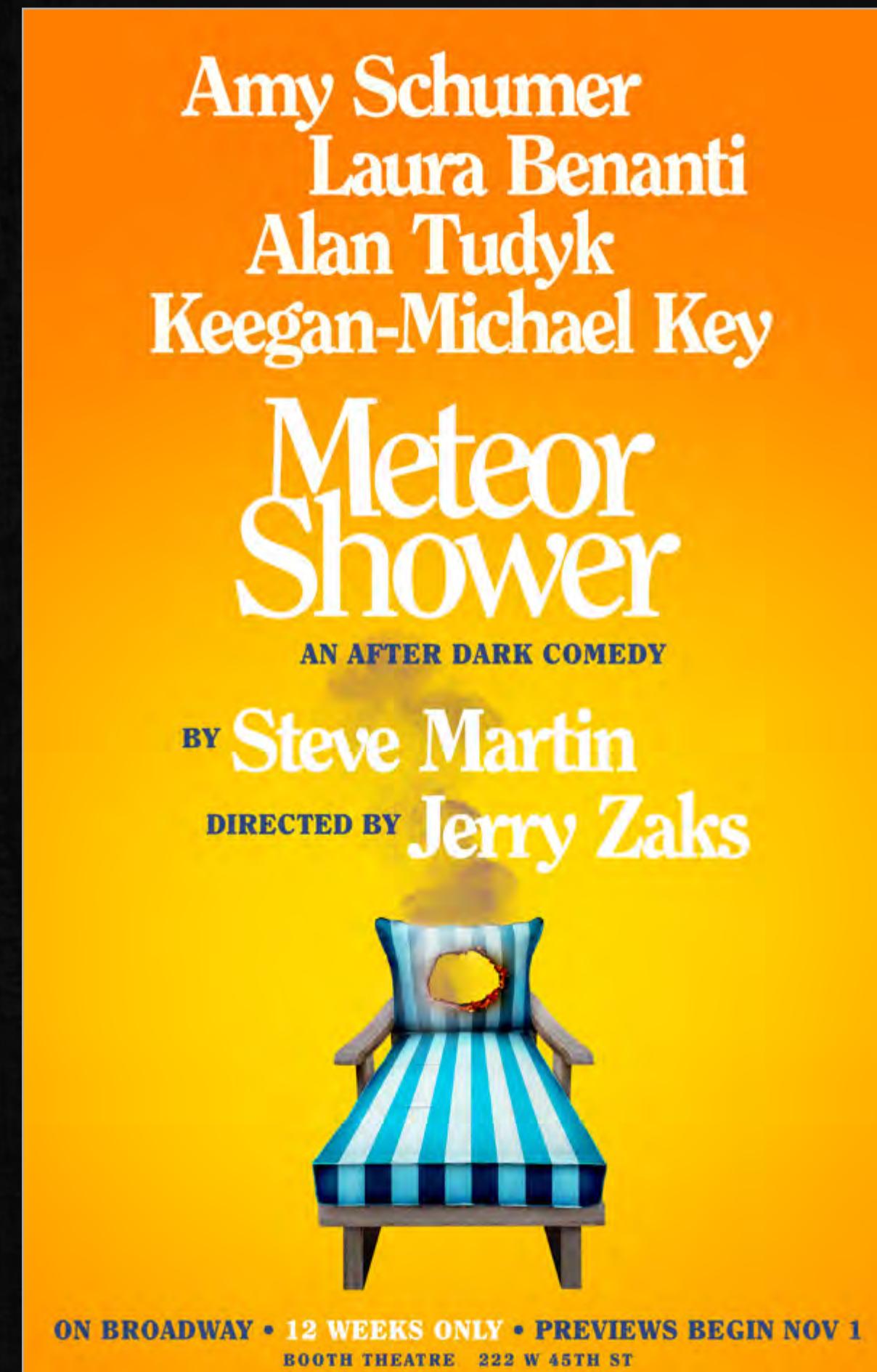
2019 | SPOTCO

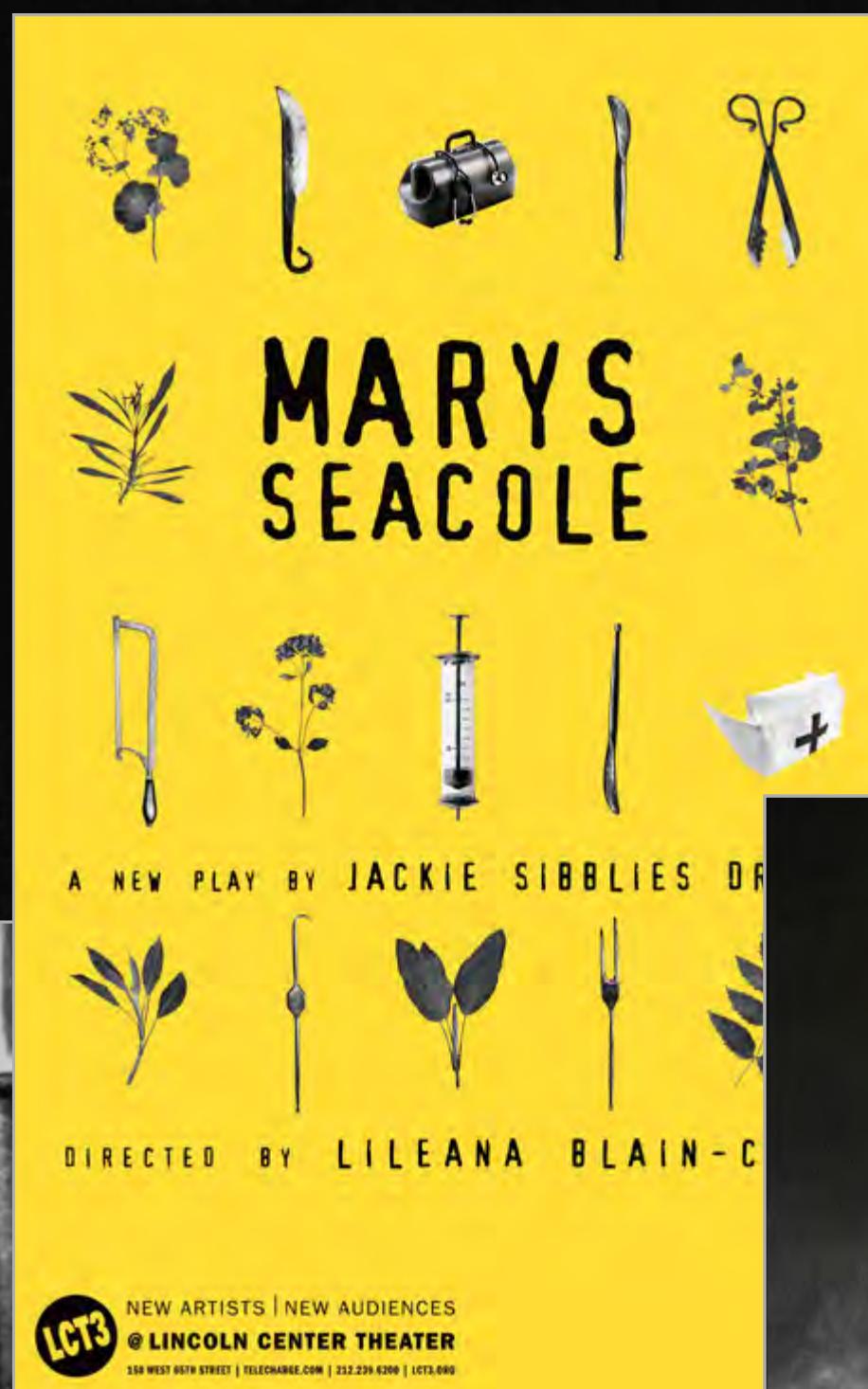
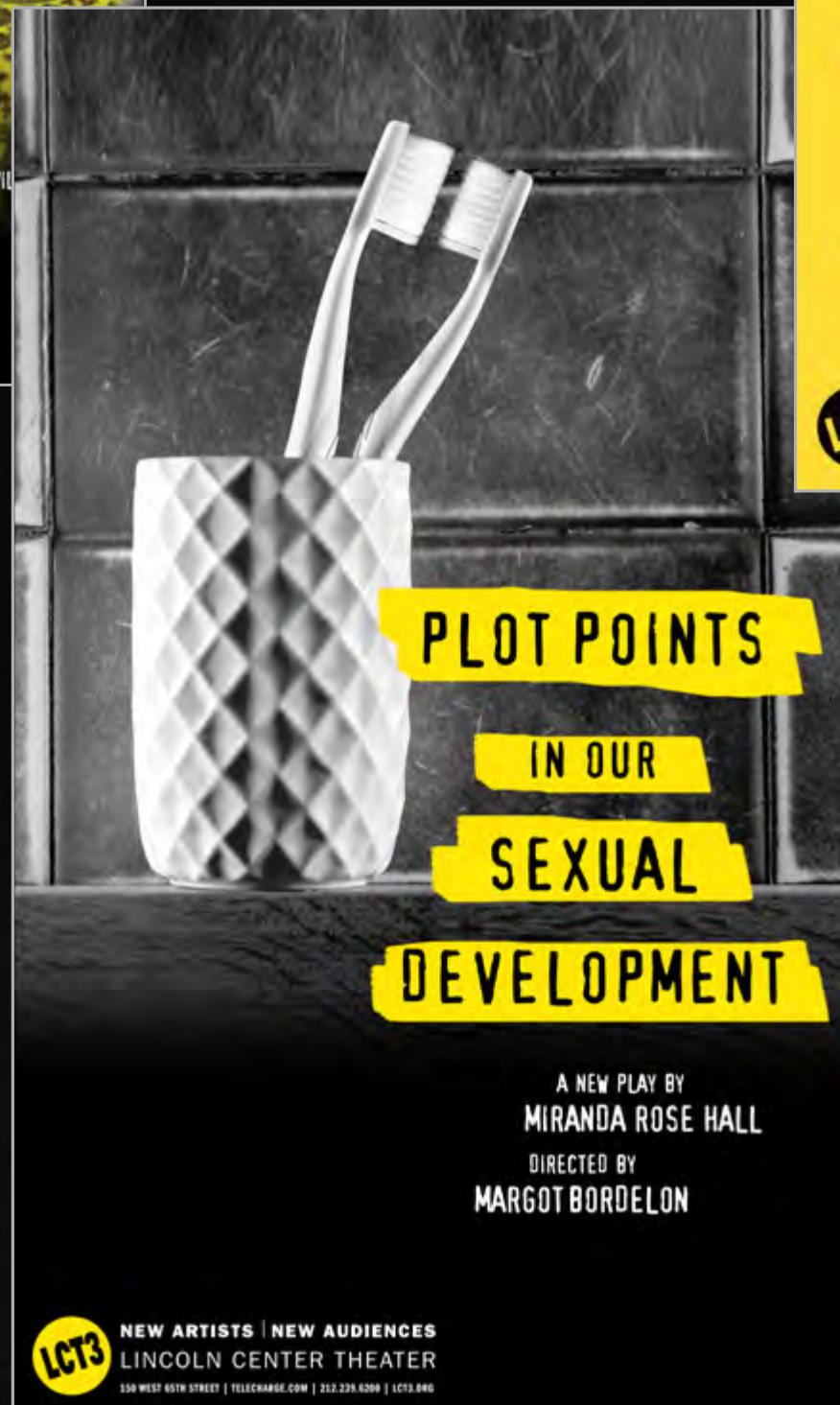
BELASCO THEATRE | BROADWAY

TITLE TREATMENT | KEY ART

CREATIVE DIRECTOR: STACEY LIEBERMAN-PRINCE

ART DIRECTOR: NICKY LINDEMANN



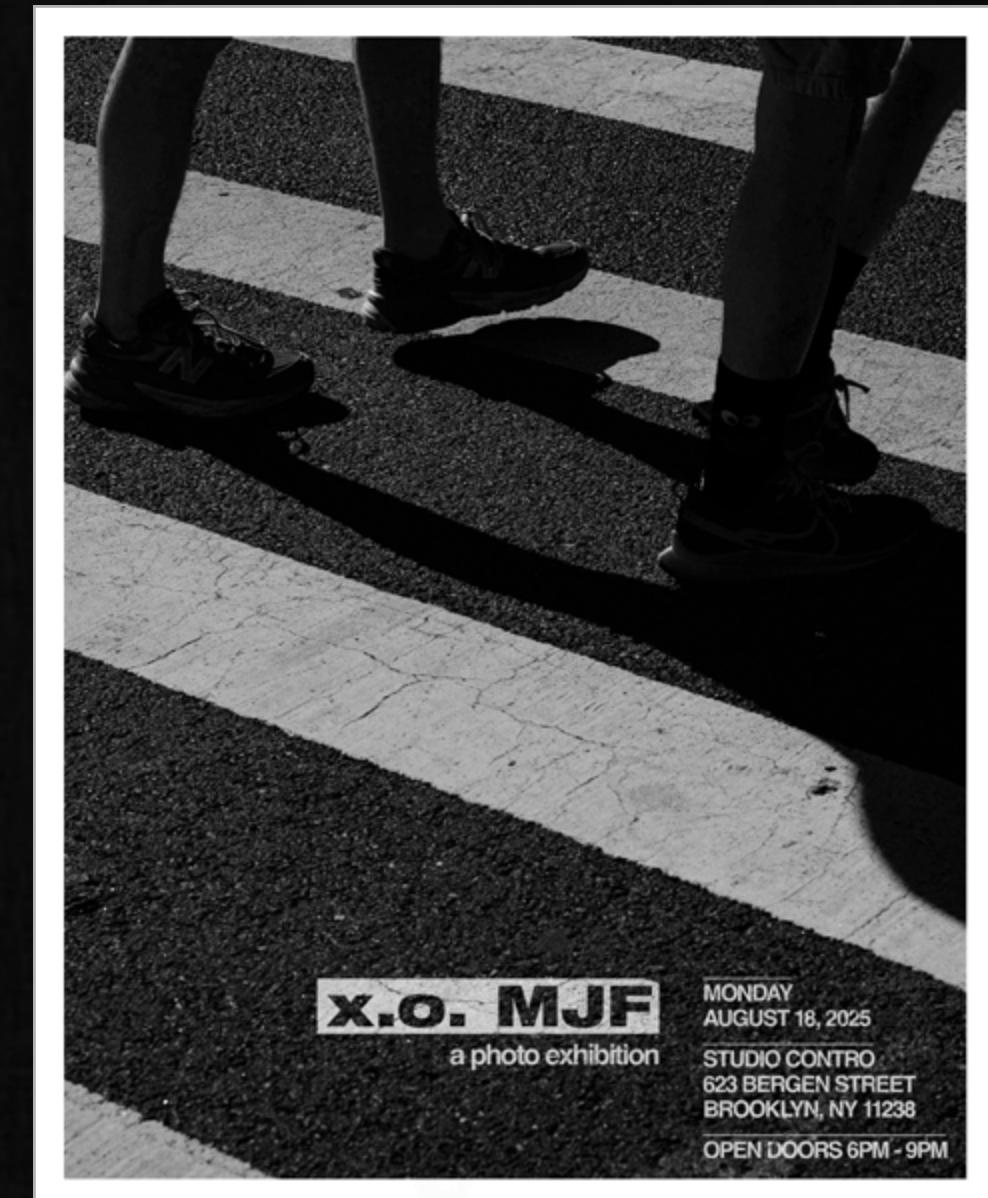


SPOTCO  
CLAIRe TOW THEATER | LINCOLN CENTER  
TITLE TREATMENTS | KEY ART  
CREATIVE DIRECTOR: STACEY LIEBERMAN-PRINCE  
ART DIRECTOR: NICKY LINDEMANN





**X.O. MJF 08.18.2025**

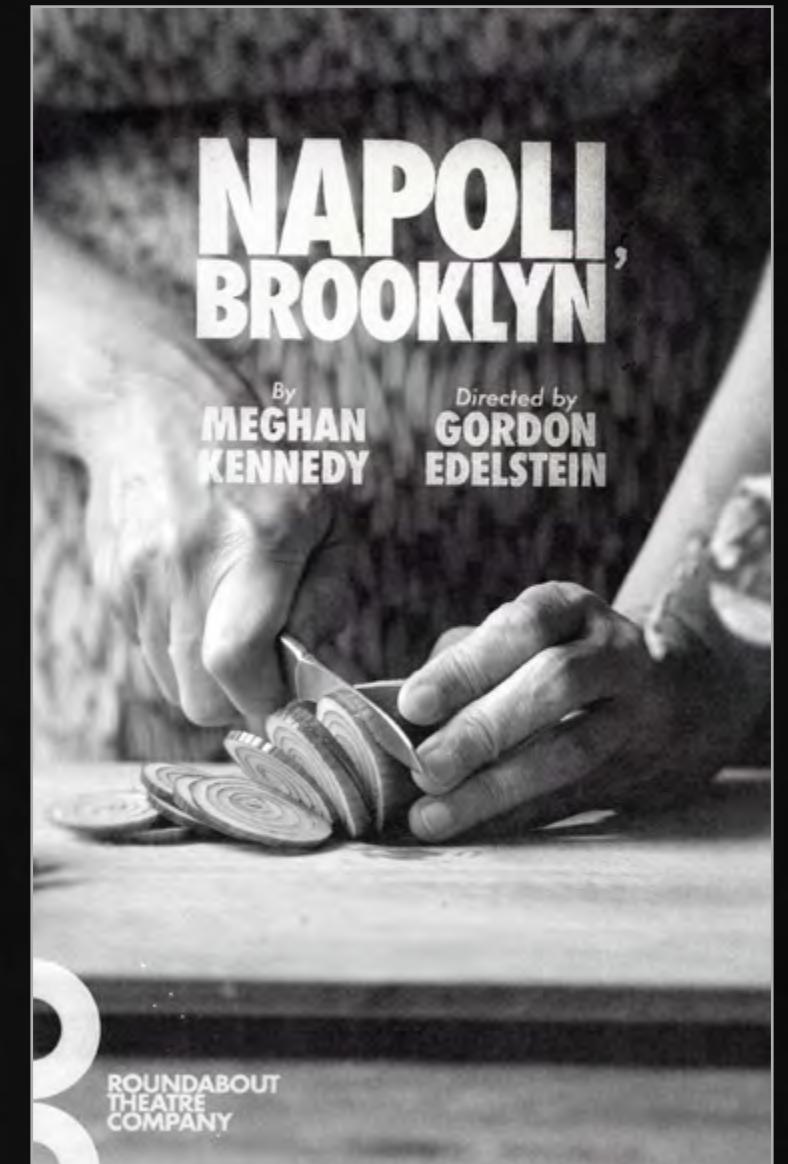
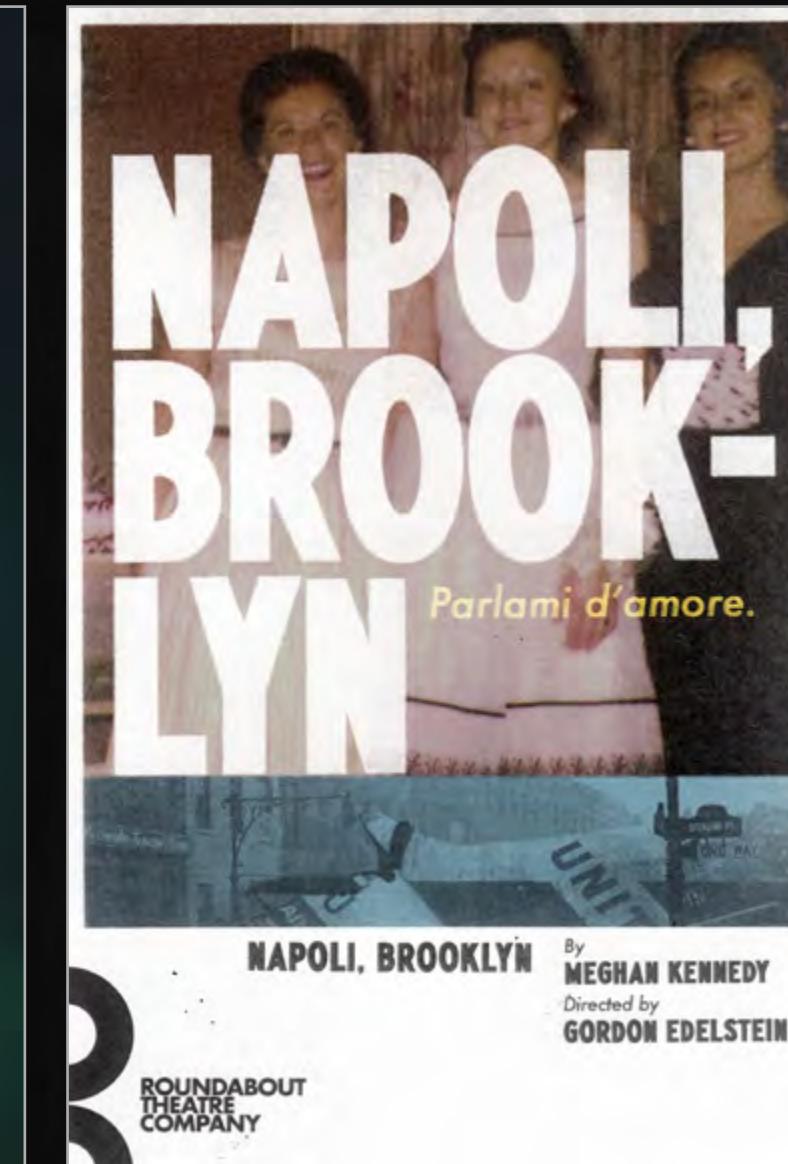
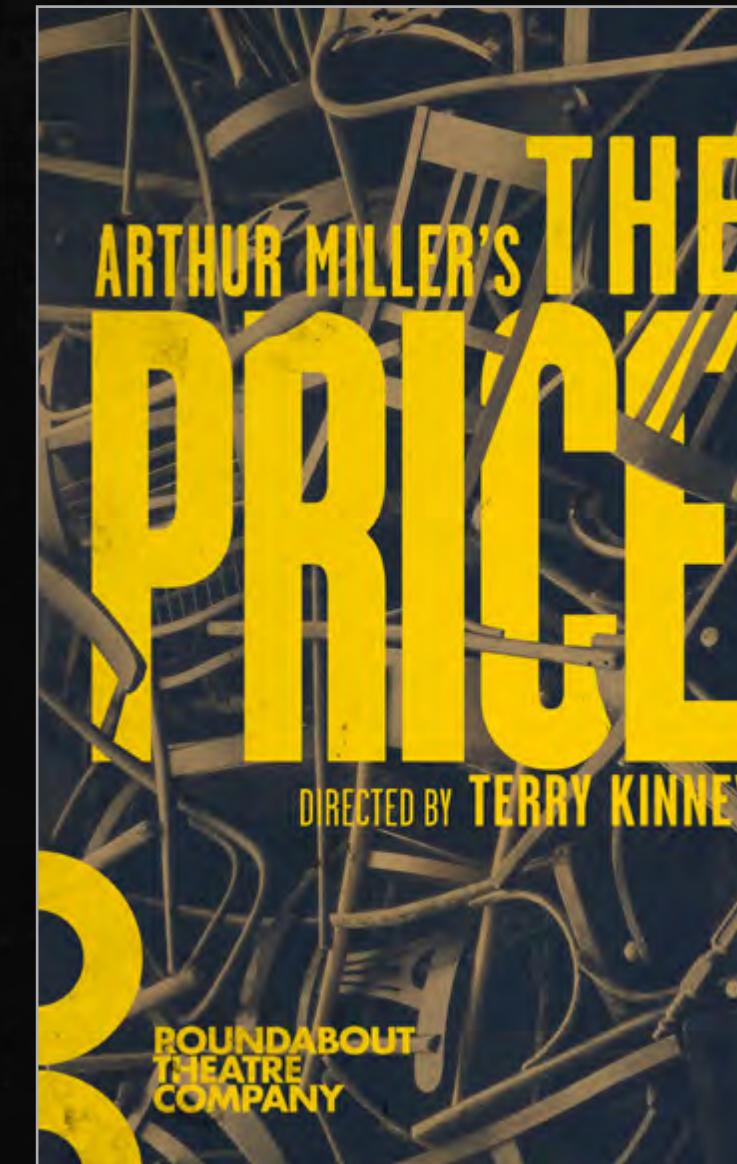
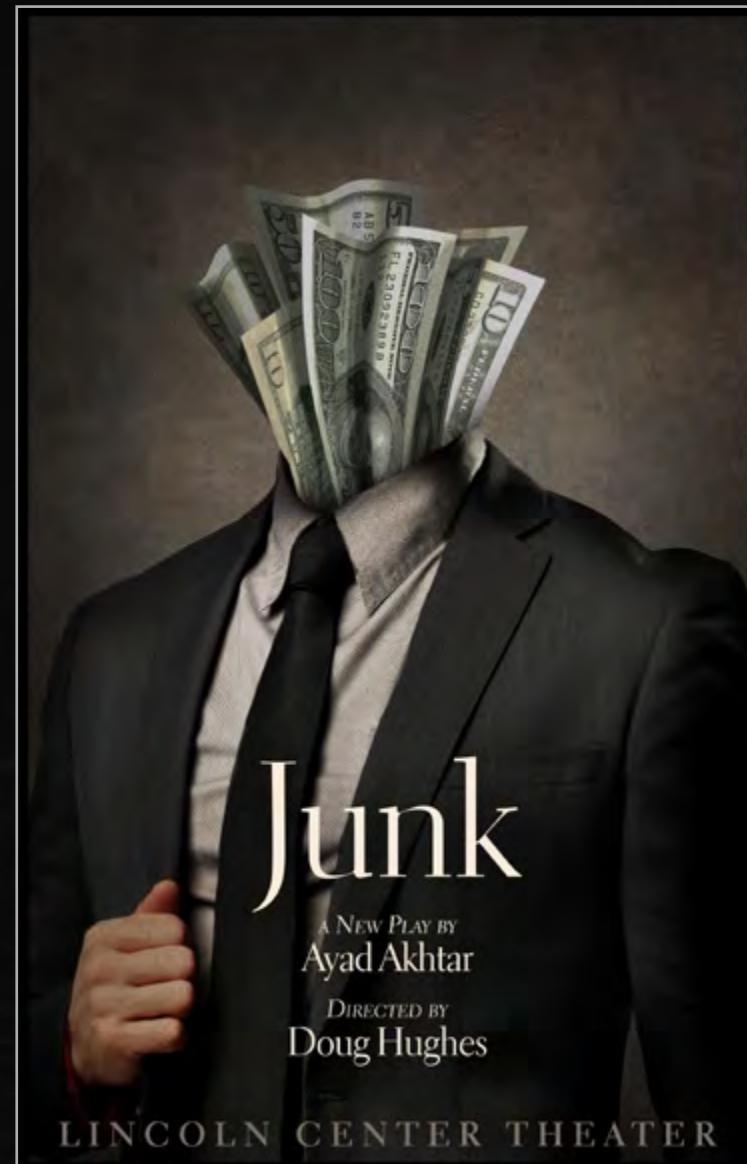
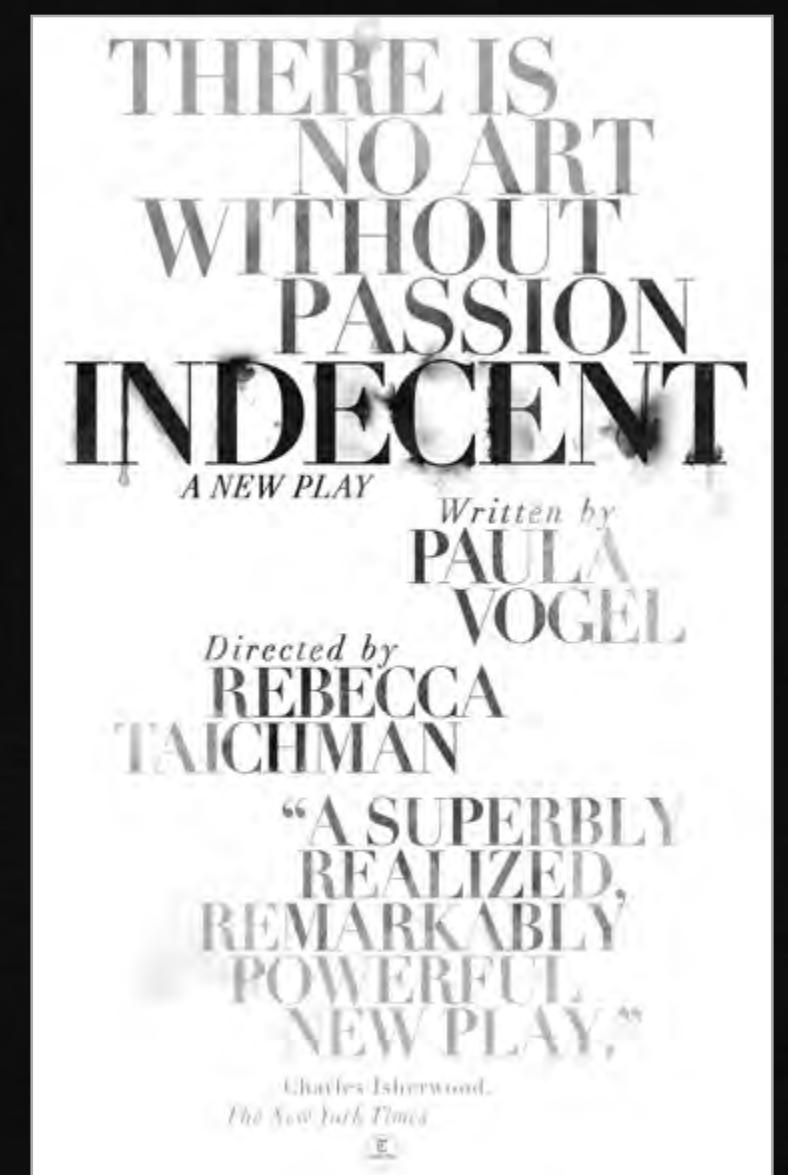
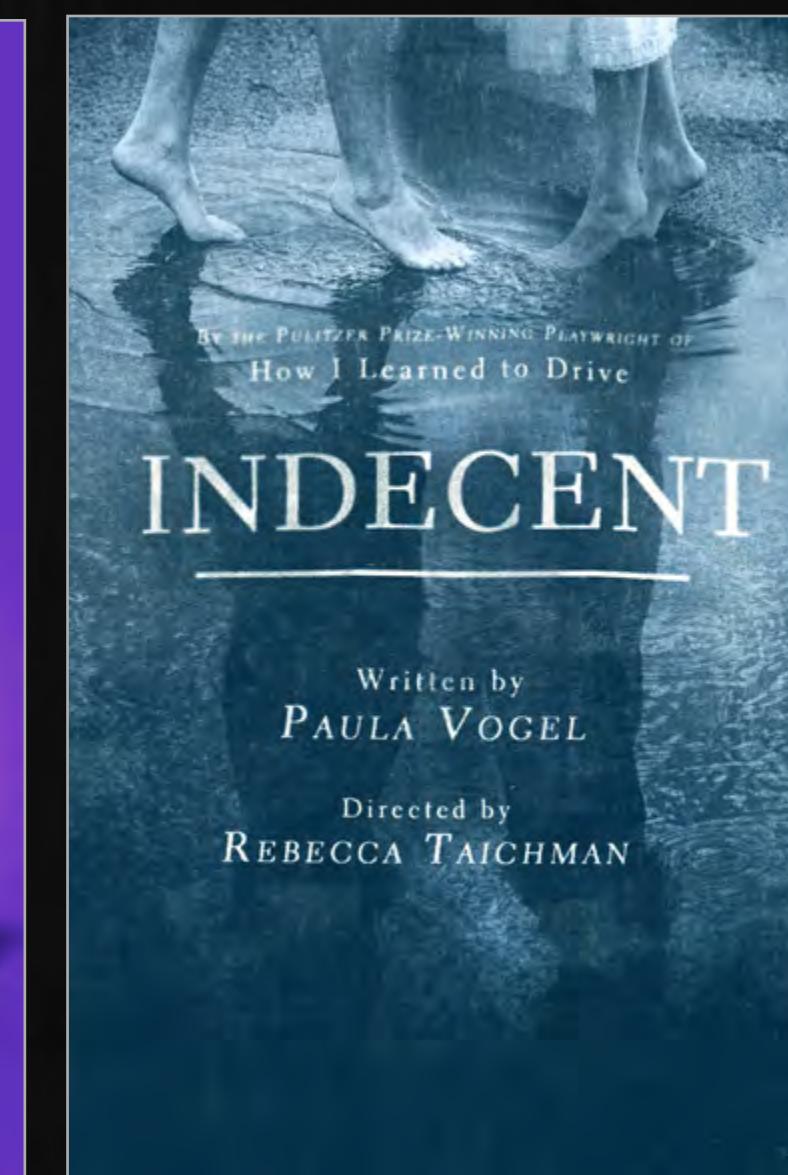
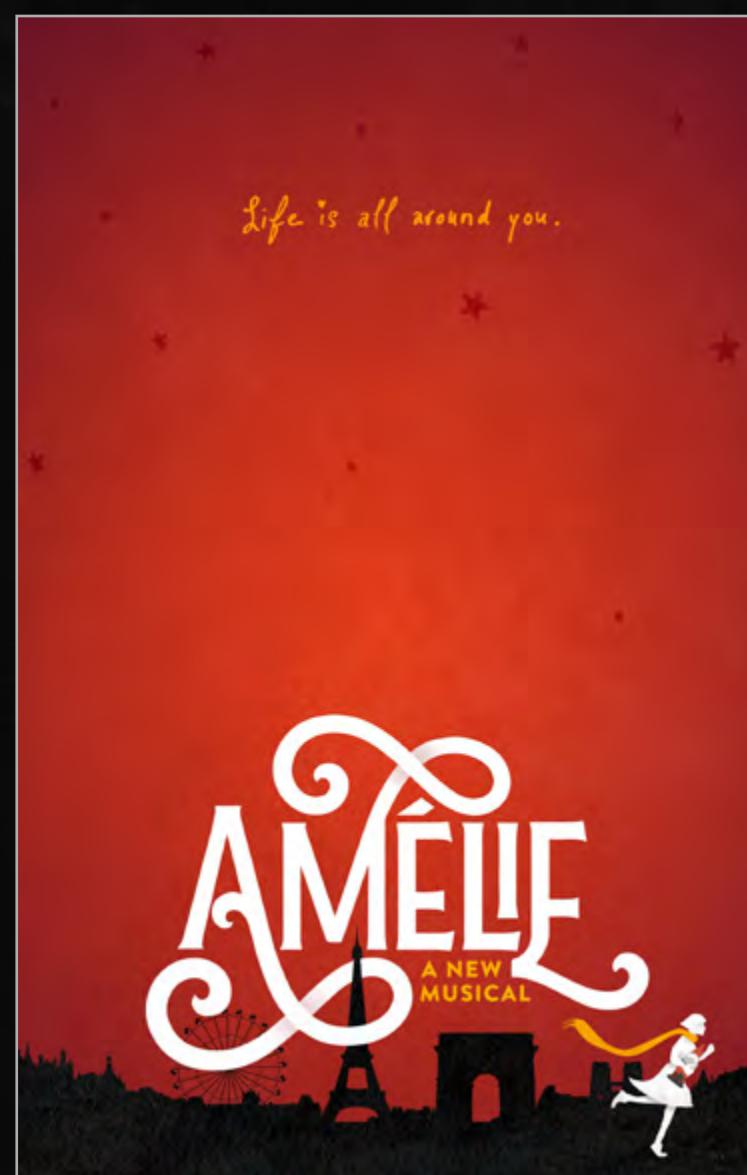


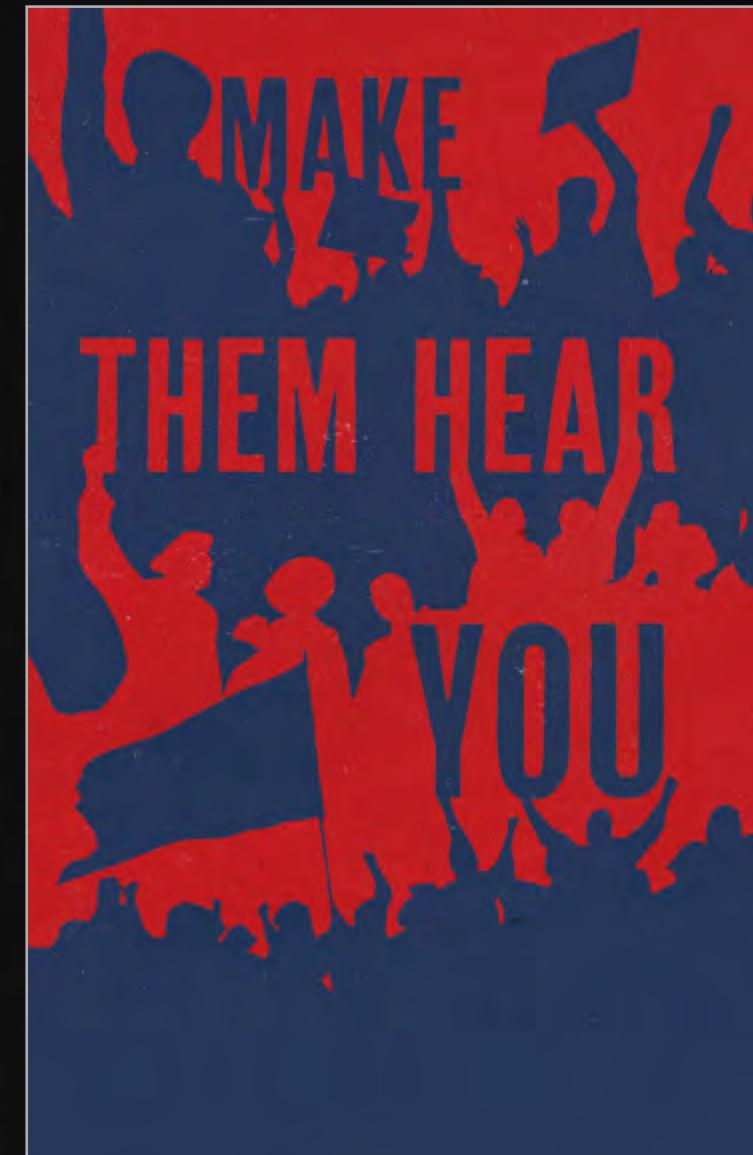
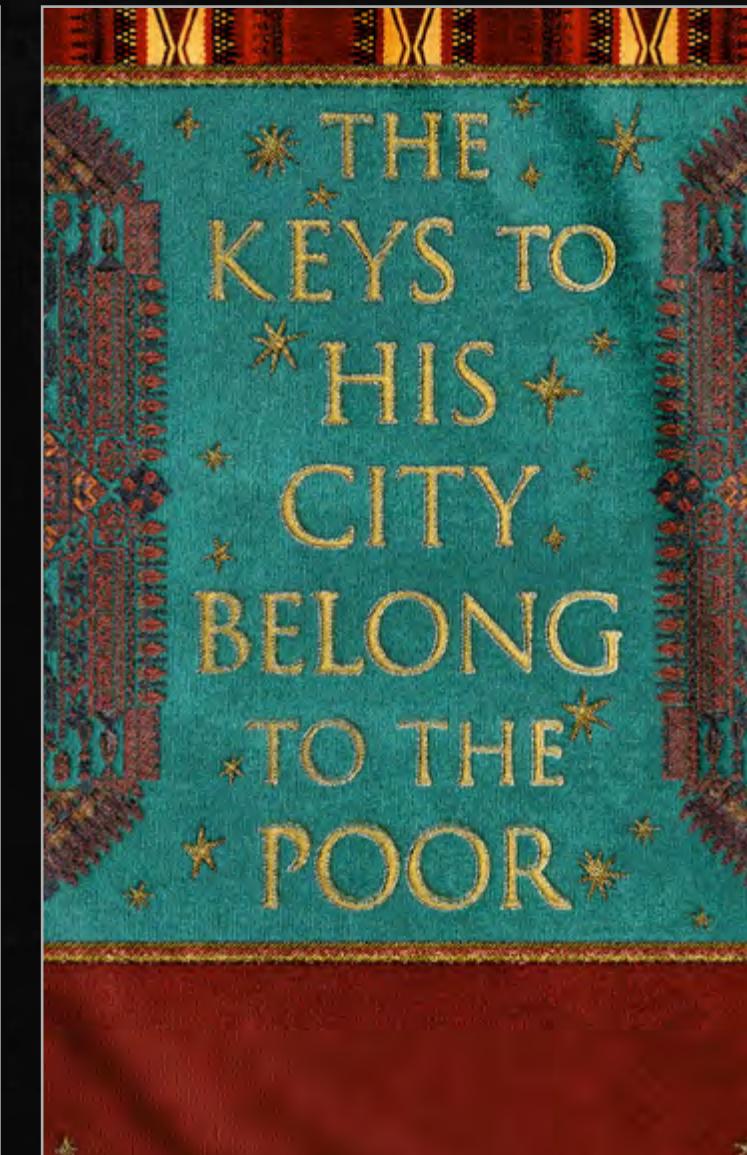
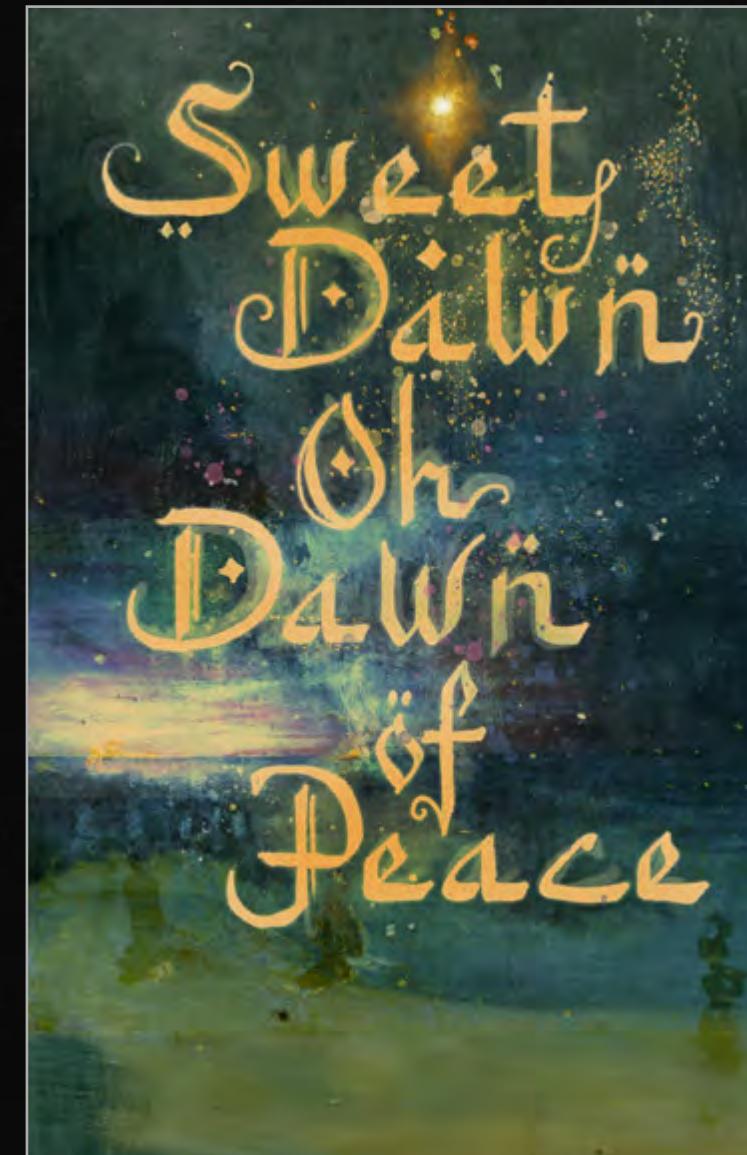
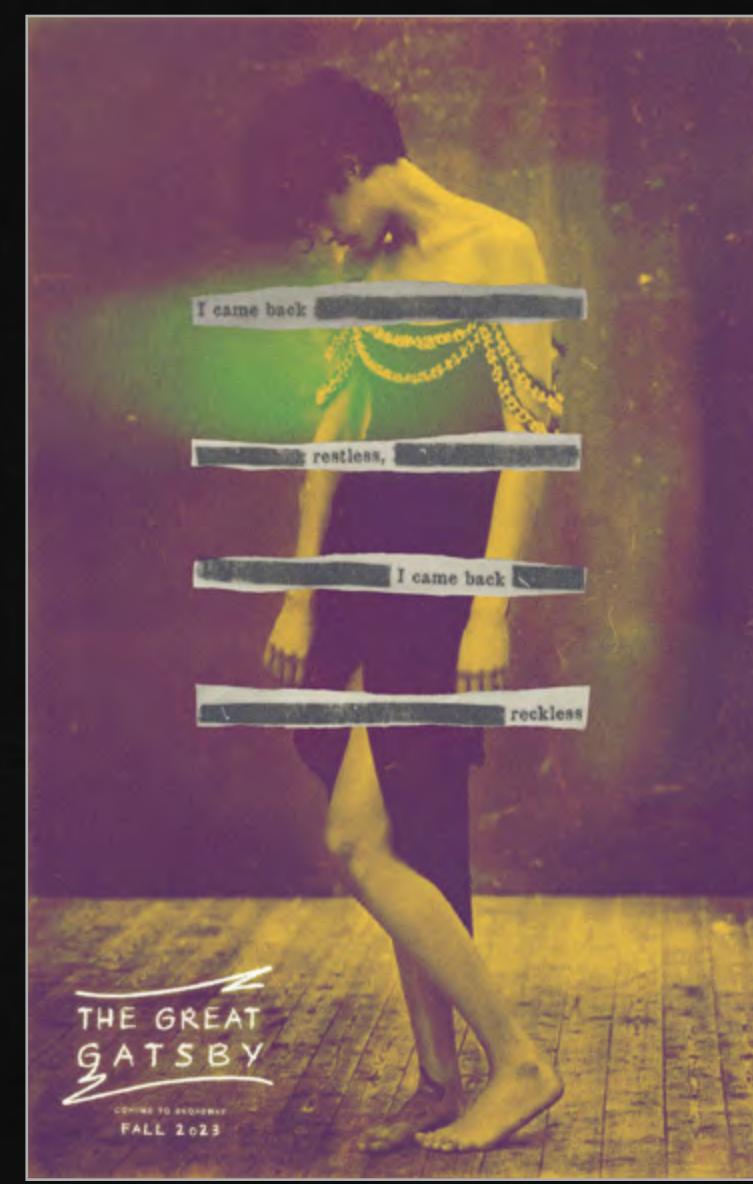
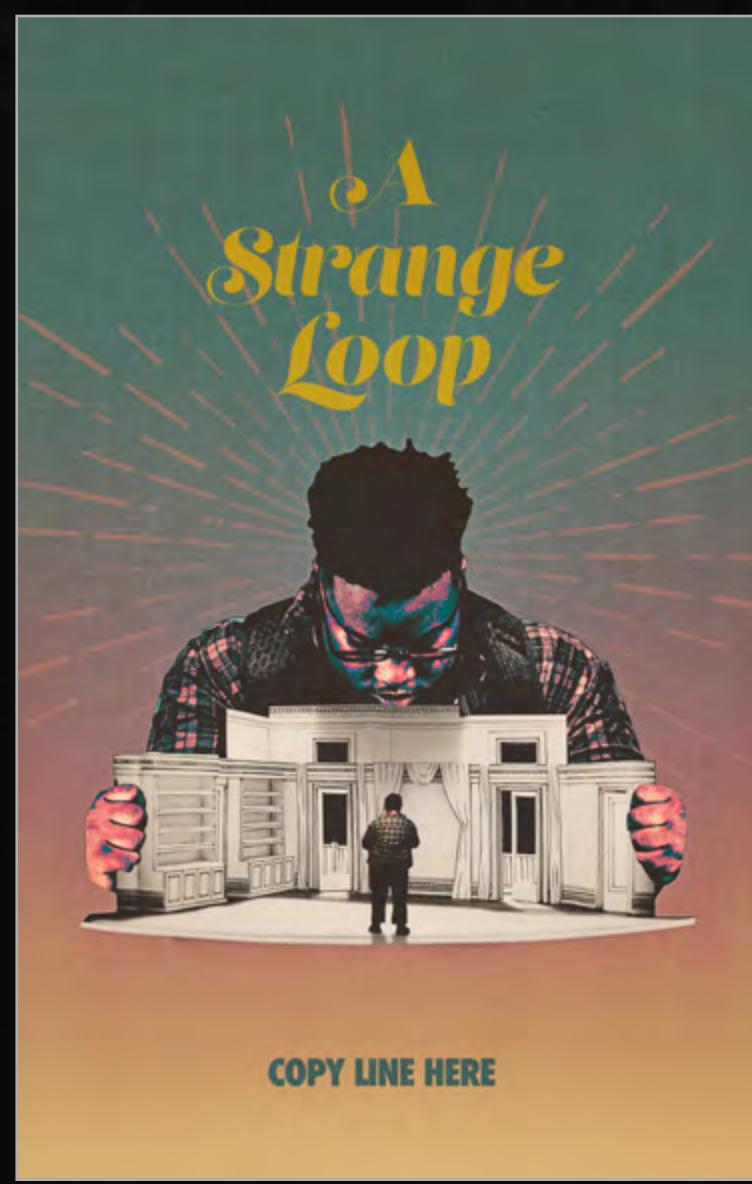
**X.O.MJF**

FREELANCE

PHOTO EXHIBITION | BROOKLYN  
TITLE TREATMENT | KEY ART  
PHOTOGRAPHER: MARC J. FRANKLIN

V A R I O U S





A handwritten signature in black ink, appearing to read "Nathan Skethway".

B R O O K L Y N , N Y

7 1 7 . 6 3 6 . 8 1 4 0

NATHAN.SKETHWAY@GMAIL.COM

NATHANSKETHWAY.DESIGN