

Actors-models

Description

Actors & On-Screen Talent

Digital identities that look good on casting screens and CAA inboxes.

We design cinematic, high-end digital branding for actors, models, hosts and public figures — built to impress casting directors, managers, and brands.

Case Study: The Spotlight Identity System

Client Type: Emerging film & TV actor

Goal: Look studio-ready and professional enough for agents, casting directors, and press.

What we built:

- Personal brand system (logo mark + typography + color palette)
- Cinematic one-page actor website
- Digital EPK (press kit) with headshots, reels, bio, credits
- Casting-friendly gallery layout (fast, clean, mobile-first)
- Booking form for agents, casting, and brand partnerships
- AI-enhanced intro animation using the actor's likeness

Tech & Tools:

WordPress • Custom theme styling • Monopoly Boy Booking • AI animation (character intro)

Highlights:

- Site loads fast on mobile for on-the-go casting.
- Hero video auto-mutes and loops with subtle cinematic motion.
- Simple Request Audition / Meeting form connected to a booking pipeline.

Services used:

- Brand Identity & Visual Direction
- Website Design & Development
- AI Animation & Motion

- Booking System Integration

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Additional Actor / Model Project Types

1. Digital Comp Card 3.0

- Digital & print-ready comp card
- AI-styled alternate looks & outfits
- Casting-specific portfolio layout

1. Showreel Hub

- Video-first landing page for reels
- Clips organized by role & genre
- Call-to-action for representation & bookings

[Speak with our team about actor branding â??](#)

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