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HELLO.



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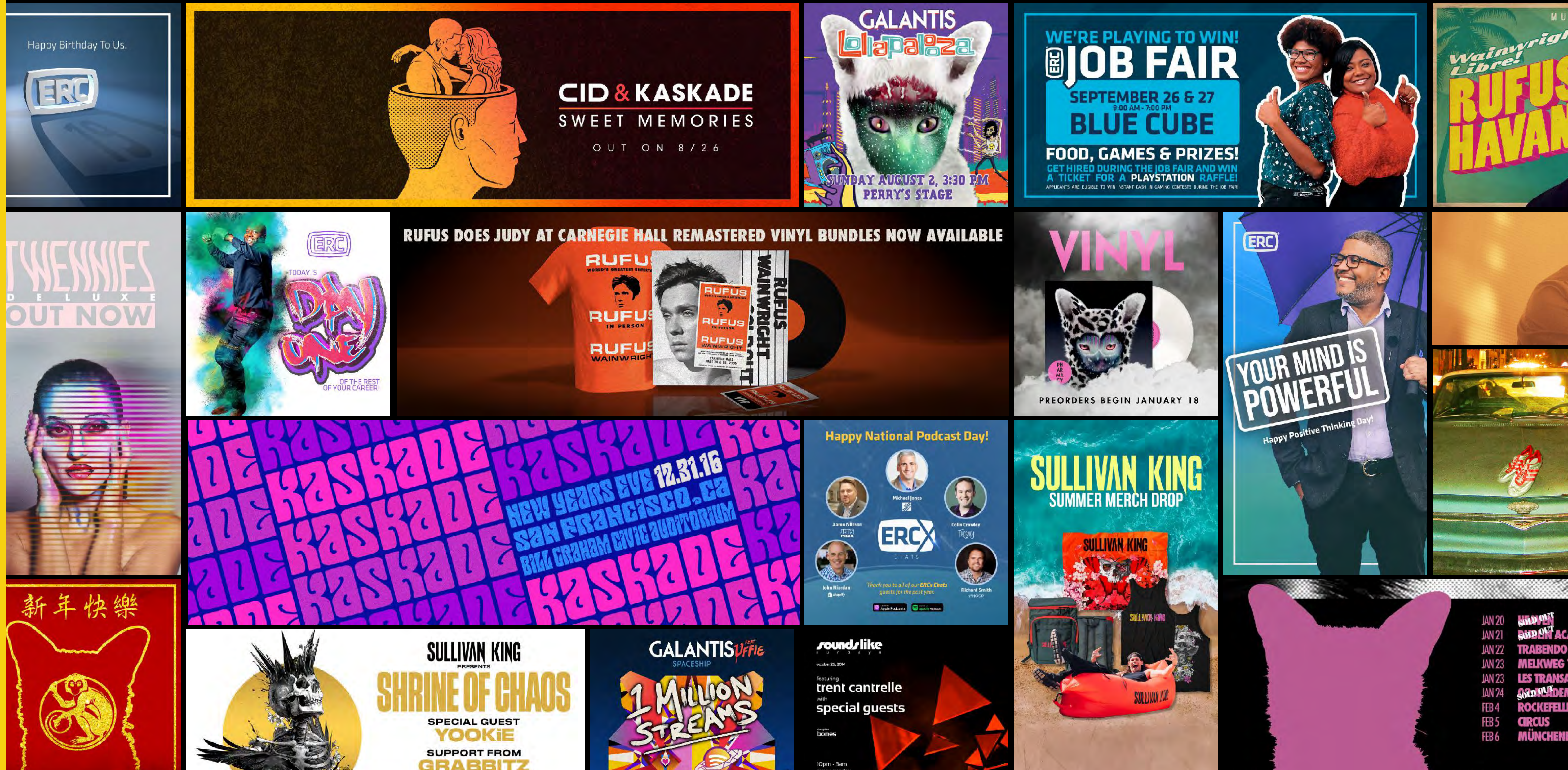
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DESIGN

I offer a wide variety of visual **social media** deployments, often with same day delivery. Deliverables offered include **banners, assets** and **profile avatars** for social media platforms including **Instagram, Facebook, X/ Twitter, Soundcloud, LinkedIn, Youtube** and more. Assets can be built around new or existing brand guidelines to ensure seamless integration with client feeds. Additionally, **animated assets** can be created (see the Animation section).



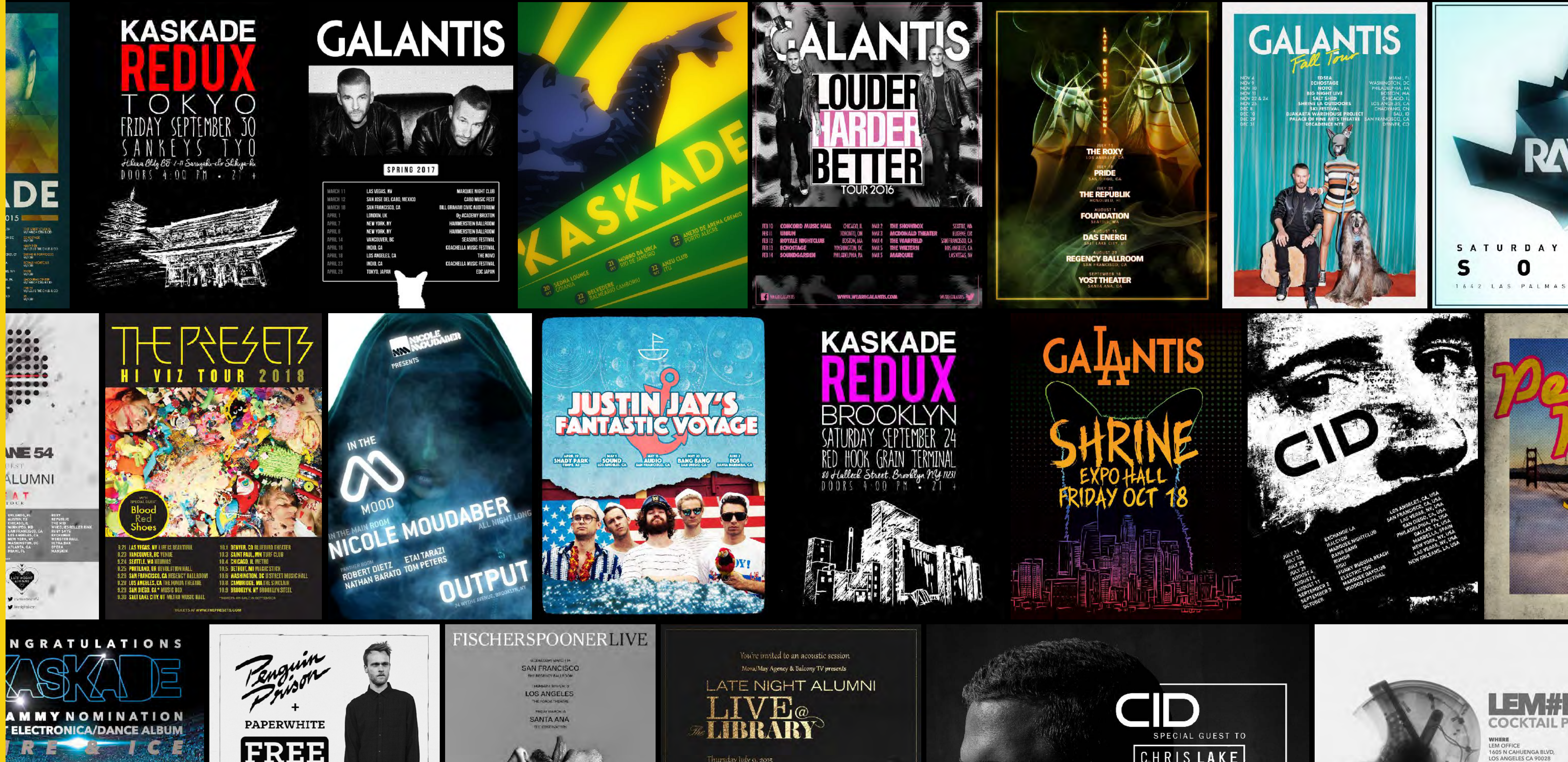


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For tours, limited engagements and one-off shows and events, I have designed hundreds of **print** and **digital admats** for artists and festivals. These designs are built around a scalable language which can then be translated to **social media** and **video** applications.

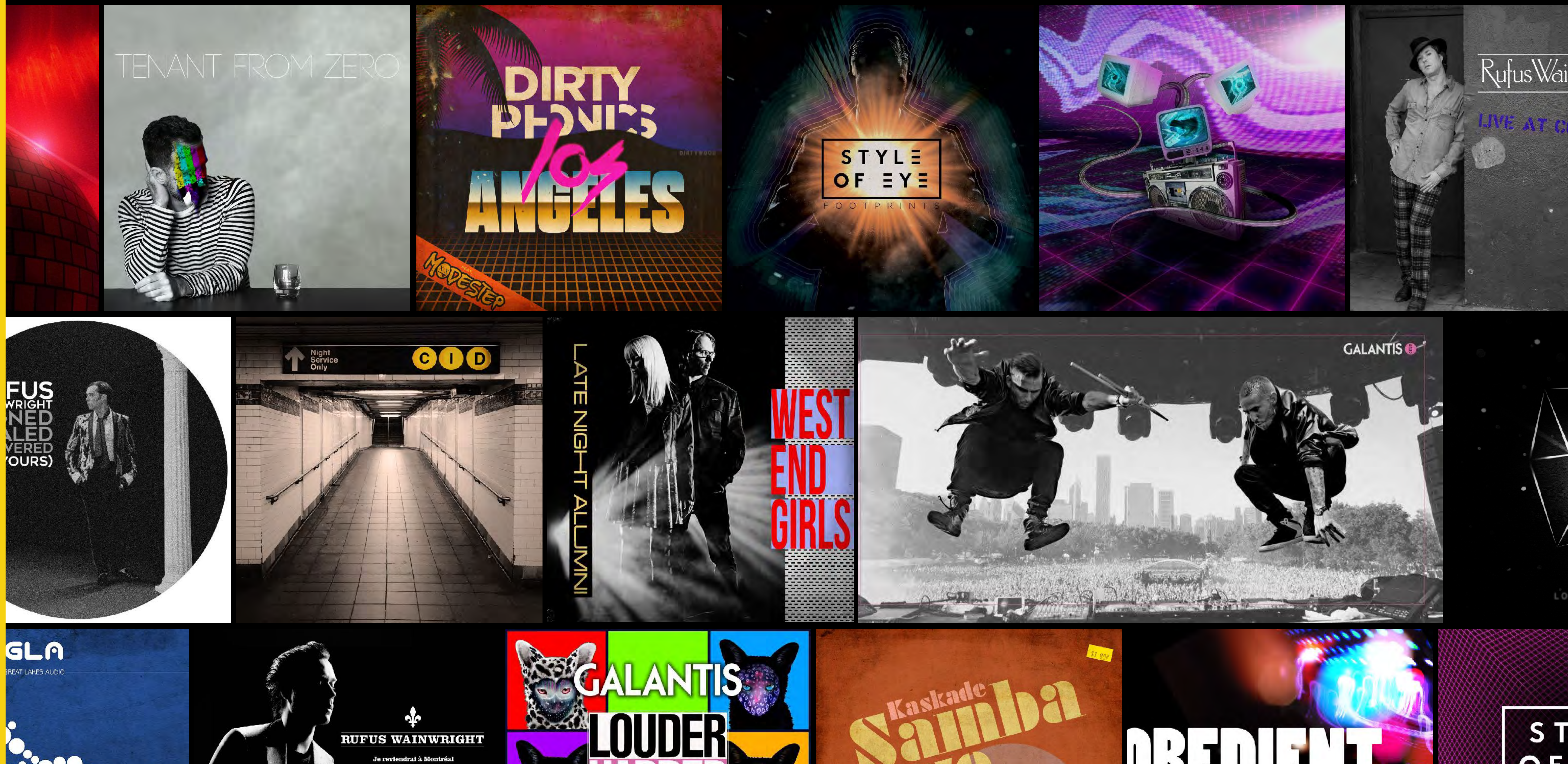
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EVENT



RELEASES

I have designed for **albums, singles, EPs, podcasts** and **broadcasts** in both **digital** and **physical** formats. For services such as **Apple Music** or **Spotify**, the artwork may be animated to reflect their enhanced visualization formats.



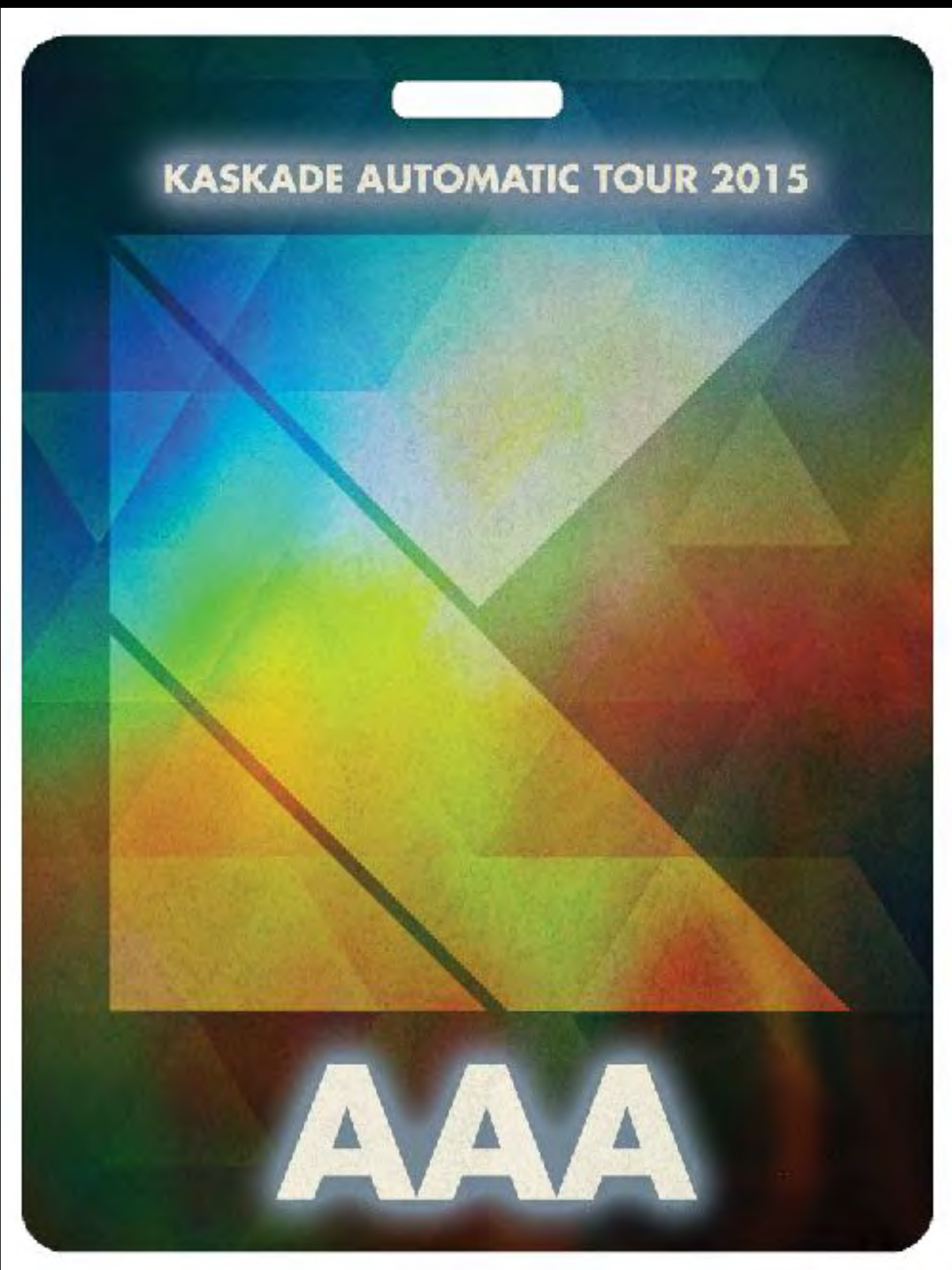
I am well versed in designing large-scale prints both **outdoor** and **indoor**, including **billboards**, **banners**, and advertisements for **buses** and **trains**.

LARGE FORMAT





















Working with artists and corporations, I have designed many **promotional** and **merchandise** items such as **clothing (t-shirts, sweatshirts, leggings, jackets, hats), mugs, water bottles, flags, badges** and more.

MERCHANDISE



Logomark and logotype design is available for clients who wish to capture their brand’s identity in simple but striking communication.

LOGOS

I offer complete branding beyond logo design, including **general look and feel**, **type** and **color** studies, and writing **style guides** for best practices.

BRANDING

OUR LOGOTYPE

Logotype is the foundation of our brand identity. It is most important that it represents our name, boldly and proudly. To ensure its visibility, we allow four usage types.

A | M | D | X

The logotype may be represented as simply our acronym.



The logotype may be represented as simply our acronym, bounded by a proportionate box.

A | M | D | X

AFFILIATE MARKETING DYNAMICS

The logotype may be represented as our acronym with our full name in a subline.



The logotype may be represented as our acronym with our full name in a subline, bounded by a proportionate box.

CHROMATOGRAPHY

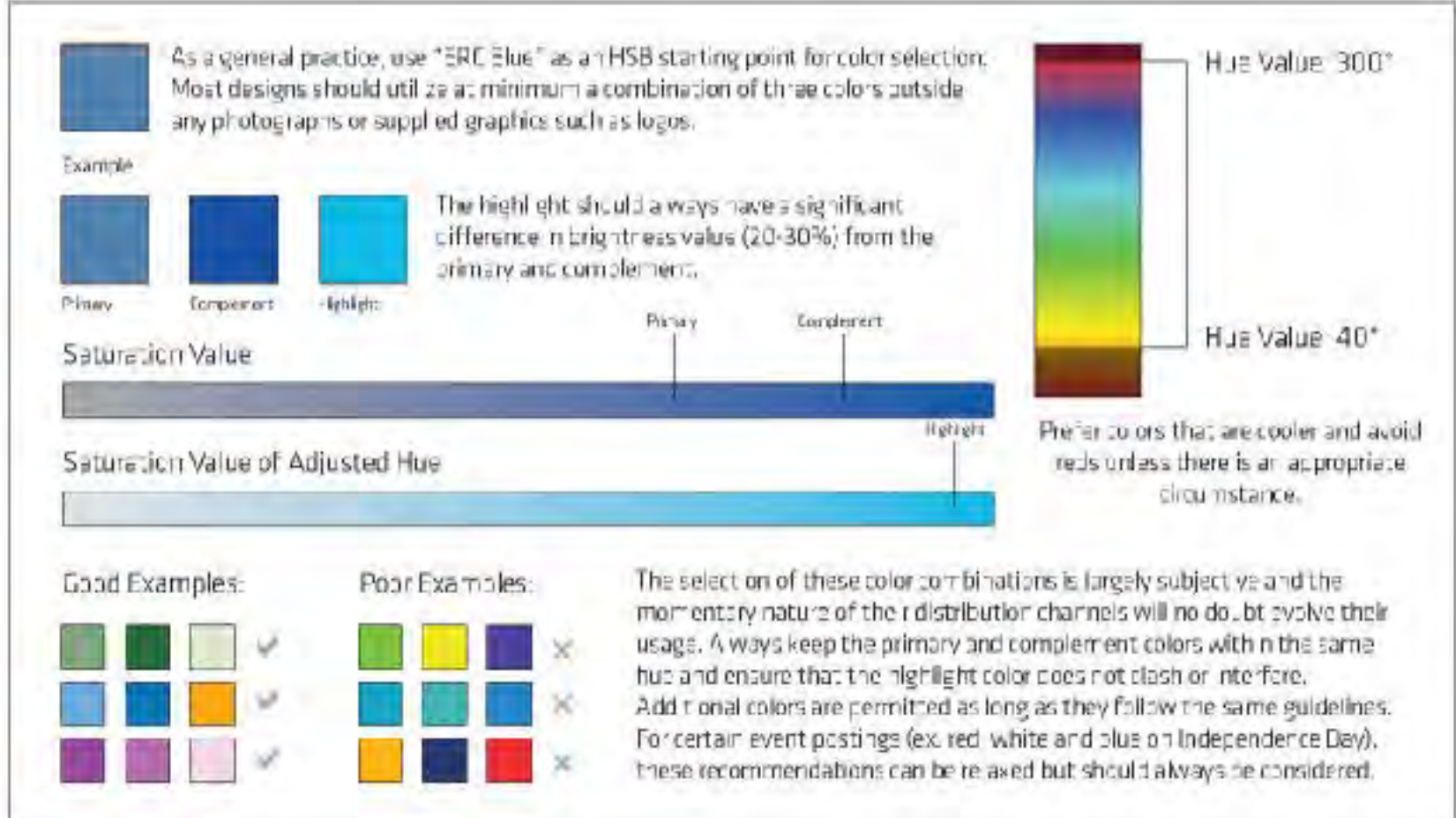
Primary Corporate and Industry

 <div>PMS Cool Gray 6 PANTONE 65-1505 C: 0 M: 2 Y: 4 K: 38 R: 122 G: 129 B: 122</div>	 <div>PMS 646 PANTONE 646-1 C: 22 M: 42 Y: 16 K: 17 R: 63 G: 129 B: 102</div>	 <div>PMS Cool Gray 1 PANTONE 65-1505 C: 0 M: 0 Y: 0 K: 100 R: 243 G: 243 B: 243</div>
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Secondary Corporate and Industry

 <div>PMS 7541 PANTONE 7541-1 C: 11 M: 5 Y: 7 K: 4 R: 223 G: 229 B: 230</div>	 <div>PMS Cool Gray 9 PANTONE 65-1505 C: 53 M: 45 Y: 43 K: 9 R: 25 G: 123 B: 123</div>	 <div>PMS 404 PANTONE 404-1 C: 55 M: 50 Y: 53 K: 18 R: 102 G: 102 B: 102</div>
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Social Media, Recruitment Advertising and Employee Communication



For instances of industry presence such as publications and events, ERC is represented by its primary and secondary colors which convey consistency and strength.

When considering design for social media, employee engagement and recruiting materials, the color palette expands to welcome a wider audience.

OUR COLORS

Our colors are equally important to our brand. They set the tone of our communications to our clients, our customers and beyond.

Teal Blue

#053757
R: 5
G: 55
B: 87
Pantone: 302 C

Lochinvar

#320196
R: 50
G: 145
B: 150
Pantone: 2236 C

Glacier

#80A2CC
R: 128
G: 162
B: 192
Pantone: 645 C



Included with this style guide are three logo into



markfarina_color.png "Color"



markfarina_color.png "Color"

In most instances, the Color logo is the preferred b
interfere with an existing design.

The logo may be re-skinned, extruded, textured
alteration must be approved by m



When working with the Mark Farina

Do not remove the

For a more detailed way to communicate within your organization and industry, custom built **presentation decks** are available. Decks can be formatted for all popular platforms such as Microsoft **PowerPoint**, Microsoft **Word**, Apple **Keynote**, Apple **Pages**, Google **Slides**, Google **Docs**, Adobe **InDesign**, Adobe **Illustrator** and more universal formats such as **RTF** and **PDF**.

PRINT



PHILIPPINES
Clark



GALANTIS
Church Album
287.4M
TOTAL STREAMS TO DATE



GALANTIS
Bones (feat. Cardi B)

BONES - ONE REPUBLIC
156.1M TOTAL STREAMS ACROSS ALL PLATFORMS TO DATE



GALANTIS & DOLLY PARTON
Faith (feat. Mr. Probz)

FAITH - DOLLY PARTON
52.3M TOTAL STREAMS ACROSS ALL PLATFORMS TO DATE



Music Video 7.8M Views

PROOF IN OUR PERFORMANCE

96% AVERAGE FOR GALANTIS SCORE CARDS WITH CURRENT PARTNERS	1,170,000 PAYMENTS PROCESSED PER YEAR	92% CLIENT RETENTION POST CONTRACT	180,000+ QUALITY MONITORS CONDUCTED
30,000,000 INTERACTIONS MANAGED ANNUALLY	90% Leadership started as agents	17,400+ Unique applicants per year	100+ AUDITS
15+ YEARS Industry Recognized Awards	5,500 EMPLOYEES		

HIRE RIGHT

ERC

New Website!



TAP INTO THE POWER OF AFFILIATE MARKETING



WE'RE OPEN WITH AFFILIATE

116,000+
134,000+
\$500M+

OWN IT
at you say and do.



ERC



NICOLE NOUDABER
RAW MOOD WAREHOUSE TOUR

ICE BREAKER



ERC

SOCIAL

265 THOUSAND	TWITTER FOLLOWERS
1.19 MILLION	INSTAGRAM FOLLOWERS
3.38 MILLION	YOUTUBE FOLLOWERS
1.3 MILLION	FACEBOOK FOLLOWERS
2,972,028	SPOTIFY FOLLOWERS
12,855,504	SPOTIFY MONTHLY LISTENERS

GALANTIS IS 289TH MOST LISTENED TO

LIVE + ANCILLARY INCOME

Live is the lifeblood of an artist's career.



DANN TENNGLIA
TECHNICAL RIDER

COM MIXER 1.2
LATEST FIRMWARE
Download from:
https://www.dann.com/technical-rider/technical-rider/

NOTE: (DANN TENNGLIA) is not responsible for any damage to your equipment. (DANN TENNGLIA) is not responsible for any damage to your equipment. (DANN TENNGLIA) is not responsible for any damage to your equipment.

PIONEER MIXER DMM2000
VERY IMPORTANT - LATEST UPDATE NO EXCEPTION

LIFE WITH MARS

With MARS, our clients get deep metrics on major call center KPIs like supervisor escalations, and sentiment. They can share these insights across organizations, business lines, and down to the individual agents to know what's happening on every call.

MARS IN ACTION

100% CALLS	Monitored	Analyzed	Interpreted
Sentiment Analysis	Transcription	Escalation	Source Analysis

SUPERGOOP

Supergoop is a private skincare brand known for its dedication to science by making it easy to incorporate UV protection into your daily routine. Created over 15 years ago, its mission is to invent it, make it, and share it with the world.

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AMDX Solution

Leverage that data to create a more personalized experience for your customers.

Nearshore Solutions

Dominican Republic

The Dominican Republic is a strategic destination, with one of the most competitive markets in the Americas. The local government invests heavily in expanding its infrastructure and improving its business environment.

I **cartooned** long before I began using computers and continue to draw freehand today but with the added benefit of modern tablets and post processing.

ILLUSTRATION





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VIDEO



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PRODUCTION

I am an experienced producer of **video content** and own a considerable amount of professional equipment, with access to more plus crew based on project scale. I can provide soup-to-nuts production with stops along the way including **direction, producing, writing, shooting, art direction, editing, motion graphics** and **special effects**.

To see examples, please visit mendelini.com and vimeo.com/mendelini



For assets already produced, I offer a wide range of post-production services such as **editing, color grading, processing, compositing, stabilization, de-aging and skin cleanup, titling, captioning** (burned in and SRT), **format conversion and upscaling**.

To see examples, please visit mendelini.com and vimeo.com/mendelini



I have animated hundreds of projects from **character animation, title sequences, music visualizers, logo reveals, how-tos, product demonstrations, commercials, album artwork, social media posts and GIFs/ stickers** in both **2D** and **3D**.

To see examples, please visit mendelini.com and vimeo.com/mendelini

MOTION

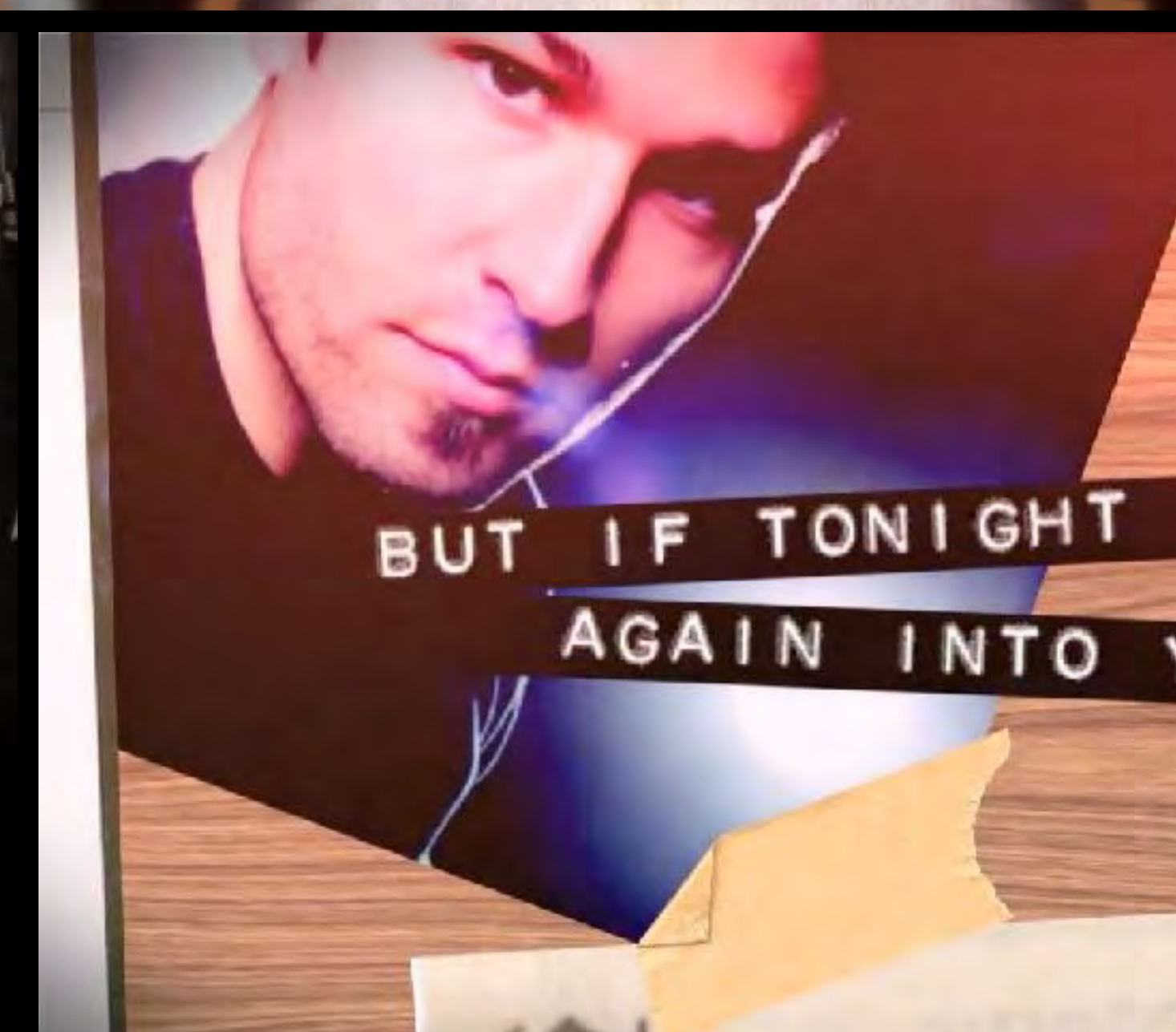
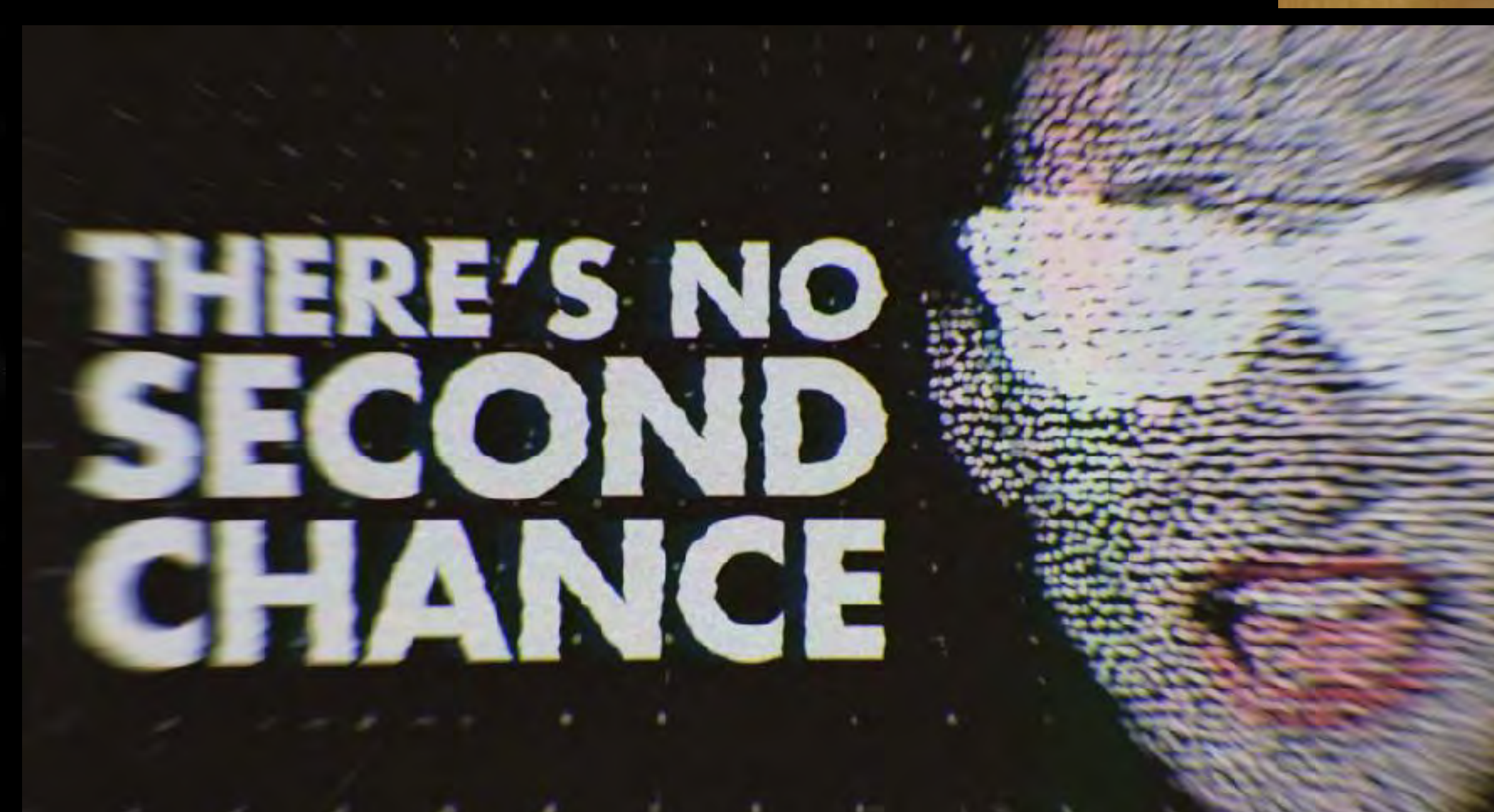
GRAPHICS



I have produced dozens of lyric videos in a variety of styles from solely **animated** to mixes of **live action** and compositing.

To see examples, please visit mendelini.com and vimeo.com/mendelini

LYRIC VIDEOS





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From **VJ loops** to fully **synced** pieces, I offer visual packages for performances and events **mapped** to display specification or **universal standards**.

To see examples, please visit mendelini.com and vimeo.com/mendelini

LIVE VISUALS





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FUTURE INNOVATIONS

In the past two years, AI has exploded into the creative world, bringing with it a sense of both danger and adventure. It is a tool like any other that, when wielded properly can be an invaluable asset. Recently, I have used both local and web-based AI to assist on projects, ranging from small lifts like creating matte backgrounds for compositing to completely recreating the face of an artist for a lip-synced performance. AI will continue to be of great interest and exploration for me as it continues to exponentially extend its reach and capabilities.



As virtual reality has become more commonplace with consumers, content will be needed for its various platforms as it gains popularity. It also has vast potential in professional production use cases: editing remotely without access to multiple large monitors and utilizing NDI video transmission and wifi-connected rigging equipment to create a “video village” within the workspace of an Apple Vision Pro during a shoot are just two examples of how I have used the potential of VR to enhance and streamline a workflow.





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EQUIPMENT & ACCESS



SELECTED EQUIPMENT

Cameras

- Blackmagic PCC 6K
- Canon EOS 5D

Zoom Lenses

- DZO Pictor T2.8 20-55mm
- Canon f3.5-5.6 28-135
- Canon f4-5.6 75-300mm

Prime Lenses

- Canon f1.8 50mm
- Rokinon f3.5 8mm
- Lensbaby Composer f2 50mm

Audio

- TRAM Wired Lavalier Microphone
- Audio Technica Shotgun Microphone
- Sony 1/8” Condenser Microphone
- YETI Blue USB Microphone
- Alexis 4 Channel Mixer USB Interface

Lighting

- 75W Bi-Color/RGB LED stand x3
- 500W Single Socket stand x2
- Softbox x5
- Reflectors White/Gold

Post-Production/Design Suite

- 2022 Mac Studio M1 Ultra 20/64/32 128GB
- 8 TB NVMe RAID Storage
- 120+ TB RAID Storage
- Triple Redundant Backups, Onsite/Offsite
- Optical Disc (CD/DVD/Blu-Ray) Publishing
- Legacy Format Conversion

Remote Storage

- Samsung T5 1TB x 3
- Transcend 32GB x 3

Power

- LP-E6 2100mAH x16
- Cabalay 50,000mAH Power Bank
- FlashPro 25,000mAH Power Bank
- Anker 21,000mAH Power Bank
- Anker 5,000mAH PowerBank
- 3x Battery Grip

Rigging

- SmallRig AD-01 Tripod
- Heavy Duty Tripod
- Zhiyun Crane 2S Pro Gimbal
- Neewer Teleprompter X14
- Moza Air 2 Gimbal
- 8’3”x7’8” Backdrop Support
- Multiboom
- Tripod Dolly
- Boom Pole
- Monopod
- Green Screen x2
- Backdrops
- Sandbags
- Matte Box
- Camera Handles
- Cold Shoe Adapters
- Suspension Mount
- Kiloview U40 4K60p HDMI to NDI Converter
- Portkeys LEYE III EVF
- Apple Vision Pro



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ACCESS

Preferred Studio Access

- American Movie Co., Queens, NY
- Planet X Studios, Brooklyn, NY
- IKA Collective, New York, NY
- Solar Plexis, Brooklyn, NY
- Video Dimensions Inc, New York, NY
- Contra Studios, New York, NY
- Dakota Studios, New York, NY
- Riverside Digital Productions, Orange, NJ
- Mac Sennett Studios, Los Angeles, CA

Personnel Access

- Lighting Crew
- Additional Camera Crew
- Additional Grip Crew
- Sound Recordist
- Key Hair and Makeup
- Art Department Property
- 3D Artist/Animator
- Director of Photography



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THANKS!