

**THE ROSTER**

The Roster Agency  
Press Kit and Branding Guidelines

## The Roster Agency

### Press Kit and Branding Guidelines

#### Contents

<b>01 The Roster Overview</b>	<b>3</b>
Our Business Bio	3
Our Business Bio (Short)	3
Our Tagline	3
Our Bench Model	3
<b>02 The Roster Branding Guidelines</b>	<b>3</b>
Our Name	3
Our Website	4
Our Social Media Links	4
Our Brand Positioning Deck	4
<b>03 Our Founder — Steve Lomas Information</b>	<b>5</b>
Steve Lomas Profile Pic	5
Steve Lomas - Bio	5
Steve Lomas - Bio (Short)	6

## 01 The Roster Overview

### Our Business Bio

The Roster® Agency is Nashville's leader in freelance creative services, representing top talent across Copywriting, Art Direction, Design, UX/UI, Marketing, Video Production, and Development.

Our innovative bench model maintains a dynamic roster of pre-vetted freelance professionals, ready to deploy quickly and efficiently to meet the evolving needs of employers nationwide. This approach gives companies access to fractional, remote creative talent without the cost or commitment of full-time hires — delivering the perfect team for every project.

Freelancers enjoy steady, meaningful work, a supportive community, and transparent communication that honors their craft and career growth. At The Roster, we champion a trusted freelance social contract built on mutual respect, clear expectations, and professional integrity, fostering strong partnerships that drive creative excellence and business success.

### Our Business Bio (Short)

The Roster® Agency is a creative freelance talent agency specializing in Copywriters, Art Directors + Designers, UX/UI Experts, Marketing Talent, Video + Production Specialists, and Development Resources. Our innovative “bench model” connects employers with a curated, vetted pool of top freelance talent nationwide, delivering flexible, on-demand creative teams tailored to project needs.

### Our Tagline

Creative talent on demand.

### Our Bench Model

- A curated bench of vetted freelancers — *Creative talent on demand.*
- Fractional, remote talent that scales with your project needs.
- No full-time W2 overhead — just expert skills when you need them.
- Fast, flexible, and cost-effective creative teams.
- Delivering the perfect team every time.

## 02 The Roster Branding Guidelines

### Our Name

The name of the company is *The Roster® Agency* – always written as three words with spaces. We never refer to the company as “Roster” but “The Roster” is acceptable. Always capitalize the “T” in the word “The” when referring to *The Roster*. Internally we sometimes reference The Roster Agency as TRA, but is generally not acceptable for public communication.

## Our Website

<https://www.theroster.agency>

## Our Social Media Links

Facebook: [facebook.com/RosterAgency](https://facebook.com/RosterAgency)  
Instagram: [instagram.com/theroster.agency](https://instagram.com/theroster.agency)  
Twitter: [twitter.com/RosterAgency](https://twitter.com/RosterAgency)  
LinkedIn: [linkedin.com/company/theroster](https://linkedin.com/company/theroster)

## Our Brand Positioning Deck

[The Roster Brand Positioning](#)

## Our Logo

[Download The Roster Press Kit Logo Package.](#)

This logo package includes both vector and raster formats.

Logo for The Roster, available in two formats: with and without tagline:



There is also a square version, useful for social media avatars, etc.



The TRA checkmark is also available as a separate element in a range of brand colors:



## 03 Our Founder – Steve Lomas Information

### Steve Lomas Profile Pic



Download Link: [Steve Lomas Profile Pic.png](#)

## Steve Lomas - Bio

Steve Lomas is the founder and CEO of The Roster Agency, a Nashville-based *Creative Talent* staffing company. He is a former Fortune 500 and EdTech executive and has founded multiple startups, including MojoMediaPros, a digital marketing agency founded in 2003.

An early pioneer in interactive media, Lomas is known as a passionate entrepreneur (and sometimes intrapreneur). He has successfully championed for emerging technologies to create, promote, and market innovative products and services.

Writing about the birth of their industry, *New Media Magazine* explained: *“They are the pioneers like Bert Monroy, David Biedny, Mike Saenz, Pepe Moreno, Marc Canter, Bill Appleton, Steve Lomas, Apple Computer and IBM. They were working on this stuff before most of the world knew it existed.”*

Lomas has led product development efforts for clients ranging from Xerox, Dreamworks and Panasonic to Sesame Learning, EA Games and the Southern Poverty Law Center. Drawing on approaches honed while working in the Los Angeles film and television industry, Lomas continues to build a deep bench of freelance expertise for The Roster Agency and its clients.

Long before the gig economy became a buzzword for the millennial generation, Lomas was an advocate for the freelance economy. He has managed hundreds of team members over his career, the

vast majority of whom have been freelancers. As a talent acquisition consultant for lynda.com, he sought out and interviewed the best web talent in the industry, successfully signing some of the educational platform's most influential and prolific authors.

Lomas is a graduate of Art Center College of Design, where he later served as an adjunct faculty member for 12 years. He is an active member and volunteer mentor at the Nashville Entrepreneur Center, where he has coached more than 100 early-stage startups. He is also an Advisor on the Nossi Art College Graphic Design Advisory Board.

## Steve Lomas - Bio (Short)

Steve Lomas is the CEO of The Roster Agency, Nashville's premier provider of fractional creative resources. A Fortune 500 innovator and serial startup founder, he has collaborated with DreamWorks, EA Games, Philips, and ABC. As a talent acquisition consultant for lynda.com (now LinkedIn Learning), he honed his ability to identify top talent—insight he now brings to The Roster. Passionate about the freelance economy, Lomas connects professionals with leading brands, driving innovation and excellence.