

HOSPITALITY CONTENT · PHOTOGRAPHY & VIDEO

# Brand & content *guidelines.*

A reference for hotel and hospitality partners — covering visual identity, voice, photography style, and what's included in a content partnership.

## THE APPROACH

# Content that sells the *feeling* of being there.

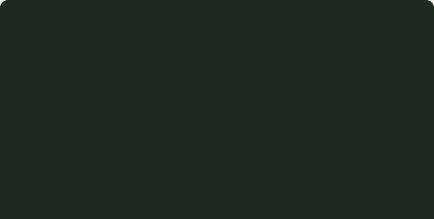
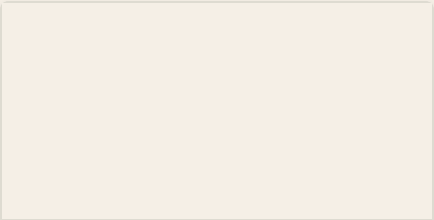
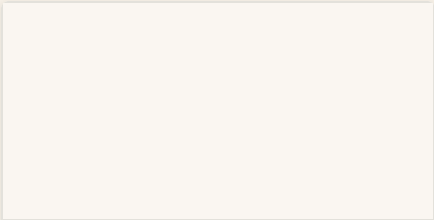
Most hospitality photography fills rooms. Mine makes people book them. The difference is attention to what I call **evidence of life** — the details that tell a story before a guest even arrives. The light on the linen. The cup at the window. The texture of a place.

My background is in portrait photography, which means I'm trained to find the unrehearsed moment: the image that doesn't look like it was staged, because it wasn't. I bring that instinct to interiors, architecture, and the atmosphere that defines a property.

The result is content that performs: on your website, your OTA listings, your social channels, and in the memory of anyone who sees it.

*"I photograph what it feels like to be somewhere — not what it looks like on a spec sheet."*

# Color Palette

|                                                                                    |                                                                                     |                                                                                      |                                                                                      |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|   |   |   |   |
| <b>Forest</b><br>#1C2B1E<br>Primary / backgrounds, headlines, anchor               | <b>Rose</b><br>#C9937A<br>Accent / CTAs, emphasis, warmth                           | <b>Rose Light</b><br>#E8C4B1<br>Accent on dark / italic emphasis                     | <b>Sage</b><br>#8FA98C<br>Eyebrows, labels, section markers                          |
|  |  |  |  |
| <b>Sand</b><br>#F5EFE6<br>Secondary background / section breaks                    | <b>Cream</b><br>#FAF6F1<br>Primary background                                       | <b>Muted</b><br>#6B7B6D<br>Body copy on light backgrounds                            | <b>Ink</b><br>#2A2A2A<br>Primary text, strong emphasis                               |

*Forest and rose anchor the brand on every primary touchpoint. Sand and cream alternate as section backgrounds to create rhythm without ever feeling cold or corporate — the palette is warm by design.*

# Typography

## DISPLAY — PLAYFAIR DISPLAY

Aa

### Playfair Display

Used for all headlines and emphasis. Italic weight carries the brand's signature warmth — used to highlight a single feeling-driven word per headline ("feeling," "guidelines," "atmosphere").

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The story your property *hasn't told yet.*

## TEXT — INTER

Aa

### Inter

Used for body copy, labels, navigation, and eyebrows. Eyebrows and section labels are uppercase, letter-spaced 0.18–0.22em, set in Sage or Rose Light.

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#### WEIGHTS IN USE

Light 300   Regular 400   Medium 500   Semibold 600

# Voice & Tone

## 01

### Warm, not staged

Language describes real, unrehearsed moments — never generic hotel-marketing speak. If a caption could apply to any property, it gets cut.

## 02

### Specific, not generic

Captions name the exact detail — the cup, the linen, the volcano outside the window — because specificity is what makes a place feel real.

## 03

### Editorial, not salesy

Short, confident sentences. No exclamation points, no "book now" urgency. The work speaks for itself.

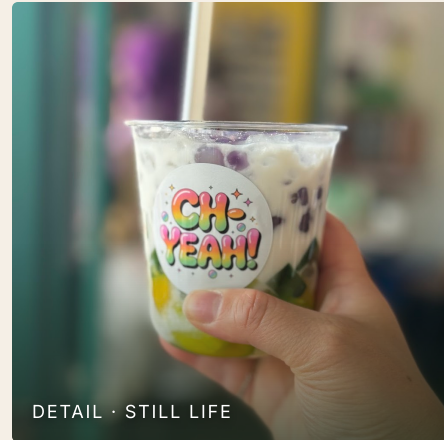
## SAMPLE CAPTIONS

*"The afternoon finds its way in here every day at the same time. The guests never mind."*

*"Some places look better at dusk. This is one of them."*

*"The kind of cup you take a photo of before you pick it up."*

# Photography Style



*All work is shot in natural light and edited to a single, consistent warm tone — never oversaturated, never flash-lit. Every key image is delivered in both horizontal and vertical orientation, ready for web, OTA, and social.*

# What Partners Receive

20+

## Edited Still Photos

High-resolution DSLR images across interior rooms, amenities, exterior, and surrounding area. Edited for web, OTA, print, and social use.

2

## Short-Form Videos

30–90 second atmospheric walkthroughs, ready for Reels, your website, or OTA video features. Warm, unhurried, cinematic.

∞

## Full Usage License

Every asset is yours across all channels — website, social, OTA, email, press — with no expiration and no attribution required.

2

## Orientations Per Shot

Both horizontal and vertical compositions for every key image, so content works natively on every platform.

14

## Day Delivery

Full edited delivery within 14 days of the stay. First selection of hero images within 48 hours for active campaign deadlines.

1

## Cohesive Visual Style

Every image edited to a consistent palette and tone — content that looks like a brand, not a photo dump.

LET'S TALK

# Ready to see what your property *could look like?*

Book a free 20-minute call. We'll talk through your property, your content needs, and whether this kind of partnership makes sense for you.

WEBSITE

[sharlenaluyen.com/hotel](https://sharlenaluyen.com/hotel)

BOOKING

[calendly.com/sharlana/personal-meeting](https://calendly.com/sharlana/personal-meeting)

NOTE

No commitment. No sales pitch.