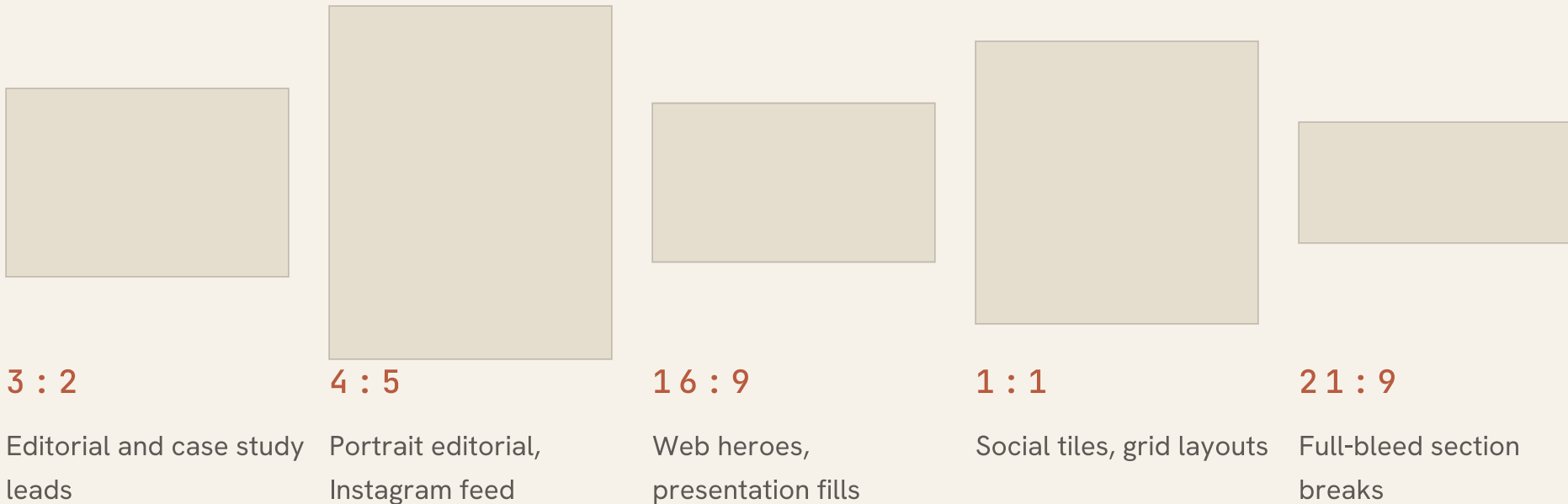


Imagery

CROP RATIOS • TREATMENT VALUES



TREATMENT

Grade

Minimal. Slight lift in the shadows, highlights held back from clipping. Never a preset look.

Contrast

Low to medium. The image should feel like the room felt, not like a magazine cover.

Temperature

Warm neutral, 4800K to 5600K equivalent. Correct any cool cast toward the Bone end.

Saturation

Natural or one step under. Chroma colours should never be pushed to match the palette.

Grain

None added. If the capture has grain, leave it.

Black point

Lift to roughly Ink, not to pure black. Nothing in the brand sits at #000000.