

DIRECTION REPORT

The *direction.*

PROJECT Ciel House, Launch Brand Direction FOR Ciel House LOCKED BY Ciel House SENT May 11, 2026

001 / DECISION SUMMARY

HEADLINE NUMBERS

<p>KEPT</p> <p>4 / 16</p> <p>25% keep rate</p>	<p>CUT</p> <p>2</p> <p>from 16 total</p>	<p>NOTES</p> <p>3</p> <p>left on cards</p>	<p>TIME</p> <p>~3m</p> <p>est. review pass</p>
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<p>PHOTOS KEPT</p> <p>2</p>	<p>PALETTES KEPT</p> <p>1</p>	<p>TEXTURES KEPT</p> <p>1</p>	<p>TYPE KEPT</p> <p>0</p>
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002 / DIRECTION PROFILE

EXTRACTED FROM KEEPS

#12181C	#F6F1E7	#C89A3D	#0E7C66	#DCE9F7	#172127 Slate
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<p>WARMTH</p> <p>Balanced</p>	<p>CONTRAST</p> <p>High</p>	<p>SATURATION</p> <p>Restrained</p>
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003 / WHY KEPT

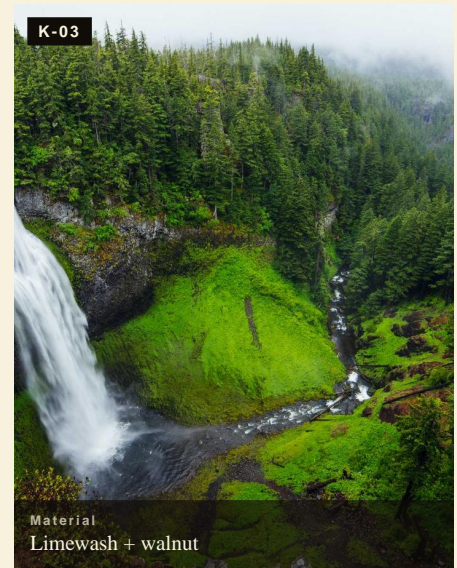
TOP REASONS

On brand	x4
Strong composition	x2
Premium feel	x2

004 / THE KEEPS

The cards that *landed*.

4 of 16 cards. Top pick highlighted in vermilion. Photographer credits inline.



005 / THE READ

The full *read* on this direction.

FROM THE STUDIO

MIKE

“First pass on the launch direction. The brief says quiet, warm, and considered. Keep the cards that feel like Ciel House. Cut the ones that don't. Two palette options and two wordmark studies are pinned at the end so we can lock the system before final selects.”

BRIEF

POSITIONING

“A premium hospitality direction for a boutique stay brand. Quiet, sensory, modern, editorial, and warm.”

DECISION LOG

4 KEPT · 2 CUT

K-01	Tactile sunlit arrival On brand · Strong composition <i>“Best opener. Reads like the room right before guests arrive.”</i>	TACTILE
K-02	Minimal poolside calm On brand · Premium feel <i>“Closer than the others to what 'considered warmth' means in the brief. Use this energy across the suite stills.”</i>	MINIMAL
K-03	Limewash + walnut On brand · Premium feel	MATERIAL
K-04	Calm hospitality On brand · Strong composition	ALTERNATE PALETTE
C-01	Cinematic suite detail Wrong palette	CINEMATIC
C-02	Polished guest ritual Too generic <i>“Reads like a stock travel ad. Skip.”</i>	POLISHED

PHOTO CREDITS

VIA UNSPLASH

- K-01 Photo by Erik Mclean on Unsplash
- K-02 Photo by set.sj on Unsplash