

DIRECTION REPORT

The *direction.*

PROJECT Lumen Hotels, Frederick property direction FOR Lumen Hotels LOCKED BY Lumen Hotels SENT May 13, 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

<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 vermillion. 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 Lumen. 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

“Brand direction for a new Lumen property. Boutique stay brand. Quiet, sensory, modern, editorial, and warm.”

DECISION LOG

4 KEPT · 2 CUT

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

PHOTO CREDITS

VIA UNSPLASH

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