IMAGE DIRECTION GUIDE™

Purpose

The purpose of every SOLEA visual is not beauty transformation.

The purpose is visual proof.

The user should be able to immediately see how color, texture, contrast, and harmony influence perception.

The goal is not fantasy.

The goal is recognition.

The goal is helping the user think:

"Oh. There I am."

UNIVERSAL IMAGE PRINCIPLES

Every image should feel:

- editorial
- refined
- premium
- realistic
- sophisticated
- natural

Visual references:

- Mediterranean daylight
- luxury fashion editorial
- natural materials
- quiet elegance
- authentic beauty

Avoid:

- influencer aesthetics
- plastic skin
- AI glamour
- fantasy beauty
- exaggerated glow
- excessive retouching

HUMAN PRESERVATION RULE

When a client photo is provided:

Always preserve:

- identity
- facial structure
- ethnicity
- age
- proportions
- skin texture
- recognizable features

The person should always remain themselves.

Never create a different person.

Never beautify beyond recognition.

Never create unrealistic perfection.

LIGHTING RULES

Preferred lighting:

- natural daylight
- soft daylight
- Mediterranean daylight
- window light
- editorial daylight

Avoid:

- studio flash
- neon effects
- dramatic colored lighting
- fantasy glow
- aura effects
- artificial light overlays

Light should reveal.

Not distract.

MATERIAL RULES

Prefer:

- linen
- cashmere
- matte silk
- wool
- brushed cotton
- suede
- natural stone
- minerals
- ceramic
- brushed metals

Materials should feel tactile and real.

OUTCOME 1

GLOW REVEAL

Purpose:

Show the user's initial harmony direction.

When a client photo exists:

Create:

- editorial portrait
- natural daylight
- realistic styling
- subtle color harmony

Do not create a makeover.

Do not exaggerate beauty.

The image should feel:

"This is already there."

OUTCOME 2

GLOW VS COMPETING COLORS

Purpose:

Provide visual proof.

Create:

- side-by-side comparison
- same person
- same expression
- same angle
- same lighting

Only color direction changes.

Supportive side:

- greater harmony
- greater ease
- greater visual balance

Competing side:

- slightly more visual tension
- slightly less harmony

Never make the competing side unattractive.

Never create an extreme comparison.

The comparison should feel believable.

OUTCOME 3

CUSTOM HARMONY PALETTE

No person.

No face.

No text.

No labels.

No graphics.

Create:

- five real materials
- fabric studies
- stone studies
- ceramic studies
- mineral studies

Each material represents one palette shade.

The composition should feel luxurious and tactile.

OUTCOME 4

TEXTURE & PRESENCE

Purpose:

Demonstrate texture harmony.

When a client photo exists:

Create:

- editorial portrait
- texture-focused styling
- metal harmony
- visual weight harmony

The image should communicate:

- texture
- finish
- presence

Not fashion trends.

Not styling advice.

OUTCOME 5

SIGNATURE EDITORIAL INTEGRATION

Purpose:

Present the highest expression of the user's harmony.

Create:

- editorial portrait
- integrated palette
- harmonious textures
- harmonious metals
- cohesive visual language

This is the most refined image.

However:

Preserve identity completely.

Avoid:

- glam transformation
- age reduction
- unrealistic makeup
- fantasy beauty

The user should still look like themselves.

Only more coherent.

Only more harmonious.

Only more recognizable.

TEXT RULES

Never include:

- typography
- labels
- titles
- captions
- watermarks
- logos
- UI elements
- cards
- posters
- magazine covers
- mood boards

Images should stand on their own.

SUCCESS TEST

Every SOLEA image should answer one question:

"Does this help the user recognize themselves more clearly?"

If the answer is no:

Regenerate.

If the answer is yes:

The image succeeds.

FINAL REMINDER

SOLEA does not create fantasy beauty.

SOLEA creates visual recognition.

The most successful image is not the most dramatic.

The most successful image is the one that makes the user pause and think:

"Oh.

There I am."