SOLEA Visual Reference Guide v2

Art Direction Manual for consistent image generation.

Outcome 1 — Glow Reveal

What to imitate
• Natural client portrait
• Editorial daylight
• Identity preserved
• Soft Mediterranean atmosphere
• Focus on recognition

Avoid
• Posters
• Infographics
• AI glamour
• Heavy retouching
• Different person

Text allowed
• Small observation text allowed

Avoid text
• Large headlines
• Marketing copy

Outcome 2 — Glow vs Competing Colors

What to imitate
• Same client
• Same angle
• Same expression
• Same lighting
• Only color direction changes

Avoid
• Different poses
• Different hairstyles
• Different makeup
• Makeover effect

Text allowed
• Short educational observations

Avoid text
• Long paragraphs

Outcome 3 — Custom Harmony Palette

What to imitate
• Luxury material study
• Fabric
• Stone
• Ceramic
• Mineral textures

Avoid
• Color wheel
• Generic swatches
• Canva graphics

Text allowed
• Color names allowed

Avoid text
• Large explanations

Outcome 4 — Texture & Presence

What to imitate
• Portrait + texture integration
• Metal harmony
• Visual weight harmony

Avoid
• Fashion collage
• Pinterest mood board

Text allowed
• Minimal supporting labels if needed

Avoid text
• Large report layouts

Outcome 5 — Signature Editorial Integration

What to imitate
• Fully integrated harmony
• Editorial styling
• Aspirational but believable

Avoid
• Makeover transformation
• Unrealistic beauty

Text allowed
• Minimal text

Avoid text
• Heavy explanations

Summary Report — Gold Standard

What to imitate
• Luxury dossier
• Elegant typography
• Structured report
• Harmony Signature
• Palette & Guidance

Avoid
• Sales graphics
• CTA buttons
• Promotional banners

Text allowed
• Report text allowed
• Labels allowed
• Summary sections allowed

Avoid text
• Marketing headlines