



VISH

BRAND IDENTITY SYSTEM

2025 STANDARD EDITION

CRAFTED BY SIGNA

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1.0 INTRODUCTION

1.1 A HOME DOESN'T BREAK. IT FORGETS.

There is a moment when a home begins to fade. Sometimes you don't even notice it.
A door that closes a little too softly. A hallway that feels longer than it used to.
Rooms that once held conversation now echo like they're waiting for permission to speak again.

It doesn't happen in a storm. It happens in quiet. A slow drift. A gradual forgetting.

Homes do not grieve loudly. They simply grow distant.
A family moves on with their lives, but the walls still remember the weight of heads leaning against them in tired comfort. A floor still recalls the rhythm of running footsteps that no longer exist.

A kitchen light flickers, not out of failure, but because it once knew warmth...
and wonders if it will ever return.

PLACES DON'T DIE. THEY WAIT.

Homes are not defined by fresh paint or new fixtures. They are built in moments:
Burnt toast at sunrise. Midnight apologies whispered halfway down the stairs.
Nervous laughter before guests arrive.
A child tracing their finger along a banister like a secret memory game.

A home isn't about what exists in it.
It is about what lingers when no one is watching.

When a space begins to fall apart, it's not only the structure asking for repair.
It's the meaning inside it asking to be remembered.

At Vish, we do more than restore walls. We resurrect presence. We don't chase perfection; we return life. We sand down silence until it feels like belonging again.

WE AREN'T FIXING SPACES.
WE ARE RESTORING LIVES INSIDE THEM.

When a family steps back into a space we have renewed, they don't just see new wood or clean lines. They feel something that was missing; a quiet exhale they didn't know they were holding in. A return. A restart. A soft, familiar warmth that feels like coming home to themselves.

This brand is not decoration. It is devotion. To craft, to care, to emotion.
To the belief that restoration is not just physical, it's spiritual.

THIS IS A STORY OF MEMORY, REBUILT
IN WOOD, STEEL... AND HEARTBEAT.

1.2 OUR BRAND ESSENCE

The emotional and strategic heart of Vish Custom Remodelling.

At the core of Vish lies a belief that homes are emotional anchors, not just physical spaces. Our brand essence represents the heartbeat behind every decision we make — the intention to restore not only structures, but the sense of safety, warmth, and belonging that lives within them. It is the defining truth that shapes how we build, how we speak, and how we are remembered.

1.2.1 WHY WE EXIST TODAY

We restore and remodel homes with craftsmanship, trust, and emotional intention — creating spaces that help people feel grounded, proud, and connected to where they live.

1.2.2 WHERE WE ARE GOING

To be known as the remodelling brand that brings homes back to life — not just in structure, but in spirit — by transforming fatigue into comfort, and wear into meaning.

1.2.3 WHAT WE DELIVER EVERY TIME

Every project we complete leaves people feeling more secure, more seen, and more emotionally connected to their space than when they began.

1.2.4 WHAT WE STAND ON

- Craft is care.
- Spaces hold memory.
- Restoration is emotional work.
- Integrity is visible in every detail.
- We don't just finish projects. We renew belonging.

These beliefs guide every nail we drive, every finish we choose, every memory we help return home.

2.0 CHARACTER & VOICE

2.1 THE CHARACTER

Vish doesn't sound like a company. It sounds like someone who has rebuilt homes with his own hands. Someone who has felt the silence of an empty hallway and decided it shouldn't stay that way. When Vish speaks, it feels measured, warm, and certain. The kind of voice that doesn't need to prove itself. It earns trust by existing

THE RESTORER

Sees beauty in what others call broken. Believes every mark tells a story worth saving.

THE CRAFTSMAN

Moves with intention. Listens before cutting. Speaks with care and quiet authority.

THE WITNESS

Understands that people don't just rebuild walls. They rebuild parts of themselves.

THE ANCHOR

Brings calm to chaos. Offers direction when uncertainty begins to spread.

Together, these voices form the soul of Vish. Steady. Human. Unforgettable.

2.2 THE VOICE

Our voice feels like a home at dusk. Soft light, quiet strength, the sound of something steady being made right again. It's emotional, but never indulgent. Confident, but never loud. We speak with intention. Every sentence has a purpose, every pause has weight. What we say should feel crafted, not written. We choose clarity over cleverness. Emotion over exaggeration. Strength over volume. Patience over performance. When people read our words, they should feel safe, seen, and certain that care went into every decision.

2.3 THE TONE SPECTRUM

Our tone adapts to the moment, but never loses its core.
These five expressions guide how Vish speaks across every touchpoint.

WHISPER

Gentle and reassuring. Used in updates, walkthroughs, and honest conversations.
Example: *We've taken our time to make sure this part of your home will stay strong for years to come.*

LIGHT

Warm and hopeful. Used in headlines and emotional storytelling.
Example: *The walls remember what sunlight feels like. We bring it back.*

STEEL

Clear and grounded. Used for proposals, technical notes, and structural explanations.
Example: *Every joint, every edge, every finish has been measured with precision. This is what craftsmanship feels like.*

PULSE

Confident and proud. Used in reveals, case studies, and results.
Example: *The difference isn't only what you see. It's how it feels to live inside something made with care.*

ECHO

Poetic and cinematic. Used in manifestos and campaign moments.
Example: *Some homes don't fall apart. They wait to be remembered.*

2.4 VOICE IN PRACTICE

Words carry weight. Every sentence we release into the world should sound like it came from someone who builds with their hands and their heart.

Here are a few examples that show how we speak; not to imitate, but to feel.
Each phrase begins with noise, and ends with restoration.

~~Generic: We build beautiful renovations that will transform your space.~~
Vish: We bring homes back to life, one quiet room at a time.

~~Generic: Our team provides high-quality service and customer satisfaction.~~
Vish: We take time with every board and every decision until it feels right.

~~Generic: Get a free quote today and see how easy renovations can be.~~

Vish: Let's talk about what your home remembers and how we can bring it back.

~~Generic: Trusted experts with over ten years of experience in home improvement.~~

Vish: We've spent years earning trust by rebuilding what people thought they'd lost.

~~Generic: Your dream home is just a call away.~~

Vish: The walls remember. We help them speak again.

GUIDELINE FOR EVERY LINE

Write like you would sand wood;

slowly, evenly, with care.

If it feels rushed, it isn't ready.

If it feels loud, pull back.

If it feels honest, it's Vish.

3.0 THE PEOPLE WE SERVE

3.0 THE PEOPLE WE SERVE

Every renovation begins with a person and a story. Each one starts at the same moment — the instant someone realizes that their home no longer feels the way it once did. It is not that the space has failed them; it has simply grown quiet.

We work for people who want to bring that feeling back. They understand that a home is not defined by perfection or the latest trends. It is defined by meaning, memory, and belonging.



3.1 GEORGE – THE PROTECTOR

George is forty-two years old. He is married, has two children, and is the kind of man who prefers to fix things himself. He has built a life around consistency and responsibility, showing up every day to keep the lights on and the roof steady. Lately, though, something about his house feels different. The walls look the same, but they no longer feel alive. When he walks through the hallway, he can almost hear the echo of his children’s footsteps from years ago.

George does not want a new house. He wants his house back. Every dent in the floor and every scuff on the door frame carries a memory he refuses to erase. He is not interested in fleeting design trends or abstract talk about “modern living.” What he wants is pride — the quiet satisfaction of standing in a place that feels right again.

He trusts calm confidence over loud promises. He values precision, care, and craftsmanship that can be felt as much as it can be seen. When the work is done, he will not praise the finish or the styling. He will simply run his hand across the surface of the wood, take a deep breath, and say, “Yes. That’s right.”



3.2 SARAH – THE HEART

Sarah is thirty-nine and the center of her household. She is a mother, a professional, and the quiet rhythm that keeps everything in motion. Her home has been the backdrop to years of laughter, fatigue, and whispered moments of reflection. Recently, though, the space has started to feel tired.

Not broken, just worn. It feels as if the walls themselves are asking for a bit of care in return. Sarah is not chasing a trend or a quick transformation. What she wants is warmth.

She wants mornings that feel soft again and a kitchen that glows with the same sense of comfort it once had. For her, renovation is not about upgrading; it is about realignment. Her home has carried her family through many seasons, and now it must evolve with them.

She looks for honesty and empathy in the people she works with. She listens to how they speak about care, not how they justify cost. When she steps into her finished home, she does not need to say much. She smiles, breathes deeply, and the calm on her face says everything.



3.3 EMMA & JAMES – THE BEGINNING

Emma and James are in their early thirties and have just purchased their first home together. It is small, imperfect, and filled with potential. They walk through each room imagining where life will happen: the first dinner with friends, quiet mornings with coffee, sunlight spilling across the floor. They are not looking for luxury or spectacle. They are looking for a beginning.

For them, renovation is an act of creation. A way to shape a space that will hold their story as it unfolds. Every choice matters because every choice will become part of their life together.

They want their home to evolve with them rather than restrict them. Every nail, every beam, and every finish represents a step into the future they are building. When the work is complete, they will stand side by side in the doorway, not to admire the design, but to recognize the life they are about to live within it.



3.4 DIANE & ROBERT – THE STEADY HANDS

Diane and Robert are in their late fifties. Their children have grown, the house is quiet, and they finally have the freedom to make the space their own again. It is not a sense of loss they feel, but a sense of readiness. After decades of caring for others, they can now care for themselves.

They have earned slow mornings, peaceful evenings, and rooms that breathe. They are not looking for flash or reinvention. They want simplicity, warmth, and dignity.

They want a home that reflects who they are now. A calm, confident space that honors the life they have built. When they describe what they want, they rarely use design language. They talk about feelings instead: comfort, familiarity, stillness. When the work is complete, they move through the rooms in silence. She runs her fingers along the wall. He nods. Nothing needs to be explained. The space already understands them.



3.5 MICHAEL – THE PRECISIONIST

Michael is forty-seven. He works in a field that demands precision — engineering — and he brings that same mindset home. He notices everything: a cabinet door that sits half an inch too high, a finish that catches the light unevenly, a seam that does not quite line up.

To some, this level of attention makes him difficult. To us, it makes him kindred. Michael believes craftsmanship is a form of respect. He values process, accuracy, and integrity over showmanship. When he hires a team, he expects them to share his discipline and his commitment to doing things properly.

When we work for Michael, we keep the communication clear and the process structured. We show him what we are doing, why we are doing it, and how we know it is right. When the project is finished, there is no need for dramatic reactions or lengthy discussions. He inspects quietly, smiles almost imperceptibly, and says, "It's right."

3.6 THE COMMON THREAD

Each of these people is different, but they are all connected by one thing: a longing to feel something again. They do not hire us simply to complete a renovation. They reach out when their homes begin to forget who they were. Our work helps them remember. We do not just rebuild structures; we restore meaning.

4.0 VISUAL IDENTITY

4.1 LOGO SYSTEM

The VISH logo is more than identification, it is a mark of respect. Every line, every proportion, and every curve has been drawn with the same precision we bring to our craft. It doesn't shout for attention; it earns it through balance, clarity, and restraint. When used correctly, the logo becomes an unspoken promise: that what carries this mark was built with care.

PRIMARY LOGO – HORIZONTAL LOCKUP



This is the definitive expression of the VISH identity. It combines the wordmark and the red symbol in a single, balanced composition. Use it wherever the brand speaks publicly: on signage, the website header, stationery, and all major communications. The red carries significance. It is our pulse, our signal of life returned. It stands for restoration, warmth, and the heartbeat of craft.

SECONDARY LOGO – STACKED LOCKUP



A vertical arrangement designed for constrained or square spaces. Use it on merchandise, packaging, or materials where the horizontal version feels too wide. Maintain all proportions; do not modify spacing or realign the symbol and wordmark.

SYMBOL / ICON



Our symbol stands on its own as the distilled soul of the brand. It's the mark of craftsmanship. Minimal, timeless, and instantly recognizable. Use it as a social avatar, app icon, or small signature on internal tools, labels, and print finishes. When used alone, the symbol always appears in VISH Red.

CLEAR SPACE & MINIMUM SIZE



To protect the integrity of the logo, always surround it with space equal to the height of the "V" in the wordmark. No other text, image, or graphic should intrude upon this area.

- Minimum width for print: 1 inch
- Minimum width for digital: 80 px
- Below these sizes, use only the symbol

INCORRECT USAGE

Our mark represents precision. It must never appear careless.

Do not:

- Alter proportions or rotate the logo
- Change colours or apply gradients
- Add shadows, outlines, or filters
- Place the logo on busy or low-contrast backgrounds
- Use partial or cropped versions
- Recreate or retype the wordmark.

4.1.1 LOGO COLOUR VARIANTS

The VISH logo should always appear deliberate, legible, and emotionally consistent with the brand's tone. Each approved colour variation serves a specific purpose — designed to adapt across materials, light conditions, and mediums while preserving integrity.



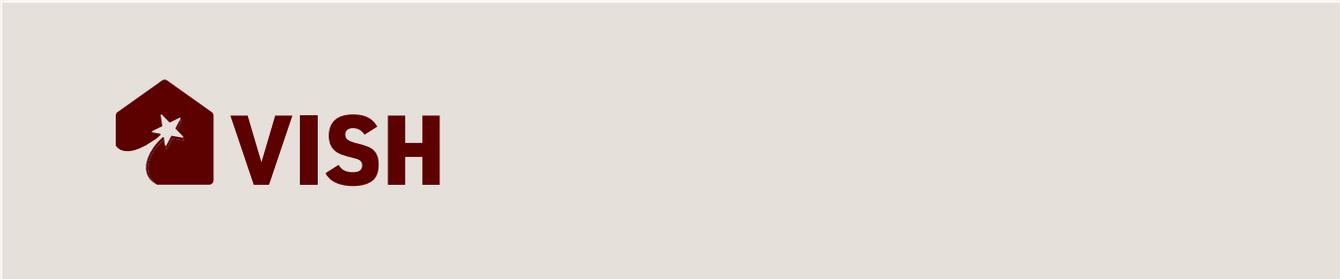
Primary — Two-Red Lockup (Default)

Symbol: VISH Red — CMYK 0,100,100,22 · RGB 200,0,0 · HEX #C80000

Wordmark: VISH Dark Red — CMYK 0,100,100,75 · RGB 102,0,0 · HEX #660000

Background: Warm Concrete #E6E1DC (or paper white)

Use: Most brand touchpoints (site header, stationery, proposals, vehicle/signage where full colour is available).



Single-Colour Dark Red

Entire logo in VISH Dark Red #660000 on light background.

Use: When two inks/colours aren't practical or you want a quieter read.



Single-Colour VISH Red

Entire logo in VISH Red #C80000 on light background.

Use: Campaign moments, small digital uses that need extra pop (never overuse).



Reversed (White)

Entire logo in White #FFFFFF on Ash Black #141414 (or dark photography with sufficient contrast).

Use: Dark panels, photo overlays, signage at night.



Ash Black

Entire logo in Ash Black #141414 on White #FFFFFF (or light photography with sufficient contrast).

Use: Dark panels, photo overlays, signage at night.

PROHIBITED

No gradients, no recolouring individual parts outside the approved pairs above, no effects, no low-contrast backgrounds.

4.2 COLOUR SYSTEM

Colour, in our world, is not decoration. It is temperature, emotion, and memory. The palette of VISH was built like a home; with foundation, warmth, and light. Each tone carries purpose. Each shade remembers where it came from. Our colours are drawn from what homes leave behind: the red of rusted nails, the brown of seasoned wood, the gold of late light sliding across a wall. Together, they create a visual language that feels alive, honest, and grounded in craft.

THE TWO PILLARS

VISH DARK RED

CMYK: 0, 100, 100, 75

RGB: 102, 0, 0

HEX: #660000



The bloodline of the brand. Deep, steady, and enduring; like steel warmed by touch. Used for the primary wordmark, headers, and key brand accents. This red speaks of permanence, devotion, and the quiet pride of work done right.

VISH RED

CMYK: 0, 100, 100, 22

RGB: 200, 0, 0

HEX: #C80000



The living pulse. Brighter, sharper, made for attention and renewal. Used sparingly — for highlights, calls to action, or moments of energy. It reminds us that restoration isn't passive. It's an act of life. When used together, these two reds behave like fire and ember; one burns, one glows. They create depth, warmth, and emotion without ever shouting.

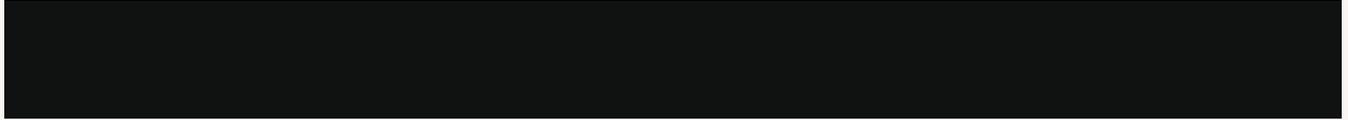
SUPPORTING COLOURS

ASH BLACK

CMYK: 60, 50, 50, 90

RGB: 20, 20, 20

HEX: #141414



Structure. Strength. The frame that holds everything together. Used for typography, outlines, and form. It anchors the reds and keeps the composition honest.

WARM CONCRETE

CMYK: 10, 8, 10, 0

RGB: 230, 225, 220

HEX: #E6E1DC



Light. Breath. Space to think.

It carries the feeling of plaster, of morning walls, and of restoration in progress.

Used as a background or neutral field to balance emotion with clarity.

AGED BRASS

CMYK: 25, 40, 80, 10

RGB: 170, 130, 50

HEX: #AA8232



Memory and craftsmanship made visible.

Used as a soft accent — not gold, not showy — just the glint of something well cared for.

It reminds the viewer that luxury is quiet, not loud.

RATIO & BEHAVIOUR

- Neutrals (Ash Black / Warm Concrete): ~70%
- VISH Dark Red: ~20%
- VISH Red: ~5-10%
- Aged Brass: <5% (detail and trim)

Use colour like you would use light in a room: deliberately, and never too much. Every accent should feel earned. Every red should have a reason to exist.

EMOTIONAL GUIDELINE

Our palette is built from life, not pigment.
Red remembers the human. Black carries the structure. White lets it breathe.
Brass keeps the story warm. When you combine them, they create a single atmosphere, quiet intensity, like warmth returning to a forgotten home.

4.3 TYPOGRAPHY

Typography is our architecture of language.

It defines rhythm, proportion, and tone — the invisible structure behind every word.

At VISH, type is not style; it's integrity. Each line, each space, each letter exists to communicate precision and care.

A B C D E F G H I J K L

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

PRIMARY TYPEFACE: URW DIN

DIN is the backbone of our design system. Born from industrial precision and used across modern engineering, it reflects the same values we bring to our craft — clarity, alignment, discipline.

Personality: Strong, ordered, functional.

Used for: Headlines, subheads, callouts, navigation, and any instance where VISH speaks with authority.

Tag: H1

Weight : DIN Bold

Size: 24 pt

Usage: Used sparingly for primary headers or key statements.

Tag: H2

Weight : DIN Medium

Size: 18 pt

Usage: Section headings, page intros, secondary titles.

Tag: H3

Weight : DIN Demi

Size: 14 pt

Usage: Sub-sections, supporting titles, captions with weight.

All caps are required for H1 to H3. Keep letter-spacing tight (Optical kerning, -10 to -25 tracking range) to maintain solidity. Avoid excessive weight contrast — let hierarchy come from proportion, not decoration.

A B C D E F G H I J K

a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

SECONDARY TYPEFACE: INTER

Inter is the counterpart to DIN — human, balanced, and highly legible.

It is used wherever clarity, warmth, and readability matter most.

Personality: Calm, neutral, trustworthy.

Used for: Body copy, descriptions, documentation, digital interfaces.

Tag: P

Weight : Inter Regular

Size: 11 pt

Usage: Paragraph text, long-form content.

Tag: <caption>

Weight : Inter Medium

Size: 9 pt

Usage: Captions, metadata, footnotes.

Keep paragraphs left-aligned, with generous breathing room between sections.

Typography in VISH should never feel compressed or forced — clarity is the new luxury.

HIERARCHY

Each level of type mirrors how we build: foundation first, then form.

Headlines establish structure; body text fills it with meaning.

Use restraint. Use alignment.

Every letter should feel like it was placed with purpose.

4.4 PHOTOGRAPHY

Photography is how we remember what words cannot say. It captures the silence between walls, the trace of touch, the warmth of something lived in. For VISH, images must never be about perfection. They are about presence. They should feel honest, grounded, and alive; the poetry of craftsmanship meeting the quiet of a restored home.

PHILOSOPHY

We don't photograph renovations. We photograph belonging returning. Each image should hold emotion, not just surface. It's not about showing "before and after". It's about the moment between. The dust in the air, the warmth of a hand on wood, the reflection of evening light on new walls.

VISUAL CHARACTER

Lighting: Always natural or emulating natural warmth. Late afternoon tones, soft highlights, and deep shadows. Avoid harsh artificial light.

Composition: Balanced and architectural. Centered subjects, leading lines, negative space. Each photo should feel measured and intentional.

Colour Palette: Earth tones and neutrals dominate: warm whites, brass, walnut, and red undertones. Our two reds may appear subtly — in reflections, tools, or finishes — never forced.

Texture: Visible grain, wood, concrete, dust, or linen. Imperfections are not flaws — they're proof of life.

Emotion: Calm, nostalgic, human. A home that breathes again. If it looks like a catalogue, it's wrong. If it feels like a memory, it's right.

WHAT TO AVOID

- Overly wide angles or distorted perspectives.
- Harsh flash or cold blue lighting.
- Stock imagery with actors or exaggerated smiles.
- Over-retouched or glossy magazine effects.
- Any visual that feels sterile, empty, or "real-estate ready."

DIRECTIONAL THEMES

- Restoration in progress: tools resting on wood, light falling on dust, the pause between effort and outcome.
- Homes reborn: subtle family presence — a mug on a counter, a coat on a chair, warmth implied.
- Material poetry: macro details of grain, brass, and paint layers catching sunlight.
- Evening calm: quiet interiors lit by ambient warmth, a soft sense of return.

tone

Our photography should feel like memory — tactile, cinematic, slightly imperfect. Each image must carry emotion through restraint: Stillness is our luxury. Light is our language.

4.4.1 COLOUR GRADING & TREATMENT

Colour is memory translated through light. The way we grade an image defines not just how it looks, but how it feels. At VISH, we treat colour like restoration itself — subtle, deliberate, patient. Our grading system aims for the warmth of reality remembered, not the saturation of marketing. Every frame should feel as if it has lived a life before being seen.

PRIMARY MOOD – WARM CONCRETE

Our visual world lives between red and light. Images lean warm, but never orange; neutral, but never flat. We grade for depth, texture, and timelessness.

Contrast: Low to medium. Preserve shadow detail and texture. Avoid crushed blacks.
Highlights: Soft rolloff. Whites should feel like sunlight on plaster, not LED light.
Temperature: +350–500K above neutral. Gentle warmth — never yellow.
Saturation: Slightly desaturated overall. Reds retain presence; everything else whispers.
Shadows: Lifted with a hint of sepia tone; no cold tints or blue cast.
Midtones: Neutral-to-warm bias to preserve human skin tones and natural materials.

SECONDARY MOOD – FOUND LIGHT

When shooting candid or environmental moments, use available light. Expose for emotion, not perfection. Underexpose slightly (–0.3 to –0.7 EV) to retain depth and realism. In post, pull up texture and shadows — not saturation.

BLACK & WHITE TREATMENT

For certain editorial or documentation pieces, use monochrome intentionally. Our black and white isn't sterile — it's tactile. Keep mild warmth in the midtones, like aged film stock. Grain is acceptable; clarity is not mandatory. If colour speaks, light remembers.

VISUAL TEXTURE

Every VISH photograph should feel touched by hand. Subtle grain, matte contrast, and imperfect edges are part of our language. We value atmosphere over precision. Avoid filters or digital "looks." Our images should never feel processed — only crafted.

SUMMARY GUIDELINES

- Aim for natural daylight tones with cinematic softness.
- Avoid clinical white balance or "HDR" sharpness.
- Shadows should invite, not obscure.
- Red tones (from the brand palette) may appear naturally in materials, reflections, or objects — never painted in.
- Every photo should feel like a place someone could live in, not a rendering.

ADOBE LIGHTROOM TREATMENT: THE VISH LOOK

Goal: Cinematic warmth, natural contrast, and a sense of lived-in memory. Nothing should feel overly clean, glossy, or HDR — it should look human.

1. BASIC SETTINGS:

Exposure: -0.10 to -0.35 (Slight underexposure for depth).
Contrast: -10 to +5 (Keep contrast gentle, preserve shadows).
Highlights: -40 (Pull back glare, reveal tone).
Shadows: +25 (Lift depth without flattening).
White: -20 (Prevent modern "digital white").
Blacks: -5 to -15 (Keep structure in shadows).

2. COLOUR & LIGHT

Temperature (WB): +4500–5100K (Slight warmth — "late afternoon" tone).
Tint: +6 Magenta (Neutralizes greenish daylight tint).
Vibrance: -10 (Softens oversaturated hues).
Saturation: -8 (Keeps palette muted and balanced).

3. TONE CURVE

- Lift the shadows slightly for a matte, cinematic feel.
- Add a soft S-curve: mild lift in lights, subtle dip in mids.
- Keep contrast gentle — no harsh inflection.

4. COLOUR MIX

Reds	Saturation: 0 / -10 / +5		Luminance: Keep natural; retain warmth.
Oranges	Saturation: -5 / -15 / +5		Luminance: Skin and wood tone balance.
Yellows	Saturation: 0 / -25 / +10		Luminance: Mute warm light highlights.
Greens	Saturation: -10 / -30 / 0		Luminance: Remove synthetic tones.
Blues	Saturation: 0 / -40 / 0		Luminance: De-emphasize sky and reflections.

5. EFFECTS & GRAIN

- Clarity: -10 (for softness, avoid "crunch").
- Texture: +5 (enough to reveal craftsmanship).
- Dehaze: 0 or slight +5 for definition.
- Grain: 25-35 / Size 25 / Roughness 50 (adds atmosphere).
- Vignette: -10 (subtle framing).

6. FINAL CALIBRATION

- Shadows Tint: Slight Red (Adds warmth to darker tones).
- Blue Primary Saturation: -10 (Keeps tone cinematic).

Note: If it feels like film, not digital, you're close.

PHOTOSHOP TREATMENT: FIRE & IRON

Goal: Reinforce warmth, mood, and texture through layered, non-destructive grading.
Keep the final image grounded and emotional — like evening light hitting reclaimed wood.

1. BASE LAYER ADJUSTMENTS

Add a Curves layer:

- Anchor shadows slightly above baseline (matte effect).
- Gentle lift in midtones.
- Small contrast bump near highlights.

Add a Levels layer:

- Input: 5 / 1.05 / 245
- Output: 10 / 245 (soft compression, no harsh clipping).

2. COLOUR BALANCE

Midtones: +10 Red, -5 Green, -10 Blue

Shadows: +8 Red, +3 Yellow (adds warmth to structure)

Highlights: -3 Yellow, -5 Blue (keeps whites neutral)

3. SELECTIVE COLOUR

Reds: +5 Cyan / 0 Magenta / +10 Yellow / 0 Black

Whites: -3 Cyan / +3 Magenta / 0 Yellow / -5 Black (softens light tone)

Neutrals: +3 Cyan / +5 Magenta / +8 Yellow / 0 Black

Creates that “lived-in plaster and brass” palette unique to VISH.

4. OPTIONAL PHOTO FILTER

Apply a Warming Filter (LBA) at 10–15% density.

Mask it out of pure whites and skin highlights to preserve realism.

5. TEXTURE OVERLAY

To emulate tactile imperfection:

Add subtle grain (1–2% monochromatic noise on a Soft Light layer).

Optional: overlay a paper texture at 5% opacity, set to Multiply.

6. FINAL LOOK

Slight vignette (20–30%) focusing on the center.

Sharpen only selective details (eyes, hands, textures).

Save a .PSD master with adjustment layers intact for future consistency.

If it feels remembered rather than captured, it's ready.

4.5 AI PROMPT TEMPLATE – THE VISH LOOK

Sora renders should feel like they were photographed, not generated. Every frame must carry the emotional texture of craftsmanship: warmth, imperfection, depth, and silence. To maintain consistency across creative outputs, we use a modular prompt system.

The first section — the Scene Description — is interchangeable.

Everything after it is the VISH aesthetic stack — the fixed signature of our look.

PROMPT STRUCTURE

[SCENE DESCRIPTION],

photographed in the Warm Concrete aesthetic — natural daylight, tactile realism, cinematic tone. soft contrast, low saturation, slightly underexposed for depth and emotion.

colour palette built from warm concrete, aged brass, walnut wood, and deep red undertones. captured with Leica SL2 and Summicron 35mm f/2 lens, shallow depth of field (f/2.0), ISO 200. light source is late afternoon sun, diffused through linen curtains, with soft, natural falloff. graded using cinematic film emulation inspired by Kodak Portra 400 and Cinestill 800T. matte blacks, lifted shadows, soft red midtones, gentle grain.

no digital perfection — visible texture, light bloom, and human imperfection.

composition follows rule of thirds and Fibonacci alignment, maintaining calm symmetry. overall mood: stillness, warmth, presence, memory.

HOW TO USE IT

Replace [SCENE DESCRIPTION] with a one-line description of what's happening.

Example: "a carpenter brushing sawdust off a walnut countertop," or "evening light spilling through an open doorway." Keep everything after it unchanged — that's your aesthetic stack. Works across still and motion generation for consistent cinematic results.

Examples

Interior / Emotional Scene: a craftsman sanding an old wooden stair rail inside a dimly lit hallway, photographed in the Warm Concrete aesthetic — natural daylight, tactile realism, cinematic tone...

Architectural Still: sunlight spilling across a restored kitchen countertop made of walnut and stone, photographed in the Warm Concrete aesthetic — natural daylight, tactile realism, cinematic tone...

Material Study: close-up of an aged brass doorknob catching warm evening light, photographed in the Warm Concrete aesthetic — natural daylight, tactile realism, cinematic tone...

AESTHETIC PRINCIPLES

Light must feel earned: Only use soft, natural, directional light — never neon or artificial.

Colour lives in warmth: Stay near reds, browns, brass, and plaster whites; no blues or digital hues.

Texture over clarity: Let materials breathe — visible grain, rough edges, human fingerprints.

Calm composition: Space and balance matter more than activity. Every frame should feel intentional.

Emotion before perfection: Slight dust, blur, or movement gives life. Nothing should feel sterile.

Note: If the image feels remembered rather than rendered — it's right.

4.6 AI VIDEO PROMPT TEMPLATE – THE WARM CONCRETE MOTION

Every motion sequence must feel human — like it was captured by a person who cared. Camera movement should breathe, light should evolve naturally, and the frame should feel tactile, imperfect, and alive. We are not creating renders. We are remembering moments.

[SCENE DESCRIPTION],

filmed in the Warm Concrete aesthetic — natural daylight, tactile realism, cinematic tone.
slow, deliberate camera movement — handheld or slow pan, slight focus breathing.
soft contrast, low saturation, and slightly underexposed for depth.

colour palette drawn from warm concrete, aged brass, walnut wood, and deep red undertones.
filmed with Leica SL2 and Summicron 35mm f/2 lens emulation, shallow depth of field, ISO 200.
late afternoon sunlight filtering through linen curtains, soft highlight rolloff, subtle grain.
graded using film emulation inspired by Kodak Portra 400 and Cinestill 800T — matte blacks, lifted shadows, warm mids.

ambient dust or air particles visible in light beams for realism.
depth of field transitions naturally — no harsh focus pulls or digital sharpness.
sound is implied through silence — a faint hum, distant breeze, or room tone.
overall emotion: calm, human, tactile, intimate.

HOW TO USE IT

Replace [SCENE DESCRIPTION] with a concise summary of the scene.

Example: "the camera slowly moves through a restored kitchen as sunlight shifts across the floor."

Keep the rest intact — that's your aesthetic DNA.

Works for both short clips and longer cinematic sequences.

EXAMPLES

Slow Panning Scene: the camera pans slowly through an empty living room where sunlight falls on unfinished wood, filmed in the Warm Concrete aesthetic — natural daylight, tactile realism, cinematic tone...

Handheld Intimate Moment: handheld shot following a craftsman wiping paint from his hands, breathing visible in cold morning light, filmed in the Warm Concrete aesthetic — natural daylight, tactile realism, cinematic tone...

Material Transition: macro shot of plaster being smoothed by hand as light flickers from window to wall, filmed in the Warm Concrete aesthetic — natural daylight, tactile realism, cinematic tone...

MOTION PRINCIPLES

Movement should feel human: Slight imperfections — drift, shake, or focus shift — make it real.

Light evolves: Let sunlight move, flicker, or fade — never static.

No speed. Only tempo: Every motion should unfold slowly, giving the audience time to feel material and space.

Texture in motion: Dust, fabric, air, reflections — all move subtly.

Stillness is part of movement: Long pauses or moments of quiet create rhythm.

Note: If the camera feels alive, not mechanical — it's right.

4.7 SIGNATURE CAMERA MOVEMENT LIBRARY – THE GRAMMAR OF STILLNESS

Camera movement defines emotion. How the frame breathes determines how the viewer feels. At its best, movement is invisible — an extension of presence, not spectacle. In this system, motion exists only to serve weight, warmth, and memory. Each move must feel deliberate, like a slow inhale before letting go. We move only when the story does.

MOVEMENT TYPES & INTENT

1. The Slow Pan

Description: Lateral motion across a still environment, moving with the rhythm of breath.

Emotion: Discovery. Calm curiosity. Seeing what was always there.

Use: Room reveals, architectural stills, light transitions across materials.

Direction: Never exceed the pace of human gaze — 2–3° per second.

2. The Dolly Drift

Description: Forward or backward glide, camera floating like memory.

Emotion: Invitation. Returning home. The feeling of moving through time.

Use: Entrances, pathways, or slow reintroductions to restored spaces.

Direction: Maintain constant velocity; subtle acceleration feels human, not robotic.

3. The Handheld Linger

Description: Gentle handheld framing, small natural shakes from human touch.

Emotion: Empathy. Intimacy. The human inside the craft.

Use: Portraits of makers, quiet gestures, detail work in progress.

Direction: No stabilization. The imperfection is the soul.

4. The Reflection Study

Description: Camera observing through mirrors, windows, or glass surfaces.

Emotion: Distance. Memory. The act of witnessing rather than showing.

Use: Transitional shots, emotional pauses, narrative bridges.

Direction: Keep focus shallow; reflections are metaphors, not clarity.

5. The Focus Drift

Description: Subtle change of focus from one object or subject to another.

Emotion: Attention shifting. Realization. Human noticing.

Use: Between tools and hands, walls and faces, light and surface.

Direction: Manual feel — slight overshoot, then correction. Like breathing.

6. The Static Wait

Description: Camera does not move. The world moves instead — light, dust, breath.

Emotion: Reverence. Presence. Time suspended.

Use: Anchor shots, openings, or closing frames.

Direction: Hold longer than comfortable. That's where the power lives.

7. The Passing Shadow

Description: Movement through the environment implied by changing light, not camera motion.

Emotion: Subtle transformation. Renewal. Hope.

Use: Transitional sequences, emotional tone shifts, metaphorical moments.

Direction: Use controlled exposure changes, no digital fades. Let real light evolve.

CAMERA BEHAVIOUR

Move as if holding breath.

Never chase — invite.

Let imperfection tell truth.

Light defines motion more than mechanics.

FILMIC TONE

Use gentle motion blur (1/40–1/60 shutter equivalent).

Avoid excessive stabilization — let the body behind the camera exist.

Each move should feel like a heartbeat, not an algorithm.

Note: Movement should never announce itself. It should whisper "I was here."

4.8 VISH LOOK LIBRARY – CINEMATIC LUXURY STANDARD

Light. Dust. Silence. These are the raw materials of our imagery. Every frame we create, whether photographed, rendered, or filmed, must feel lived in. We are not designing perfection. We are building memory.

This section exists to preserve that memory across every medium. It ensures that whether a scene is captured by camera or conjured by AI, it still carries the same heartbeat: warmth, imperfection, stillness, and the quiet confidence of craftsmanship.

Each sample in this library functions like a film negative, a coded system that can be exposed again and again, always yielding the same tone: soft daylight, matte blacks, visible dust, warm contrast, and spatial harmony guided by the Fibonacci sequence.

No artificial light. No synthetic colour.
Only light that falls where it wants to fall.
Only dust that moves when the air breathes.

These 13 looks form our cinematic language.
They are not filters, they are philosophies.
A blueprint for how to see, and how to remember.

1. WARM CONCRETE

Quiet luxury, warm daylight, tactile serenity.

Application & Purpose: Hero imagery, homepage visuals, portfolio intros, print ads.
Represents the brand's purest aesthetic — warm, balanced, human stillness.



2. FIRE & IRON

Strength, craftsmanship, and structure.

Application & Purpose: Editorial spreads, portfolio hero images, and before/after transition storytelling.



3. THE EMBER SYSTEM

Warmth and balance — modern serenity.

Application & Purpose: Secondary campaign visuals, lifestyle shots, or homepage midsections.



4. WARM CONCRETE MOTION

Light in motion, air as presence.

Application & Purpose: Background films, hero loops, and brand cinematic intros.



5. THE GRAMMAR OF STILLNESS

Light moves, not the camera.

Application & Purpose: Transitional visuals, brand pauses, meditative hero images.



6. FOUND LIGHT

Light as the designer.

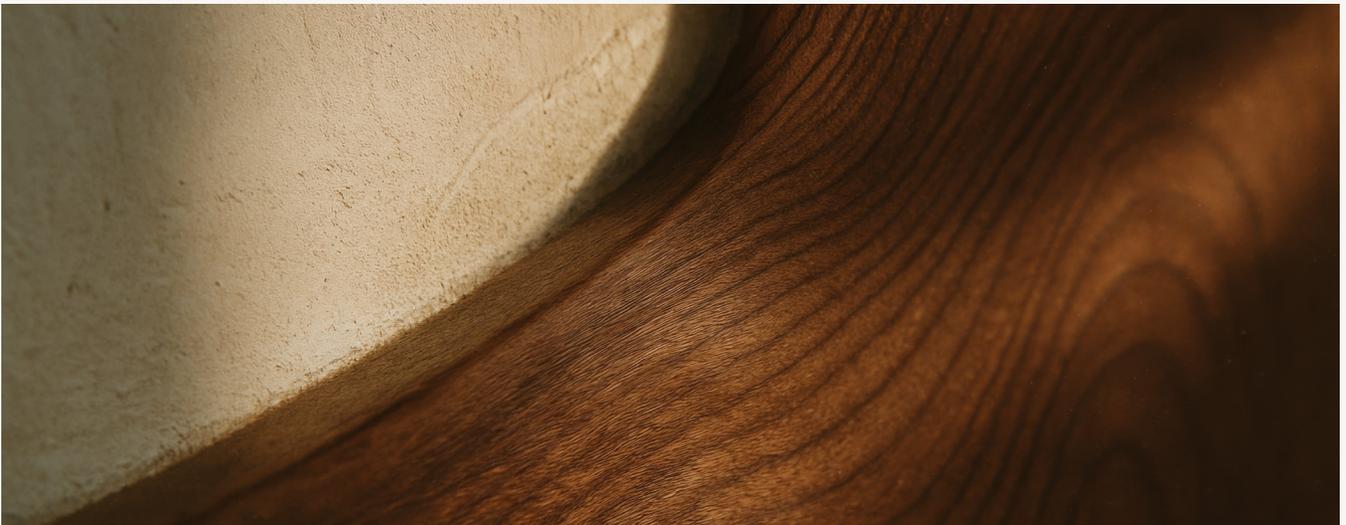
Application & Purpose: Transition imagery or quiet visual accents for brand storytelling.



7. MATERIAL MEMORY

Texture as truth.

Application & Purpose: Detail photography, print inserts, product highlights, or web texture studies.



8. RESTORATION IN PROGRESS

The afterglow of work.

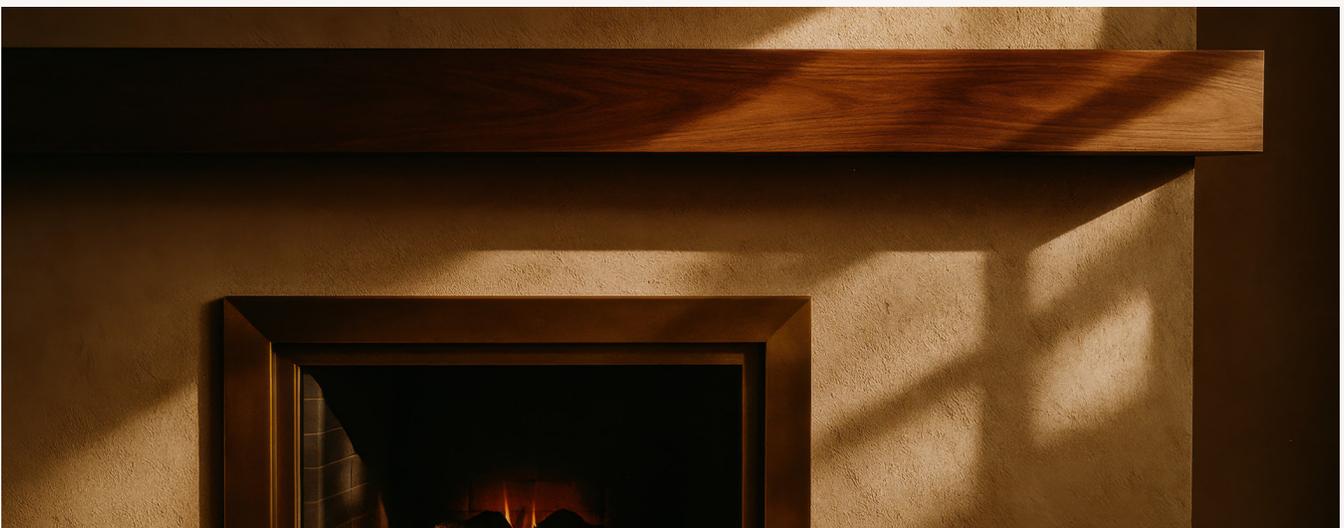
Application & Purpose: Documentary storytelling, “just finished” brand moments, or campaign humanization shots.



9. FIRE & ASH

The beauty of transformation.

Application & Purpose: Campaign imagery for transformation stories or “before/after” hero visuals.



10. ASH & BRASS

Elegant restraint.

Application & Purpose: High-end portfolio visuals and print spreads that emphasize design craft.



11. THE TWO REDS

Passion within restraint.

Application & Purpose: Brand colour storytelling, campaign photography, or visual accents for print.



12. THE DUST & LIGHT

Peace and permanence.

Application & Purpose: Outro imagery, print covers, or emotional closing visuals for campaigns.



13. BLACK & WHITE

Light, shape, and shadow as emotion.

Application & Purpose: Used sparingly for brand intros, print features, or hero campaigns.



4.9 THE HUMAN ELEMENT – LIFE INSIDE OUR SPACES

Our work doesn't end with walls and finishes.

It ends with people — the kind who walk into a room and make it look more complete. Every face, every gesture, every silhouette in our imagery represents the kind of client who chooses craftsmanship over trends. They are confident, grounded, and quietly content. They don't flaunt wealth. They live beautifully.

PHILOSOPHY

Humans in our photography reflect the homes we build — composed, tactile, timeless. They're not actors or stock smiles. They're real people with taste; framed in light that flatters substance rather than perfection.

Their style is modern craftsman chic: linen, cashmere, cotton, wool, leather, silk, and the occasional watch that says "understated success."

Natural fabrics, neutral tones, nothing logo-driven or loud. We capture people existing — not performing.

Reading in sunlight, setting a cup on a walnut table, adjusting a painting, brushing a sleeve as they pass. Every movement feels unhurried, confident, expensive.

LIGHT & TONE

Photograph people exactly as we shoot spaces:
Always in natural daylight, never artificial or flash.
Warm white balance; sunlight should wrap, not flatten.
Soft contrast, matte skin, lifted shadows, and visible air dust when possible.
Skin tones true to life — cinematic, not retouched to perfection.
Everyone looks healthy, well-rested, fulfilled.
Joy appears as calm presence, not exaggerated laughter.
The mood is serenity, belonging, ease.

COMPOSITION & BEHAVIOR

People appear within architecture, never outside it.
They complement the structure, framed by doorways, light beams, or furniture lines.
Camera distance gives them space to breathe — we're observers, not intruders.
Each frame follows Fibonacci geometry and the rule of thirds.
Hands, eyes, and gestures follow light, not the lens.
No staged direction, only natural posture: leaning, pausing, existing.

WHO THEY ARE

They are homeowners who appreciate design, detail, and permanence. They have good taste and better instincts. Their homes look curated because their lives are.

They are the aspirational reflection of our audience — not rich by accident, but by intention. People who invest in things that last.

MOODBOARD REFERENCE

Architectural Digest editorial human moments
Kinfolk Home portraits (light, linen, air)
Cereal Magazine calm poise
Early Leica M monochrome candid of effortless elegance

SUMMARY

When humans appear in our work, they should look like the space was made for them — and they were made for the space. Confident. Cultured. Comfortable. That's the VISH Human Look — wealth expressed as peace.

WARDROBE & STYLING REFERENCE – HUMAN ELEMENT

Our people look like the homes we build: refined, modern, confident, and quietly expensive. Every texture, colour, and silhouette supports the same visual system — warm, natural, architectural, timeless.

1. COLOUR PALETTE

Preferred:

Warm neutrals — cream, sand, camel, taupe
Earth tones — terracotta, rust, olive, charcoal
Deep reds and burgundy (tone-matched to VISH Red)
Soft blacks and aged greys

Avoid:

Bright primary colours
Cool blues and stark white
Neon or synthetic tones
Jet black with high contrast

2. FABRICS & TEXTURES

Recommended:

Linen, cotton, wool, cashmere
Leather (aged or matte finish)
Denim (dark, structured, tailored)
Silk and lightweight knits
Neutral layering — scarves, knits, soft jackets

Avoid:

Polyester, nylon, synthetic blends
Glossy leather or patent surfaces
Distressed or torn jeans
Anything shiny or metallic

Note: Clothing should feel designed the same way a room does — texture-driven, simple, built to last.

3. ACCESSORIES & DETAILS

Watches, rings, and jewelry: minimal, timeless, understated.
Think brushed metal, leather straps, simple shapes.
Shoes: clean, neutral tones — loafers, boots, or sneakers in leather or suede.
Tech accessories (phones, laptops) must match the palette — no bright cases or logos visible.
Eyewear: thin frames, classic silhouettes.
Nothing flashy. Everything functional. The goal is wealth without noise.

4. HAIR & MAKEUP

Hair: natural texture, clean lines, no heavy styling.
Makeup: dewy skin, matte finish, neutral lips.
For men: clean-shaven or well-kept beard, natural grooming.
No bold colours, shimmer, or artificial shine.
The look should feel expensive without trying.

5. MOOD & BEHAVIOR

Expressions: soft smiles, calm eyes, relaxed postures.
Emotion: joy through peace, not performance.
Movement: slow, unposed, organic — sitting, leaning, walking through light.
Never look directly into the lens. The gaze always follows light, air, or motion.

6. ENVIRONMENTAL INTEGRATION

People appear inside the architecture, framed by craftsmanship.
They stand beside built-in shelving, under beams, near windows, or interacting with materials.
Avoid empty backgrounds or flat studio backdrops.
They always exist within light, not spotlighted by it.
The human presence should complete the space, never overpower it.

VISUAL EXAMPLES

Reference sources for tone and posture:
Architectural Digest "People at Home" spreads
Kinfolk Home and Cereal Magazine portraits
GQ Home Issue (soft menswear inside interiors)
Leica M11 Monochrom lifestyle shoots
A24 still photography — human calm, cinematic warmth

SUMMARY

The VISH Human Look = Effortless luxury.
Style that whispers, light that flatters, posture that breathes. Every person photographed should look like they own the space, not like they were invited to it.

PHOTOGRAPHY DIRECTION

Every portrait or candid follows the same principles as our interiors: warm natural light, restrained movement, compositional calm. These aren't glamour shots. They're architectural portraits that happen to have people in them.

1. CAMERA DISTANCE & FRAMING

Shot Type: Wide (1:3 ratio)
Description: Full body within architecture, person framed by doorways, beams, or windows.
Emotional Goal: Belonging, harmony with space.

Shot Type: Medium (1:2 ratio)
Description: Waist-up shot within light, contextual detail behind subject.
Emotional Goal: Ease, comfort, pride.

Shot Type: Detail / Close
Description: Hands on surface, adjusting fabric, holding a cup.
Emotional Goal: Intimacy, tactility, human touch.

Note: Keep at least one architectural line visible in every frame — a beam, wall, or window edge —

to anchor the subject inside the design.

2. FOCAL LENGTHS & DEPTH

Focal Length: 35 mm

Use: Default lens for full-body and medium compositions.

Notes: Natural perspective, matches Leica look.

Focal Length: 50 mm

Use: Portraits with soft background fall-off.

Notes: Keep distance; no compression that flattens space.

Focal Length: 85 mm

Use: Intimate moments or detail crops.

Notes: Use shallow depth ($f/2$ – $f/2.8$) with light fall-off on edges.

Aperture sweet spot: $f/2$ – $f/4$.

Depth of field should reveal space, not erase it.

Let background textures remain recognizable.

3. LIGHT BEHAVIOR

Always natural daylight, filtered through windows, curtains, or open doors.

Best times: 8 AM–10 AM and 4 PM–6 PM for warm directional tone.

No direct flash or fill. Use reflection (walls, ceiling) for bounce if needed.

Dust or light haze in air adds realism — it's encouraged.

When shooting backlit, protect highlight detail; underexpose slightly for richness.

Light should wrap, not spotlight. It should look like time, not theater.

4. CAMERA SETTINGS

ISO: 100–400 (grain intentional, not digital noise).

Shutter: $1/125$ – $1/250$ sec for still moments, $1/60$ sec for motion blur.

White Balance: 5200–5800 K for golden daylight tone.

Exposure: $\frac{1}{3}$ stop under for cinematic depth.

Colour Profile: Leica Natural / Neutral flat for grading in post.

5. COMPOSITION PRINCIPLES

Always use Fibonacci proportion and rule of thirds to position human forms.
Maintain breathing room — space above and around the subject.
Align eyes or hands along natural architectural lines.
Negative space matters; emptiness communicates calm.
Never crop at joints or cut objects abruptly.

6. MOVEMENT & EXPRESSION

Capture micro-motion: turning, walking through light, touching material.
Expression: relaxed, calm, content — think Sunday confidence.
Avoid exaggerated laughter or theatrical posing.
Hands should always have intention: holding, adjusting, creating.
The camera observes, never interrupts. You're photographing life as design.

7. POST-PRODUCTION & GRADING

Grade with Kodak Portra 400 or Cinestill 800T LUTs.
Matte blacks, lifted shadows, no crushed tones.
Skin tones slightly warm; highlights soft, whites natural.
Add fine film grain (2–5%) for realism.
Avoid HDR, clarity boosts, or digital sharpness.
Maintain the architectural palette: plaster white, walnut, brass, warm red accents.

8. OUTPUT & CONTEXT

Format for print first, digital second.
Crops: 3:2 for photography, 16:9 for motion.
Always deliver horizontal hero + vertical secondary for editorial flexibility.
Final exports must look equally credible on a design magazine cover and the VISH website.

SUMMARY

Every photograph of a person should feel like it could appear in Architectural Digest or Kinfolk Home. Calm light, crafted posture, quiet wealth.
We capture people the same way we build homes — with care, balance, and restraint.

SAMPLE SHOT MATRIX – HUMAN ELEMENT

The following frames define how people appear in our visual language. Each one is a recurring motif that anchors emotion, light, and storytelling inside VISH's brand system. Every shot must feel expensive, calm, and intentional. Never spontaneous for the sake of energy, only for truth.



1. MORNING LIGHT PORTRAIT

Scene: A couple stands near the window, morning light flooding the room, their embrace quiet and full of pride.

Mood: Calm success, post-renovation relief, belonging.

Lighting: Natural side light, golden hue, visible dust and soft halation.

Framing: Medium shot, Fibonacci curve leading from window to faces.

Lens: 50mm, f/2.2, ISO 200.

Feeling: Warmth, gratitude, understated luxury.

Reference: Kinfolk "Home Issue," Leica portrait calm, Architectural Digest intimacy.



2. HANDS & CRAFT

Scene: Hands moving slowly over a walnut tabletop, testing the finish — human touch meeting craft.

Mood: Intimacy, pride, mastery, connection to material.

Lighting: Natural side light, warm daylight, gentle shadow depth, visible dust.

Framing: Tight detail, Fibonacci curve from hand to highlight the edge.

Lens: 85mm macro, f/2, ISO 200.

Feeling: Tactile warmth, craftsmanship, refinement.

Reference: Cereal Magazine object studies, Kinfolk Home material portraits, Leica editorial stills.



3. THROUGH THE WINDOW

Scene: The homeowner stands inside by the window, visible through reflections of the outside world. Design and life merging in one frame.

Mood: Elegance, privacy, quiet confidence.

Lighting: Natural morning light, balanced reflections, soft shadow falloff.

Framing: Medium distance; window reflections form natural depth layers.

Lens: 35mm, f/2, ISO 200.

Feeling: Contained grace, success expressed through calm presence.

Reference: Architectural Digest lifestyle editorials, Cereal Magazine "Stillness" portraits, Leica cinematic realism.



4. LIVING WITH LIGHT

Scene: The homeowner moves through their space as sunlight drifts across the floor — not posing, just existing. The room feels warm and used, with quiet signs of life.

Mood: Effortless calm, peace after work, comfort in one's own space.

Lighting: Late afternoon sunlight, diffused through linen, natural warmth.

Framing: Wide but intimate, camera at waist height to keep perspective honest.

Lens: 35mm, f/2.5, ISO 200.

Feeling: Unscripted, lived-in, emotionally still.

Reference: Kinfolk Home natural lifestyle portraits, Cereal magazine quiet realism, Leica ambient interior light studies.



5. BREAKFAST TABLE

Scene: A spring morning bathed in gold. The family shares breakfast in a home that feels lived-in but luxurious — natural linen, real croissants, quiet laughter. Nothing forced, everything intentional.

Mood: Contentment, refinement, domestic warmth with quiet affluence.

Lighting: Natural golden morning light, visible atmosphere, reflected highlights on food and brass fixtures.

Framing: Medium-wide shot; Fibonacci curve through window light, table, and family gestures.

Lens: 35mm, f/2.5, ISO 200.

Feeling: Elegant intimacy — beauty in comfort, luxury through calm.

Reference: Vogue Living home editorials, Architectural Digest “Designer at Home” features, Kinfolk Table composition restraint, Leica daylight narrative tone.



6. SHADOW PLAY

Scene: A warm beam of sunlight cuts across the room, landing on a wall freshly painted by VISH.

Two unseen children form a rabbit with their hands — a moment of play etched in craftsmanship.

Mood: Innocence, memory, permanence.

Lighting: Late-afternoon sunlight from the left, no fill, air particles visible.

Framing: Perfectly perpendicular to the wall, rabbit shadow centered by Fibonacci curve.

Lens: 50mm, f/2.8, ISO 200.

Feeling: Poetic realism — fleeting joy against enduring craft.

Reference: Cereal minimalism, Kinfolk Home poetic realism, A24 still-frame composition.



7. TABLE CONVERSATION

Scene: A finished space filled with quiet pride. The couple sits close together at their oak table — the same table they've eaten at through every stage of the renovation. The late afternoon light slides across the wood, touching their hands and the dust floating in the air.

Nothing is staged. Everything feels earned.

Leica SL2-S / 50mm f/2 / ISO 200 / 1/160 sec

White balance: 5200K

Handheld, natural grain

Portra 400 grading with warm undertone

Matte blacks, subtle bloom, film halation

Reference:

Architectural Digest Home Stories

Kinfolk Table

A24 Cinematic Humanism



8. EVENING LIGHT — THE COUPLE

The sun has just set. The air still holds the day's warmth. The house glows from within — not bright, just alive. A single lamp hums softly in the corner, its light bending around the curve of the brass shade. The linen curtains sway slightly, moving with the faint evening draft. This is the hour when craftsmanship turns emotional. The walls, the floors, the fabrics — all holding stories of hands that made them.

Leica SL2-S / 35mm Summicron f/2

ISO 400, 1/60 sec

White balance: 4700 K (for golden-to-blue mix)

Portra 400 grade with matte blacks

Lifted shadows, bloom on brass

Natural film motion grain

Slow fade in light transition captured with mild exposure drag



9. LEGACY PORTRAIT

The homeowner stands still, facing the window. It's not posed — it's a portrait of calm pride, of someone who's built something lasting. Light defines the face; shadow defines the craft.

Leica M11 Monochrom

Summilux-M 50 mm f/2

True monochrome (no Bayer filter)

ISO: 200

1/160 sec

f/2 for shallow focus and soft roll-off

Neutral daylight (5200 K)

Manual, on near-eye plane

THE HUMAN ELEMENT MANIFESTO

Every home is built twice — once with hands, once with light.
These portraits are not about people posing inside architecture.
They are about architecture remembering people — the warmth they leave behind,
the stories they press into walls, the fingerprints they forget to wipe off brass.
Every expression, every beam of sunlight, every speck of dust in these frames exists
for one reason: to prove that craftsmanship and emotion can coexist.
The hammer and the heart are not opposites here — they are partners.
Our humans do not sell luxury; they embody it.
Not through perfection, but through presence.
Not through noise, but through calm.
From the laughter at the table to the shadow of a child's hand on plaster,
from the touch of walnut under sunlight to the stillness of a face at dusk —
these images are not marketing. They are memory.
This is how we see people. This is how VISH remembers home.

5.0 DIGITAL IDENTITY

5.0 THE CRAFT ONLINE

The VISH website is not a portfolio. It is a home rebuilt in code.

Every pixel, margin, and hover exists with the same care we give to wood, light, and steel.

It doesn't perform. It listens. It doesn't shout. It breathes.

Our digital presence is where craft meets clarity — a place that remembers how to slow down.

We build online experiences the same way we build spaces: measured, intentional, and alive with quiet precision.

5.1 CORE PRINCIPLES

STILLNESS OVER MOTION

Our site feels like calm air after construction — movement is earned, never constant.

LIGHT AS LANGUAGE

Hierarchy comes from light and shadow, not outlines or boxes.

STRUCTURE AS STORY

Every grid, every ratio, every scroll should feel like the frame of a house — balanced, reassuring.

HUMAN PACE

The experience unfolds slowly, like walking through a finished home.

DEPTH THROUGH RESTRAINT

Flat surfaces feel intentional. Shadows hint at craftsmanship. Every fade has weight.

5.2 UI ELEMENTS

BUTTONS:

Primary: VISH Red #C80000, Inter Medium 12pt uppercase, rounded corners 4px, padding 12×24px.

Hover: Slight darkening, 0.3s ease-in-out fade. Copy is always human — "View Project," "Begin the Restoration," "See the Work."

Secondary: Ash Black text on Warm Concrete background, subtle underline on hover.

Used for secondary calls and contextual links.

Ghost: White on Ash Black. Used only on cinematic hero sections or dark overlays.

NAVIGATION

Anchored to the top, transparent at load, gaining a solid field after scroll.

DIN Medium, tracking -20, all caps.

Sections: Home · Craft · People · Process · Journal · Contact

Transitions fade, never slide.

It should feel like opening a door, not loading a page.

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Primary: VISH Red #C80000, Inter Medium 12pt uppercase, rounded corners 4px, padding 12×24px.

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TYPOGRAPHY SCALE

Level: H1

Typeface: DIN Bold

Weight: 700

Size: clamp(2.25em, 4vw + 1em, 3em)

Purpose: Hero headlines, manifestos

Level: H2

Typeface: DIN Medium

Weight: 500

Size: clamp(1.5em, 2.5vw + 0.5em, 1.75em)

Purpose: Section intros

Level: H3

Typeface: DIN Demi

Weight: 600

Size: clamp(1.125em, 1.5vw + 0.4em, 1.25em)

Purpose: Sub-sections

Level: Body

Typeface: Inter Regular

Weight: 400

Size: clamp(0.95em, 0.3vw + 0.9em, 1em)

Purpose: Paragraph text

Level: Caption
Typeface: Inter Medium
Weight: 500
Size: clamp(0.75em, 0.2vw + 0.7em, 0.8125em)
Purpose: Metadata, footnotes

Line height: 1.6em

GRID & LAYOUT

12-column grid · 1440px max width · 100px outer margins.
Whitespace = breath.
Alignment follows Fibonacci and Golden Ratio logic.
Each section should feel composed like a photograph — balance before variety.

5.3 MOTION SYSTEM

Motion is breath. It reminds users they're interacting with something alive.
Fade duration: 300–500ms
Ease curve: cubic-bezier(0.25, 0.1, 0.25, 1)
Parallax: never theatrical; 10–15% offset maximum
Scroll reveals: content slides upward, as if illuminated by morning light
The rhythm should feel like inhaling and exhaling — not swiping and flicking.
If movement calls attention to itself, it has failed.

5.4 INTERACTIVE TEXTURE

Microinteractions exist to simulate touch:
Buttons lift by 2px and glow softly when hovered, like fingertips brushing finished wood.
Cursor shifts to a fine white dot or crosshair, evoking precision tools and human scale.
Every interaction should carry a hint of tactility — warmth in motion.

5.5 SOUND & ATMOSPHERE (OPTIONAL LAYER)

Digital sound design mirrors the quiet of craftsmanship:
a faint hum of space, air moving through wood, the soft click of attention.
Audio fades on scroll or click, breathing with the user.
It's not literal. It's emotional architecture.

5.6 RESPONSIVE BEHAVIOR

Our layout doesn't break — it collapses gracefully.

Desktop: architectural composition; full visual story.

Tablet: balanced intimacy; touch-first flow.

Mobile: a smaller room, same feeling.

Each viewport retains proportion, not reduction.

5.7 INTERFACE MANIFESTO

Every pixel has weight. Every transition has temperature.

Every interaction remembers where it came from — from wood and warmth, not wire and speed.

The website is not a showroom. It's a home you can visit with your hands.

Built with craft. Moved by care. Designed to remember.