

WESTIN®

Property Photography Style Guidelines

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Property Photo Overview

Photography Overview

At Westin, everything we do is designed to help our guests feel their best. From our world-renowned Heavenly[®] Bed and our nourishing SuperFoodsRx[™] dishes, to our energizing WestinWORKOUT[®] and our revitalizing Heavenly Spa by Westin[™] treatments, every element of a stay is created to leave guests feeling better than when they arrived.

Objective/Style

The objective of the Westin Property Photography Style Guide is to provide guidelines for maintaining visual consistency in all Westin communications.

This document is to be used by the brand, properties and photographers to photograph Westin properties for the Westin website (westin.com), sales and marketing tools, and the Starwood Asset Library.

Photography for Westin reflects the brand culture of enhancing well-being and expresses a sense of energy and vitality. Images should be uplifting, positive, intimate and aesthetically pleasing. The Westin perspective captures the feeling of the moment through movement, textural details and lighting. Images should create an emotional connection with the viewer and provide the sense of being in that moment. Imagery should feel active and evocative, even in serene depictions. Imagery is never sentimental, forced or artificial. The viewer should derive a natural sense of how good it feels to be at a Westin hotel. Lighting should feel natural and organic.

There are also many opportunities to differentiate a hotel and highlight its outstanding offerings. Though part of the larger Westin family, each hotel offers its own unique amenities, such as objects or art on display, distinctive seating and gathering areas, or shops. Seek to showcase features and activities like running paths, horseback riding, etc. If budget and timing permit, it may be possible to achieve greater emotional and aspirational impact by photographing surrounding or nearby unique landscapes, cultural destinations or landmarks.

Photography Standards

Photography Standards Overview

A property will require new photography due to a new opening, renovations, aged photography or a failed compliance audit. Westin property photography is used to sell all key marketing spaces. Photography requirements have recently been clarified and expanded to ensure that all key elements of the hotel or resort are represented.

APPROVED PHOTOGRAPHERS

Westin brand photography style and shot requirements cannot be handled by all photographers.

Rather than utilizing a local or unapproved photographer, Westin strongly advises using only brand-approved photographers. This will greatly reduce the risk of having many or all of the photographs denied for acceptance into the Starwood Asset Library and/or appearing online.

In order for the photo shoot to be optimally successful, we recommend that the GM/DOSM or other senior property associate dealing with the shoot participate in a pre-production briefing with Marriott Creative & Content Marketing and the photographer. This call will be set up by your divisional photography representative, listed under “Contacts” on page 33.

Styling Overview

LIGHTING

- No matter the time of day, the overall feeling should be natural in both color and light.
- Every image should be infused with a soft light that invigorates and renews the spirit.
- Each space should be lit to capture the best light possible, with no hot spots or dramatic shadows.
- Avoid glares, glows, feathering, blurring, large shadow areas and shadow lines and shapes.

PERSPECTIVE

- The point of view is familiar and welcoming, not skewed or overly stylized.
- Spaces should be shot at a low angle, making them personal. The height of the camera should be at the hip or center of the body.
- The depth of field should give the impression of a large, comfortable space that is uplifting.
- There must be no distortion: Wide angle lens effects, “fish-eyeing” or other special effects in any image is not acceptable.
- Obstructions in the foreground should be avoided so that nothing appears hidden or obscured.

BOTANICALS

- Florals must follow the Botanical Guidelines on the Starwood Document Center.
- It is advisable to have multiple options for lobby or suite shots.

PROPS

- All props should be minimal and appropriate to the brand to avoid adding clutter to the image.
- Guidelines found on the Starwood Document Center provide insight into brand-appropriate accessories and placement. Styling should reflect the Westin Haven interior design concept, with modern, clean, sophisticated styling. The space should speak for itself.
- Throw pillows should always be styled correctly. Show 2–4 pillows for 3-seat sofas, 2 pillows for 2-seat sofas or 1 pillow of appropriate scale and proportion for lounge chairs. Throw pillows should always rest on their flat side, as opposed to on their pointed end.

MAKE SURE

- All areas to be photographed have been thoroughly cleaned.
- All lights in the hotel space are working and consistent in lighting temperature.
- All linens and drapes are hand-ironed without wrinkles or have press-pleats. Hand-ironing is always preferred.

DO NOT

- DO NOT use models or associates in photography. Models often make shots look posed, distract attention from facilities and date a photograph.
- DO NOT add personal effects or other props that are not present when a guest first enters the room. Keep the elements of the shot simple and the number of elements to a minimum.
- DO NOT use effects of any kind, including vignetting, blurs, feathering, texturing, borders, enhanced colors, etc.
- DO NOT include any food displays or arrangements, even in food & beverage outlets.
- DO NOT show computer screens and televisions turned on.
- DO NOT take shots of parking lots, or any shots with cars or people in them (which date the photos).

Property Photography Overview

Shot List

REQUIRED PHOTOS

Hotel Exterior
General shot

Lobby
Overall space shot

Lobby
Detail shot, Vertical Garden and/or Feature Wall

Guestrooms
General shot of each visually distinct class

Suites

Bathrooms

Food & Beverage Outlets
1 of each restaurant/bar

WestinWORKOUT Fitness Studio
At least 1 shot

Largest Meeting Room
Banquet setup

Largest Meeting Room
Classroom/Theater setup

Boardroom setup

Largest Ballroom
1 shot in Banquet Setup

Pool Area
1 shot of each pool area

Surroundings
Viewed From Property

Surroundings
Off-Property

REQUIRED, IF OFFERED

Wedding Venues

Golf Course

Tennis Courts

Ski Offering

Spa

Tangent™ at Westin
Where ideas meet*

Westin Family Kids Club

*This requirement has a future effective date.
Deadline to be announced.

RECOMMENDED

Suite Bathrooms

Historical and Design Details

Additional Hotel Features or Services/Spaces

After-Meeting Rooms

Resort Water Sports

Additional Wedding settings

Attractive grounds, courtyards, verandas or
additional area attractions

Note: These additional images are not required and therefore do not count toward the list of required shots, unless prearranged by the Westin brand. If images such as these exist, submit them to Marriott Creative & Content Marketing for possible acceptance to the Starwood Asset Library.

Hotel Exterior

Capture the view that the guest will experience Scout to determine how best to highlight the property in the context of its surroundings.

- Be sure to capture the overall expanse of the property to capture the hotel's sense of place.
- Showcase the courtyard in the foreground and the sky in the background.
- To take advantage of the light, shoot early in the day and/or in the early evening.
- If possible, shoot both horizontal and vertical formats.
- If possible, capture hotel exterior including full Westin logo

DO NOT

- Include facades in shadow, or allow lighting which is harsh or uninviting.
- Include people, cars or parking lots in shots.
- Take lifestyle shots.



Lobby

Showcase the feeling of energy and vitality that welcomes guests into this refreshing setting.

- Utilize lighting to enhance the comfortable, inviting feeling and draw the viewer in.
- When possible, capture our front desk check-in pods and Feature Wall.
- Use perspective to give the lobby depth and dimension.
- Select compositions or angles which more closely focus on the Haven Lobby features, such as Vertical Garden, Feature Wall and Sensory Welcome.
- Throw pillows should always be styled correctly. Show 2-4 pillows for 3-seat sofas, 2 pillows for 2-seat sofas or 1 pillow of appropriate scale and proportion for lounge chairs. Throw pillows should always rest on their flat side, as opposed to on their pointed end.

DO NOT

- Focus only on the reception desk.
- Include guests in shots.



Guestrooms

With guestroom photography, the priority is to show the standard guestroom offered.

- Select a guestroom with the best view possible if a view out the window is to be depicted.
- If a signature landmark is important, make sure it is visible in a natural way.
- Feature the Heavenly Bed, made to brand standards with hand-pressed Heavenly bedding.
- When shooting WestinWORKOUT suites, shoot consistently with the other guestroom classes while capturing the added benefits of the equipment.
- Each guestroom should appear exactly as upon guest arrival.

DO NOT

- Add extra throws, linens, pillows or any other off-brand items to the Westin Heavenly Bed.
- Include promotional materials, collateral or appliances (phones, alarm clocks, coffee makers) in your photo, as they clutter the space and can easily date the image.
- Add extra props (food, flowers, champagne, fruit, etc.).
- Shoot televisions as a prominent part of any scene.
- Show computer screens and televisions turned on.
- Shoot turn-down service.



Guestroom Bathrooms

Guestroom bathroom images should highlight the modern, luxurious style and illustrate the clean, spacious nature of the environment.

- An image of a clean Heavenly Shower and showerhead with curtain or clear glass door accents the brand style.
- Remove any collateral materials and unnecessary amenities or accessories.
- Crop out as much of the ceiling as possible.

DO NOT

- Use awkward angles.
- Take photographs that include the toilet/bidet.
- Place too many towels in the scene; make sure the ones pictured are neatly rolled/hung.
- Show water running from faucets/showers or show the tub filled with water.
- Focus on the mirrors.



Suites

Suites are an essential component in the brand's image portfolio. Suite photography is required and follows the same guidelines as guestroom photography. Keep shots simple and highlight qualities such as design, outdoor space or memorable views.

- Each individual room/space in a suite should be shot.
- If the suite offers a view, it should be captured in the shot in a natural way.
- Each room should appear exactly as a guest would experience it upon arrival.
- Utilize lighting to enhance the comfortable, inviting feeling and draw the viewer in.
- Use perspective to provide depth.
- Throw pillows should always be styled correctly. Show 2–4 pillows for 3-seat sofas, 2 pillows for 2-seats or 1 pillow of appropriate scale and proportion for lounge chairs. Pillows should rest on their flat side and not on their pointed ends.

DO NOT

- Place collateral items/promotional materials in the room, as they clutter the space and can easily date a photo.
- Add extra props. (food, champagne, fruit bowls, etc.)
- Shoot televisions as a prominent part of any scene.
- Shoot turn-down service.



Food + Beverage Outlets

A three-meal restaurant, one of the core offerings of the brand, is an essential component of the brand's image portfolio. Highlight the unique features of each food & beverage outlet, including views. Create the impression of a large, well-lit space that is both alluring and inviting.

- Shoot each of the food & beverage outlets (including grab-and-go items).
- Since these spaces are filled with tables and repetitive objects, keep stylizing to a minimum. Remove tables or settings to simplify, if needed.
- Set tables simply, using the best china, linen and flatware. Remove all tent cards, paper menus, condiments, specials lists, collateral, paperware and clutter.
- Remove any food/drink or food displays, including buffet areas and servicing tables.

DO NOT

- Show people in shots.
- Include any food or drink, or food displays and arrangements in any image.
- Add flowers or flourishes that are not regularly displayed.



WestinWORKOUT Fitness Studio

The fitness space can be difficult to capture, so keep shots simple and clean.

- Use a tight composition; do not attempt to document the entire space.
- Select items in a line, e.g., a row of equipment, to reflect the still-life style of the brand.
- Shoot at the eye level of the viewer – keep the camera lens on a plane that is flat to the room.
- Keep all lines straight and all props to a minimum.
- Turn televisions off.
- Remove temporary signage, plants, trash bins or watercoolers.
- Be sure to light dark equipment so that it doesn't blend together.
- Be sure to photograph more than just equipment. Capture signature design elements including entry areas, wall murals and artwork or views. These elements are best when photographed within the context of the fitness studio.

DO NOT

- Use a wide-angle lens, which will distort and skew.
- Show models, posters or plants.



Westin Family Kids Club

- Keep shots simple and clean.
- Use tighter compositions; do not attempt to photograph the entire space.
- Turn any televisions off.
- Remove temporary signage.
- Try to capture any signature design elements such as wall murals or views.
- Do not add flourishes that are not regularly displayed.
- Keep open storage neatly organized and styled.

DO NOT

- Use a wide-angle lens, which will distort and skew.
- Show any people or children in the shots.



Meeting Areas: Tangent

Shoot to make the meeting room look bright, inviting, expansive and clean.

- Emphasize Tangent's collaboration abilities highlighting the video/teleconferencing features as well as customizable seating and floor-to-ceiling whiteboards.
- Ensure that all visible surfaces are clean and polished.
- If possible, take multiple shots of the variety of setups available in the space, with and without technology.
- Hide any A/V equipment or cords.

DO NOT

- DO NOT show spaces cluttered with excess technology, i.e. tablets, smart phones, etc.
- DO NOT show televisions or monitors turned on.
- DO NOT show any product logos.



Meeting Areas: Boardroom Setup

Shoot to make the meeting room look bright, inviting and expansive.

- Emphasize the brand's Clutter-Free Meetings by highlighting the clutter-free features of the meeting room setup.
- Ensure that the conference table and any glassware are clean and polished.
- Begin with a stark, minimal setting, and add in details with each subsequent shot.
- Present water only in glass bottles or silver pitchers, placed appropriately, and in a glass at each setting.
- If possible, take multiple shots of a variety of setups available in the space.
- Hide any A/V equipment or cords.

DO NOT

- Show easels, projectors, projections or projection screens.
- Show televisions turned on.
- Show product logos on water bottles.
- Include any food or drink, or food displays and arrangements, in any image, even within food & beverage outlets.



Meeting Areas: Banquet/ Ballroom Setup

Show off the many features that the banquet/ ballroom has to offer, and keep the space elegant. Capturing the room itself, not just the setups, will convey the attractive qualities of the entire space and its surroundings.

- Keep setups simple and minimal to convey taste and refinement.
- Show fewer place settings than would typically be used, to keep the shot clean.
- Size floral centerpieces appropriately for the tables. (Additional information about florals can be found within Brand Standard guidelines.)
- Focus either on conveying the space or on highlighting the table settings, not on both at once.

DO NOT

- Show easels, projectors, projections or projection screens.
- Show televisions turned on.
- Show product logos on water bottles.
- Include any food or drink, food displays or arrangements, even within food & beverage outlets.



Pool Area

Focus on the pool surface and the sky to show the space both overall and in the context of its environment.

- Keep propping and styling uniform and to a minimum.
- Shoot when the pool is lit by the sun, not when it looks dark and cold.
- Shots taken at dusk can lend drama to urban pool settings.
- The pool should be pristinely clean and in full working condition.

DO NOT

- Add any personal effects or extra props.
- Shoot the pool in shadow.
- Shoot signage or hardware.
- Show any water splatters or footprints.
- Include any food or drink, or food displays or arrangements, even within food & beverage outlets.



Surroundings: Viewed from Property

Images that do not focus on the hotel property can capture the experience and allure of a property's immediate surroundings, including landscapes, cultural destinations and landmarks.

- Capture views and landscapes as seen from the hotel in a natural way.
- Images should be framed in a natural, personal way.
- If a beach is visible, make sure that the sand has been raked and is clean.
- Beach furniture should be arranged in a simple, pleasing composition.
- Outdoor furniture of poor quality should be removed and should not be shot.

DO NOT

- Over retouch the view. It should still look natural, not fake and flat.
- Take obvious or clichéd shots which could look like a generic postcard.
- Feature people in the shots.
- Include any food or drink, food displays or arrangements, even within food & beverage outlets.



Surroundings: Off-Property

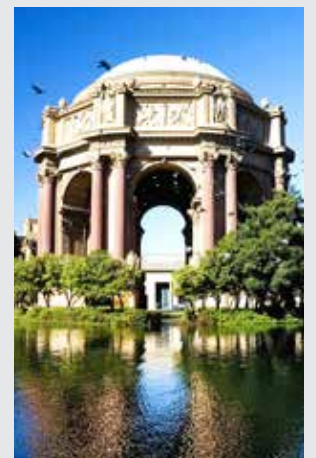
Photographing the local or regional areas around or near the hotel can associate your property with unique landmarks and destinations. This additional off-property photography is intended to achieve a greater emotional and aspirational impact than simply showcasing the hotel's spaces.

- Please contact Marriott Creative & Content Marketing or your Divisional Photography Representative if you would like to shoot additional experiential photography.
- If people are captured within the image, they should be obscured, blurred in motion or not recognizable.
- Aerial photography should be taken from a close enough distance that location details remain recognizable.
- Photography should capture elements unique or iconic to that particular landscape or destination (as opposed to a generic landscape which could exist anywhere).



DO NOT

- Shoot surroundings without highlighting their unique qualities.



Wedding Venues

The allure of the brand’s diverse portfolio is an enticing draw for a wedding site.

- Shoot outdoor settings in early morning or early evening for the best light.
- Capture views of the beach, water and landscape surrounding the setting, if applicable.
- Feature the details that make the setting unique to the property.
- If possible, use linens that align with Brand Standards, as opposed to any custom-patterned linens.

DO NOT

- Show flower petals scattered on the floor, grass or tabletops.
- Over-prop with oversized florals or objects relating to a specific theme.
- Use harsh light and shadows (ceremony setups, dinner setups).
- Employ awkward angles or lens distortions.
- Include guests in shots.
- Include chrome, glitter, or metallic or highly reflective fabric.



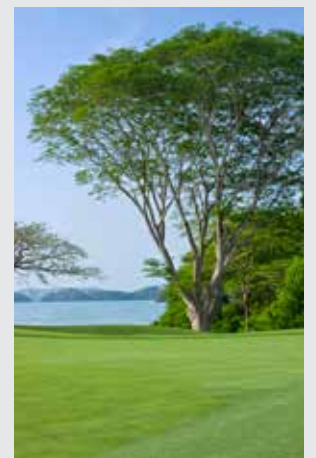
Golf Courses / Tennis Courts / Ski Resorts

Shoot any sports facility in the context of its overall space.

- Shoot in direct light, but not at noon, or shoot in the early morning or at dusk to avoid harsh light and shadows.
- Capture any views/authentic native landscape properties that the golf course, tennis courts or ski resort may offer.
- Shoot only when the facility is at its best — not off-season or when it is being maintained.

DO NOT

- Show people or golf carts in shots.
- Include any food or drink, or food displays or arrangements, even within food & beverage outlets.



Spa

Spa images should highlight the overall space and capture the amenities and treatments the spa offers.

- Maintain neutral lighting for towels and beds.
- Symmetrical shots work well to give a sense of balance.
- If possible, capture the spa area while including full logo signage.

DO NOT

- Show people in the spa or in mid-treatment.
- Include any food or drink, food displays or arrangements, even within food & beverage outlets.



Design Details

Capture unique design elements, including architectural details, artwork, handcrafted details, materials and textures which instantly illustrate the innovative spirit of the brand and the distinct touches of the locality.

- Highlight unique objects and spaces, such as Haven public space, a Westin signature.
- Focus attention on the detail that goes into the finishes and choice of lush materials.
- Photograph exterior details with special attention to the time of day that will give the best tone using natural light.
- The focus should be shallow-to-medium depth of field.
- If appropriate, use slight angles to get a unique point of view.

DO NOT

- Use lighting which creates stark contrast.
- Employ awkward angles or lens distortions.



Botanicals / Sensory Welcome

In general, Westin flowers should be simply styled according to current guidelines. These images may use short focal lengths to create personal, intimate feelings.

- Botanicals must be tastefully placed with appropriate scale and consistent with those seen by guests. Guidance may be found in Botanical Guidelines as well as Styling Guidelines. Stay consistent with brand arrangements and color, and offer a good variety of slightly different shapes.
- Attempt multiple options for lobby or suites. Use strategic locations, including the main entrance. Specific concepts and sizes are available for each area.
- Containers should be consistent with Botanical Guidelines standards, and not ornate or overly decorative. Clear glass vases should be perfectly clean, and water within them should also be crystal clear.

DO NOT

- Use artificial materials or showy arrangements.
- Arrange botanicals using wide varieties of florals or wide spectrums of color.
- Use ornate or overly decorative containers.



BOTANICAL STYLING REFERENCES

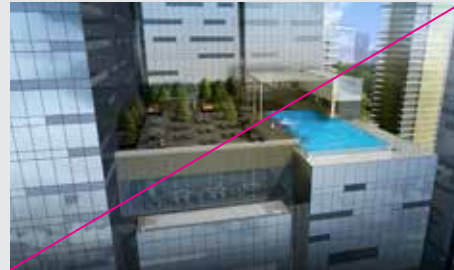
Photography Infringements



DO NOT shoot aerial shots if they are unnecessary



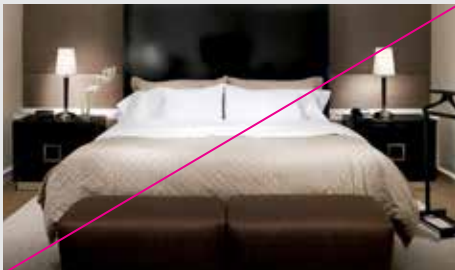
DO NOT use a wide-angle lens or distort or skew images



AVOID strange or uncomfortable angles



DO NOT photograph linens (table, bed, etc.) which have not been properly pressed



DO NOT add extra bedding or off-brand items to the Westin Heavenly Bed, such as throws, linens, pillows or personal items



DO NOT add any props that would not be present when a guest first enters the room



DO NOT add food, fruit or flower displays to any guestroom shots



DO NOT have television, projection or computer screens turned on in any area of the hotel



AVOID shots showing too much ceiling or floor



DO NOT include food or food displays



DO NOT include food or food displays



DO NOT use dramatic or under-lighting



DO NOT shoot angles that fail to highlight the space



DO NOT shoot in poorly lit conditions



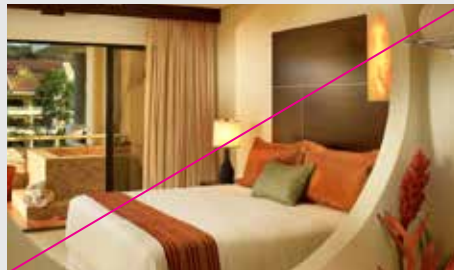
DO NOT allow obstructions, such as plants, trees or foliage into the foreground



DO NOT shoot close-ups of people in action



DO NOT shoot lifestyle scenes or include models in shots



DO NOT allow obstructions, such as walls, pillars or drapes into the foreground

References

Approvals + Continental Contacts

STARWOOD ASSET LIBRARY

The Starwood Asset Library has all of the assets you will need in digital form. Some of the items available for download include communication standards, brand photography, presentation templates, logos, collateral templates and maps. It's also the place to upload property-specific assets, such as menus, maps and program guides.

starwoodassetlibrary.com

CONTINENTAL CONTACTS

For the latest updates on the style guide and photography requirements, or to schedule a photo shoot with an approved photographer, contact your Continental Photography Representative:

Asia Pacific
Andy Kong
Andy.kong@marriott.com

North America
Chris Hennessy
Chris.J.Hennessy@Starwoodhotels.com

Latin America
Melina Solin
Melina.solin@marriott.com

Europe
Christoffer Jonsson
Christoffer.Jonsson@marriott.com

Africa, Middle East
Willemijn Jol
Willemijn.Jol@marriott.com

Procedures + Submissions

All photography must be high quality and must not be more than three years old. High-quality photography is critical. Poor photography does not effectively merchandise the property and can easily create a negative impression. In order to ensure consistently high quality, hotels must use a Marriott-approved photography vendor.

Contact photography@starwoodhotels.com for more information and to book a shoot. In addition, all photographers and photography must be approved by the Global Brand teams. Photography that is inadequate will not be featured on the property websites or approved for use on rack brochures or marketing materials. Once new photography is shot, it is important to get it onto the property websites as quickly as possible. Submitting your most recent property photography to the Library is mandatory. In order to add your property's photography to the Library, you will need to send the high-resolution digital files via FTP or yousendit.com

The Starwood Asset Library provides all images to the Branded websites and all third-party sites; therefore, it is the starting point for all changes and updates to photography, logos and graphics, etc. All images used on Branded websites and in collateral must be submitted and approved for the www.starwoodassetlibrary.com asset management system.

SUBMISSION DETAILS

- Contact photography team before any shoot occurs.
- Make sure photo shoot meets all style and brand standards.
- Full buyout for rights and expiration are met.
- Fill out submission form, available within the Starwood Photography Procedures Document on www.starwoodassetlibrary.com. Attach Marriott's usage rights document.
- Send high-resolution files.
- Open a work order on www.starwoodassetlibrary.com

WESTIN®

Thank You
