

W HOTELS BRAND PHOTOGRAPHY STYLE GUIDE

October 24, 2018



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LUST FOR LIFE

The new vision for W photography represents a lighter, brighter, wittier approach – it conveys the idea of Lust for Life through bold, graphic images with a tongue-in-cheek attitude. Defying expectation and demanding a second look, each photograph captures a sense of energy and a sense of humor.

IMAGE LIBRARY



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SAL asset #whode.237682

IMAGE LIBRARY



SAL asset #whode.236599



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SAL asset #whorf.236989



SAL asset #whorf.236988

IMAGE CROPPING



Web Banner



Social Media Post



Facebook Cover Image



Happenings Evite



Keycard



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RECOMMENDED FOR
Music



SAL asset #whode.195462



RECOMMENDED FOR
Music



SAL asset #whode.195442



RECOMMENDED FOR
Pets
Fashion



SAL asset #whode.195441



RECOMMENDED FOR
Celebration
Pets



SAL asset #worf.195456



RECOMMENDED FOR
Fuel
B&F
Celebration



SAL asset #whode.195436



RECOMMENDED FOR
Design
Escapes
Fashion

BRAND PHOTOGRAPHY



SAL asset #whode.195467



RECOMMENDED FOR
Music
Celebration



SAL asset #whode.195468



RECOMMENDED FOR
Music



SAL asset #whode.195446



RECOMMENDED FOR
Escapes



SAL asset #whorf.195451



RECOMMENDED FOR
Celebration
B&F



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RECOMMENDED FOR
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Escapes



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RECOMMENDED FOR
Fashion



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RECOMMENDED FOR
Fuel
Fashion

BRAND PHOTOGRAPHY



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RECOMMENDED FOR
Music



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Fashion



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SAL asset #whode.195469



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Escapes



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SAL asset #whode.195455



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RECOMMENDED FOR
Fuel

BRAND PHOTOGRAPHY



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Escapes
Design



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SAL asset #whorf.195448



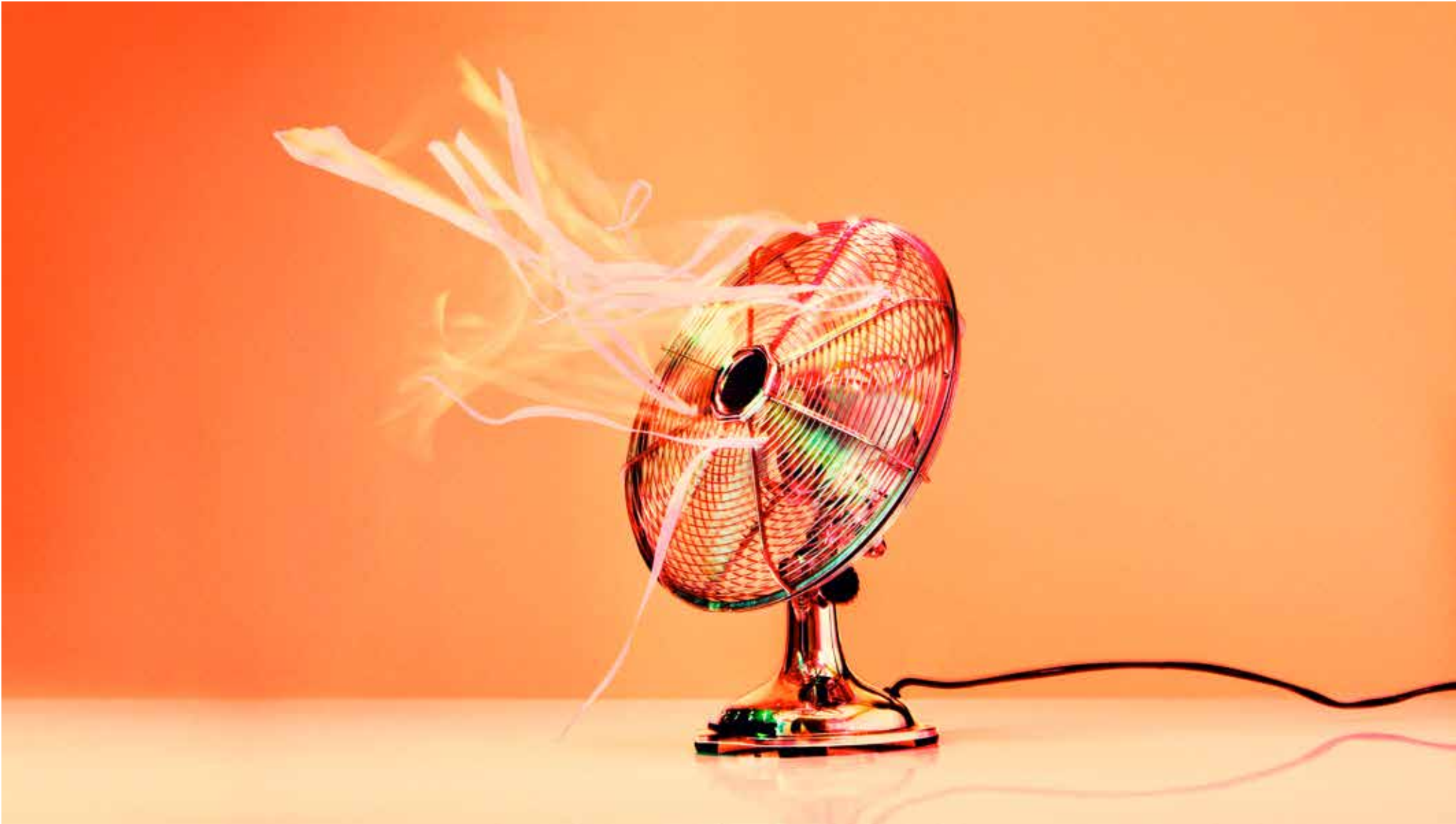
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Celebration
Fashion



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Fashion

BRAND PHOTOGRAPHY



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Design



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Music



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RECOMMENDED FOR
Music



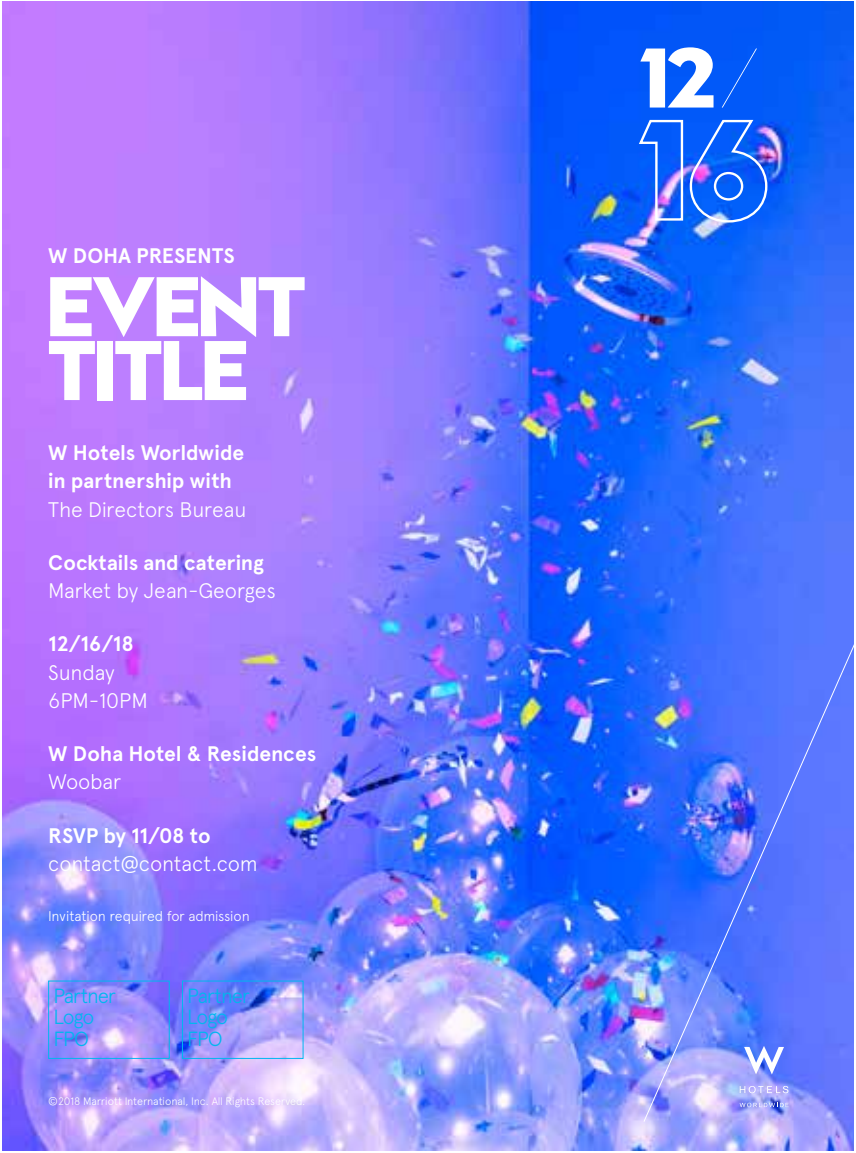
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RECOMMENDED FOR
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Celebration



SAL asset #whode.237679



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Fuel



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B&F



SAL asset #whorf.236988



RECOMMENDED FOR
B&F

WHAT TO AVOID

WHAT TO AVOID



DON'T
Make the image grayscale



DON'T
Adjust the color



DON'T
Make the image monochrome



DON'T
Overlay images



DON'T
Use low-contrast copy color



DON'T
Overuse color

USING OTHER IMAGERY

USING OTHER IMAGERY

GRADIENT TREATMENT

When using images other than brand photography, be sure to follow these guidelines. Adding a gradient overlay to your image will maintain visual consistency with our brand aesthetic.



GRADIENT 1
Blue/Pink



GRADIENT 2
Blue/Green



GRADIENT 3
Pink/Yellow



APPLYING THE GRADIENT



STEP 1: Convert Image to Grayscale

OPEN THE IMAGE IN PHOTOSHOP

1. From the top menu select: Image > Mode > Grayscale
2. From the top menu select: Image > Brightness > Contrast
3. Adjust the Brightness and Contrast sliders until the image has both rich blacks and bright whites for a more graphic effect.

STEP 2: Apply Gradient Overlay

PLACE THE GRAYSCALE IMAGE IN INDESIGN

4. Download the W Graphic Library from the SAL. (SAL asset #who.198468)
5. Open the W Graphic Library file in InDesign. Drag and drop one of the three approved RGB gradient rectangles from the W Graphic Library over the entire image.
6. Select the gradient-filled rectangle you placed on your page, and in the Effects panel, choose Multiply from the blend setting drop-down menu.

STEP 3: Final Adjustments

USE WHITE TYPE AND LOGOS TO MAKE SURE THEY STAND OUT AGAINST THE IMAGE

USING OTHER IMAGERY

GRADIENT TREATMENT -
WHAT TO AVOID



DON'T
Use grayscale image only



DON'T
Use unapproved gradient



DON'T
Use gradients without applying 45° angle



DON'T
Apply gradient over type

CONTACT

Any questions, just ask.
Contact graphics@whotels.com

To download images, go to
starwoodassetlibrary.com
and search Starwood Asset
Library asset number.