

THE PENINSULA: HOTEL BRAND ASSET PACK

Complete AI-Generated Boutique Hotel Concept

THE BRAND: THE PENINSULA

An intimate boutique hotel experience

BRAND ATTRIBUTES

Personality

- Sophisticated but approachable
- Intimate, personal
- Timeless elegance
- Quietly luxurious

Visual Language

- Warm, muted tones
- Soft natural light
- Rich textures (velvet, marble, brass)
- Intentional negative space
- Golden hour warmth

Photography Style

- Soft, diffused natural light
- Warm color grade (late afternoon)
- Shallow depth of field
- Editorial hotel photography
- Intimate, inviting

MASTER PROMPT TEMPLATE

Intimate boutique hotel luxury. Soft diffused natural light, late afternoon warmth. [SPECIFIC SCENE]. Muted cream, sage, and brass color palette. Rich textures – velvet, marble, linen. Sophisticated but inviting. Shot on [lens], shallow depth of field, [ratio].

COMPLETE ASSET LIBRARY (50+ Images)

EXTERIOR (5 images)

1. Facade - Day

Boutique hotel exterior, European elegance. Soft afternoon light. Cream stone facade with black iron balconies, potted olive trees, subtle brass signage reading "The

Peninsula." Classic architecture with modern restraint. Wide establishing shot, 28mm lens, 16:9 ratio.

2. Facade - Evening

Boutique hotel at blue hour. Warm glow from interior windows, subtle exterior lighting highlighting architectural details. Cream stone, black iron, warm interior glimpses. Magical transition hour. Wide shot, 28mm lens, 16:9 ratio.

3. Entrance Detail

Hotel entrance detail. Brass door handle on black painted door, subtle "P" monogram. Potted boxwood flanking entrance. Warm afternoon light creating long shadows. Intimate detail shot, 85mm lens, 4:5 ratio.

4. Courtyard

Intimate hotel courtyard. Soft dappled light through olive tree. Worn stone pavers, wrought iron furniture, trailing greenery. Quiet, hidden garden feel. Wide but intimate, 35mm lens, 3:4 ratio.

5. Rooftop View

Boutique hotel rooftop at golden hour. Lounge chairs with cream cushions, brass side tables, city views soft in background. Warm sunset light, intimate luxury. Environmental shot, 28mm lens, 16:9 ratio.

LOBBY & PUBLIC SPACES (10 images)

6. Lobby - Wide

Boutique hotel lobby. Soft natural light from tall windows. Marble floors with worn patina, velvet seating in sage green, brass accents throughout. Fresh flowers on round center table. Sophisticated, inviting. Wide shot, 24mm lens, 16:9 ratio.

7. Lobby - Detail

Lobby vignette. Velvet sage armchair next to brass floor lamp, stack of art books on marble side table. Soft diffused light. Rich textures, careful curation. Detail shot, 50mm lens, 4:5 ratio.

8. Reception Desk

Boutique hotel reception. Marble desk with brass details, single orchid stem, leather-bound register. Warm afternoon light from side. Quiet elegance. Medium shot, 50mm lens, 4:5 ratio.

9. Staircase

Elegant hotel staircase. Worn marble steps, black iron railing with brass accents. Natural light from above, creating soft shadows. Architectural beauty. Looking up, 28mm lens, 3:4 ratio.

10. Library/Lounge

Hotel library lounge. Floor-to-ceiling bookshelves, worn leather chairs, brass reading lamps. Late afternoon light through tall windows. Intellectual retreat. Wide shot, 28mm lens, 16:9 ratio.

11. Fireplace Nook

Intimate fireplace corner. Low flames, two velvet armchairs facing fire, cashmere throw draped. Brass fireplace tools, art above mantle. Evening warmth. Cozy vignette, 50mm lens, 4:5 ratio.

12. Hallway

Hotel corridor. Soft sconce lighting, cream walls with subtle molding, vintage runner rug, room doors with brass numbers. Quiet, anticipatory. Looking down corridor, 35mm lens, 16:9 ratio.

13. Elevator Interior

Boutique hotel elevator. Brass details, mirror with aged patina, velvet bench seat. Soft lighting, intimate space. Detail shot, 35mm lens, 3:4 ratio.

14. Fresh Flowers Detail

Lobby floral arrangement. Seasonal blooms in brass vase on marble surface. Soft natural light, shallow depth of field. Simple elegance. Macro detail, 100mm lens, 1:1 ratio.

15. Art Detail

Hotel art detail. Abstract painting in muted tones on cream wall, brass picture light above. Curated sophistication. Detail shot, 85mm lens, 4:5 ratio.

GUEST ROOMS (15 images)

16. Room - Wide

Boutique hotel room. King bed with cream linen, sage velvet headboard. Soft morning light through sheer curtains. Brass bedside lamps, fresh flowers. Understated luxury. Wide shot, 24mm lens, 16:9 ratio.

17. Room - Bed Detail

Hotel bed detail. Crisp white sheets, folded edge revealing linen texture. Single brass tray with morning coffee. Morning light, intimate. Detail shot, 50mm lens, 4:5 ratio.

18. Bedside Vignette

Bedside moment. Brass lamp casting warm glow, stack of books, small vase with single stem. Velvet headboard visible. Evening intimacy. Detail shot, 85mm lens, 1:1 ratio.

19. Room - Seating Area

Room seating corner. Velvet armchair by window, reading light, cashmere throw. Afternoon light creating long shadows. Quiet retreat. Vignette shot, 50mm lens, 4:5 ratio.

20. Room - Desk

Writing desk in hotel room. Brass lamp, leather blotter, fountain pen. Window light from side. Productive elegance. Detail shot, 50mm lens, 4:5 ratio.

21. Bathroom - Wide

Boutique hotel bathroom. Marble surfaces, brass fixtures, natural light through frosted glass. White towels, fresh toiletries. Spa-like calm. Wide shot, 24mm lens, 4:5 ratio.

22. Bathroom - Tub

Freestanding tub with brass fixtures. Marble floor, window light, fresh eucalyptus on tub edge. Luxurious self-care moment. Environmental shot, 28mm lens, 4:5 ratio.

23. Bathroom - Vanity Detail

Bathroom vanity detail. Brass faucet, marble surface, single orchid, neatly folded hand towel. Soft light. Simple luxury. Detail shot, 85mm lens, 1:1 ratio.

24. Bathroom - Amenities

Hotel toiletries. Amber glass bottles with minimal labels, arranged on marble tray. Brass details. Elevated essentials. Product shot, 100mm lens, 1:1 ratio.

25. Window View

View from hotel room window. Sheer curtain edge visible, city rooftops in soft focus beyond. Morning light. Dreamy awakening. Looking out, 50mm lens, 4:5 ratio.

26. Suite Living Area

Hotel suite living area. Velvet sofa, brass coffee table, art on walls. Soft afternoon light, bouquet of flowers. Residential luxury. Wide shot, 28mm lens, 16:9 ratio.

27. Minibar Detail

Hotel room minibar. Brass cart with crystal decanters, beautiful glassware. Sophisticated touches. Detail shot, 50mm lens, 4:5 ratio.

28. Turndown Service

Turndown moment. Bedding pulled back, bedside lamp glowing warm, chocolate on pillow. Evening hospitality. Intimate shot, 50mm lens, 4:5 ratio.

29. Robe & Slippers

Robes hanging on brass hooks, velvet slippers below. Bathroom door visible. Ready for relaxation. Detail shot, 50mm lens, 4:5 ratio.

30. Room Service Tray

Breakfast in bed. Silver tray with coffee, pastries, fresh fruit on hotel bed. Morning light. Indulgent moment. Overhead shot, 50mm lens, 1:1 ratio.

RESTAURANT & BAR (10 images)

31. Restaurant - Wide

Hotel restaurant. Soft morning light, marble tables, velvet banquettes in sage. Fresh flowers on each table. Elegant breakfast setting. Wide shot, 24mm lens, 16:9 ratio.

32. Restaurant - Table Setting

Restaurant table detail. White linen, brass cutlery, crystal glassware, single stem in bud vase. Anticipation of the meal. Detail shot, 50mm lens, 4:5 ratio.

33. Bar - Wide

Hotel bar at evening. Brass bar top, back-lit bottles, velvet stools. Warm ambient lighting. Sophisticated after-hours. Wide shot, 28mm lens, 16:9 ratio.

34. Bar - Cocktail Detail

Signature cocktail on brass coaster. Crystal glass, perfect garnish, bar atmosphere soft in background. Craft and care. Detail shot, 85mm lens, 1:1 ratio.

35. Bar - Bartender Hands

Bartender's hands crafting cocktail. Brass jigger, crystal shaker, deliberate motion. Warm bar lighting. The craft. Action shot, 50mm lens, 4:5 ratio.

36. Private Dining

Private dining room. Intimate table set for six, candles lit, wine decanting. Evening elegance. Environmental shot, 28mm lens, 16:9 ratio.

37. Breakfast Spread

Hotel breakfast spread. Pastries in brass basket, fresh fruit, coffee service. Morning light. Continental elegance. Wide shot, 35mm lens, 16:9 ratio.

38. Coffee Service

Coffee being poured into porcelain cup. Silver pot, cream in small pitcher. Morning ritual. Action detail, 85mm lens, 4:5 ratio.

39. Wine Detail

Wine glasses and bottle on table. Evening light, restaurant ambiance. Celebration pending. Detail shot, 85mm lens, 4:5 ratio.

40. Menu & Bread

Leather menu folder, bread basket with linen napkin. Table setting detail. Quiet anticipation. Detail shot, 50mm lens, 4:5 ratio.

SPA & WELLNESS (5 images)

41. Spa Treatment Room

Spa treatment room. Massage table with cream linens, soft lighting, fresh eucalyptus. Tranquil space. Wide shot, 28mm lens, 4:5 ratio.

42. Spa Products

Spa products on marble tray. Amber bottles, natural elements, soft towels. Ritual preparation. Product shot, 85mm lens, 1:1 ratio.

43. Relaxation Area

Spa relaxation lounge. Soft daybeds, tea service, dim lighting. Post-treatment calm. Environmental shot, 35mm lens, 16:9 ratio.

44. Spa Detail

Stacked hot stones, essential oil bottle, fresh flowers. Spa vignette. Simple elements. Detail shot, 100mm lens, 1:1 ratio.

45. Robes Waiting

Plush robes hanging, slippers arranged below. Spa entrance moment. Ready for relaxation. Detail shot, 50mm lens, 4:5 ratio.

BRAND & COLLATERAL (5 images)

46. Logo Application

Hotel logo embossed on cream paper. "The Peninsula" in elegant serif. Subtle brass foil. Brand mark. Clean shot, 85mm lens, 1:1 ratio.

47. Key Card

Hotel key card in brass holder. Minimal design, room number visible. Arrival moment. Detail shot, 85mm lens, 4:5 ratio.

48. Stationery

Hotel stationery suite. Cream paper, brass pen, embossed letterhead. Writing desk setting. Elegant correspondence. Flat lay, 50mm lens, 4:5 ratio.

49. Welcome Gift

Welcome amenity on bed. Small box with hotel branding, ribbon, card. Arrival surprise. Detail shot, 85mm lens, 1:1 ratio.

50. Matchbook Detail

Hotel matchbook with logo. Brass tray, bar setting in background. Vintage touch. Macro detail, 100mm lens, 1:1 ratio.

COLOR PALETTE

Color	Hex	Usage
Warm Cream	#F5EDE0	Walls, linens, primary
Sage Velvet	#8FA98B	Upholstery, accent
Aged Brass	#C9A227	Metal details, fixtures
Marble White	#EAEAEA	Surfaces, bathrooms
Deep Charcoal	#2C3E50	Text, iron details
Blush	#E8D4C4	Soft accent

USAGE GUIDE

Website: Hero, rooms, amenities pages **Social:** Carousel for room tour, individual posts **Print:** Brochure imagery, lookbook **Advertising:** Digital campaigns, OOH

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