



Art Direction (WIP)

Photoshoot June 2021

# Guiding principles

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## Aspirational yet attainable

Achieve an aspirational everyday aesthetic through props, styling, and lighting, yet still feel attainable to the everyday customer.

## Friendly & relatable

Represent an everyday lifestyle that a range of audiences can connect to on a personal level.

## Perfectly imperfect

Small moments that captures everyday life.

Never too staged, our photography should always include the little imperfections that make our brand human.

# Guiding principles

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## Who we are

### WE ARE

- ✓ Approachable
- ✓ Attainable
- ✓ Human
- ✓ Everyday moments

### WE ARE NOT

- ✗ Stand off-ish
- ✗ High end
- ✗ Overly refined
- ✗ Editorial

## Our products

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### Rest (2nd Gen)

Sound machine  
Nightlight  
Time-To-rise  
Content Library



### Rest+ (2nd Gen)

Sound machine  
Nightlight  
Time-To-rise  
Content Library  
Charging base (portable)



# Content illustrations

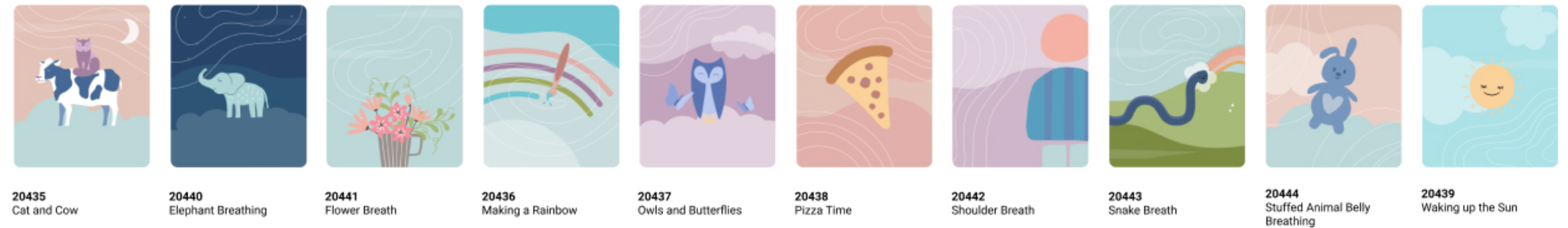
Example content that the app offers

Color references

## Nursery Rhymes - 12



## Breathing Series - 10



## Dinosaurs - 10



## Prop direction

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Neutral accessories and props so the lights and content of the product can be the pop of color.

Light, warm textures in line with “scandi-fornia” cozy vibes.

More kids toys and accessories over books, cute, soft, and neutral bedding and towels.



# Mood Series

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Nighstands / tabletops curated for a specific mood and time of day

## Kids / Bedroom

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### Green light

**Content:** African lullaby

**Activity:** Quiet time

**Props:** Toy giraffes and elephants

### Pink light

**Content:** Fairyland

**Activity:** Bedtime

**Props:** Rainbows and magical things

### Purple light

**Content:** Mindfulness

**Activity:** Wind down

**Props:** Kids night stands stuff

## Babies / Nursery

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### Pink light

**Content:** Rose garden

**Activity:** Floral nursery theme

### Blue light

**Content:** Captains's song

**Props:** Clouds/space/under the ocean nursery (stylist choice!)

### Yellow light

**Content:** African Lullaby

**Props:** Safari nursery theme (reuse from kids props)





# Tabletop “Generic” Series

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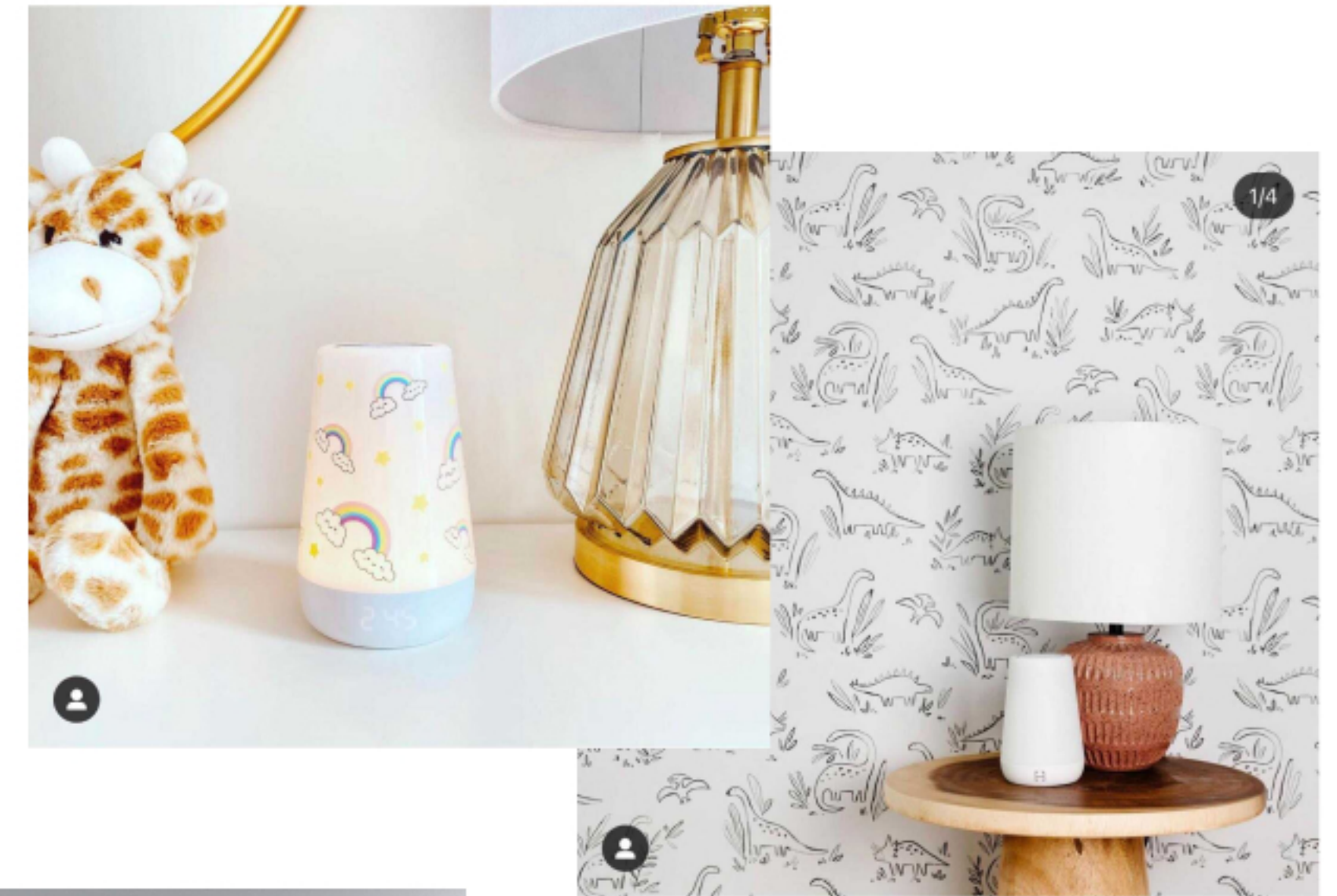
Product focused on simple tabletops

Individual and family shots

Less books, more accessories (stuffed animals toys, etc)

Cute bedsheets

Neutral, nothing too distracting





# Dining / Kitchen

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Showing the portability of the product (maybe it's on table)

Kitchen in the background





# Bathroom

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Preparing for bathtime

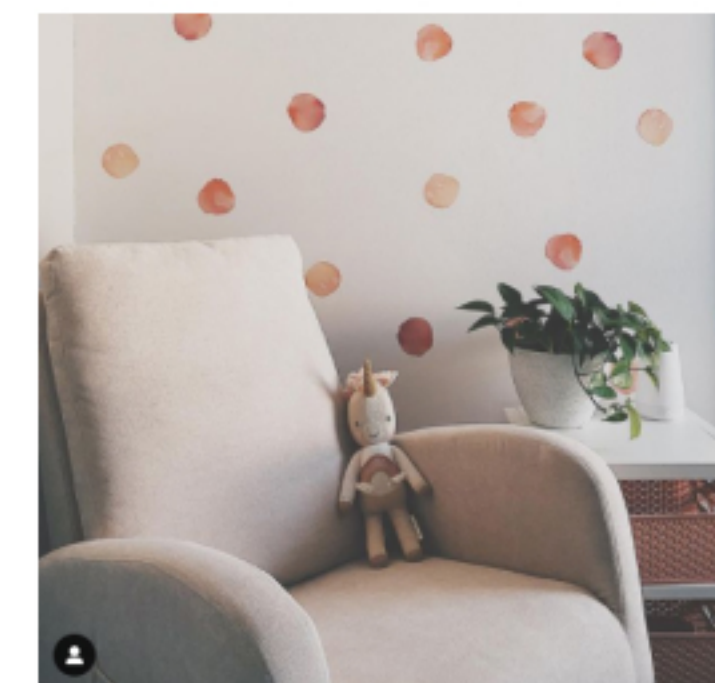
Soft towels, natural soap, bath toys





# Nursery

Simple, neutral nursery



*photos from location*

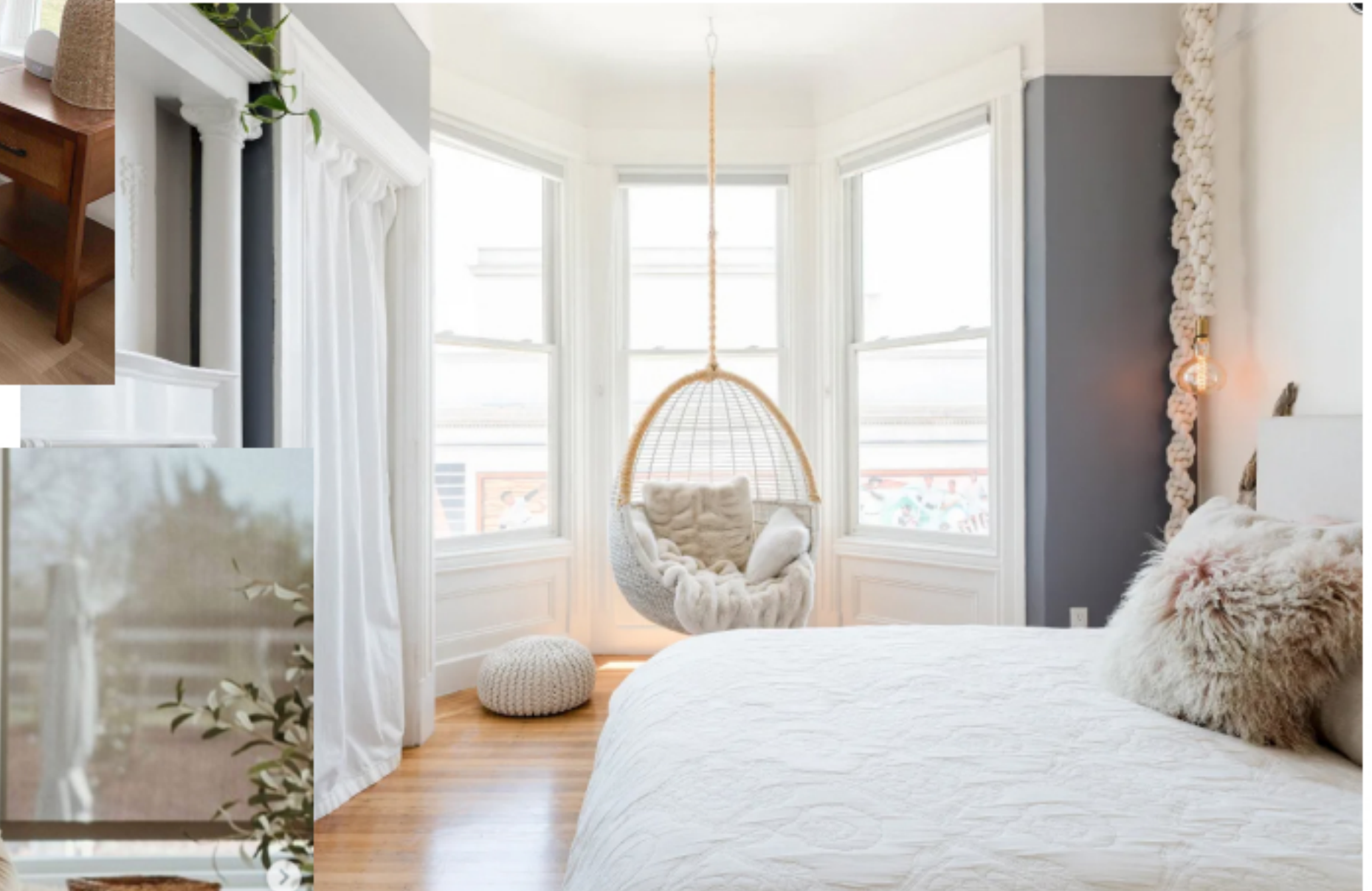


# Bedroom w/Bassinet

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Bassinet next to bed

Product helps both baby and parents





# Nighttime

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Soft, warm lighting

“Twilight hour”

