

**Tone:**

Photography should feel warm, trustworthy, and optimistic. It must reflect security and genuine care, while staying professional and approachable.

Subjects:

Images should focus on real individuals and families in everyday moments that represent protection and peace of mind. Representation needs to be diverse across age, lifestyle, and background.

Filters/Edits:

Edits must remain natural with soft light and a clean color palette. Visuals should avoid heavy filters and keep clarity high, highlighting authentic details.

Avoid:

Fear-based or overly dramatic scenarios must not be shown. Exaggerated posing, generic stock imagery, and cluttered or harsh settings should be avoided.