

alohaCare
Look presentation

FINAL STAGE
POST HOUSE

June 2025

For

Chanoy

HELLO Chaney

At Final Stage Post House, color is never an afterthought. It is one of the most powerful tools we have to build connection, mood, and meaning. For this AlohaCare campaign, our color approach is designed to reflect the natural beauty of Hawaii, while reinforcing the values of care, dignity, and community that define the brand. From interior clinic moments to sweeping landscapes, we aim to deliver a cohesive visual language that feels warm, trustworthy, and rooted in place.

This document introduces three tailored looks, each developed to support a different emotional register while remaining part of a unified visual system. Whether we're emphasizing the vibrant energy of youth and wellness, the cultural pride embedded in local traditions, or the quiet strength of everyday care, each look has been thoughtfully crafted to enhance storytelling without overpowering it. Our process includes hands-on shot matching, contrast shaping, and texture enhancement to ensure every frame is both beautiful and intentional. This is not just about grading footage. It's about delivering a visual experience that feels as grounded and alive as the people and places it represents.

LOOK 1

Sun-Kissed Documentary

Emotional Intent: Natural, warm, grounded, and full of empathy
Inspiration: A24-style realism, *Nomadland*, *Territory* (Lance Acord)

Color Profile: Kodak Vision3 250D reference with mild film grain

Skin Tones: Clean and true to life, warm bias

Highlights: Slight bloom, soft roll-off (simulating overexposed film edges)

Shadows: Gentle lift with subtle cyan/blue lift in deep shadows

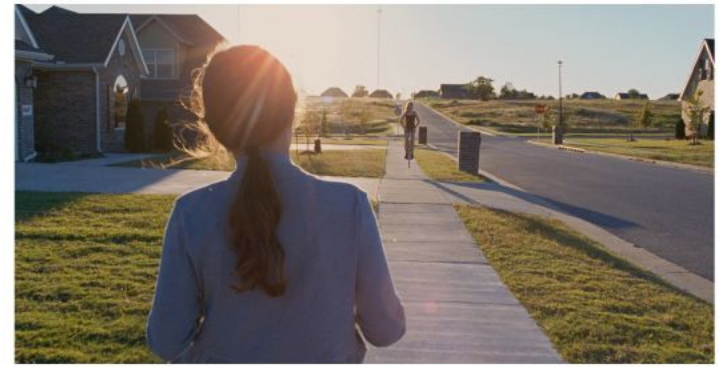
Contrast: Medium contrast, soft highlight curve

Saturation: Natural with a slight boost in reds and greens (to lift florals and foliage)

LOOK 1



















VISUAL LANGUAGE

Sun-Kissed Documentary

This look is grounded in realism and warmth, designed to feel human, sincere, and deeply connected to the environment. It draws from a naturalistic documentary style but is elevated with a cinematic polish that never distracts from the subject. The color palette is inspired by early morning and late afternoon light in Hawaii, when the sun casts a soft golden hue over skin and surroundings. Think amber skin tones, sunlit edges, and gentle cyan in the lifted shadows that subtly cool the image without draining it of warmth.

The contrast is shaped to be forgiving but present. We preserve dynamic range in highlights while giving the image enough depth to feel intentional and guided. Green foliage is subtly enhanced in vibrancy to convey life without oversaturation, and skies retain their blue without flattening. Faces feel alive, expressive, and tactile. Never overly retouched or plastic. The result is a grounded, emotive image that allows the viewer to feel empathy and focus on the story. This look supports scenes that involve families, caregivers, community gatherings, and daily moments of care, giving them a soft glow of dignity and beauty without losing authenticity.


LOOK 1







LOOK 2

Aqua Clean Commercial

Emotional Intent: Health-forward, contemporary, crisp, fresh
Inspiration: Apple Health ads, *Nike Running Club*, wellness commercials

Color Profile: Fuji Eterna 3513 print emulation with a Rec709 base

Skin Tones: Slightly cooler but healthy and vibrant

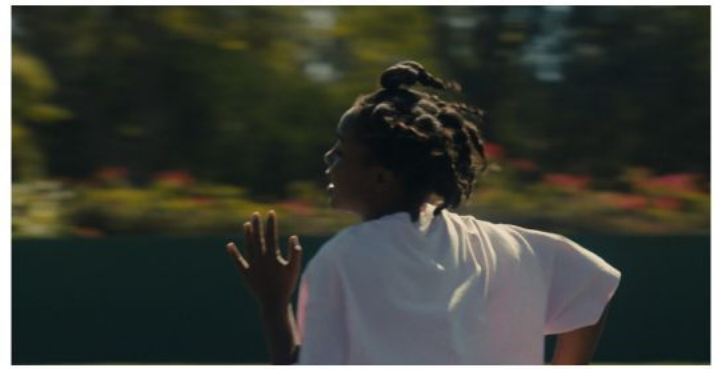
Highlights: Clean whites, neutral grays

Shadows: Slight cyan to make it feel coastal

Contrast: High contrast but with smooth knee transitions

Saturation: Elevated blue and aqua, pulled-back red-orange to control skin tones

LOOK 2








VISUAL LANGUAGE

Aqua Clean Commercial

This look is built for clarity, energy, and modern appeal. It leans into clean, coastal light with a cooler tonal balance that still feels inviting. Designed to reflect a forward-thinking healthcare brand, the palette emphasizes wellness, transparency, and calm control. Whites are crisp, shadows are fresh with subtle blue undertones, and highlights are clean without blooming. It's a precise, contemporary aesthetic that feels at home in medical spaces, outdoor lifestyle scenes, and product-driven moments.

Skin tones remain accurate but slightly cooled for a more refined and editorial feel. Youthful and energetic without becoming clinical. Blues and aquas are gently elevated to reinforce cleanliness and vitality, while reds and oranges are dialed back just enough to keep the frame from feeling too hot. This gives the image a sophisticated polish, ideal for moments featuring physical activity, water, health tech, or wellness environments. The overall result is a visual language that feels aspirational yet grounded, perfect for conveying trust, capability, and forward momentum.


LOOK 2







LOOK 3

Legacy & Culture

Emotional Intent: Heritage, tradition, storytelling, pride
Inspiration: *The Descendants*, *Summer of Sport Anthem Film*, *Barbie*

Color Profile: Push-processed Kodak 5207 (250D) for deeper saturation and contrast

Skin Tones: Golden midtones, slightly magenta shadows

Highlights: Gentle roll-off with halation around sunlit edges

Shadows: Deep and warm

Contrast: Bold, slight S-curve

Saturation: Rich vibrant greens, deep browns, and terracotta pops. High Saturation.

LOOK 3



















VISUAL LANGUAGE



Legacy and Culture

This look celebrates cultural identity with boldness and pride. It leans into rich saturation and vibrant contrast to bring out the full emotional spectrum of heritage storytelling. Inspired by traditions that are alive and evolving. It embraces color as a statement of vitality. Greens are lush, reds are deep and expressive, and earth tones hold their warmth while gaining a sense of vibrancy and presence. This isn't a vintage palette, it's a living one. All out, baby.

Skin tones retain their golden richness, supported by a slightly elevated magenta in the shadows that enhances dimensionality without feeling stylized. The contrast is shaped with intent, preserving depth while letting colors breathe. Highlights stay in control, with just enough softness to prevent harshness, even in high-exposure environments. This look is ideal for scenes that express cultural strength, ceremony, music, dance, food, and family traditions. It allows stories to speak with visual confidence, honoring the past while asserting the beauty of the present.


LOOK 3









THANK YOU

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At Final Stage Post House, we approach color as both an art and a discipline. Our process begins with a detailed review of all locked picture files and references, followed by the development of primary looks and precise shot matching. Once looks are approved, we move into scene-by-scene grading, refining contrast, saturation, skin tone continuity, and environmental balance. We also account for creative shaping, subtle enhancements, and any finishing polish necessary to deliver work that meets broadcast standards and exceeds creative expectations.

We work backwards from the hard delivery deadline, coordinating closely with the finishing post house to ensure they have ample time to slate and prepare files for traffic. This allows for a seamless handoff, avoiding last-minute rushes and protecting quality across the entire post pipeline.

To schedule with precision, we'll need confirmation of the project's final scope, including the number of deliverables, run times, and intended platforms. Once that's established, we will set a clear calendar with review rounds built in and open channels for feedback throughout the process. You are in expert hands. Final Stage will bring care and precision to this campaign.