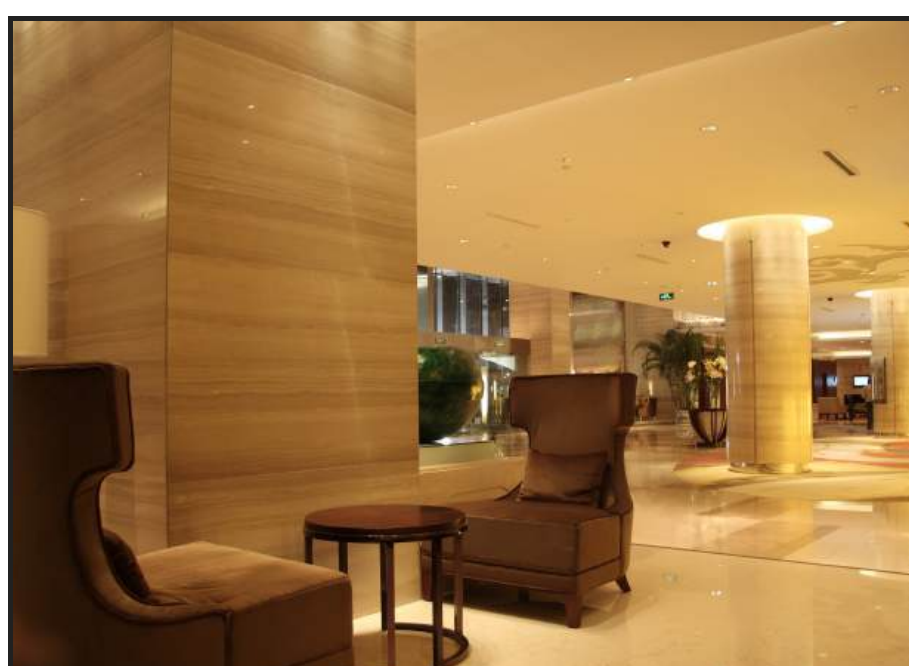


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Lighting Decisions in Hotel and Restaurant Branding

1. Choose the Right Color Temperature

Color temperature sets the immediate tone of a space. Warm sources in the 2700K to 3000K range communicate intimacy and premium quality, while cooler 3500K to 4500K sources read as more contemporary. Mismatches between lighting and brand identity send confusing signals to guests.



2. Understand CRI

Color Rendering Index measures how accurately a light source shows color. High-CRI sources of 90 or above show materials, finishes, and food as they actually look, while low-CRI sources quietly undermine carefully designed interiors and plated dishes by distorting and flattening color.



3. Use Color as a Brand Tool

RGB and RGBW LED strip options allow brand colors to become part of the physical environment. Used as accents behind feature walls, bar backs, or ceiling coves, colored lighting adds depth and brand expression without overwhelming the ambient layer or distorting food and skin tones.



4. Adapt Light to Time and Occasion

A commercial space rarely serves a single function throughout the day. Dimmable strip lighting, tunable white LEDs, and smart lighting controls allow operators to shift brightness and color temperature across service periods, from a bright, alert breakfast setting to a warm, intimate dinner atmosphere.



5. Plan It Right From the Start

The spaces that feel just right are usually the spaces that took lighting seriously from the start. Color temperature, color rendering, brand expression, and adaptability are most effective when planned together.



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