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PHOTOGRAPHY

Photography is a powerful tool to communicate and express our brand values. It is important that every image be carefully selected to communicate with impact. Photography is about visual storytelling.

BRAND PRINCIPLES

Photography should be used to showcase specific entities or stories and to engage more with the viewers. When choosing pictures, consider the contents.

FLEXIBILITY

Allow the content to lead the photography. Be flexible and creative in using photography treatments to highlight titles and information.

CONSISTENCY

Photography must be used consistently in order to ensure a clear connection.

BASIC PHOTOGRAPHY PRINCIPLES

The best chosen images contribute to the successful rendition of the overall style and leave a lasting impression.

SELECTION

Choose images that are relevant to the message.

CROPPING

Cropping is a key tool. It can create the unexpected and revitalise the familiar.

GRAPHIC TREATMENT

A graphic treatment to an image can add a change of pace or give a campaign or event a particular look and feel. In certain cases, a graphic treatment can mask a poor quality image.