



4.1 | Rotana Hotels & Resorts | Photography



Photography overview

Photographs play an important part in expressing the values of Rotana Hotels & Resorts. The photography reflects the Rotana core essence of “LIFE FRIEND”.

Key points

- Images should look natural, spontaneous and real
- Wherever possible images should emphasise people, life and activities images should convey personality, diversity and emotion and should be drawn from the photographic palettes of the Rotana sub-brands
- Create images with strong composition and perspective. Images must have two definite objects, relationships or events which concentrates the viewer's attention

Shown opposite are some examples which may help you.