

# Photography

Inspiring photography is at the heart of our brand. Our photography should show fun, friendship and adventure but above all, convey belonging. The emphasis should be on capturing moments of connection, learning, sharing, achievement and friendship. They should focus on the emotional response to activities rather than simply showing the activities themselves.



Photography is all about capturing a moment in time.

It could be the moment you fell in the water while kayaking for the first time, or reaching the summit of a mountain, or the moment someone thanks you for a job well done.

Remember we don't have to show uniforms or a neckerchief in every photo, but we should show fun, friendship and adventure, and convey a sense of belonging.

