



# 2.4

## The imagery

For the sake of greater differentiation and immediate recognition, we developed separate imagery that takes account of modules such as image detail, perspective, light, coloring, model selection, etc. This imagery corresponds to the prescribed brand values identified in the brand analysis (sensuous, cultivated, timeless, premium quality), while at the same time portraying Vienna as a modern, cosmopolitan, international, active and flourishing metropolis. The goal is to elegantly combine all the aspects of classical and modern Vienna, from tourist attractions to the highlights of a modern lifestyle metropolis. The style of the images is on a par with superior travel photographs: **high quality, authentic, editorial**. The images show exciting perspectives with a modern, contemporary photo esthetic that does not look posed, but naturally attractive.

In addition, an element has been incorporated that symbolizes the city. An element that recurs in Vienna's architecture and in culinary delights, a summer day in a Vienna park, an evening walk in warm lantern light. The color of emperors, the color of a Wiener schnitzel, the color of Schönbrunn: **GOLD**.

All the images include a succinct amount of golden yellow. This does not mean that only the imperial crown and the roof of the Secession are possible as subjects. The focus on this color and the other coloring has the effect of being both classical and timelessly modern. The gold coloring may dominate parts of the image or be used as to accentuate something. In many photographs, the golden yellow part can be intensified or complemented in post production. All the other colors are used less intensely and dominantly.