

Photographic Principles

In alignment with the brand's lighting mood, the transition from "Ultimate Leadership" to "Inspiring Exploration" to "Essence-Driven" to "Harmonious Coexistence" corresponds to the following changes in visual dimensions:

1. Brightness: From dark to bright.
2. Contrast: From strong to weak.
3. Color: From deep to light.

The choice of lighting depends on the intended theme, mood, and visual effect. For example:

High-contrast lighting (e.g. Rembrandt, narrow light, split light, side-back light) conveys drama and depth.

Low-contrast lighting (e.g. broad light, ring light, butterfly light) is softer, brighter, and more natural.

