



Our spaces

Roche guide to photographing our built environments





Our spaces

Our buildings, interior and exterior spaces are messengers of Roche's culture and are seen as a reference to the quality of our brand. The perception of the environment has a great impact in how we feel, interact and work.

[Spaces.Roche.com](https://spaces.roche.com), explains and illustrates Roche's architectural fundamentals. Clear, functional structures and spartan elegance, relating to the local context, new technologies and the focus on people, are essential to Roche's sustainable approach to the design of our spaces.

Capturing our spaces through imagery

An emotional storytelling

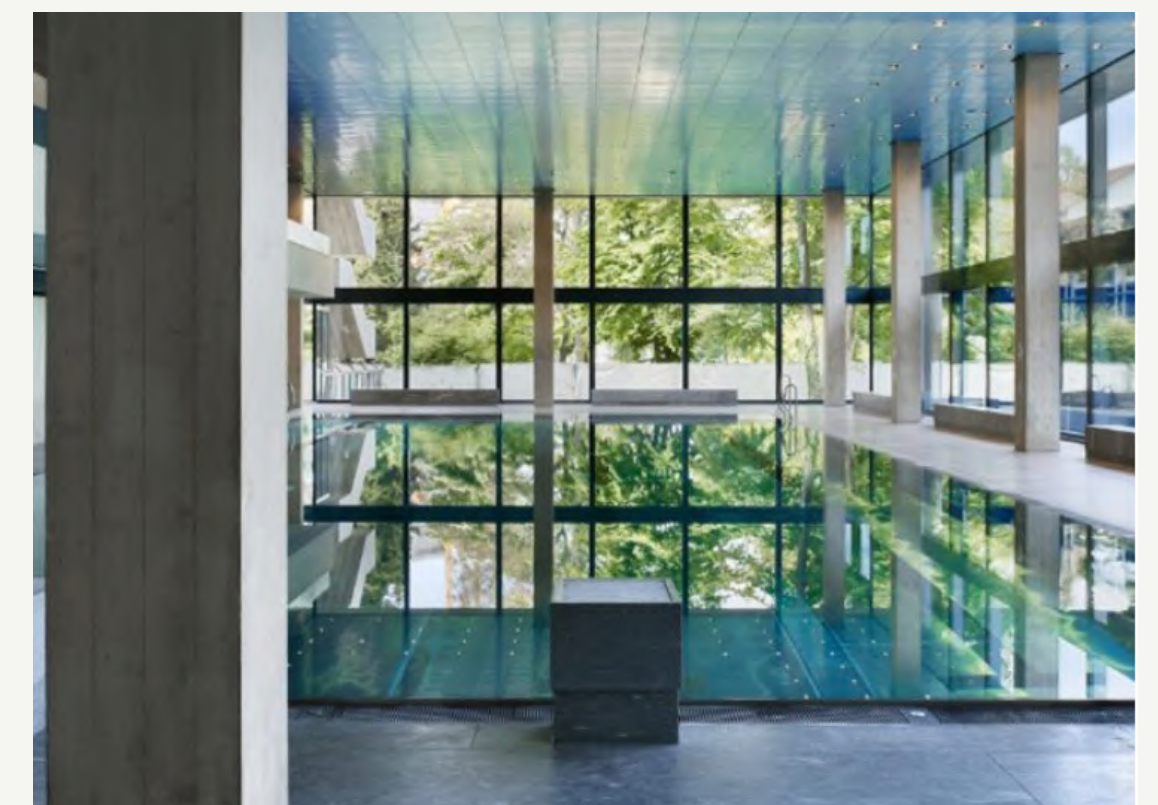
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The perception of the environment has a great impact on how we feel, interact and work.

This guide explains and illustrates how our images reflect Roche's architectural fundamentals.

- Ahead of time: Innovative by being adaptable to change and new ways of working, committed to technology and sustainable design.
- Fit for purpose: Designed from inside out, focused on purpose and performance.
- Form at human scale: Timeless expression, spartan elegance, reduced & honest use of materials.
- The atmosphere of space: Spaces with soul, engaging comfortable design to improve people's experience at work.
- Adapted to the local environment: Respectful and inclusive with diversity and the local context.



Learn more about the Roche built environment at spaces.roche.com.

Experiencing our spaces

Authentic and engaging

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It is important to understand the nature of how the space is used and what type of functions operate in the Roche spaces.

While you are in the planning stages of your photo assignment seek to:

- Understand the experience of being there and the general scope of the site so that you see the depth and how different things come together.
- Identify what makes the space unique and special features including how it reflects the local context.
- Learn about when people use the spaces.
- Take into account the timing of the year and how the light influences the space and the play of natural and artificial sources.



The perspective of our people

Human-centered

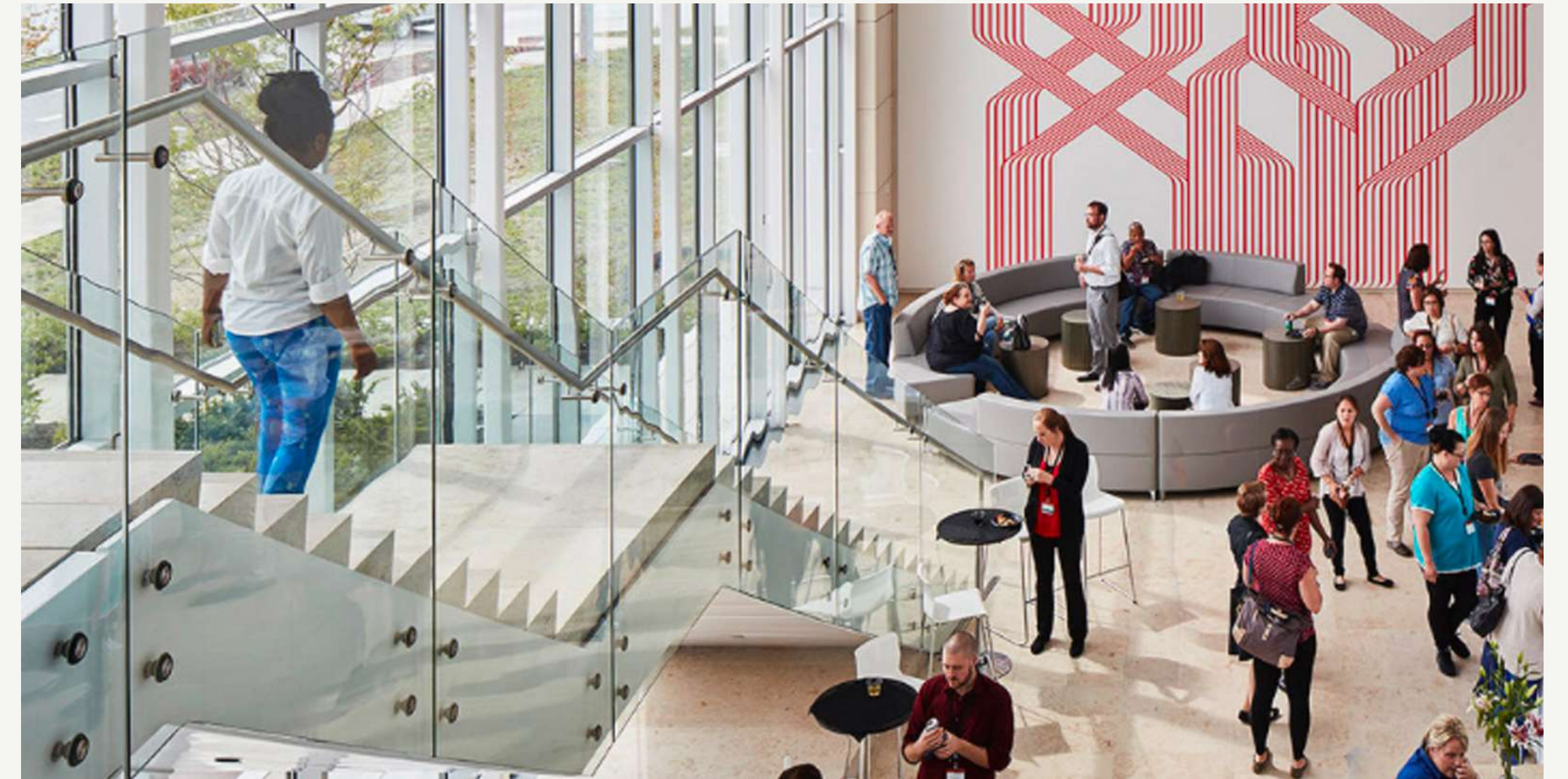
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Spaces are experienced by people through movement, images should reflect this by introducing dynamism.

Show how our spaces influencing how we are able to interact and collaborate at work.

Photographs are meant to explain the essence of the building and its function by focusing on people's activities.

- Focus on a natural experience of the space, relating to human scale and perspective.
- Convey people's well being as one of the main drivers of the design of our interior spaces.
- Do not use forced angle of the camera, which appear artificial.
- Show our spaces influencing how we are able to interact and collaborate at work.
- Make sure you feature people, new ways of working and technology.



Context

Adapted to the local environment

Our projects relate and are adapted to the local cultural and also the geographical context.

Our images should capture how our buildings, natural landscapes, and open spaces relate to each other and their surroundings to create a sense of place that uniquely expresses the local qualities and functional requirements of a Roche site.

- Elements of a project that relate to the context are of special interest to show inclusion, diversity and to strengthen the identity of the site.
- Reference the surroundings with a bird's eye perspective.
- Relation to nature and the views of the surrounding environment from the building are key aspects of Roche spaces.
- The integration of art in our buildings and the sites is an important aspect with a long tradition at Roche which should be captured.



Finding the distinct character

Elegant and uncluttered

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Focus on key elements or materials which confer a distinctive identity to a building or space, reflecting Roche timeless elegant appearance.

Images should explain the unique character of a building, recognizable through its elements, details and their relation to the whole.

- Space is a three dimensional experience. Focus on showing vertical connections, cross views.
- Our spaces are experienced by people through movement, images should reflect this by introducing dynamism.
- Showcase innovation by showing display areas which focus on our purpose, history or achievements.
- Characteristic elements with special form related to people's movement should be captured, for example you could feature stairs or walkways that connect spaces.



The atmosphere of space

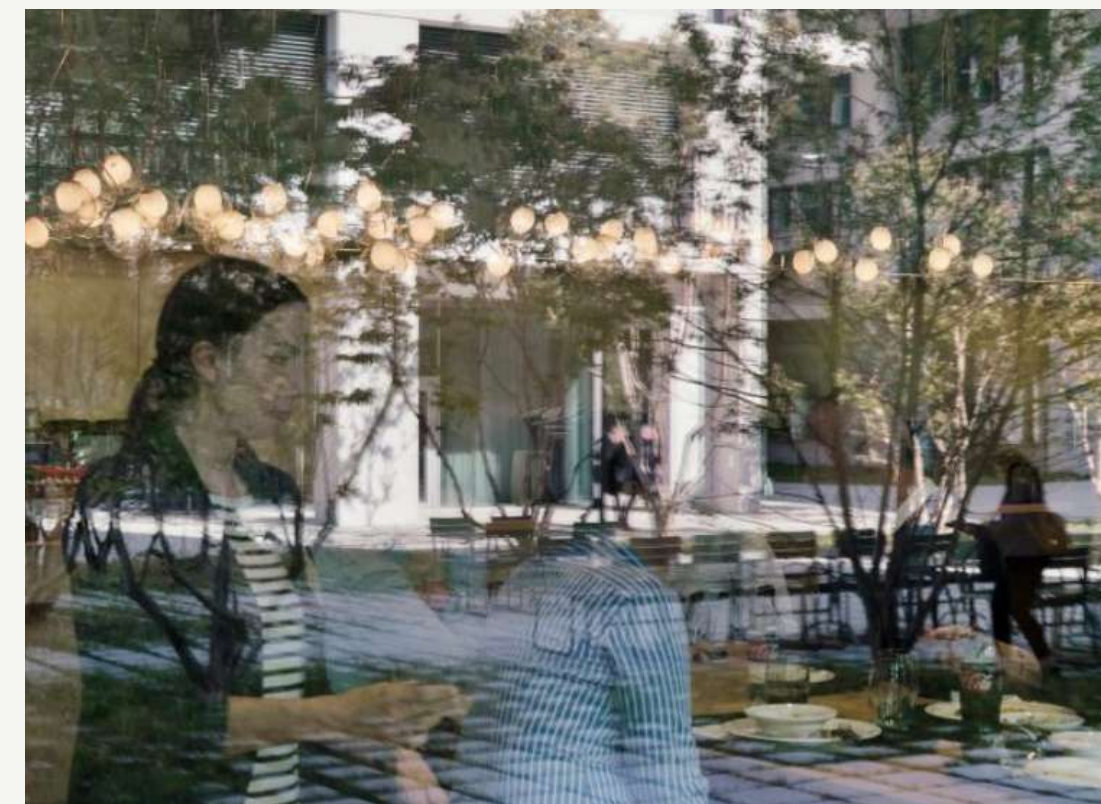
Warm and bright

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*Our pictures should show the
ambience, light, mix of materials,
surrounding vegetation, and people,
to express the soul of a space.*

Details should bring human scale to the building with a focus on materiality, texture, and/or colour if they are of special interest in a particular project.

- Showing how working with light to transform our perception of space to achieve a psychologically comforting environment.
- Capturing relection and twilight photos when the lit interior comes to life explains the building function from inside out.
- Relation to nature through plants and views of the exterior spaces should be captured.
- Include how natural light combines with the use of artificial light to create atmospheres.
- Lighting should appear natural in the images, avoiding artificial effects which would make the photos look staged.
- Colour should be experienced as a natural quality of the materials, do not highlight colours artificially.



Documentating consistently

Scope

The different types of spaces should be captured to document the various functions within a building. Consistency in perspective and light quality is important to be able to reference typological spaces between projects. Additional images should focus on special details or materials.

1. Aerial view
2. Facade view
3. Entrance
4. Atrium - stairs
5. Office - workstations
6. Laboratory
7. Open collaboration spaces
8. Enclosed meeting rooms
9. Break out space
10. Training area
11. Outdoor - art integration
12. Facade - twilight view



Professional notes & technical details

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Photography is at the core of the Roche look & feel. It provides a highly visual, emotional and relatable representation of our spaces and its functionality through our people.

Pictures are authentic, engaging, elegant, uncluttered and human-centered.

Our spaces's beauty is identified by simplicity of form and a graphic clarity. At the same time with a warm and bright atmosphere.

Authenticity and staging

All Roche images should convey this key trait. By feeling authentic, the images can tell a meaningful and true story about the people and processes within Roche.

When people look towards the camera, the image captured gives an emotional connection that feels honest.

When people involved in tasks are captured, ensure their gestures appear natural, not forced or staged. Capturing a subject unnoticed can aid authenticity.

Our imagery captures a 'moment' in time, this means that people's faces, gestures and actions should look authentic and engaged.

Composition

Using the rule of thirds is an easy compositional tool that can apply to most images.

Vertical and horizontal alignment should be at 90-degree angles when composing and cropping an image.

Providing a clear focus on the subject, with negative space is essential within our image composition.

The Roche Angle, a unique 49-degree can be used as a compositional tool.

Cropping

Cropping can enhance the composition and focus. When shooting brand images, it can often be helpful to allow additional space around the subject to ensure flexibility for the type of use in various media. This does not apply to the Hero portrait style.

Depth of field

It helps to create a strong focal point, it creates a contrast between the subject in focus and the environment, allowing the central narrative to be brought to light, and guides the way people look and read into our images.

Light & Colour

Whenever possible, use natural daylight or techniques that simulate natural light. Through natural light, we add warmth to our imagery.

The colour of the images should feel rich. We want to avoid cool/blue-looking imagery, which can often be associated with laboratory environments.

The use of white or clear space is also important in our imagery, to give the feeling of simplicity within a composition.

Minimum quality

The minimum requirement is to use a full-frame sensor camera (mirrorless or DSLR) with a resolution of at least 24-megapixels, but preferably higher.

Camera Lenses

A prime lens is for example required when capturing our 'Hero' portraits, where we use a 50mm fixed- prime lens with an aperture of $f2.2$.

Other content requires using a zoom lens with a focal range between 24 to 70mm.

Format

Always capture your data in both native RAW and Jpg file formats and provide both to your contact. Jpegs can be saved at a size of the longest edge 4000-pixels and with a reduced resolution of 200dpi for the review and selection process.

Retouching

Always work on layers non-destructively, keeping all original masks/paths and alpha channels, keeping each revision as a separate file.

Deliver PSD or Layered TIF files.