

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

Introduction

Core

Multicolour

Two-colour

Outline

Mirror

Photography: container

Photography: cutout

Photography: full bleed

Photography: layers

Photography: transparent

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AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

CORE MOVING MOUNTAINS

The first mountain is always 100% AIA Red.

In all instances, the first and last mountains are 100% opacity and the middle mountains are 90% opacity.

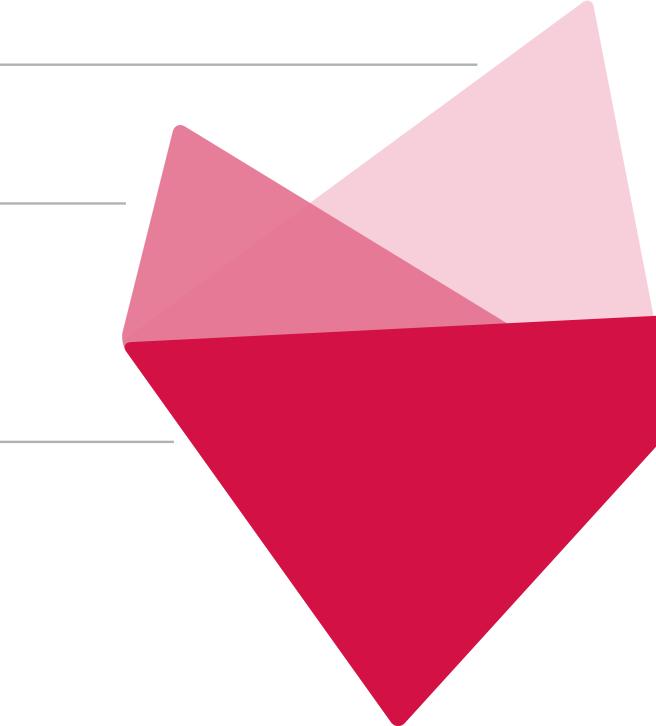
Approved colour tints are as follows:

3MM

AIA Red 20% tint
100% opacity

AIA Red 60% tint
90% opacity

AIA Red 100% tint
100% opacity



The inverted version should only be applied over AIA Red backgrounds. In these instances, the first mountain is always 60% AIA Red.

3MM

AIA Red 20% tint
100% opacity

AIA Red 40% tint
90% opacity

AIA Red 60% tint
100% opacity



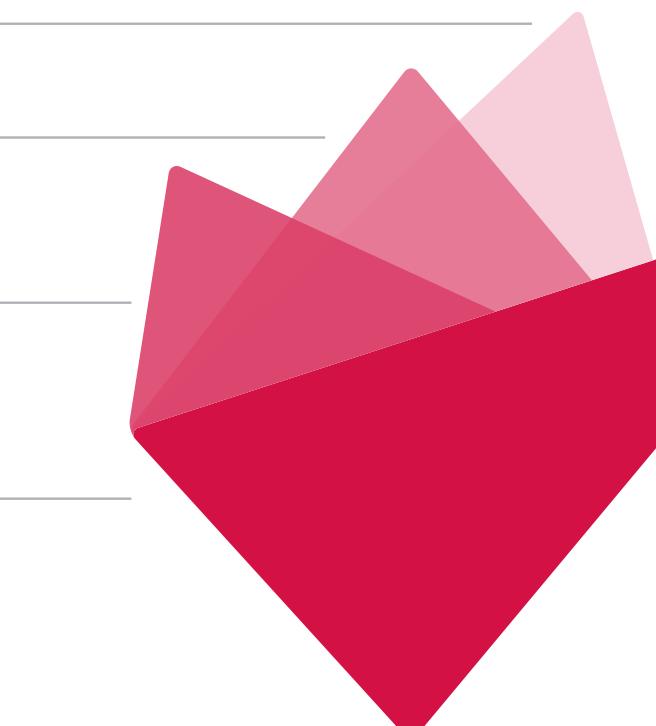
4MM

AIA Red 20% tint
100% opacity

AIA Red 60% tint
90% opacity

AIA Red 80% tint
90% opacity

AIA Red 100% tint
100% opacity



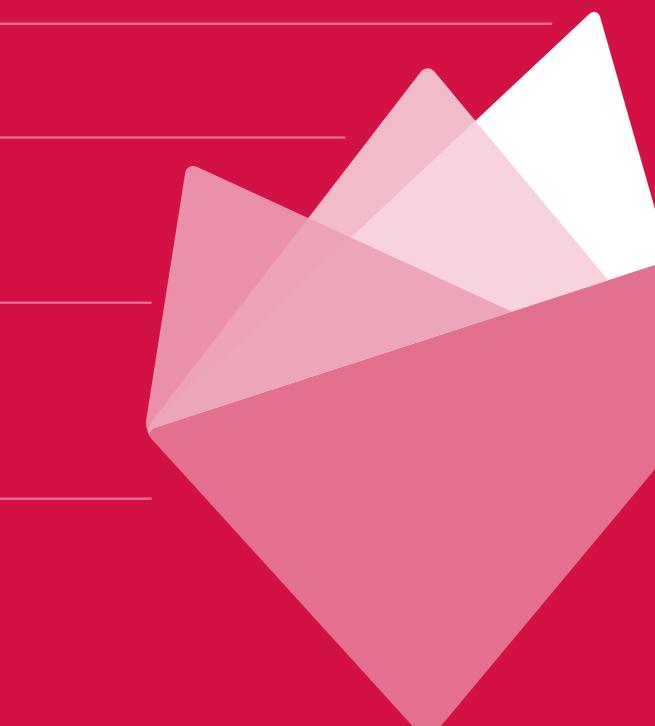
4MM

White
100% opacity

AIA Red 20% tint
90% opacity

AIA Red 40% tint
90% opacity

AIA Red 60% tint
100% opacity



EXAMPLES

