

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

- Mobile app icon system
- Digital
- Digital: social media
- Corporate
- Print
- Merchandise
- Environmental
- Events

AIA ONE BILLION

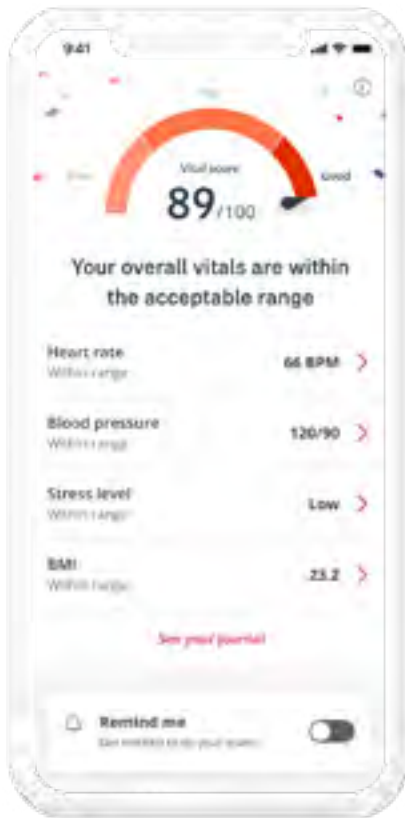
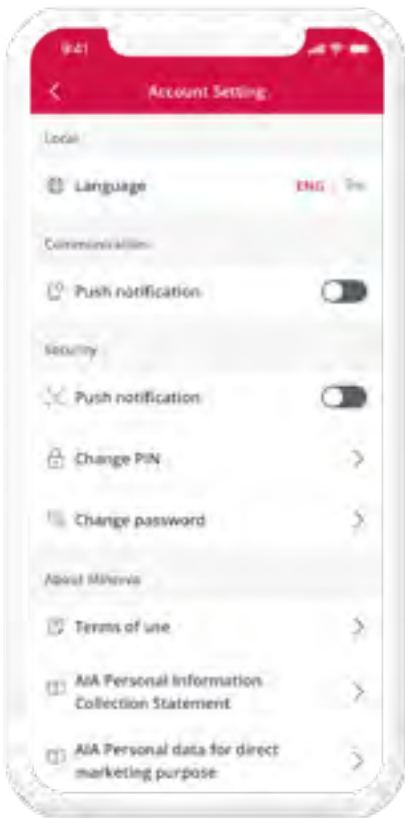
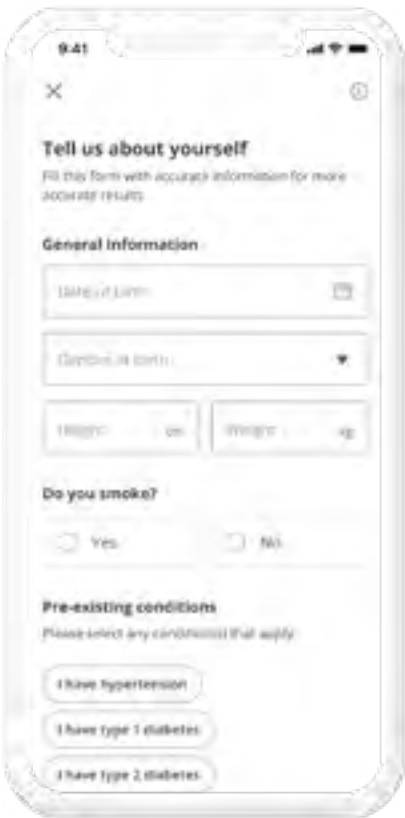
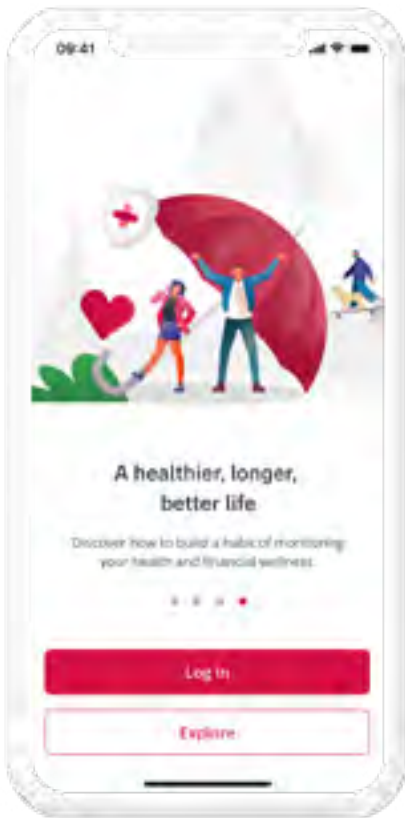
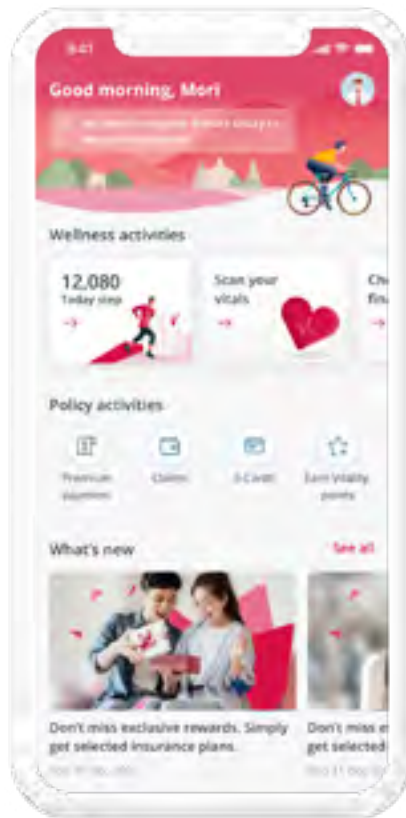
AIA VITALITY

HIGH NET WORTH

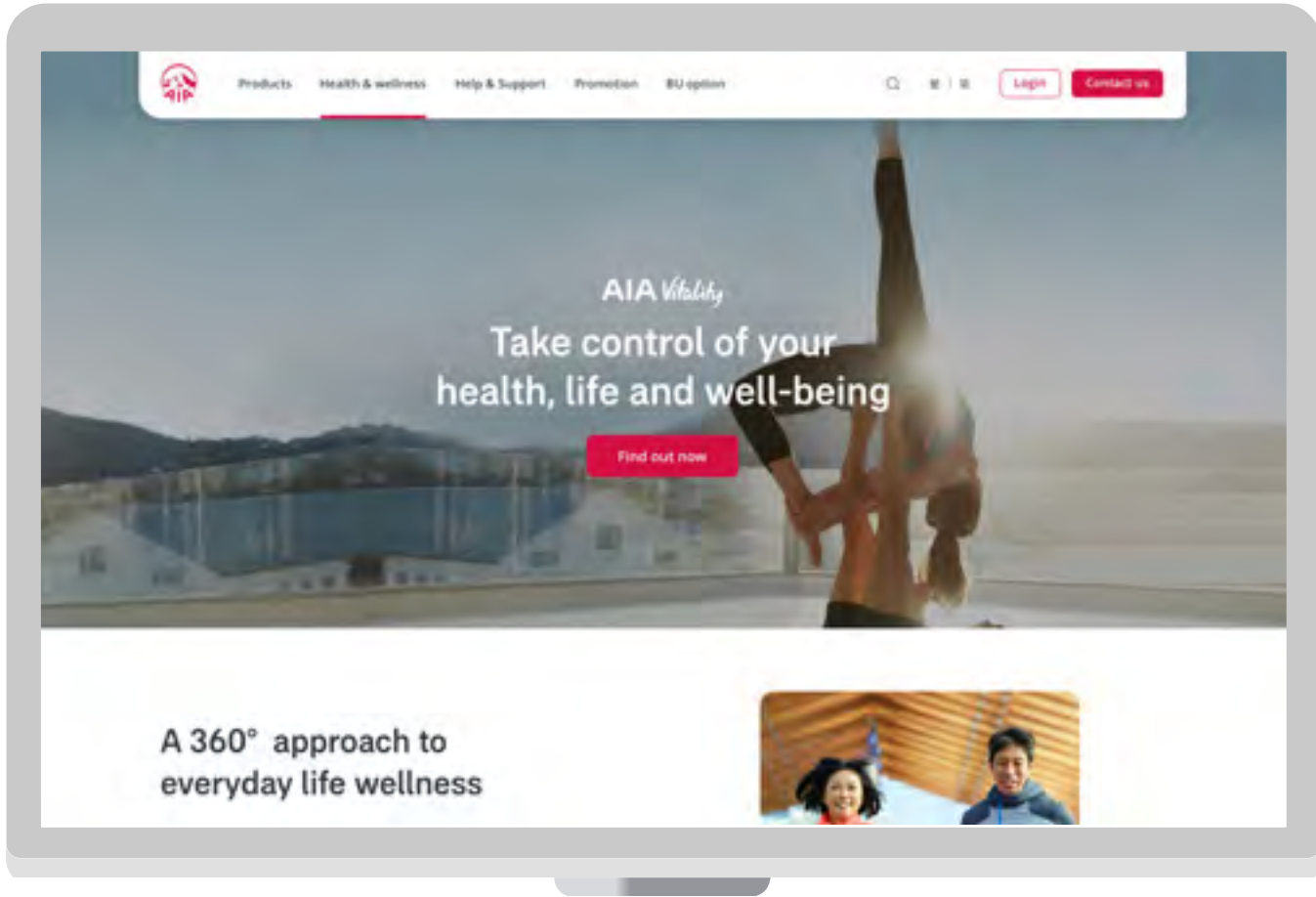
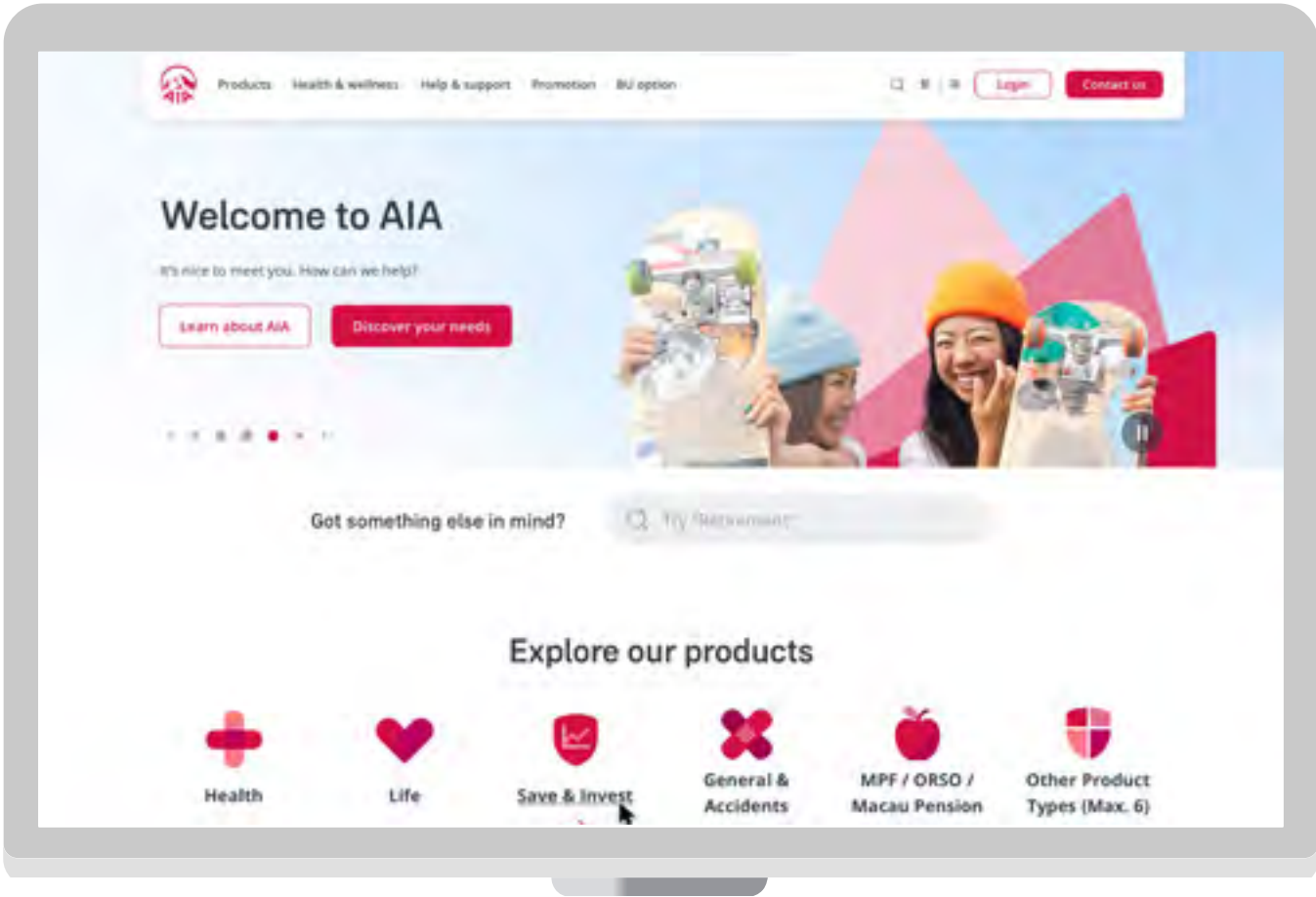
BRAND CHECKLIST

ASSETS

DIGITAL

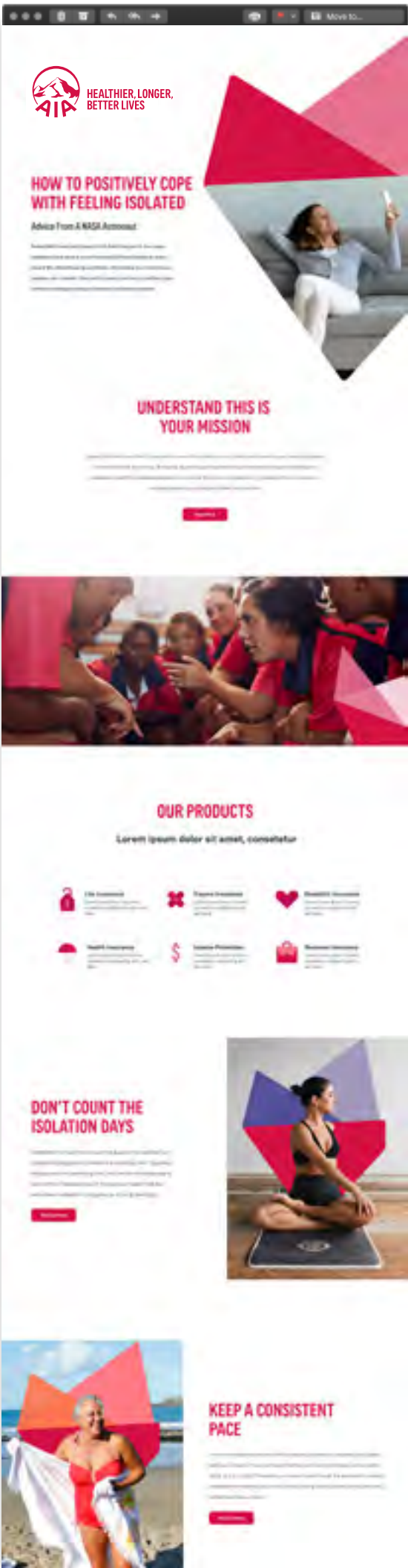


Mobile app example



Website example

Customer email example



! The Group Digital Experience Team have created clear guidelines for building AIA mobile apps and websites. Please follow the DDS when creating any digital platforms.