

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
- Don'ts
- Library
- Creation
- TYPOGRAPHY
- PHOTOGRAPHY
- ILLUSTRATION
- ICONOGRAPHY
- INFOGRAPHICS
- MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

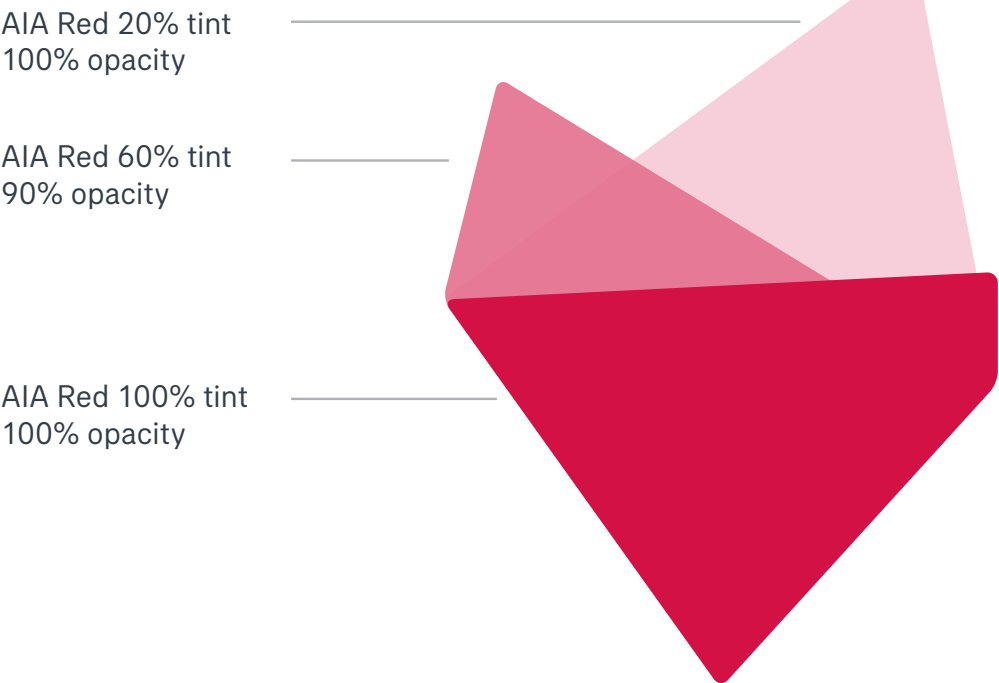
CORE MOVING MOUNTAINS

The first mountain is always 100% AIA Red.

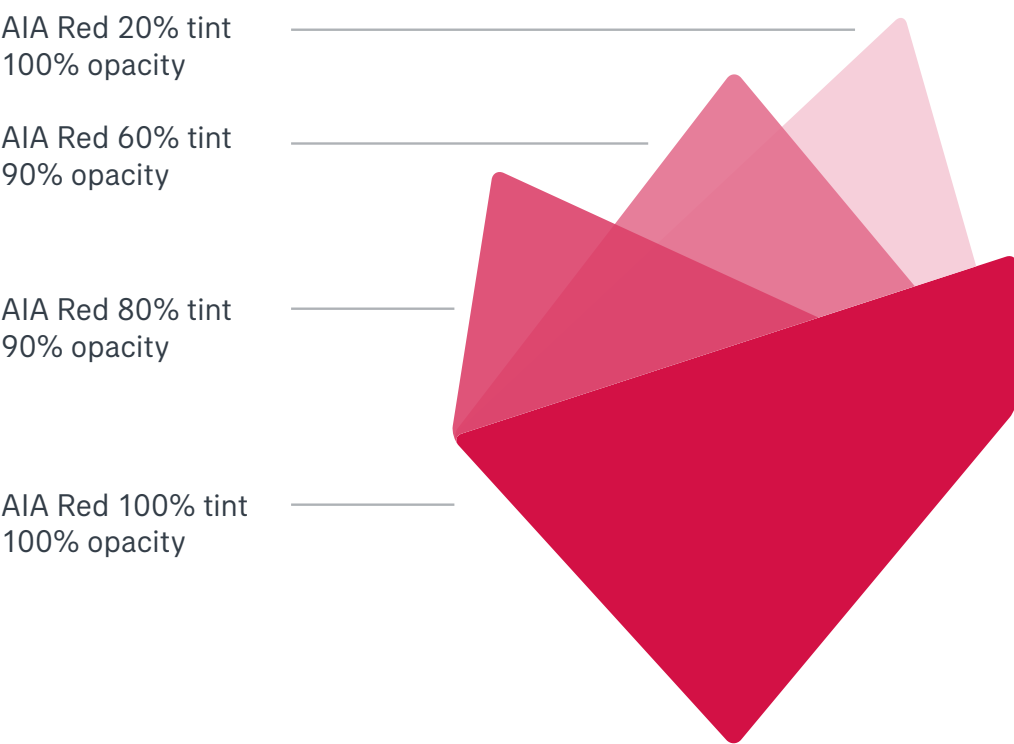
In all instances, the first and last mountains are 100% opacity and the middle mountains are 90% opacity.

Approved colour tints are as follows:

3MM

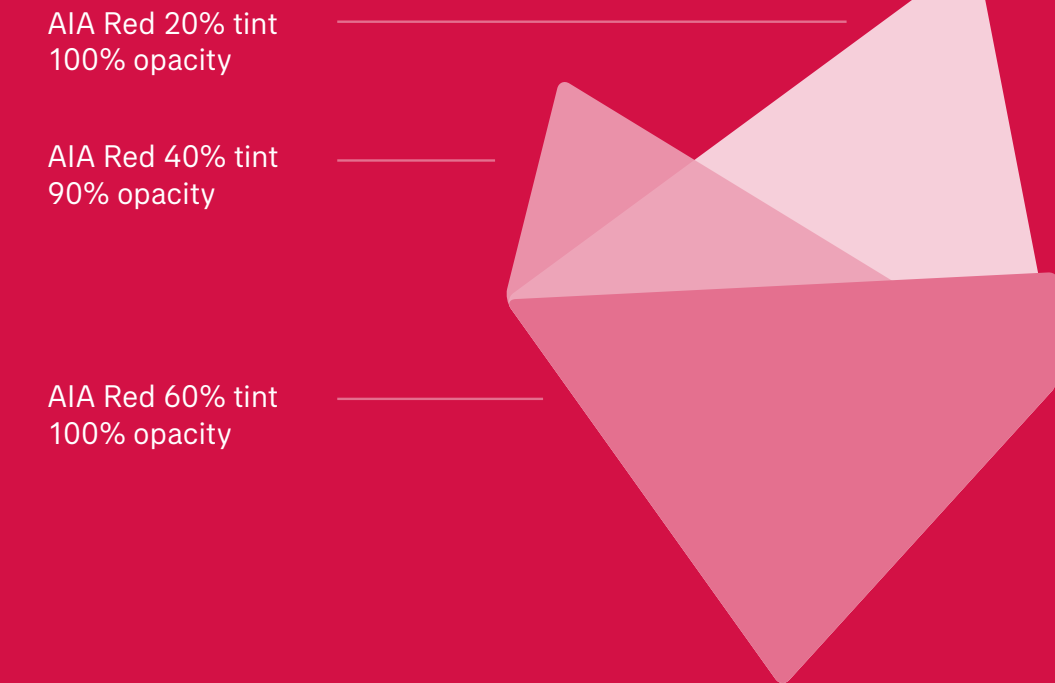


4MM

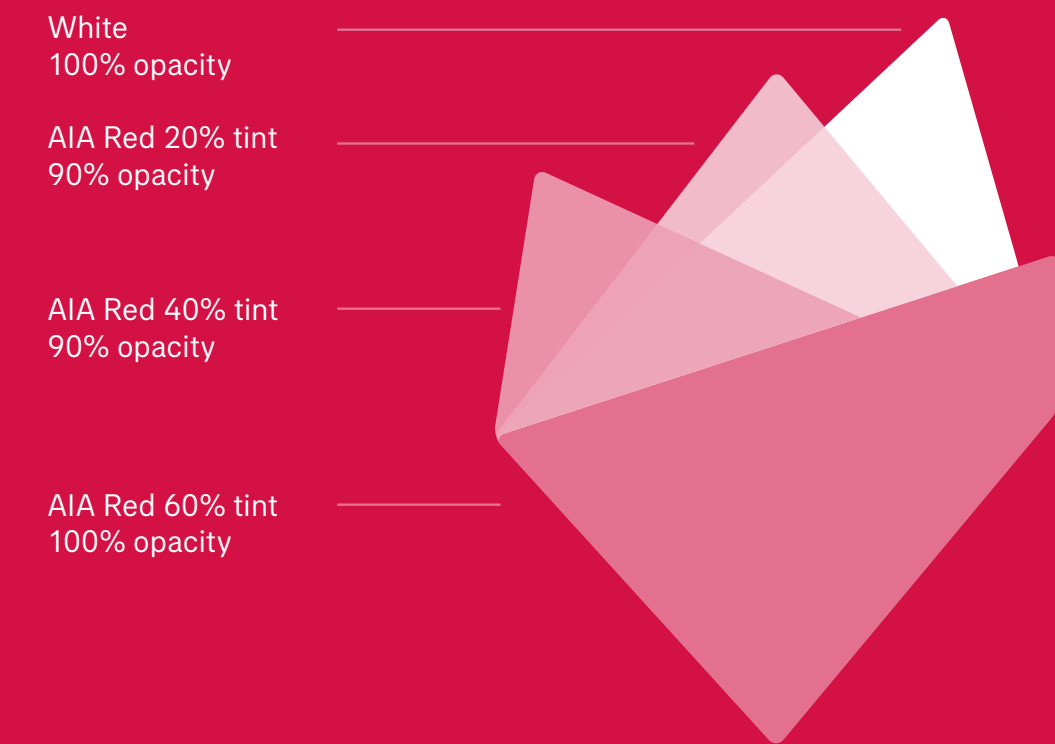


The inverted version should only be applied over AIA Red backgrounds. In these instances, the first mountain is always 60% AIA Red.

3MM



4MM



EXAMPLES

