BACKGROUND COLOURS

AIA RED   **WHITE**

An approved set of background colours may be used sparingly in your designs to add interest, however AIA Red is our lead brand colour and must always be predominant.

Only use the secondary colours and tints as shown here. Gradient colour backgrounds should be avoided at all times; the AIA colour palette is not meant to be used in this way.

Text, visuals and images should be fully legible with plenty of contrast for accessibility.

When putting Moving Mountains against these secondary colour backgrounds only the core Moving Mountains (i.e. in AIA Red) may be used.

AIA BLUE	AIA ORANGE	AIA PURPLE	AIA LAVENDER	AIA SALMON	AIA SILVER	AIA GOLD
100%	100%	100%	100%	100%	100%	100%
80%	80%	80%				
			80%	80%	60%	80%
60%	60%	60%				
			60%	60%	40%	40%
40%	40%	40%				
			20%	20%	20%	20%
20%	20%	20%				