

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

Primary typeface:  
English

System typeface:  
English

Primary typeface:  
Chinese

Typography in use:  
print and web

Typography in use:  
digital

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

# TYPOGRAPHY HIERARCHY

Creating a clearly defined hierarchy of content is important when communicating with our customers. Typography and headlines support the decision-making process and fit neatly with the role of AIA as a mentor.

Headlines and headings, size, style and colour all play a vital role in visually guiding people through our print and online communications. In particular, setting the headline and most important content in AIA Red makes them instantly stand out to the user.

## Pairings

# HEADLINE

Sub-heading is 1/3 the point size of the HEADLINE

Body copy is set at 1/2 the point size of the sub-heading, with a minimum point size of 10pt in print and 15pt in digital.

## Colour use

# AIA RED FOR HEADLINES

AIA Charcoal for sub-headings

Body copy set in AIA Red or AIA Charcoal.

# HEADLINE

Sub-heading is 1/3 the point size of the HEADLINE

Body copy is set at 1/2 the point size of the sub heading. With a minimum point size of 10pt in print and 15pt in digital.

# WHITE HEADLINES ON AIA RED

AIA Charcoal for sub-headings

Body copy set in white when used on AIA Red.