



HEALTHIER, LONGER,  
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

Introduction

Core colours

Moving Mountains

Applying colour

Using with photography

Typography

Photography

Applications

Corporate gifts

BRAND CHECKLIST

ASSETS

## OUR PHOTOGRAPHY PRINCIPLES

Our photography is an important vehicle that gives our customers the opportunity to see themselves in our AIA High Net Worth brand expression.

Our photography style:

- Feels premium and aspirational.
- Predominantly features neutral colour tones.
- Is inclusive and represents different types of people.
- Represents the different life experiences and situations in our customers' Healthier, Longer, Better Lives.
- Demonstrates wealth subtly, e.g. with style or clothing, rather than through stereotypical displays of wealth such as private jets.

