

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

TYPOGRAPHY

It is bold, welcoming, positive and confident, and helps set us apart from our competitors in a crowded marketplace. Along with our logo, colour palette and the Moving Mountains, the font we use is an important part of our brand expression.

AIA Everest Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.

AIA Everest Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.

AIA Everest Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.

AIA Everest Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.

AIA Everest Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.*

AIA Everest Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.*

AIA Everest Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.

AIA Everest Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.