



HEALTHIER, LONGER,
BETTER LIVES

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

USING WITH PHOTOGRAPHY: CONTAINER

We use the first mountain as a container for the image. The second mountain is coloured AIA Red 100% tint and opacity. Secondary colours can be used on the third/fourth mountains.

3MM

AIA Red 40% tint
100% opacity

AIA Red 100% tint
100% opacity

Image



4MM

AIA Red 20% tint
100% opacity

AIA Red 60% tint
90% opacity

AIA Red 100% tint
100% opacity

Image



- ! Don't combine the container with cut-out photography.

3MM

AIA Red 20% tint
100% opacity

AIA Red 60% tint
90% opacity

Image



4MM

AIA Red 20% tint
100% opacity

AIA Red 40% tint
90% opacity

AIA Red 60% tint
90% opacity

Image



EXAMPLES

