



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

Mobile app icon system

Digital

Digital: social media

Corporate

Print

Merchandise

Environmental

Events

AIA ONE BILLION

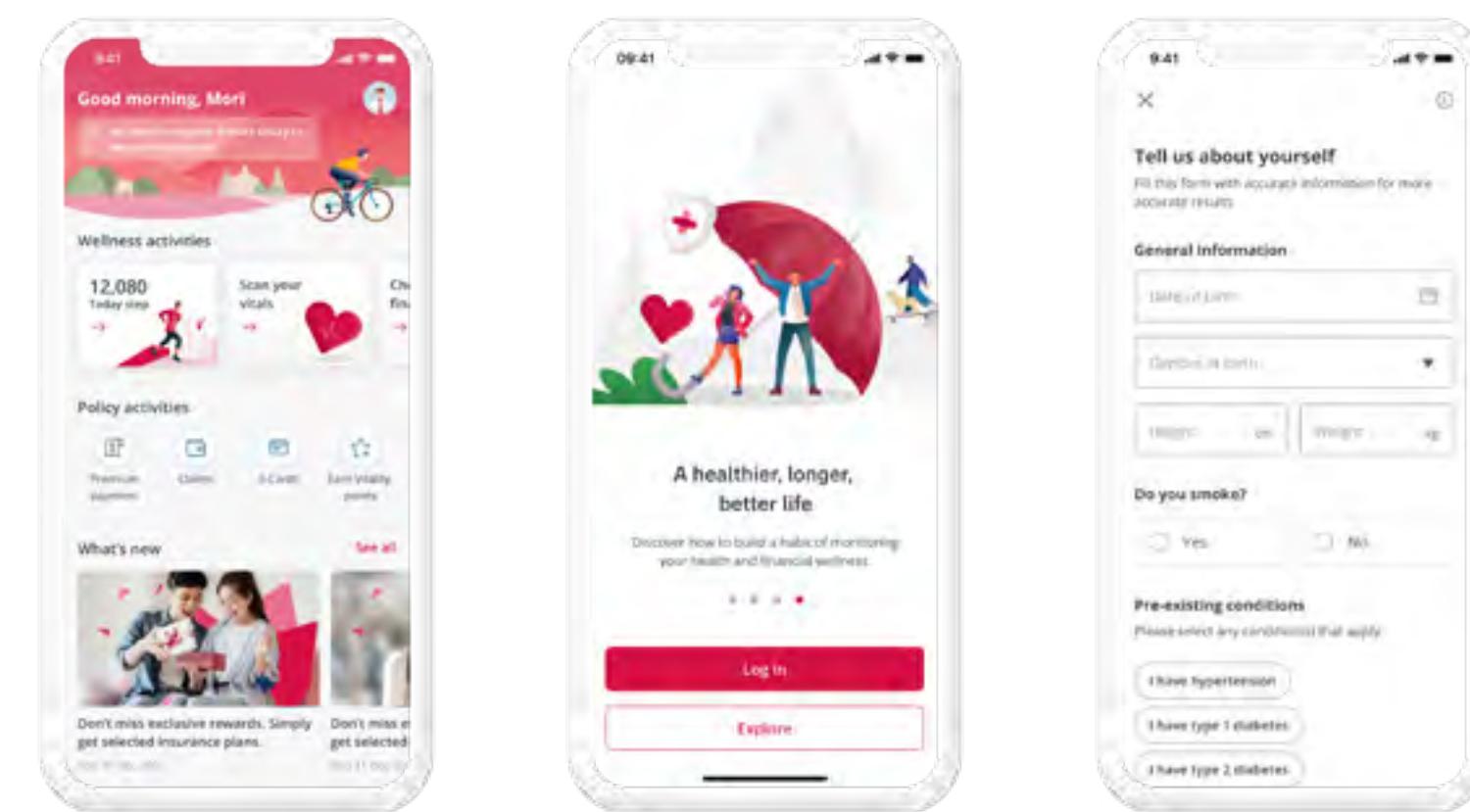
AIA VITALITY

HIGH NET WORTH

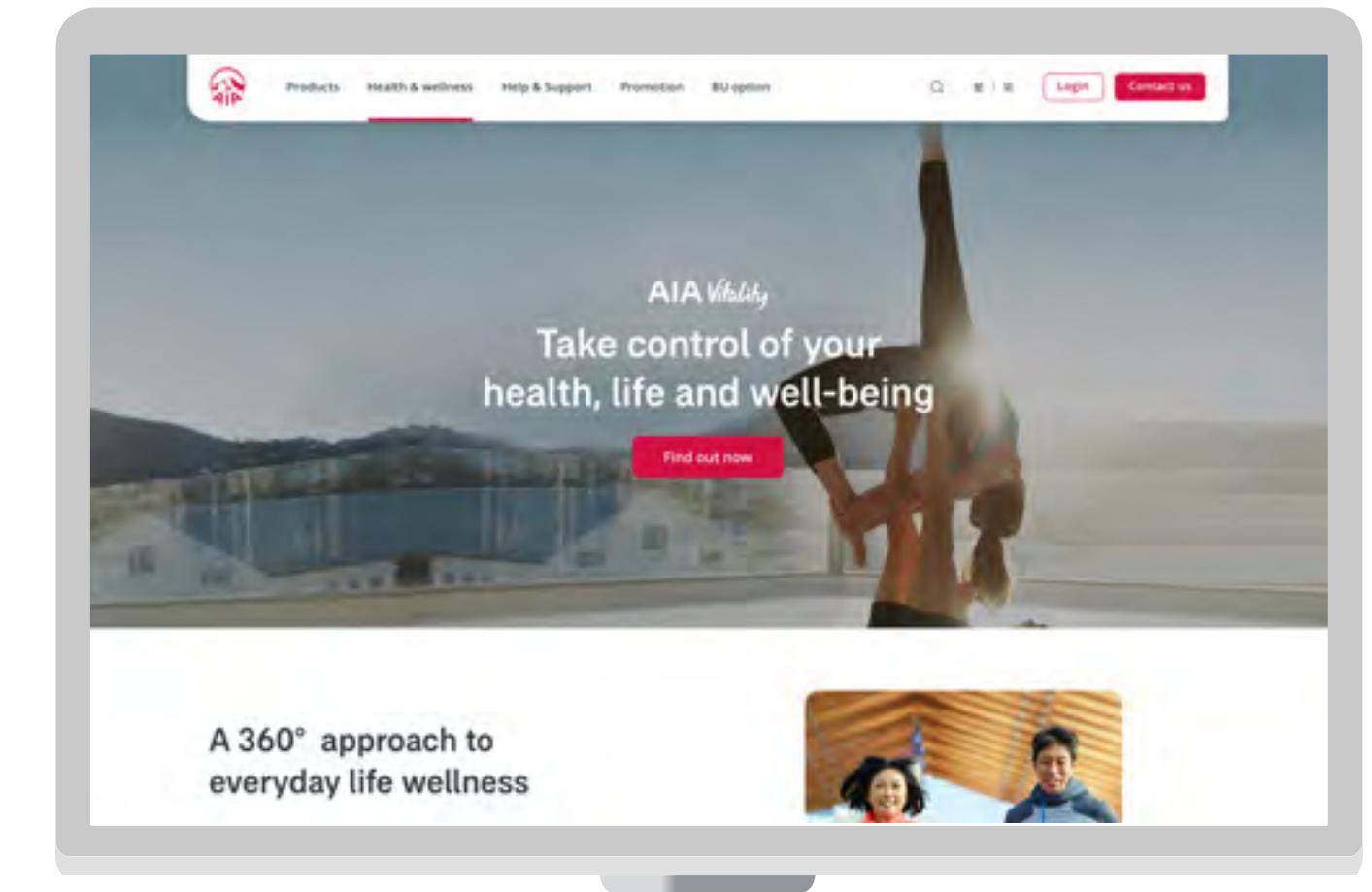
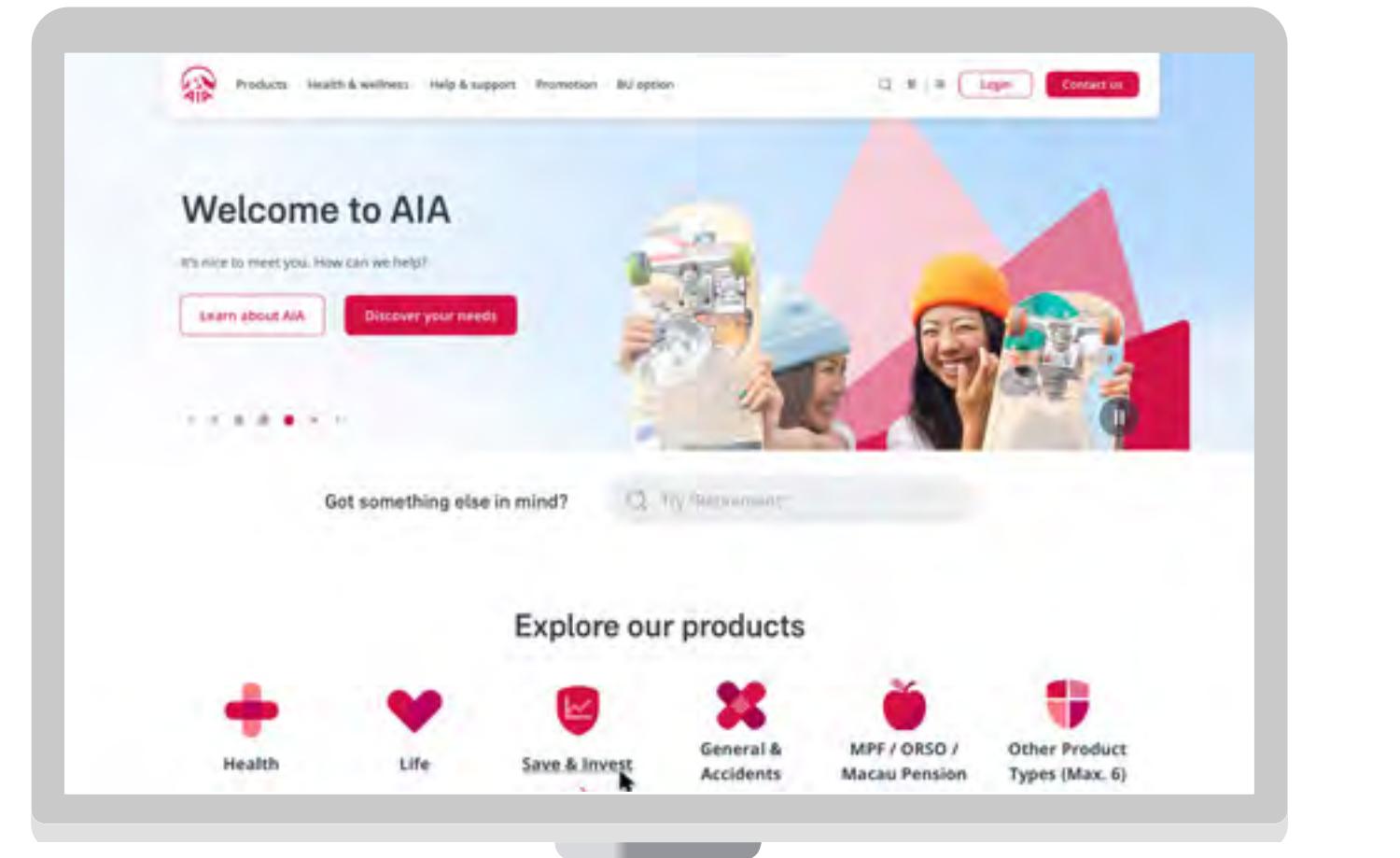
BRAND CHECKLIST

ASSETS

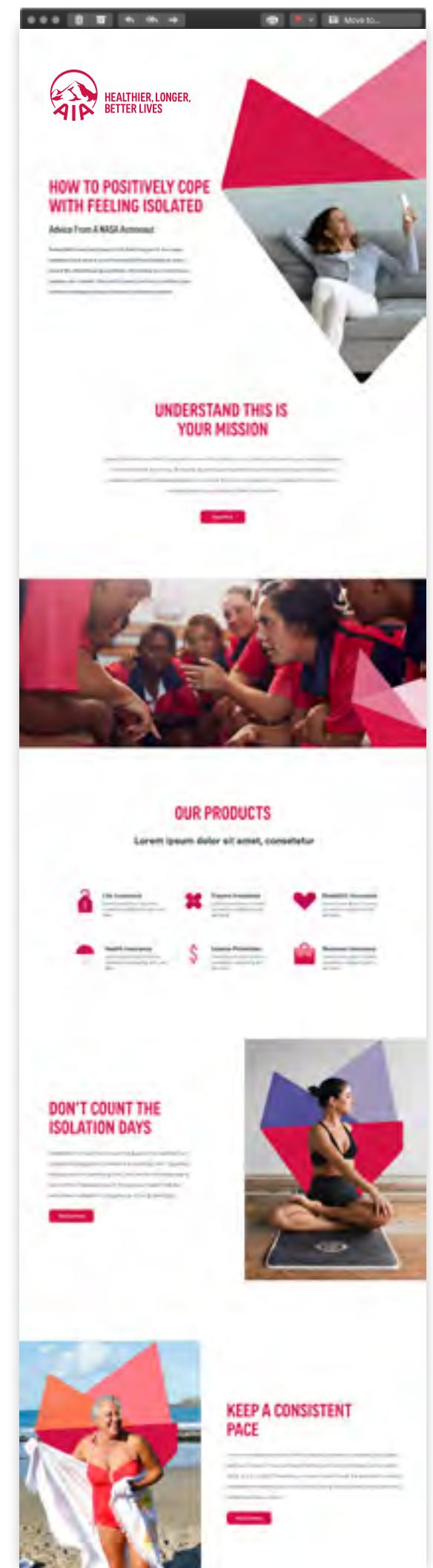
DIGITAL



Mobile app example



Website example



Customer email example

! The Group Digital Experience Team have created clear guidelines for building AIA mobile apps and websites. Please follow the DDS when creating any digital platforms.