

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

Motion design principles

Character animation

Sound design principles

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

SOUND DESIGN PRINCIPLES

Music

The music we use must always reflect our Purpose and personality. Compositions should have a positive, active tone which implies progress and forward motion. Our music should tell the same story as our visual and written identity.

Sound effects and idents

Any sound effects or idents, especially when applied to core brand elements, should evoke a feeling of progress. They should be the audio version of our upwards motion principles.

Voiceover

Any voiceover used in AIA branded content should sound like a mentor, ready to guide you towards a healthier, longer, better life. The voice should embody our brand personality:

- Compassionate
- Straightforward
- Positive
- Confident
- Encouraging
- Motivating
- Guiding
- On your side

