

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

- Core colours
- Secondary colours
- Background colours
- Core colours in use
- Secondary colours in use
- Don'ts

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

SECONDARY COLOURS

AIA is a red brand first and foremost. There are certain cases, however, when a secondary colour palette is necessary, for example in wayfinding, to establish hierarchies or highlight information, to add more energy to a design, or to make it feel calm and reassuring.

You may use our secondary colour palette in the following instances:

- Moving Mountains
- Digital design
- Wayfinding and navigation
- Infographics
- Product information
- Creating visual hierarchy
- Illustrations
- Iconography

AIA SALMON	AIA CERISE	AIA ORANGE	AIA YELLOW	AIA PURPLE	AIA LAVENDER	AIA BLUE	AIA GREEN	AIA SILVER	AIA GOLD
PANTONE 701C	PANTONE 215C	PANTONE 164C	PANTONE 123C	PANTONE 268C	PANTONE 522C	PANTONE 7683C	PANTONE 7737	PANTONE Warm Grey 1C	PANTONE 466
C0 M65 Y34 K0	C20 M100 Y27 K9	C0 M65 Y68 K0	C4 M21 Y89 K0	C83 M78 Y3 K0	C42 M40 Y13 K1	C84 M44 Y13 K1	C55 M4 Y90 K0	C20 M19 Y22 K1	C21 M27 Y57 K6
R255 G122 B133	R186 G3 B97	R255 G117 B77	R247 G201 B38	R76 G71 B148	R161 G153 B186	R31 G120 B173	R136 G185 B67	R211 G202 B195	R202 G175 B120
#FF7A85	#BA0361	#FF754D	#F7C926	#4C4794	#A199BA	#1F78AD	#88B943	#D3CAC3	#CAAF78
80% #FF969D	80% #C83681	80% #FF9170	80% #F9D452	80% #706CA9	80% #B3ADC7	80% #4B92BE	80% #A9C574	80% #DCD5CF	80% #D6BF93
60% #FFB0B6	60% #D5689F	60% #FEAC94	60% #F9E07C	60% #9491BE	60% #C5C2D5	60% #78AFCE	60% #BED496	60% #E4DFDB	60% #DFCFAE
40% #FECACE	40% #E29AC0	40% #FFC8B9	40% #FCEAA8	40% #B6B5D4	40% #D8D6E3	40% #A5C9DF	40% #D4E2B8	40% #EEEEAE7	40% #EADFC9
20% #FEE4E7	20% #F2CDDF	20% #FFE2DA	20% #FDF4D3	20% #DBDAEA	20% #ECEBF1	20% #D2E4F0	20% #E9F0DB	20% #F5F4F2	20% #F3EFE4