

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

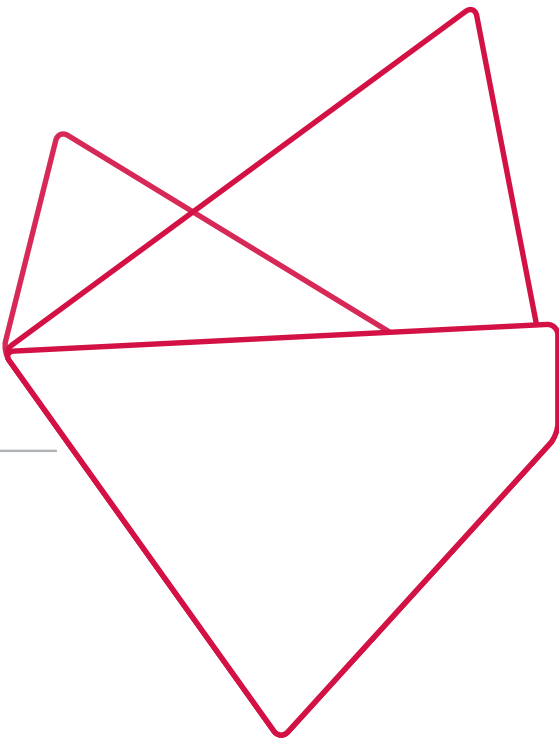
ASSETS

OUTLINE MOVING MOUNTAINS

Outline Moving Mountains should only be used in 100% AIA Red or white or follow the same tint rules as the Core Moving Mountains. Choose the stroke thickness that best suits your creative.

3MM

AIA Red
100% opacity



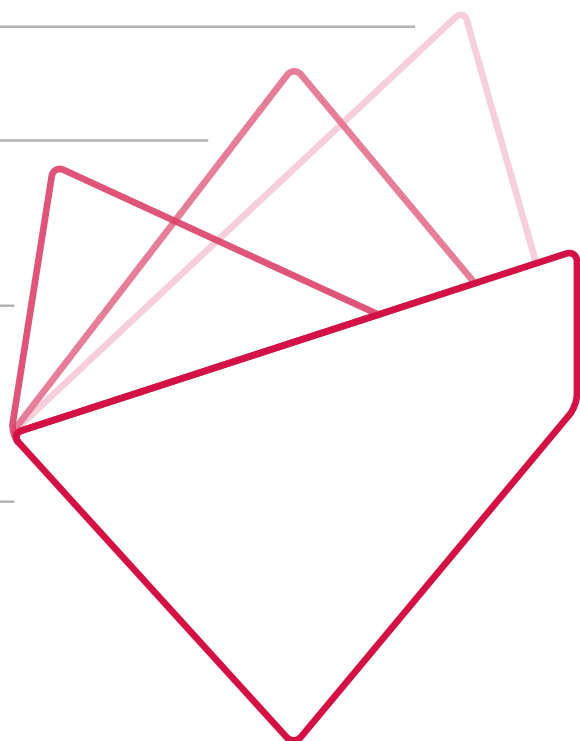
4MM

AIA Red 20% tint
100% opacity

AIA Red 60% tint
100% opacity

AIA Red 80% tint
100% opacity

AIA Red 100% tint
100% opacity



Inverted outline mountains can only be used in white.

! Don't use secondary colours with Outline Moving Mountains

3MM

White
100% opacity



4MM

White
100% opacity



EXAMPLES

