

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

Introduction

Positioning checklist

Identity checklist

ASSETS

BRAND IDENTITY CHECKLIST

01

Should you be using the HLBL Logo Lockup?

- ✓ Where possible we use the HLBL Logo Lockup. Do you have a good reason for not using it?

[Check here](#)

02

Should you be using the Wordmark?

- ✓ The AIA Wordmark is only used in rare, specific instances. Is this one of those instances?

[Check here](#)

03

Are you applying core and secondary colours correctly?

- ✓ Secondary colours should only be used in certain circumstances. Is this one of those circumstances?

[Check here](#)

04

Are you using the Moving Mountains correctly?

- ✓ There are specific rules on use of colour and application of the Moving Mountains. Are you using them correctly?

[Check here](#)

05

Is the photography you are using on brand?

- ✓ Photography is very important for delivering our Purpose, are you selecting the right imagery?

[Check here](#)

06

Are you commissioning the right illustration style?

- ✓ We have a set illustration style. It is important that we have consistency in this style across markets. Are your illustrations on brand?

[Check here](#)

07

Are you using icons? Are you applying them in the right way?

- ✓ We have two styles of icons with different uses. Are you using the right icon style?

[Check here](#)

08

Are you creating detailed infographics?

- ✓ Are you using the correct style?

[Check here](#)

09

Are you doing motion design?

- ✓ Are you following our core motion design principles?

[Check here](#)

10

Do you need to add sound?

- ✓ Are you following our core sound design principles?

[Check here](#)