

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

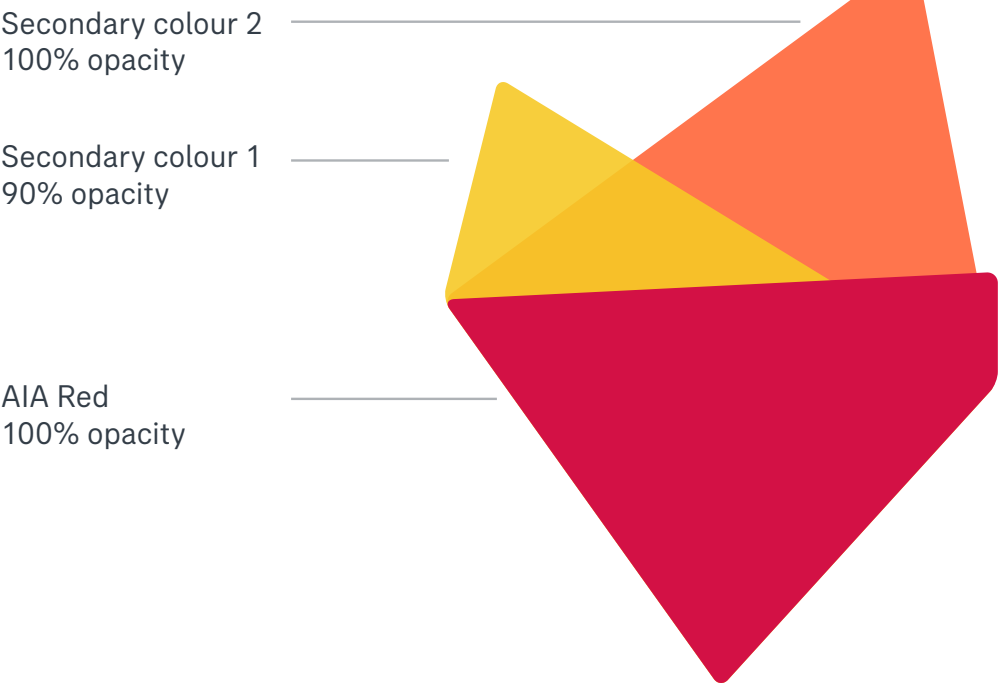
BRAND CHECKLIST

ASSETS

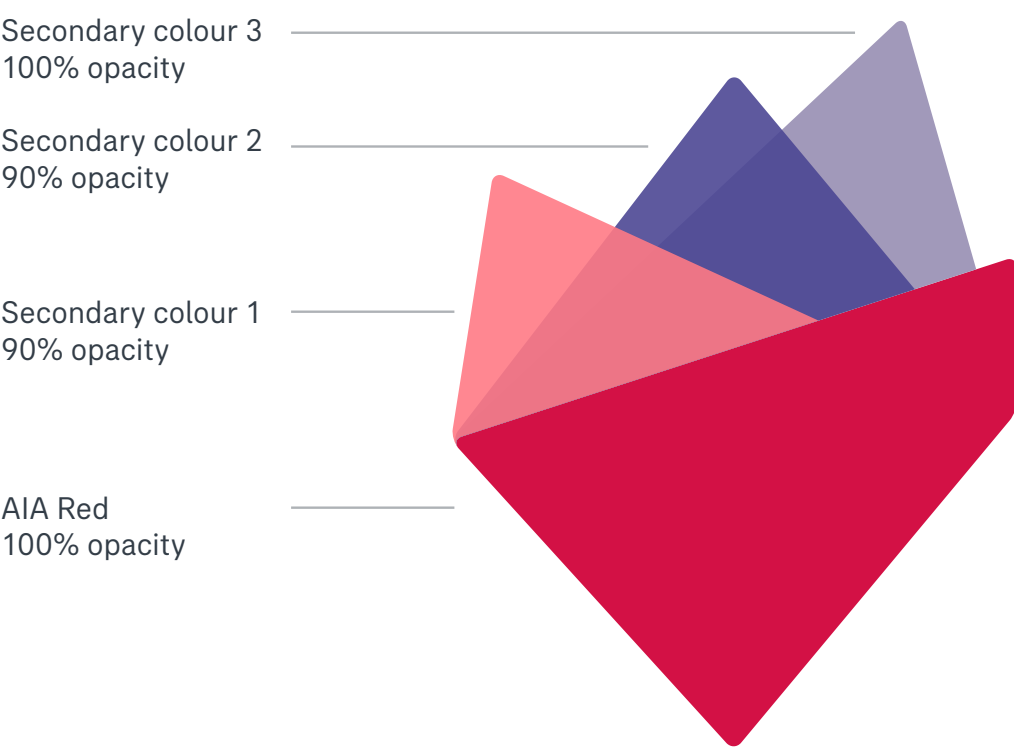
MULTICOLOUR MOVING MOUNTAINS

Always ensure the predominant colour is AIA Red either in the first mountain or the background colour. Secondary colours must always be used at 100%, tints are not permissble.

3MM



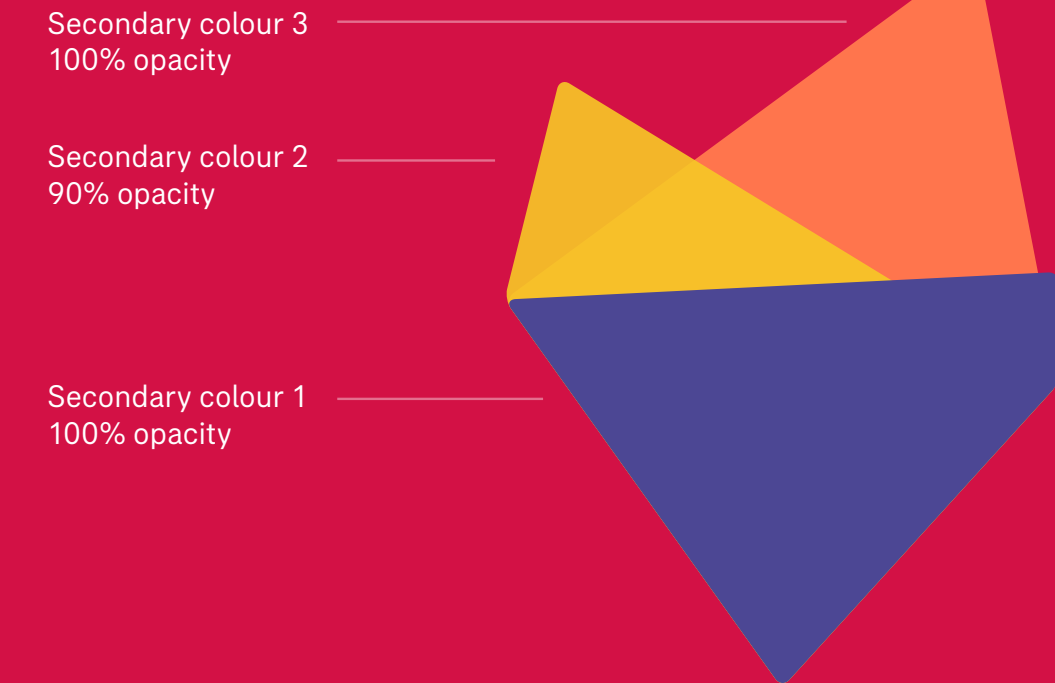
4MM



When the Multicolour Moving Mountains are used on an AIA Red background the first mountain can use a colour from the secondary palette.

Don't use tints in Multicolour Moving Mountains

3MM



4MM



EXAMPLES

