



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

Design principles

Overview

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

DESIGN PRINCIPLES

Our Purpose appears in every part of our identity, reflected in **how we speak, what we say and how we look**.

Our designs are:

- dynamic and full of life.
- inspire our customers to live Healthier, Longer, Better Lives.
- easy to understand (just like a mentor).

Our artwork:

- embraces AIA Red as a lead brand colour and uses it with confidence.
- is sensitive to the needs of the brief, whether bold or understated.

**WHATEVER WE DO
WE ARE ALWAYS,
UNMISTAKABLY AIA.**