



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

Introduction
Core colours
Moving Mountains
Applying colour
Using with photography
Typography
Photography
Applications
Corporate gifts

BRAND CHECKLIST

ASSETS

CORE COLOURS

AIA High Net Worth uses a premium colour system.

AIA Olive is our lead brand colour, replacing AIA Red.

AIA Olive, AIA Charcoal and white are the dominant colours of our brand. We supplement them with accents of AIA Dark Green and AIA Warm Grey to create visual and typographic hierarchy where needed.

We use gold foiling to elevate printed materials.

AIA OLIVE

PANTONE 7754U

C32 M34 Y66 K16

R165 G145 B92

#A5915C

80%
#B5A57C

60%
#C7BB9D

40%
#DAD2BD

20%
#ECE8DE

WHITE

C0 M0 Y0 K0

R255 G255 B255

#FFFFFF

GOLD FOIL

80%
#86827A

60%
#A4A19B

40%
#C2C0BC

20%
#E0DFDD

AIA DARK GREEN

PANTONE 7771U

C53 M44 Y53 K36

R104 G101 B90

#68655A

80%
#DBD4CF

60%
#E4DFDB

40%
#EDE9E7

20%
#F6F4F3

AIA SILVER

PANTONE
WARM GREY 1C

C20 M19 Y22 K1

R211 G202 B195

#333d47
#D3CAC3

80%
#5B636B

60%
#848A90

40%
#ADB1B5

20%
#D6D8DA

AIA CHARCOAL

PANTONE 432C

C78 M62 Y49 K51

R51 G61 B71

#333d47

80%
#5B636B

60%
#848A90

40%
#ADB1B5

20%
#D6D8DA