

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

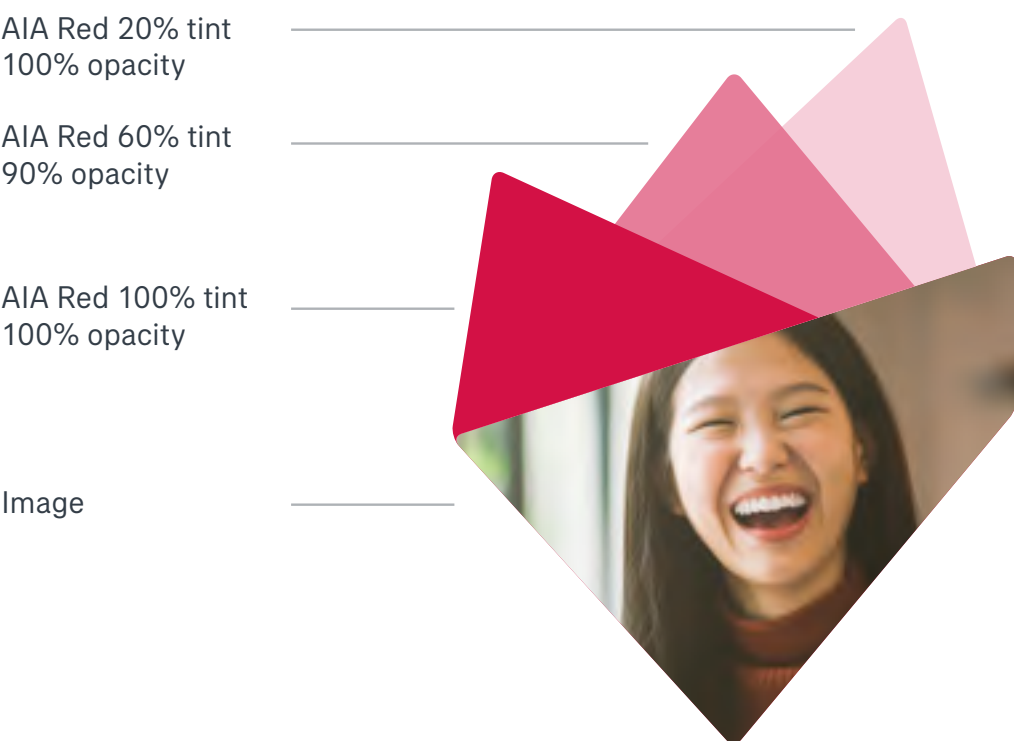
USING WITH PHOTOGRAPHY: CONTAINER

We use the first mountain as a container for the image. The second mountain is coloured AIA Red 100% tint and opacity. Secondary colours can be used on the third/fourth mountains.

3MM

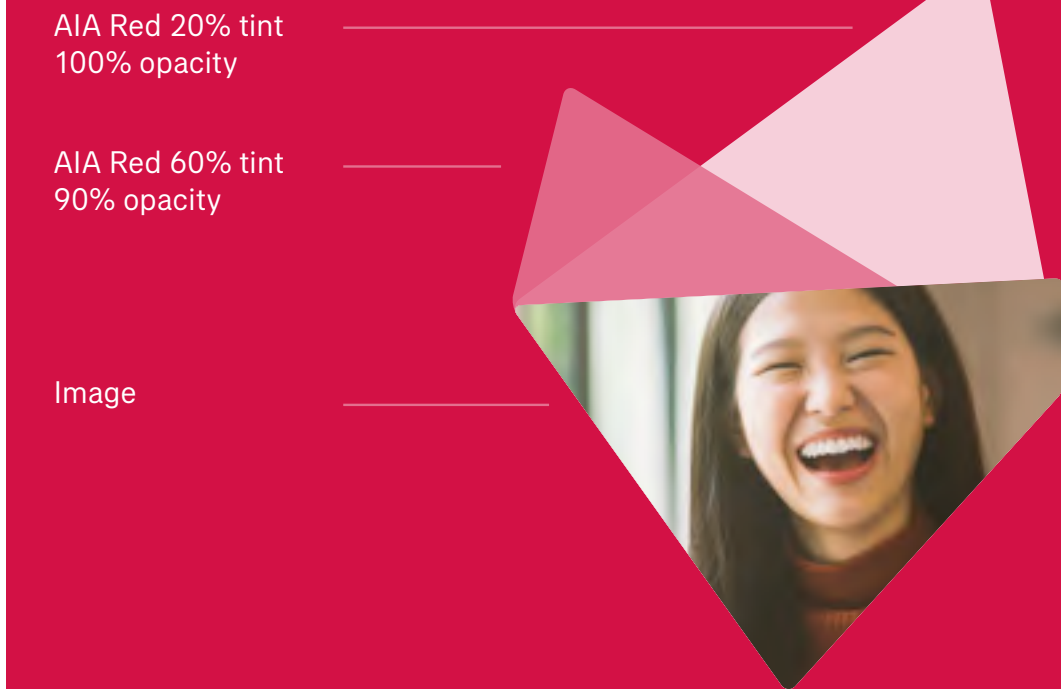


4MM

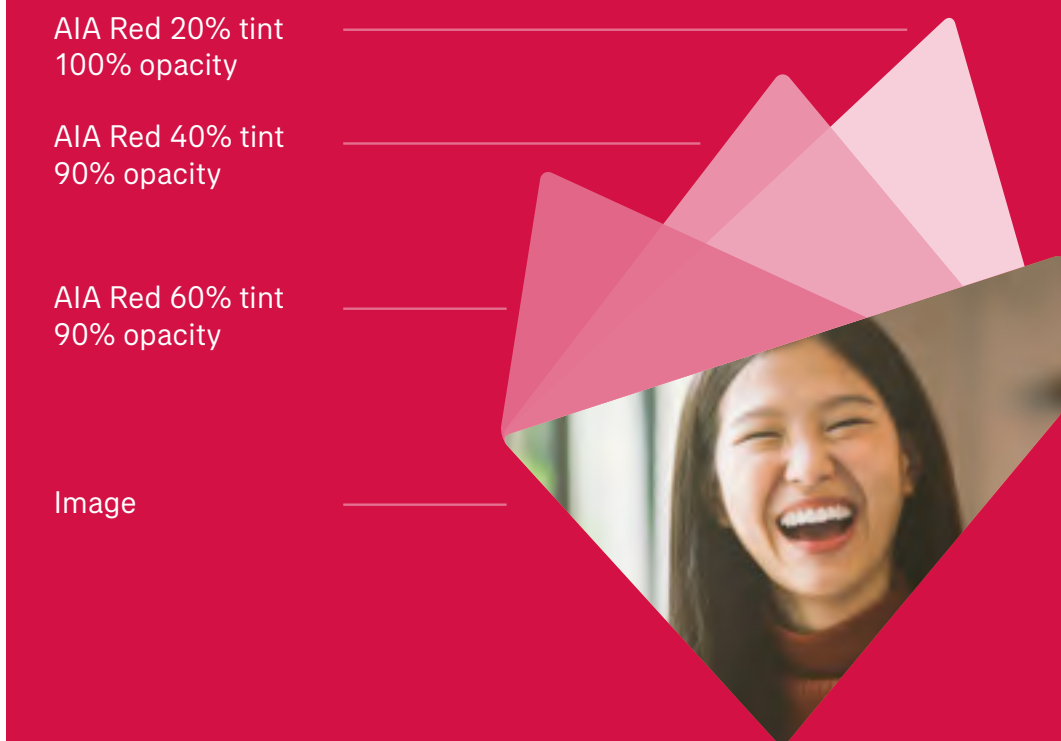


! Don't combine the container with cut-out photography.

3MM



4MM



EXAMPLES

