



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

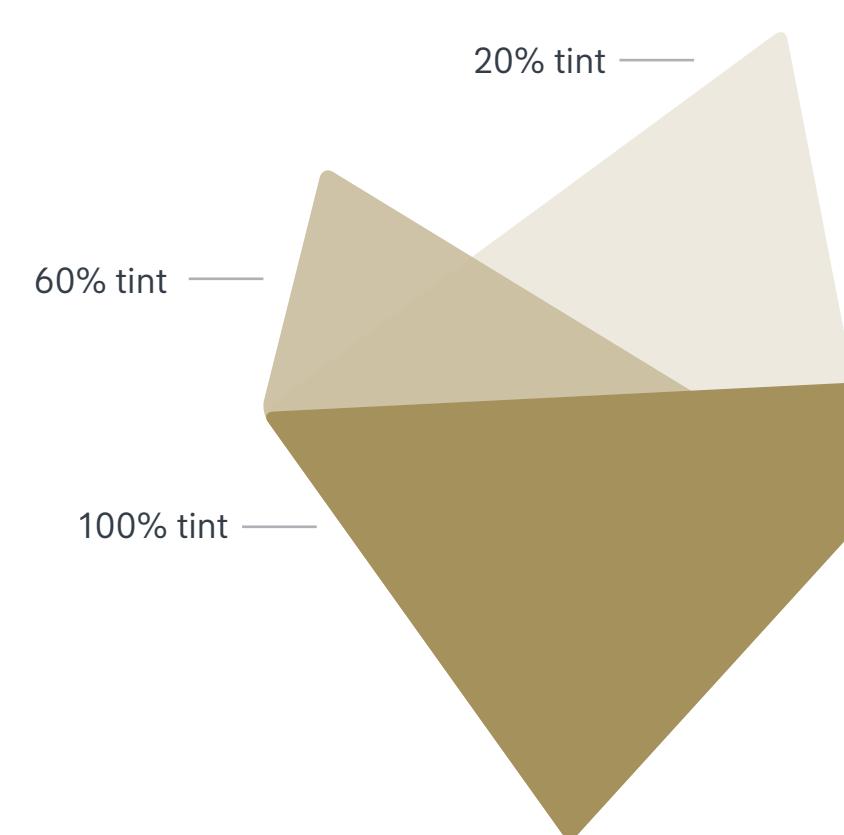
BRAND CHECKLIST

ASSETS

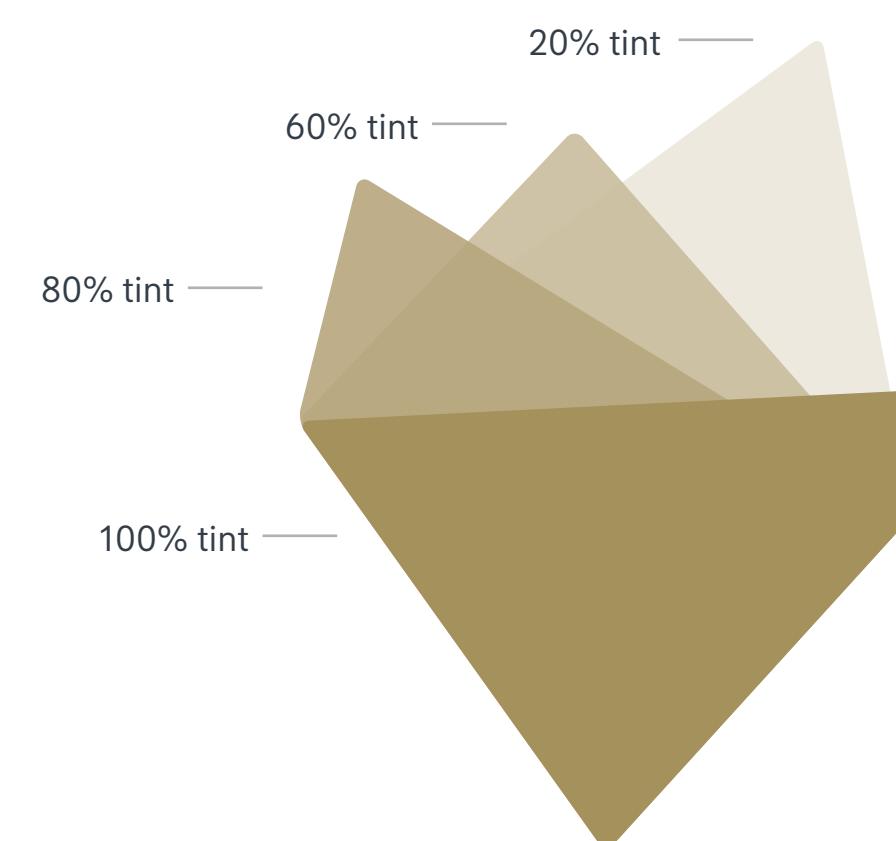
APPLYING CORE COLOUR

The first mountain is always 100% AIA Olive.

Three mountains



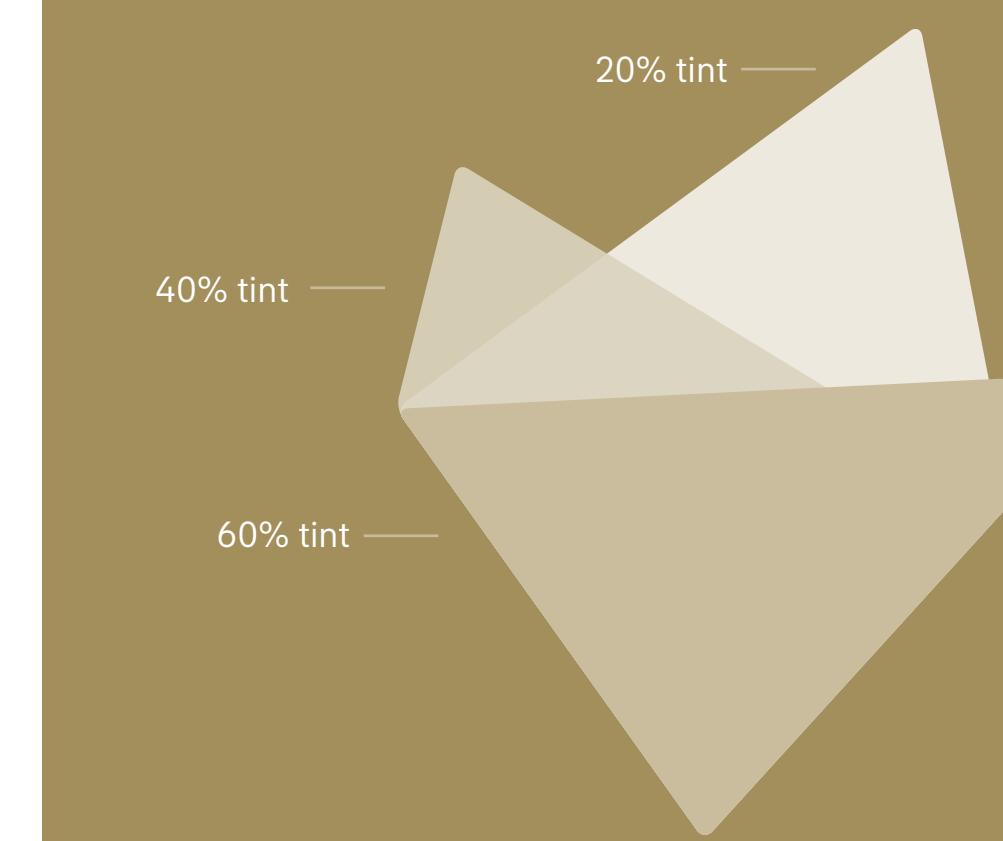
Four mountains



MONO VERSION

The first mountain is always 60% AIA Olive.

Three mountains



Four mountains

