

[OUR BRAND](#)
[OUR IDENTITY](#)
[VISUAL ELEMENTS](#)
[COLOURS](#)
[MOVING MOUNTAINS](#)
[TYPOGRAPHY](#)
[PHOTOGRAPHY](#)
[Photography principles](#)
[Photography briefs](#)
[What works](#)
[Don'ts](#)
[ILLUSTRATION](#)
[ICONOGRAPHY](#)
[INFOGRAPHICS](#)
[MOTION AND SOUND DESIGN](#)
[APPLICATIONS](#)
[AIA ONE BILLION](#)
[AIA VITALITY](#)
[HIGH NET WORTH](#)
[BRAND CHECKLIST](#)
[ASSETS](#)

OUR PHOTOGRAPHY PRINCIPLES

Brilliant photography is one of the ways in which our customers are able to see themselves in our brand. We are not interested in posing models or unobtainable lifestyles.

Our photography is inclusive, vibrant and full of life. It is a reflection of what Healthier, Longer, Better Lives really means - healthy lifestyles, friends, family, mental wellness and a passion for living life to its fullest.

Our photography should:

- Represent Healthier, Longer, Better Lives
- Represent real life and real people
- Capture people in the moment
- Be inclusive and realistic
- Show people in a variety of life circumstances
- Show emotions which feel up close and personal

