



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

Mobile app icon system

Digital

Digital: social media

Corporate

Print

Merchandise

Environmental

Events

AIA ONE BILLION

AIA VITALITY

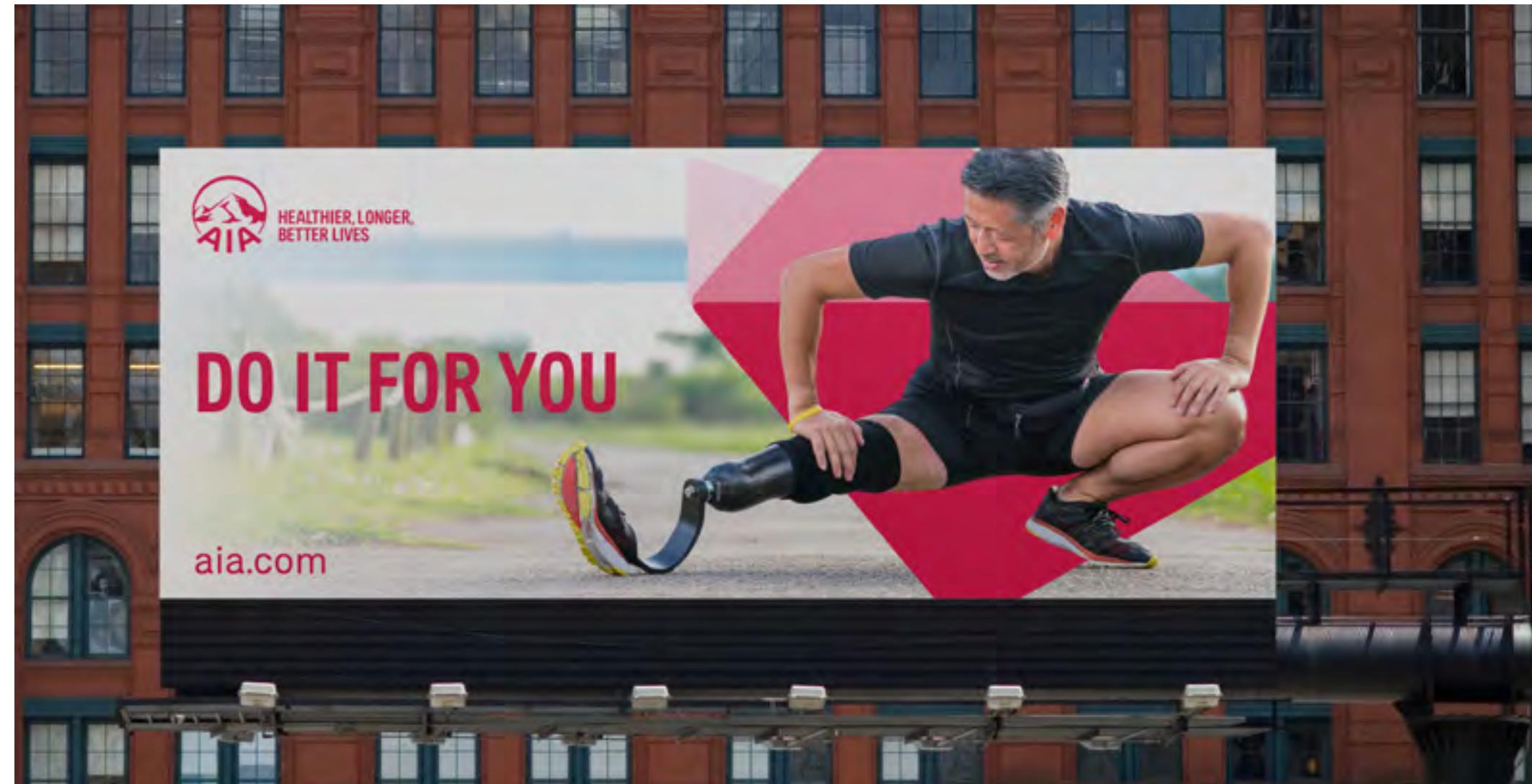
HIGH NET WORTH

BRAND CHECKLIST

ASSETS

PRINT

Outdoor advertising



Notebooks



Annual report cover



Brochure spread

