

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

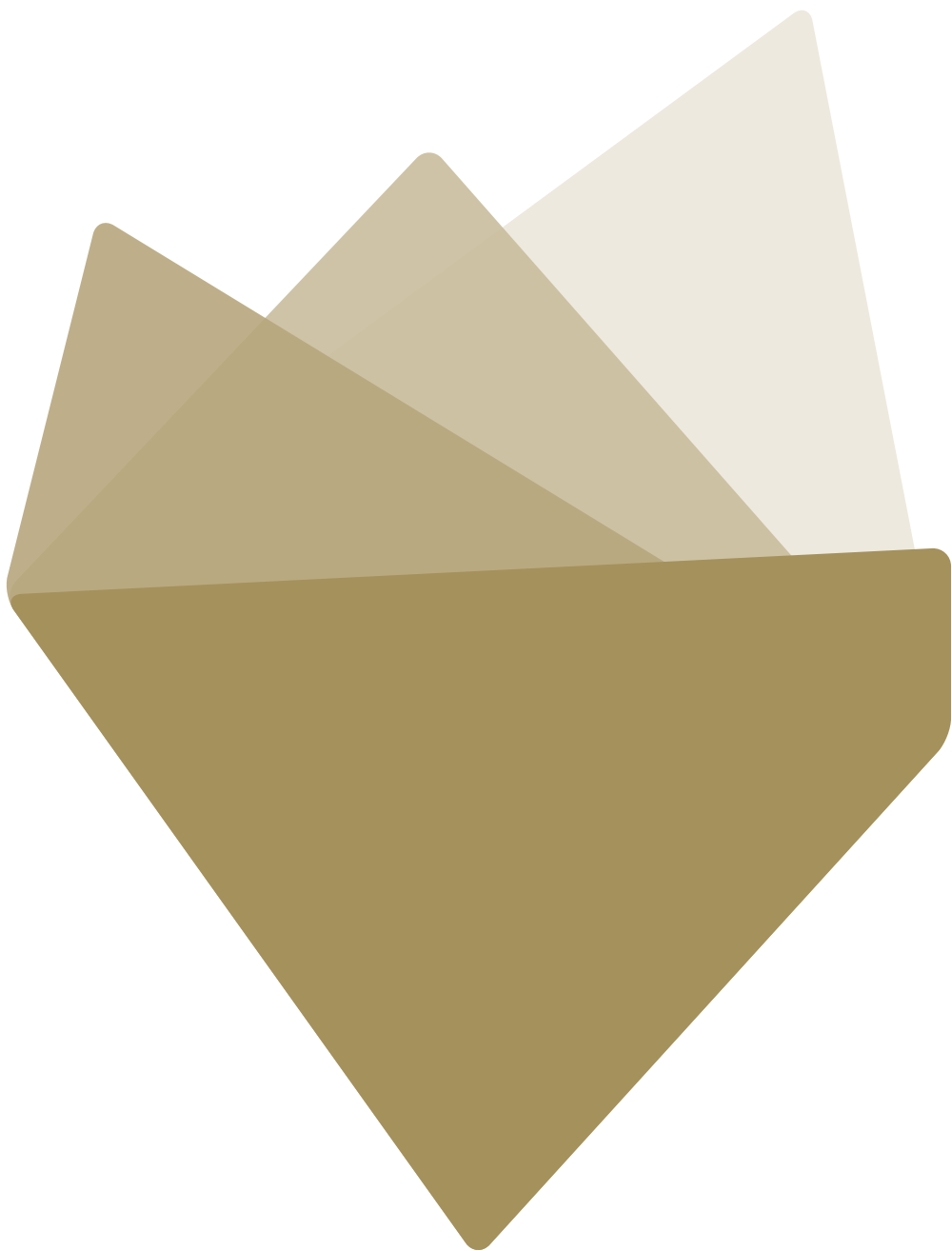
ASSETS

# MOVING MOUNTAINS

Healthier, Longer, Better Lives is active, customer-centric and means something different for everyone. It’s personal - it’s all about you.

We developed the Moving Mountains as a visual representation of this. They represent the Healthier, Longer, Better Lives of our customers in all their unique and personal ways - goals, dreams and journeys.

**The Moving Mountains are a versatile, supporting asset that bring consistency and flexibility to our brand. We use many versions of the mountains to represent all our different customers’ versions of Healthier, Longer, Better Lives.**



Kyle’s  
healthier, longer, better life