



HEALTHIER, LONGER,  
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

Primary typeface:  
English

## SYSTEM TYPEFACE: ENGLISH

Our system typeface is Arial. The typeface works as an alternative font in certain applications when Everest is not available, including on our Microsoft platform.

**Arial should only be used when it is not possible to use AIA Everest.**

Primary typeface:  
Chinese

Typography in use:  
print and web

Typography in use:  
digital

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

Arial Regular

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
*abcdefghijklmnopqrstuvwxyz*  
**1234567890?&@<>';..**

Arial Regular Italic

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
*abcdefghijklmnopqrstuvwxyz*  
**1234567890?&@<>';..**

Arial Bold

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
*abcdefghijklmnopqrstuvwxyz*  
**1234567890?&@<>';..**

Arial Bold Italic

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
*abcdefghijklmnopqrstuvwxyz*  
**1234567890?&@<>';..**