



HEALTHIER, LONGER,  
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

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AIA ONE BILLION

AIA VITALITY

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## ILLUSTRATION EXAMPLES

When colouring illustrations, AIA Red should always be present, with secondary colours used for other elements wherever possible. Should you need to use a colour outside of our core and secondary palettes, please pick a tone that complements our colours e.g. for skin tone, vegetables, nature etc.

