

OUR BRAND

OUR IDENTITY

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## Sub-brands

Before creating a new AIA sub-brand consider whether it is absolutely necessary. It is often enough to add a name to your communications without requiring a new identity be created.

If you do wish to create a sub-brand, please follow these guidelines.

### Design principle

When creating a sub-brand we use the Wordmark in conjunction with AIA Everest font across all identities for consistency, legibility and simplicity. AIA always comes first in the structure.

For limited cases, an alternative modern, clean san serif font may be considered as a replacement for AIA Everest.

Handwritten or script fonts are not recommended. Subtle graphic elements may be considered but should never be the main focus.

All sub-brand logos must be reviewed and approved by the local brand team before use. Group level approval is required for key businesses.

## Examples

