

## OUR BRAND

## OUR IDENTITY

## VISUAL ELEMENTS

### COLOURS

### MOVING MOUNTAINS

Introduction

Core

Multicolour

Two-colour

Outline

Mirror

Photography: container

Photography: cutout

Photography: full bleed

Photography: layers

Photography: transparent

Don'ts

Library

Creation

### TYPOGRAPHY

### PHOTOGRAPHY

### ILLUSTRATION

### ICONOGRAPHY

### INFOGRAPHICS

### MOTION AND SOUND DESIGN

## APPLICATIONS

### AIA ONE BILLION

### AIA VITALITY

### HIGH NET WORTH

### BRAND CHECKLIST

### ASSETS

# USING WITH PHOTOGRAPHY: CUTOUT

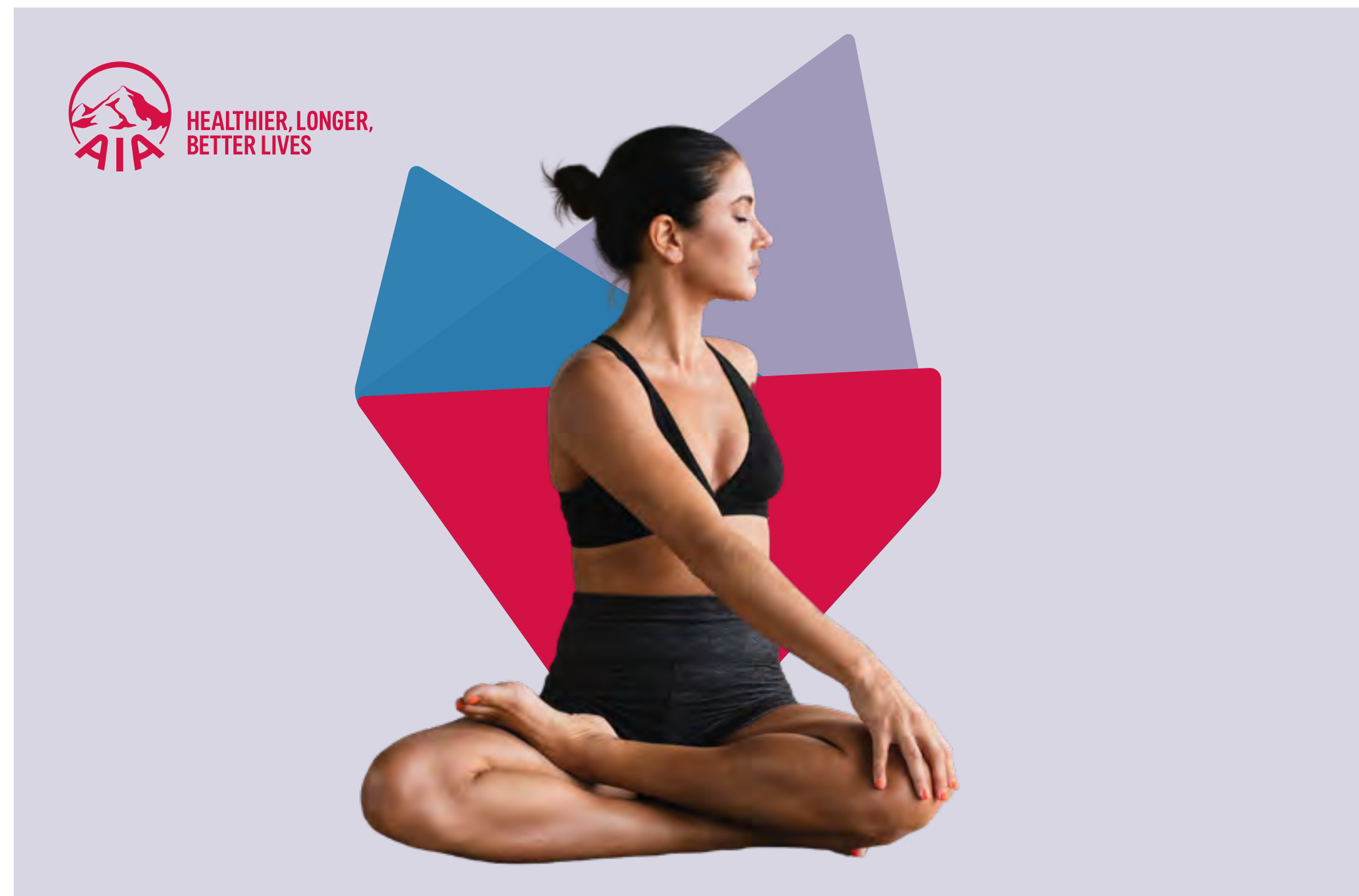
When a cleaner, more minimal design is needed, cutout photography can be merged with the Moving Mountains.



Cutouts can crop to the first mountain



Cutouts can be placed in front of the mountain



Cutout photography works with all variations of the mountains