



HEALTHIER, LONGER,  
BETTER LIVES

## OUR BRAND

## OUR IDENTITY

## VISUAL ELEMENTS

Design principles

Overview

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

## APPLICATIONS

### AIA ONE BILLION

### AIA VITALITY

### HIGH NET WORTH

### BRAND CHECKLIST

### ASSETS

# OVERVIEW

In bringing the AIA brand to life, we rely on the distinctive look and feel that comes from our carefully created suite of assets.

Through a combination of logos, colours, photography, Moving Mountains and other assets, we communicate our Purpose and ensure that we are always unmistakably AIA.

When working with the brand assets feel free to mix and match to best fit your needs. All the assets are equally important and we encourage you to be creative in using them.

