



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

BRAND EXTENSIONS

Sub-brands

Endorsements

SPONSORSHIP AND PARTNERSHIPS

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

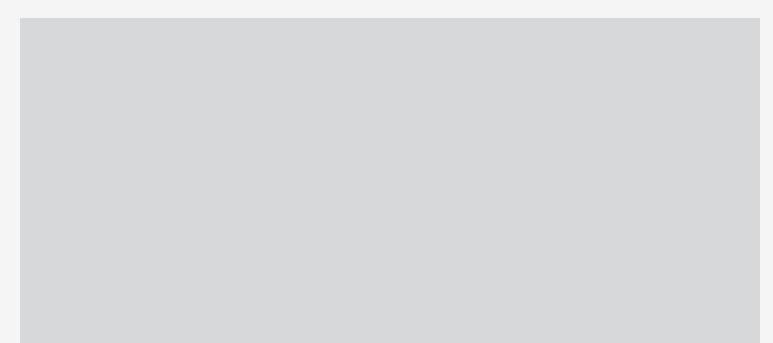
ENDORSEMENTS

Endorsements should always appear in the bottom left corner on any materials or brand extensions.

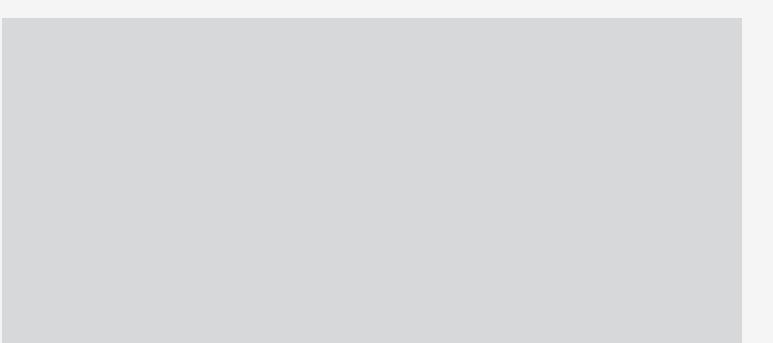
When setting typography, any text that appears next to the AIA Wordmark should be in AIA Everest Regular font and in AIA Charcoal. If it is not possible to use AIA Charcoal, please use a tint of 85% black.

The word 'AIA' should always be set using AIA Everest Bold and in AIA Red.

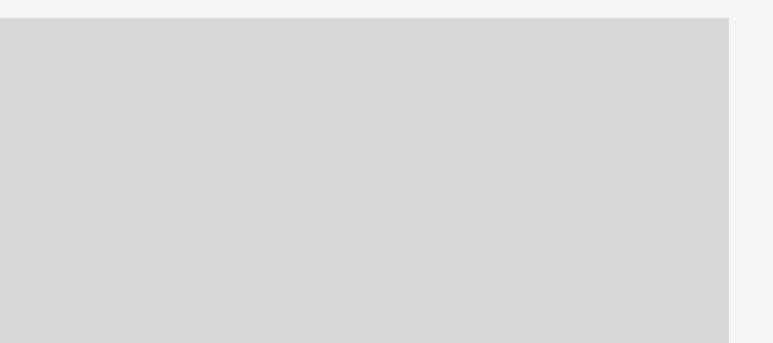
VARIATIONS



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! The space between the logo and the endorsement can be adjusted to suit real cases.

