

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

- Introduction
- Core colours
- Moving Mountains
- Applying colour
- Using with photography
- Typography
- Photography
- Applications
- Corporate gifts

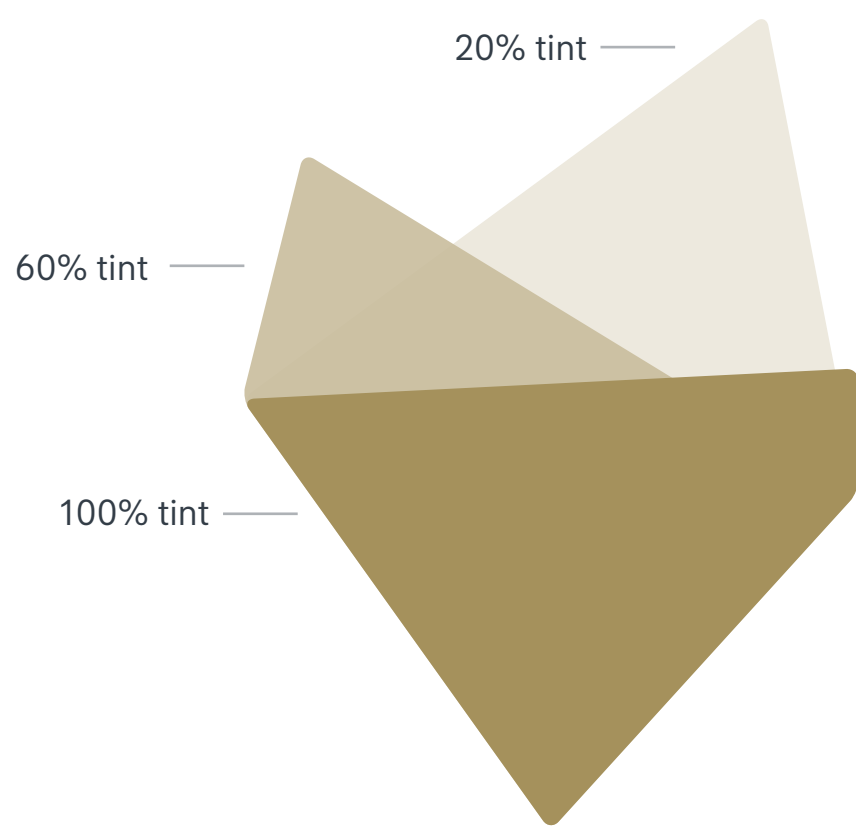
BRAND CHECKLIST

ASSETS

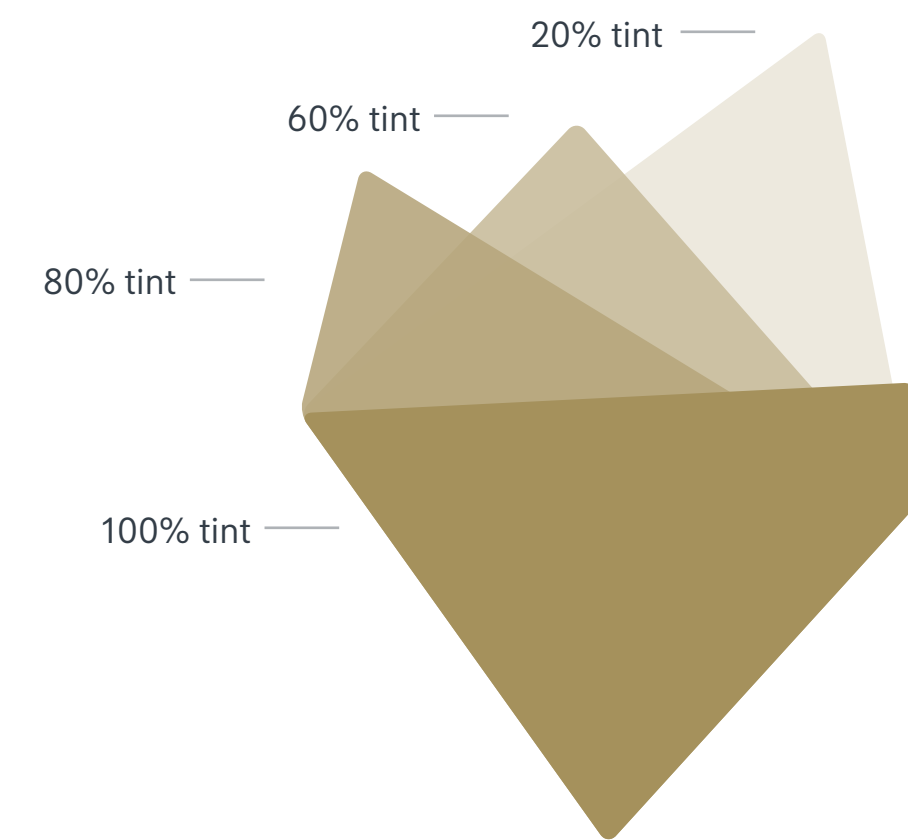
APPLYING CORE COLOUR

The first mountain is always 100% AIA Olive.

Three mountains



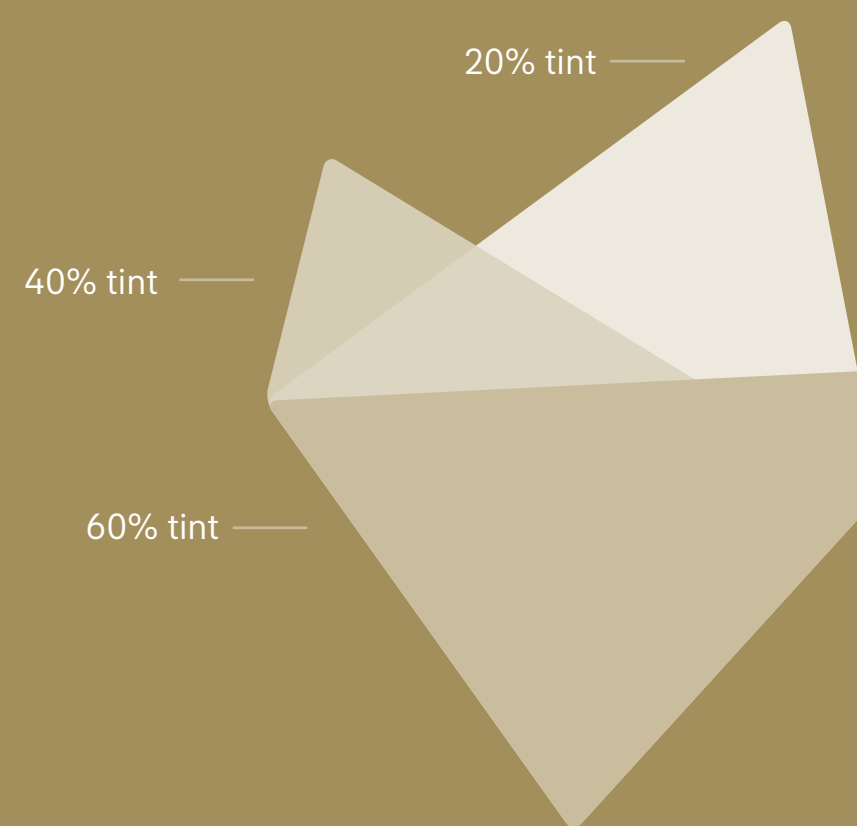
Four mountains



MONO VERSION

The first mountain is always 60% AIA Olive.

Three mountains



Four mountains

