



HEALTHIER, LONGER,  
BETTER LIVES

OUR BRAND

OUR IDENTITY

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## INTRODUCTION

We are pleased to introduce you to the AIA Vitality design principles.

We trust that you are familiar with the AIA Brand Standards by now and that you have the fundamental tools to leverage AIA's positioning in your communications.

This concise supplementary section explains how AIA Vitality's design principles work in tandem with the Brand Standards, with the objective of helping you to apply the logo and graphics consistently across all communications.

Bear in mind that the AIA Brand Standards are our pivotal brand communications and management tool. You should refer to the Brand Standards for all verbal and visual identity elements and use them in conjunction with the following AIA Vitality design principles.

AIA Vitality brand elements are only for use on AIA Vitality projects.

# AIA Vitality

