

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

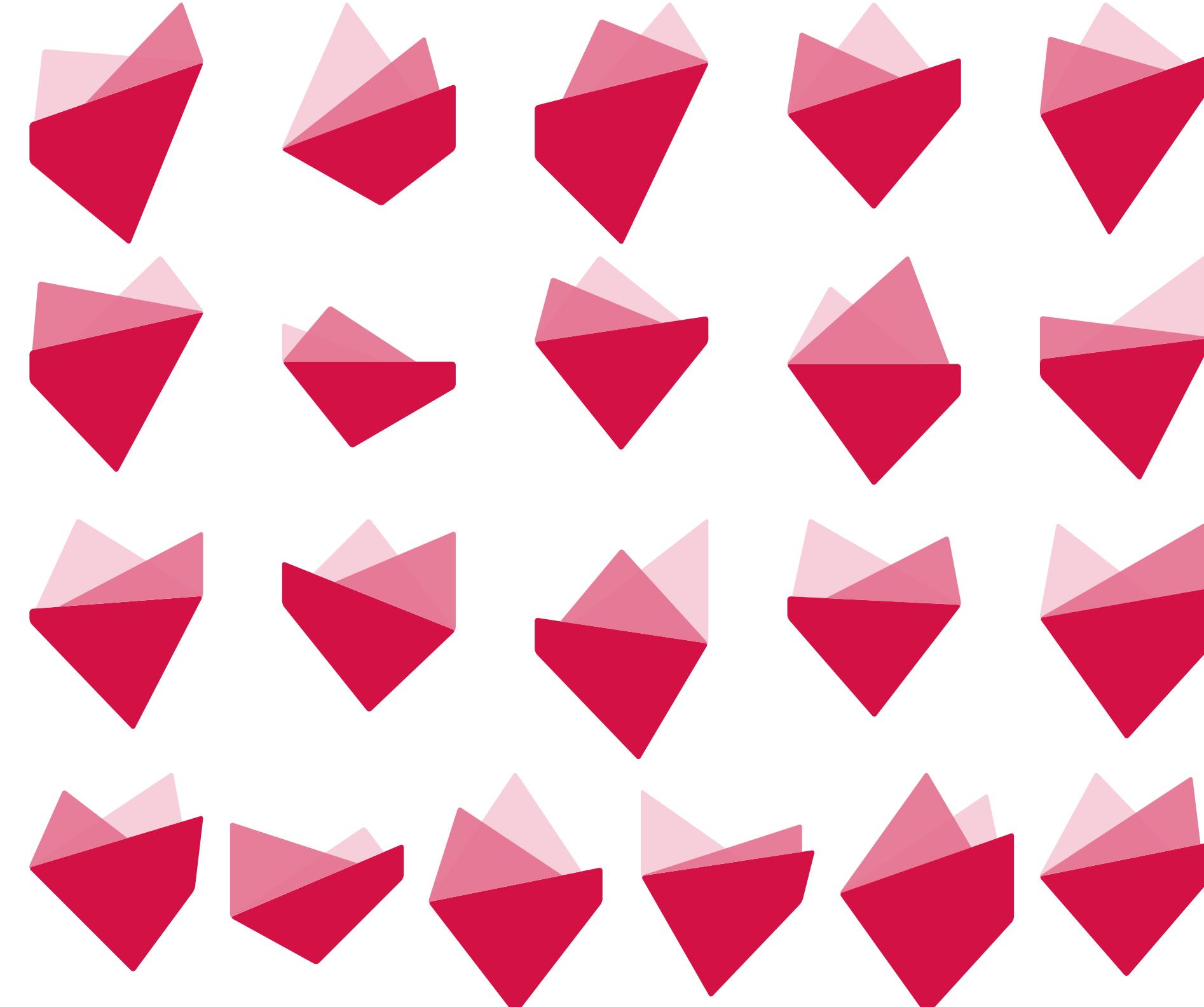
ASSETS

OUR MOVING MOUNTAINS LIBRARY

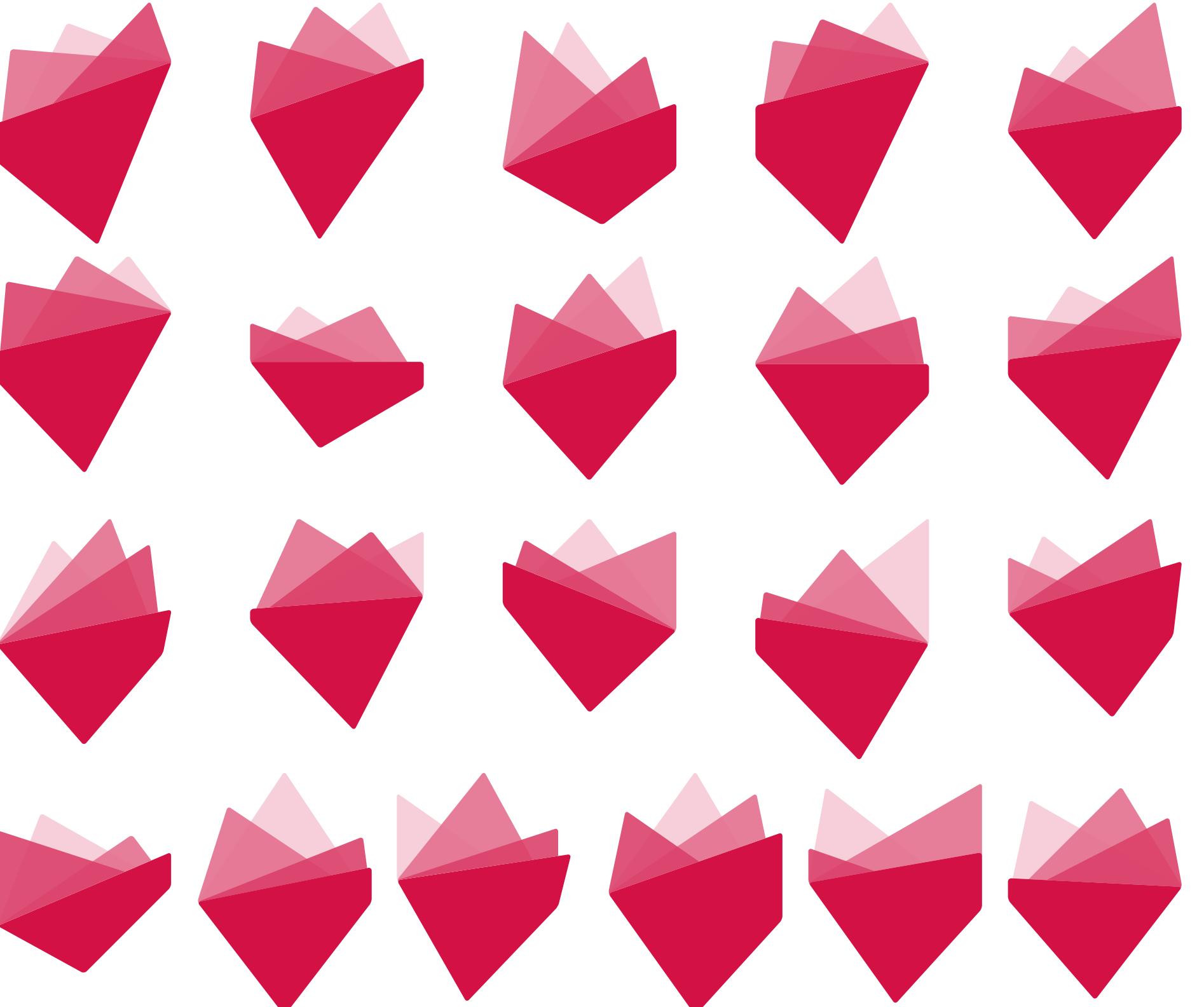
A number of Moving Mountains assets have been produced for your use. Should you need to create a new version please follow the steps on the next page.

You can find our Moving Mountains library on [our asset links page](#).

Three mountains



Four mountains



! New Moving Mountains should always be created following the template in Adobe Illustrator. If you are unable to do it this way you should use an existing Moving Mountain.