

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

- Core colours
- Secondary colours
- Background colours
- Core colours in use
- Secondary colours in use
- Don'ts

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

# SECONDARY COLOURS USAGE

Secondary colours should never dominate a design. They should be used to:

- Add energy or a sense of calm.
- Draw attention to important information.
- Create differentiation where needed.
- Help with navigation.
- Provide more colour e.g. infographics and illustrations.

**If a secondary colour is dominating a design then the colours are not being applied correctly.**

Product information



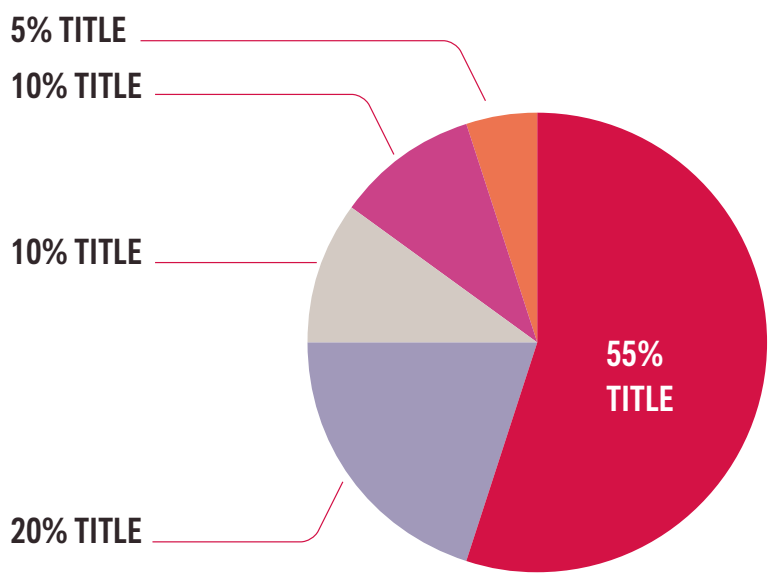
Iconography



Illustration



Infographics



Energetic design



Wayfinding / product info

