

OUR BRAND

OUR IDENTITY

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PHOTOGRAPHY

Photography principles

Photography briefs

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ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

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BRAND CHECKLIST

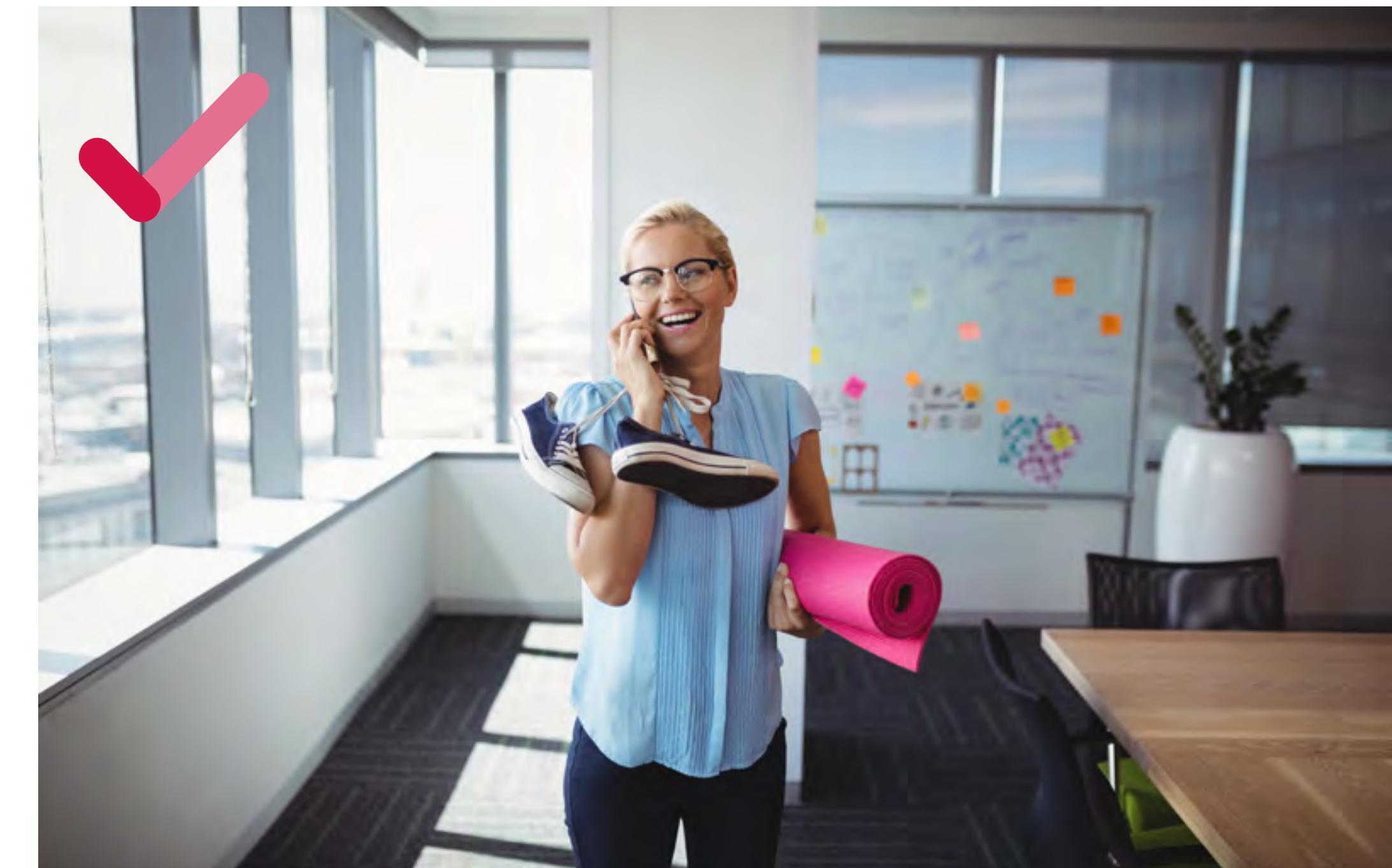
ASSETS

WHAT WORKS AND WHAT DOESN'T

These two photographs are trying to convey the same message. The one on the right is on brand and the one on the left is not.



 This image is too posed. It does not feel like a snapshot of real life. It feels like a photoshoot not a woman leaving work to make her 18.30 yoga class. The office feels sterile and unwelcoming. The image lacks the energy of Healthier, Longer, Better Lives.



 This image feels more like a snapshot of real life. It is natural and energetic and you can imagine yourself in this woman's shoes about to leave work for her 18:30 yoga class. The office feels everyday with Post-it Notes, whiteboard and natural light. This photograph has all the natural warmth and energy of our Purpose: Healthier, Longer, Better Lives.