

## OUR BRAND

## OUR IDENTITY

## VISUAL ELEMENTS

## APPLICATIONS

Mobile app icon system  
Digital  
Digital: social media  
Corporate  
Print  
Merchandise  
Environmental  
Events

## AIA ONE BILLION

## AIA VITALITY

## HIGH NET WORTH

## BRAND CHECKLIST

## ASSETS

# MERCHANDISE

Tablet covers



Phone cover



Branded socks



Tote bag



Branded pen



Keyring

