



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

Introduction

About

Positioning

Logo

Localised versions

Brand elements

Moving Mountains

Examples

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

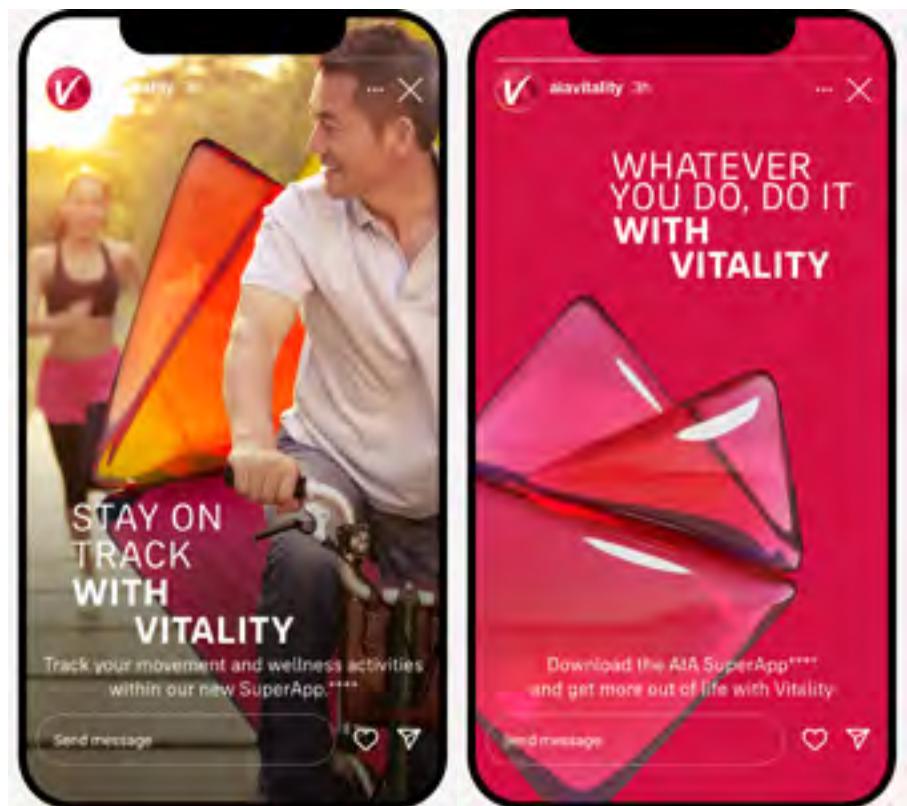
EXAMPLES

AIA Vitality designs must always feature AIA Red, either in the logo, title, as a background or in the Moving Mountains.

Please refer to the Live with Vitality campaign toolkit for full guidelines.

Assets are available to download and use via our [asset links](#) page.

Instagram stories



Static social posts



Digital stickers



Posters

