

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

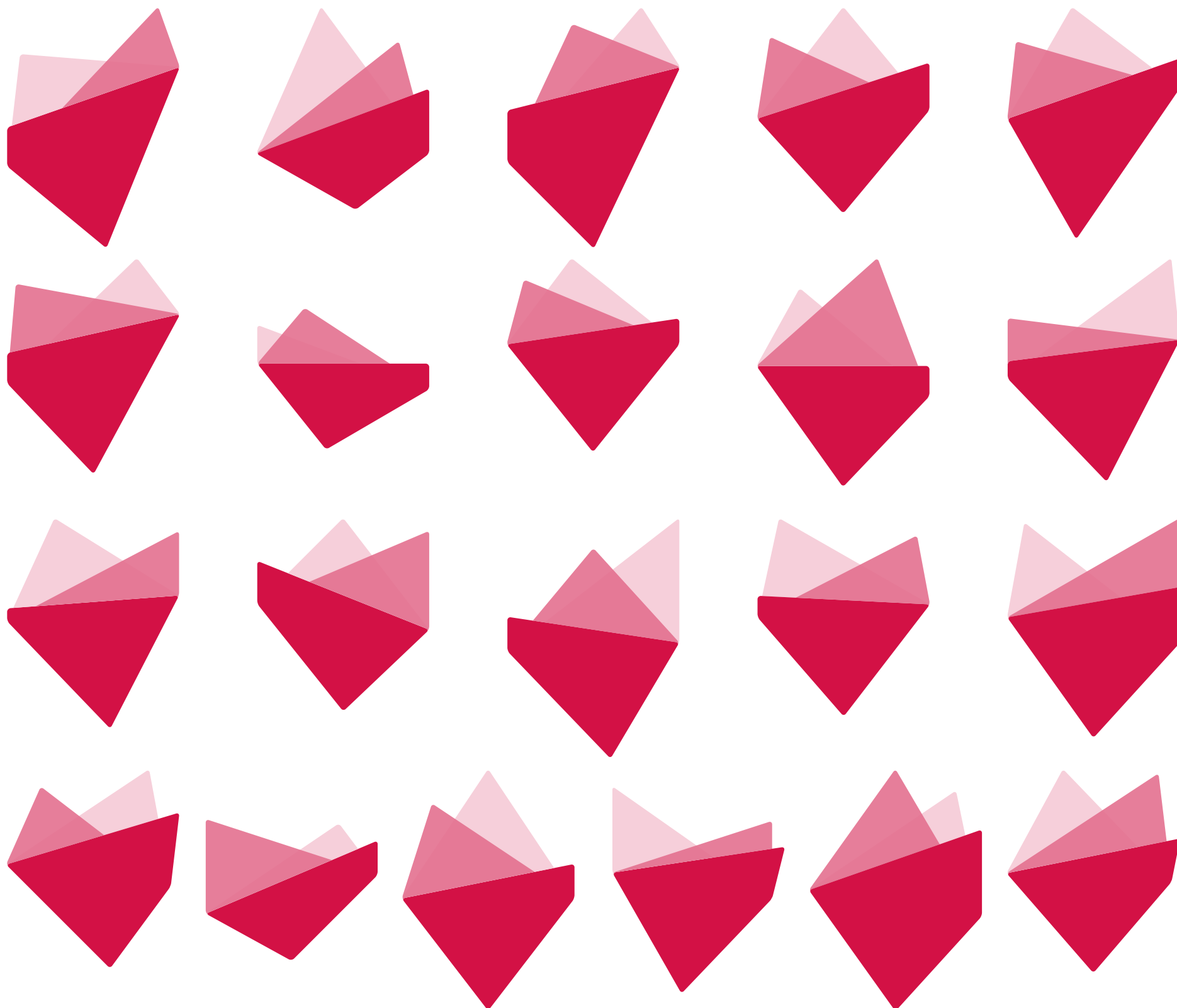
ASSETS

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



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.

Four mountains

