



HEALTHIER, LONGER,
BETTER LIVES

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

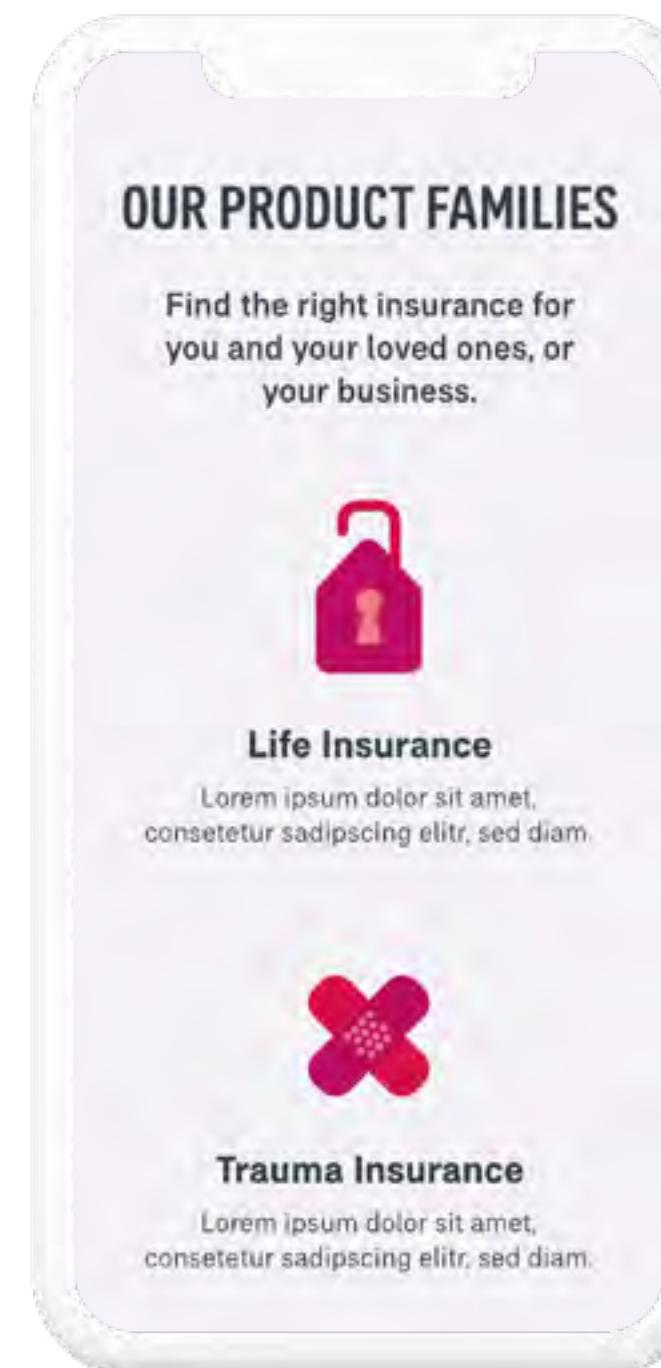
SECONDARY COLOURS USAGE

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.

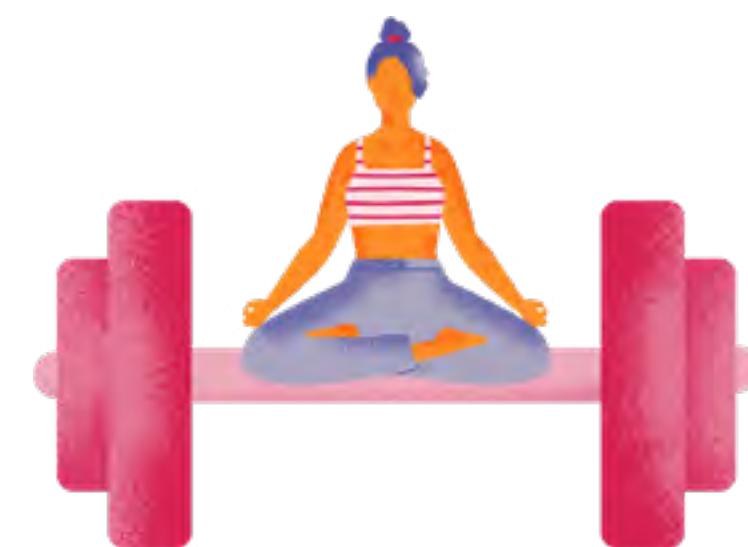
Product information



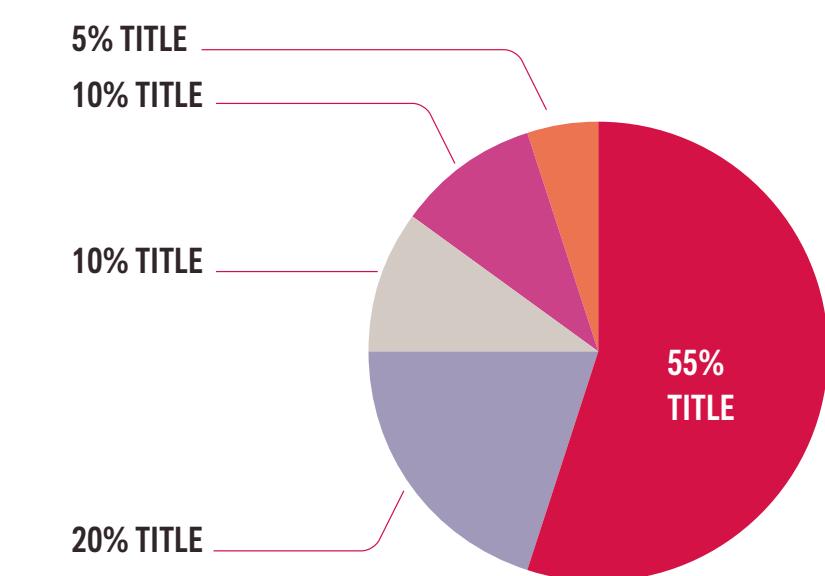
Iconography



Illustration



Infographics



Energetic design



Wayfinding / product info

