

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

CORE COLOURS USAGE

AIA Red should always be the dominant colour in any design. AIA is a red brand and we embrace this to build brand recognition and consistency.

We apply AIA Red in one of two ways:

Bold application

We are bold whenever we can be and apply AIA Red as a strong solid background colour to create dynamic and vibrant designs.

Highlight application

When a design needs to be more understated or contains a lot of information, we use white and light charcoal tints as our base colours. We use AIA Red as a highlight colour to inject vibrancy.

Note that even in these instances, red is still the dominant colour in the design.

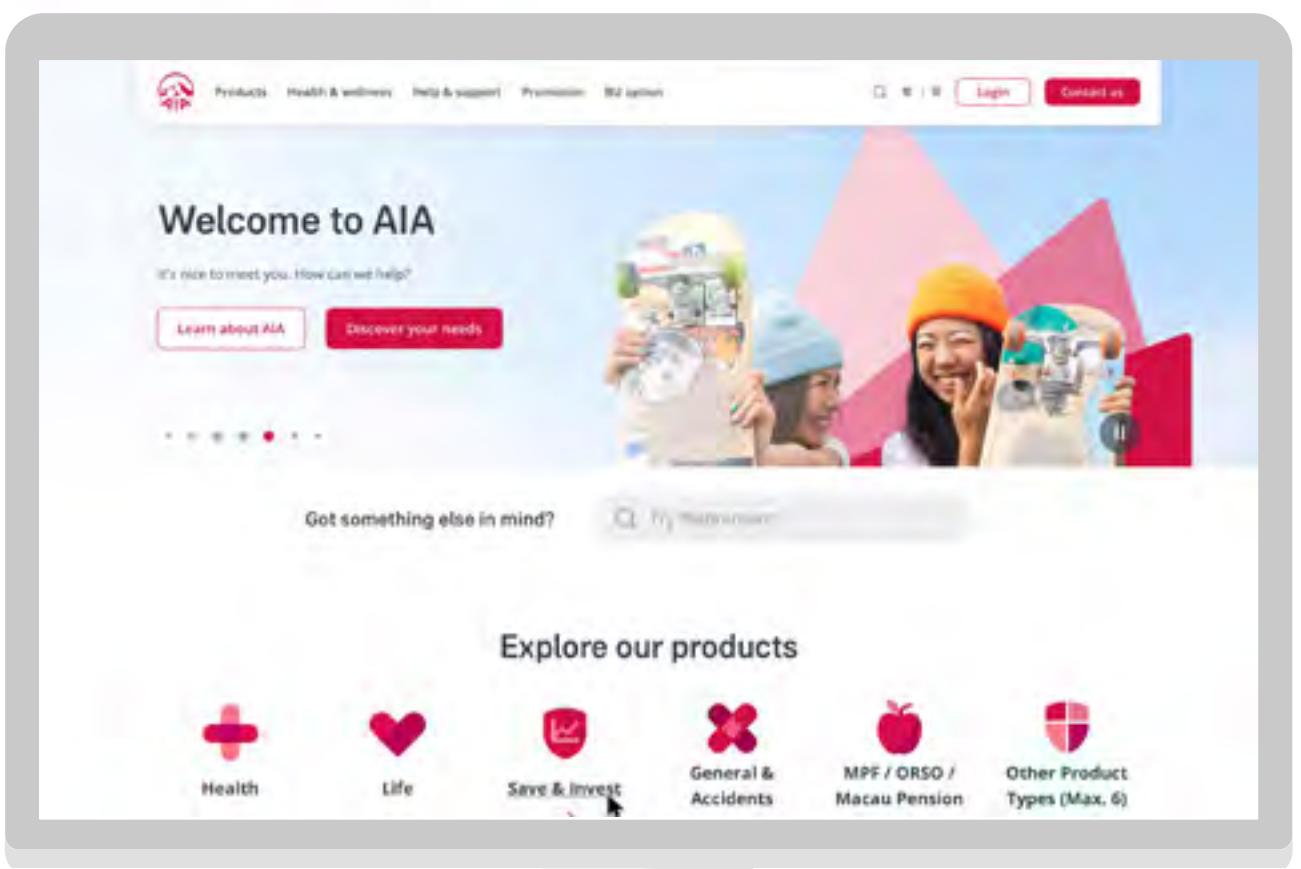
Stationery



Notebook



Outdoor advertising



Website homepage example