



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

System icons

Illustrated icons

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

ILLUSTRATED ICONS

We have an illustrated icon style for non-UX navigation purposes.

Illustrated icons can be used for:

- Product information
- Notifications
- Highlighting content
- Infographics

Illustrated icons should be made of simple shapes and never be too complex.

Colour:

You can use secondary colours but AIA Red must always be present. There should be a minimum of two and a maximum of three colours used in the illustrated icons.

Mono:

White mono versions should be created using a mixture of 100% opacity and 80% opacity white, while using pathfinder cuts in Adobe Illustrator for more intricate details. Colour mono versions may be created using core and secondary colours and two of the selected colour's tints.



Illustrated icons

Infographic example



Product info example

