



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

Mobile app icon system

Digital

Digital: social media

Corporate

Print

Merchandise

Environmental

Events

AIA ONE BILLION

AIA VITALITY

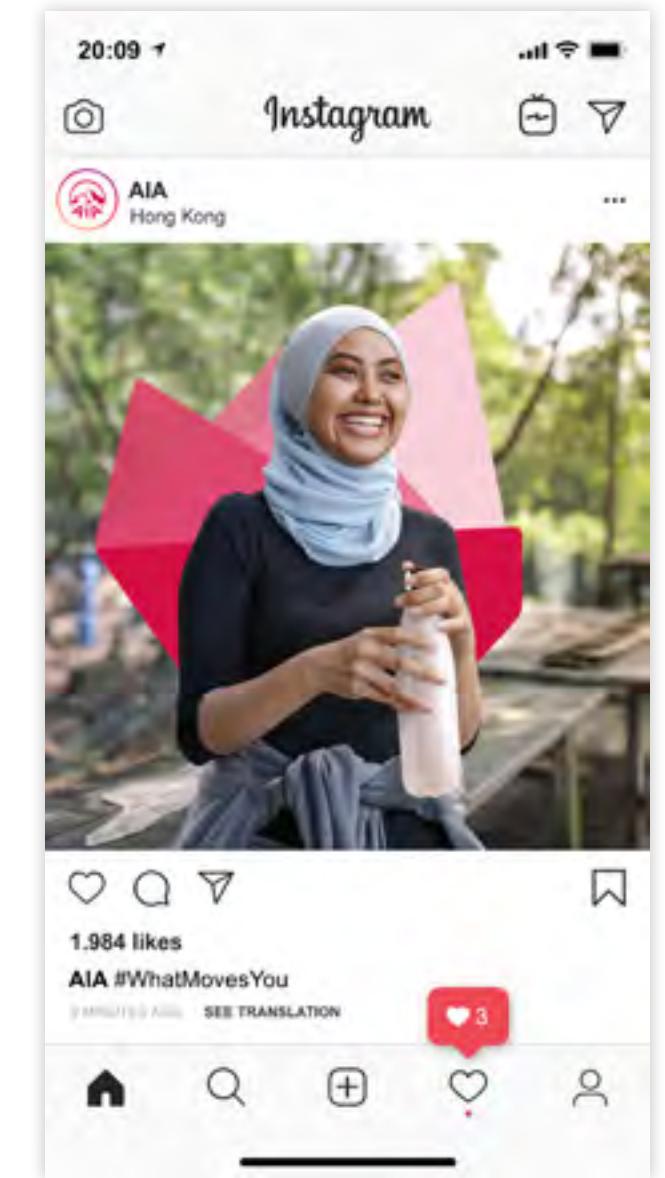
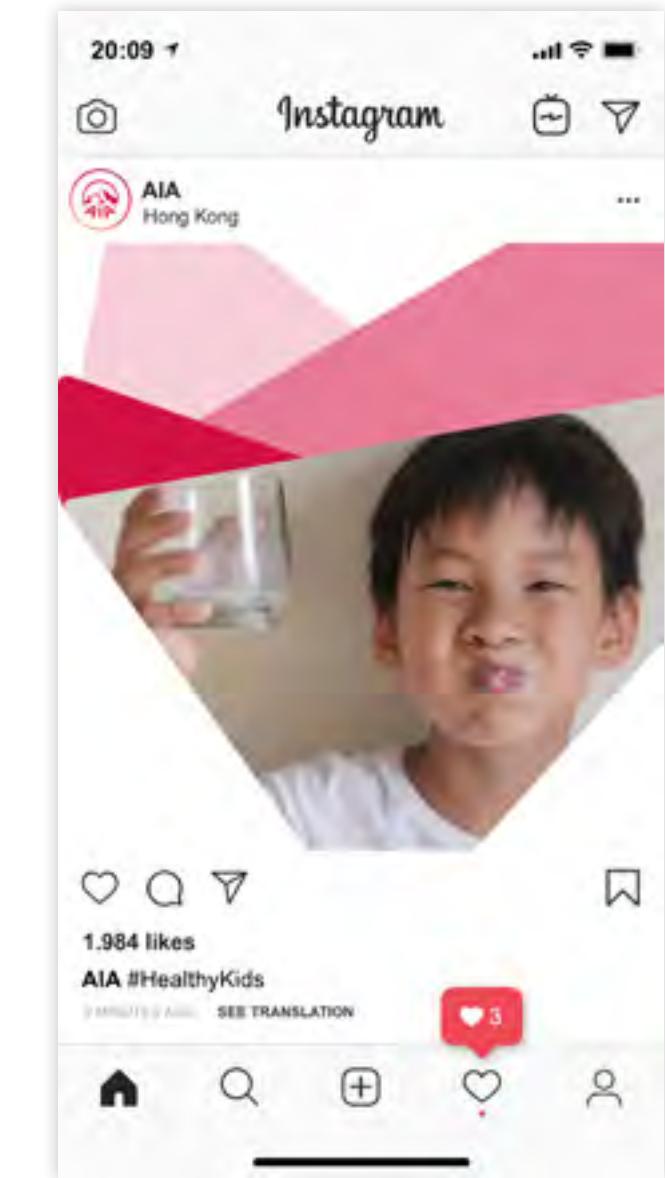
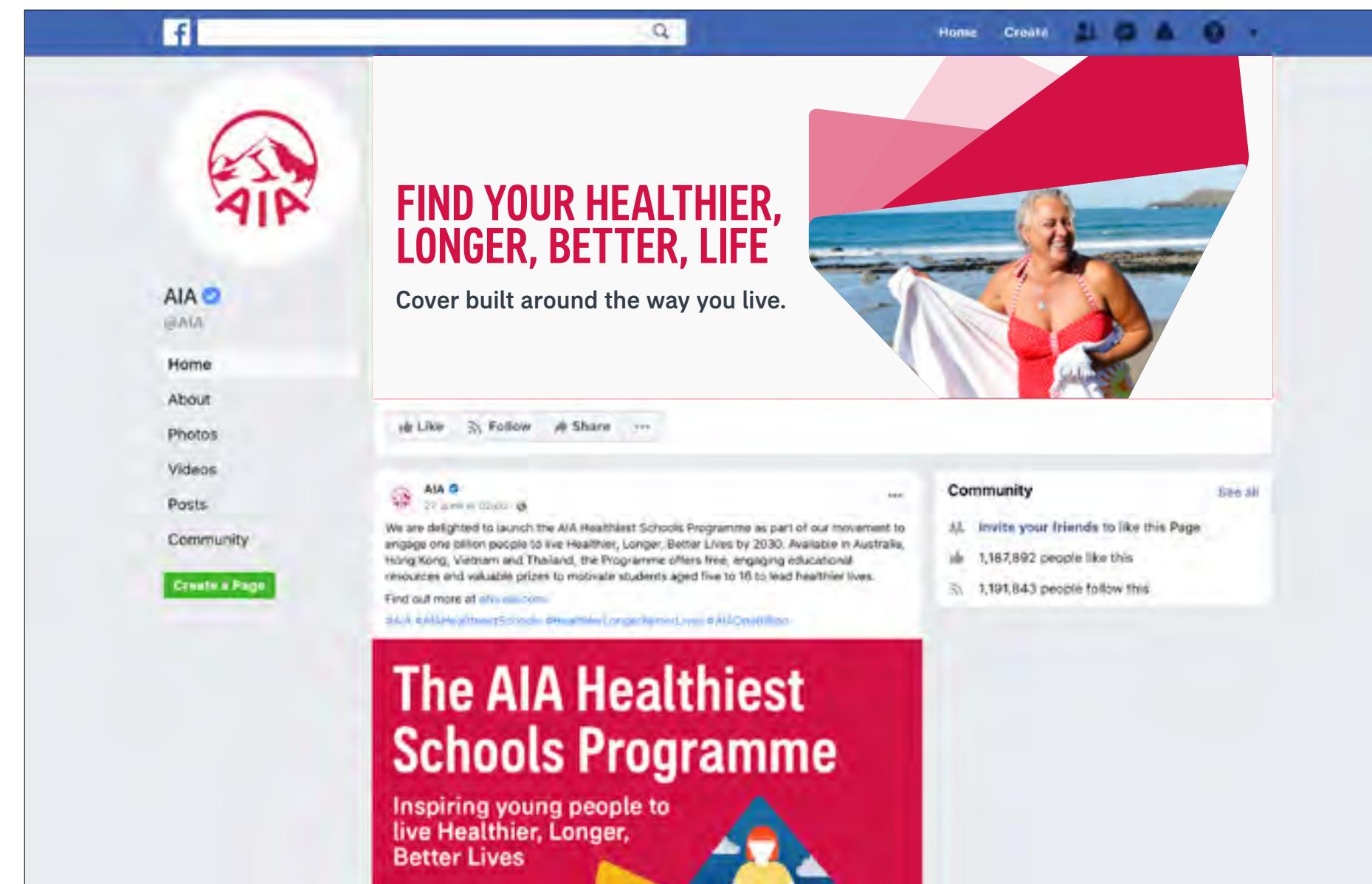
HIGH NET WORTH

BRAND CHECKLIST

ASSETS

DIGITAL: SOCIAL MEDIA

Facebook header example



Social media examples