

OUR BRAND

OUR IDENTITY

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AIA ONE BILLION

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MOTION DESIGN PRINCIPLES

AIA is active, customer-centric, personal and helps you achieve your goals. To reflect this our motion identity is made up of three core principles:

1. Moving Mountains as a metaphor for positive change

The Moving Mountains are the visual representation of individual goals and personal progress. Just as our goals are ever-changing, the mountains are in constant flux, sometimes idle but never static.

2. Upwards movement and progress

AIA believes in progress and improvement as we mentor customers to help them live Healthier, Longer, Better Lives. We apply this in our motion by using positive, upward movement across all elements of design, whether transitions, typography, motion or supergraphic elements.

3. Reactiveness and response

We use technology and design to show how AIA can react to users’ needs and respond to individual progress. In our apps, the Moving Mountains alter with our customers’ changing goals and achievements.

You can download and view examples of these animations from our [asset links](#) page.