



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

COLOURS DON'TS



✗ Don't use colours where this is no visual contrast.



✗ Don't apply secondary colours to the Moving Mountains without AIA Red unless you are placing the Moving Mountains on an AIA Red background.



✗ Don't use more than four secondary colours on one page or section unless they are being used as navigation.



✗ Don't use an incorrect background colour; choose from the approved palette and tints.



✗ Don't use secondary colours without using AIA Red.