

OUR BRAND

OUR IDENTITY

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OUR ILLUSTRATION STYLE

Everyday surrealism

AIA as a mentor is working to help our customers to live Healthier, Longer, Better Lives, whatever that means to them. Because everyone’s dreams and ambitions are different, we use that as the inspiration for our illustration style.

Everyday surrealism places dreams and ambitions at the heart of our designs and uses scale and wit to set us apart from our competitors. Each illustration tells a story and builds on our Purpose and customer-centric approach.

Rather than just mimic what our photography does, we push our illustrations to the more playful end of the spectrum.

Everyday surrealism, along with our distinctive colouring and shading style, is what makes our illustrations stand out as unmistakably AIA.

