



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

Introduction

Examples

Scene example

Moving Mountains
integration

Illustration in use

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

ILLUSTRATION IN USE

Illustrations should only be used where photography is not appropriate. As much as possible we want our customers to see themselves in our brand and photography is the best way to do this. Illustrations should not be used in any above-the-line communications.

Illustrations may be used for:

- Website / app product info
- Explainer videos
- Internal comms
- Annual reports
- Healthy living index
- Infographics
- Email marketing
- Social media posts



WEEKLY EXERCISE HAS INCREASED



BUT HEALTHY EATING PROVES DIFFICULT

ONLY
52%

continue their diet programmes after starting one

