



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

Introduction
Core colours
Moving Mountains
Applying colour
Using with photography
Typography

Photography
Applications
Corporate gifts

BRAND CHECKLIST

ASSETS

TYPOGRAPHY

It is bold, welcoming, positive and confident, and helps set us apart from our competitors in a crowded marketplace. Along with our logo, colour palette and the Moving Mountains, the font we use is an important part of our brand expression.

AIA Everest Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';::

AIA Everest Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';::

AIA Everest Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';::

AIA Everest Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';::

AIA Everest Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';::

AIA Everest Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890?&\$@<>';::

AIA Everest Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';::

AIA Everest Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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