

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

Primary typeface:
English

System typeface:
English

Primary typeface:
Chinese

Typography in use:
print and web

Typography in use:
digital

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

PRIMARY TYPEFACE: ENGLISH

AIA Everest is a bespoke font designed to embody our Purpose and personality.

It is bold, welcoming, positive and confident. It helps set us apart from our competitors in a crowded marketplace. It is a very important part of our brand expression along with our logo, colours and the Moving Mountains.



DESIGN TIP

OTF and web fonts are provided and available from our assets [links page](#).

Please ensure you have received a signed font release from your creative partners before sharing our font.

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
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.*

AIA Everest Condensed

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

AIA Everest Condensed Medium

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