

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

# SYSTEM TYPEFACE: ENGLISH

Our system typeface is Arial. The typeface works as an alternative font in certain applications when Everest is not available, including on our Microsoft platform.

Arial should only be used when it is not possible to use AIA Everest.

Arial Regular

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

Arial Regular Italic

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

Arial Bold

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

Arial Bold Italic

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