

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

- Introduction
- Core
- Multicolour
- Two-colour
- Outline
- Mirror
- Photography: container
- Photography: cutout
- Photography: full bleed
- Photography: layers
- Photography: transparent
- Don'ts
- Library
- Creation
- TYPOGRAPHY
- PHOTOGRAPHY
- ILLUSTRATION
- ICONOGRAPHY
- INFOGRAPHICS
- MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

USING WITH PHOTOGRAPHY: FULL BLEED

The Moving Mountains may be used as a supporting graphic when using full bleed photography.

The Moving Mountains concept can be integrated into photographs to tell the Healthier, Longer, Better Lives stories of our customers.

