

OUR BRAND

OUR IDENTITY

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AIA ONE BILLION

AIA VITALITY

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AIA VITALITY MOVING MOUNTAINS

For the “with Vitality” campaign platform a suite of three-dimensional (3D) adaptations of the standard AIA Moving Mountains has been created. These represent AIA Vitality’s real presence and relationship in the lives of customers. They should only be used on Live With Vitality campaigns and in branded materials relating to AIA Vitality.

Please refer to the Live With Vitality campaign toolkit for full guidelines. You can download assets from our [asset links](#) page.

The core coloured mountains are for everyday use.

The silver, gold and platinum mountains should be used only when making specific reference to AIA Vitality status.

In select cases, bespoke Vitality Moving Mountains can be created, made of textures (e.g. water, surface materials) or objects that represent the person’s hobbies, goals and personality (e.g. a football, a basketball net).

