

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

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ILLUSTRATION

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APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

MOVING MOUNTAINS DON'TS



✗ Don't complicate your design with graphic or other elements.



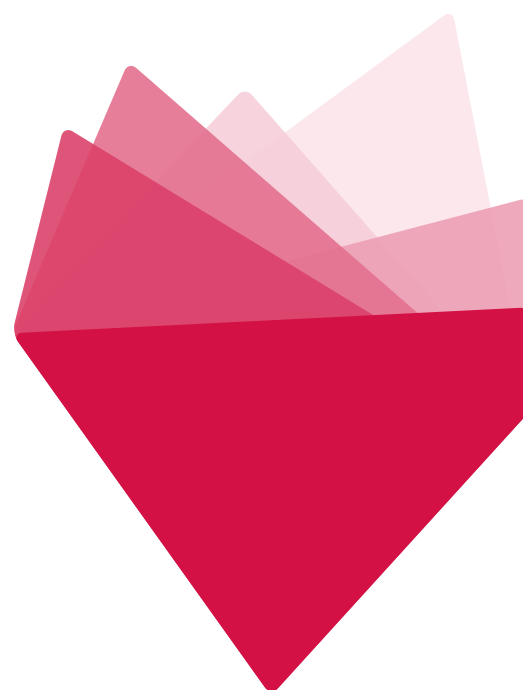
✗ Don't use pointed triangles. Always use an existing Moving Mountains asset or create one using the guidelines.



✗ Don't combine using a mountain as container with cutout photography.



✗ Don't rotate the Moving Mountains.



✗ Don't have more than four mountains in the graphic in its static form.



✗ Don't use the inverted mountains on anything but an AIA Red background.



✗ Don't use more than one Moving Mountains graphic in a single design.



✗ Don't use the Moving Mountains upside down.