



HEALTHIER, LONGER,  
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

Mobile app icon system  
Digital  
Digital: social media  
Corporate  
Print  
Merchandise  
Environmental  
Events

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

## EVENTS

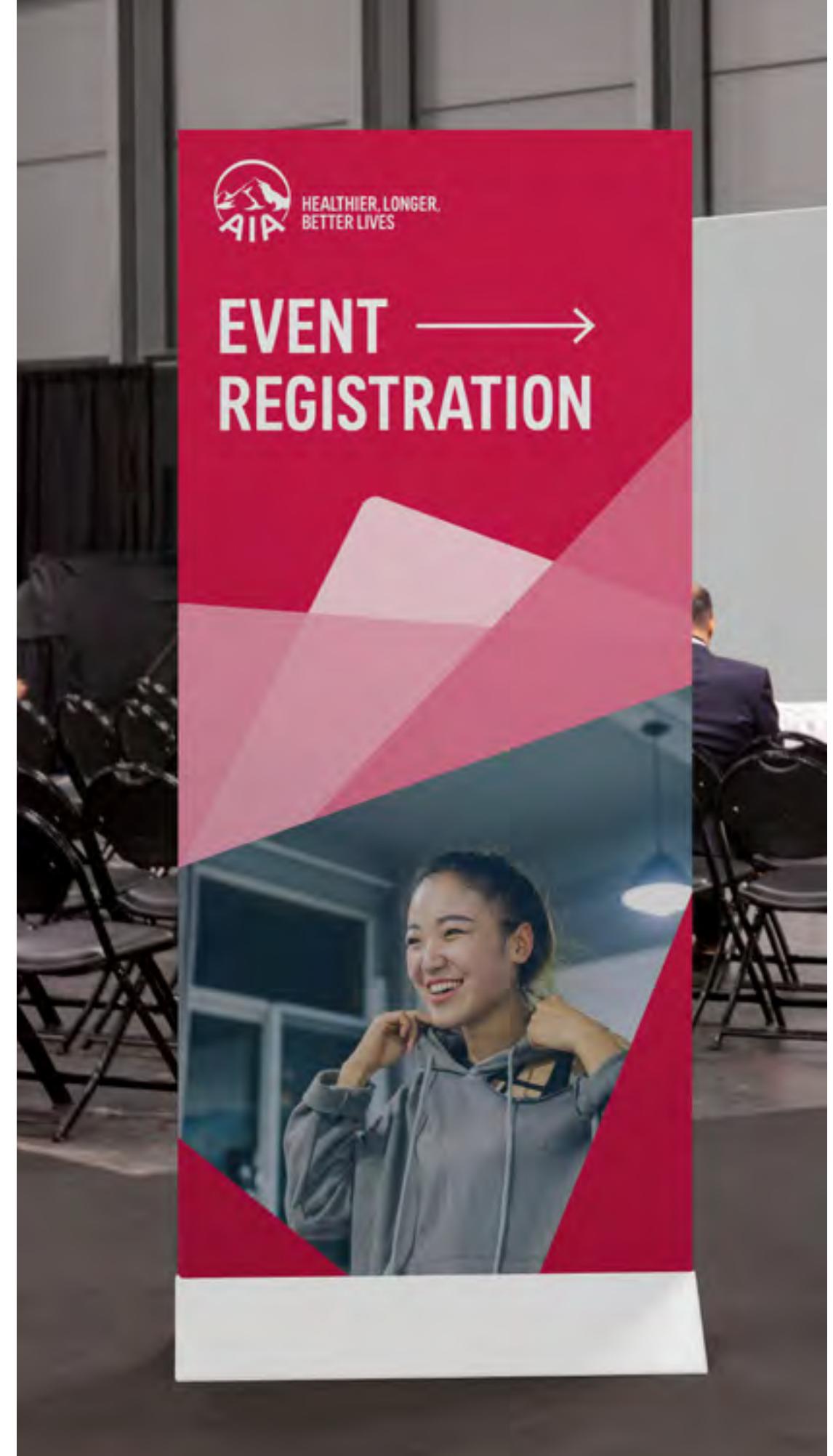
Office event



Internal event



Rollup banner



Customer event

