



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

Infographics style

Infographics in use

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

INFOGRAPHICS IN USE

Annual report



Digital application – tracking

