



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

Introduction

Core

Multicolour

Two-colour

Outline

Mirror

Photography: container

Photography: cutout

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Photography: transparent

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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.



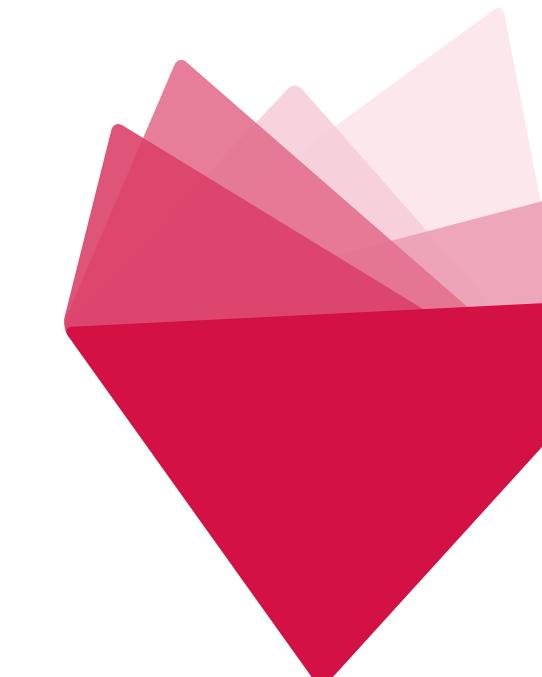
- ✗ Don't use pointed triangles. Always use an existing Moving Mountains asset or create one using the guidelines.



- ✗ 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.