



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

Photography principles

Photography briefs

What works

Don'ts

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

PHOTOGRAPHY DON'TS



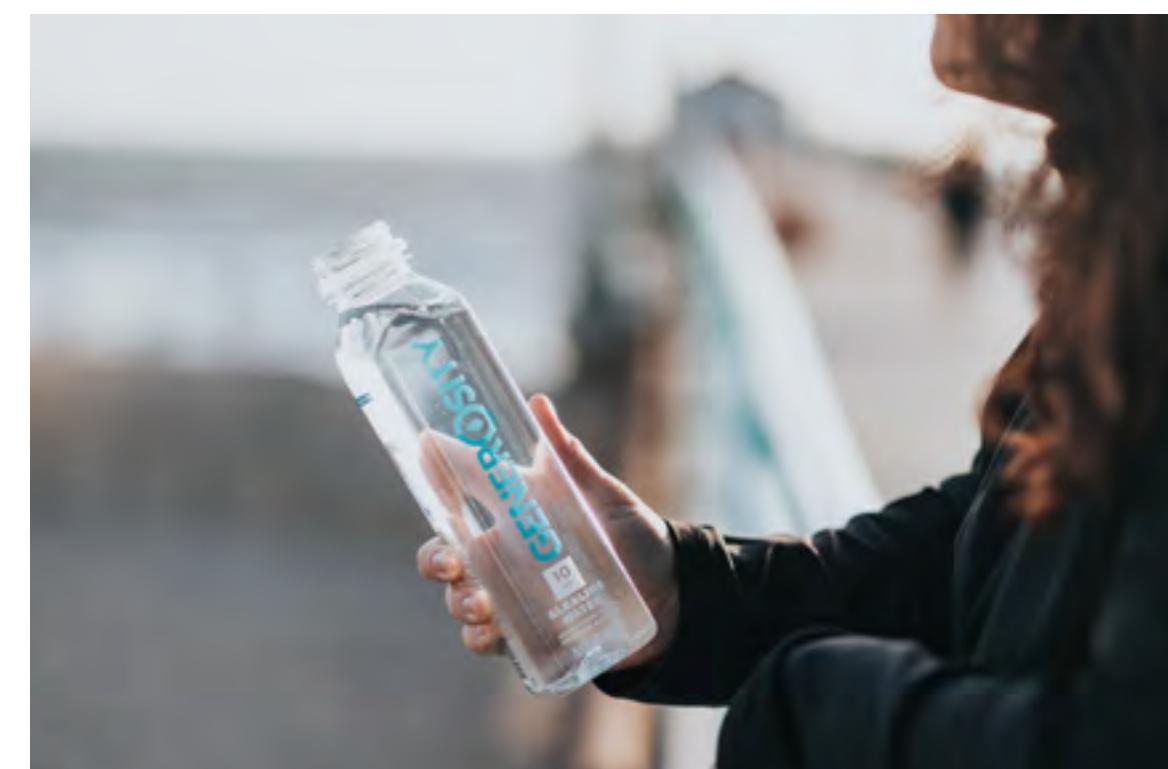
- ✗ Don't use landscape photography. AIA is customer-centric. We show people.



- ✗ Don't use negative imagery. Our photography should be positive and energetic to reflect our Purpose.



- ✗ Don't use overly posed images.



- ✗ In keeping with AIA's ESG policy, no single use plastics or other environmentally damaging materials can appear in our photography or videos. People must be shown to use reusable water bottles or containers.



- ✗ Don't perpetuate unrealistic body images. The pictures we use should reflect the reality of our customers' lives.