

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

- Design principles
- Overview
- COLOURS
- MOVING MOUNTAINS
- TYPOGRAPHY
- PHOTOGRAPHY
- ILLUSTRATION
- ICONOGRAPHY
- INFOGRAPHICS
- MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

# OVERVIEW

In bringing the AIA brand to life, we rely on the distinctive look and feel that comes from our carefully created suite of assets.

Through a combination of logos, colours, photography, Moving Mountains and other assets, we communicate our Purpose and ensure that we are always unmistakably AIA.

When working with the brand assets feel free to mix and match to best fit your needs. All the assets are equally important and we encourage you to be creative in using them.

