



HEALTHIER, LONGER,  
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

System icons

Illustrated icons

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

## SYSTEM ICONS

For digital system and navigation icons we use a minimal, modern style with rounded edges to complement our core brand assets.

System icons may be placed in a circular container or used simply on their own.

Secondary colours may be used for icons to aid navigation.

**Please contact the Group Brand Team for more information on system icons.**

