

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

Introduction

Core

Multicolour

Two-colour

Outline

Mirror

Photography: Container

Photography: Cutout

Photography: Full bleed

Photography: layers

Photography: Transparent

Don'ts

Library

Creation

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

USING WITH PHOTOGRAPHY: LAYERS

Cutout images can be layered inside the Moving Mountains.

