

# PHOTOGRAPHY DON'TS



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



✗ Don't use negative imagery. Our photograpy should be positivee 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.