

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

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HIGH NET WORTH

BRAND CHECKLIST

ASSETS

AIA VITALITY BRAND ELEMENTS

The AIA Vitality identity uses the same elements as the main AIA brand and applies the same standards, including:

- Fonts
- Core colours and secondary colours
- Illustrations
- Icons and illustrated icons
- Photography
- Infographic style
- Motion and sound principles

The 3D Moving Mountains should only be used for AIA Vitality



Core colours



Secondary colours

