



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

Introduction

Core colours

Moving Mountains

Applying colour

Using with photography

Typography

Photography

Applications

Corporate gifts

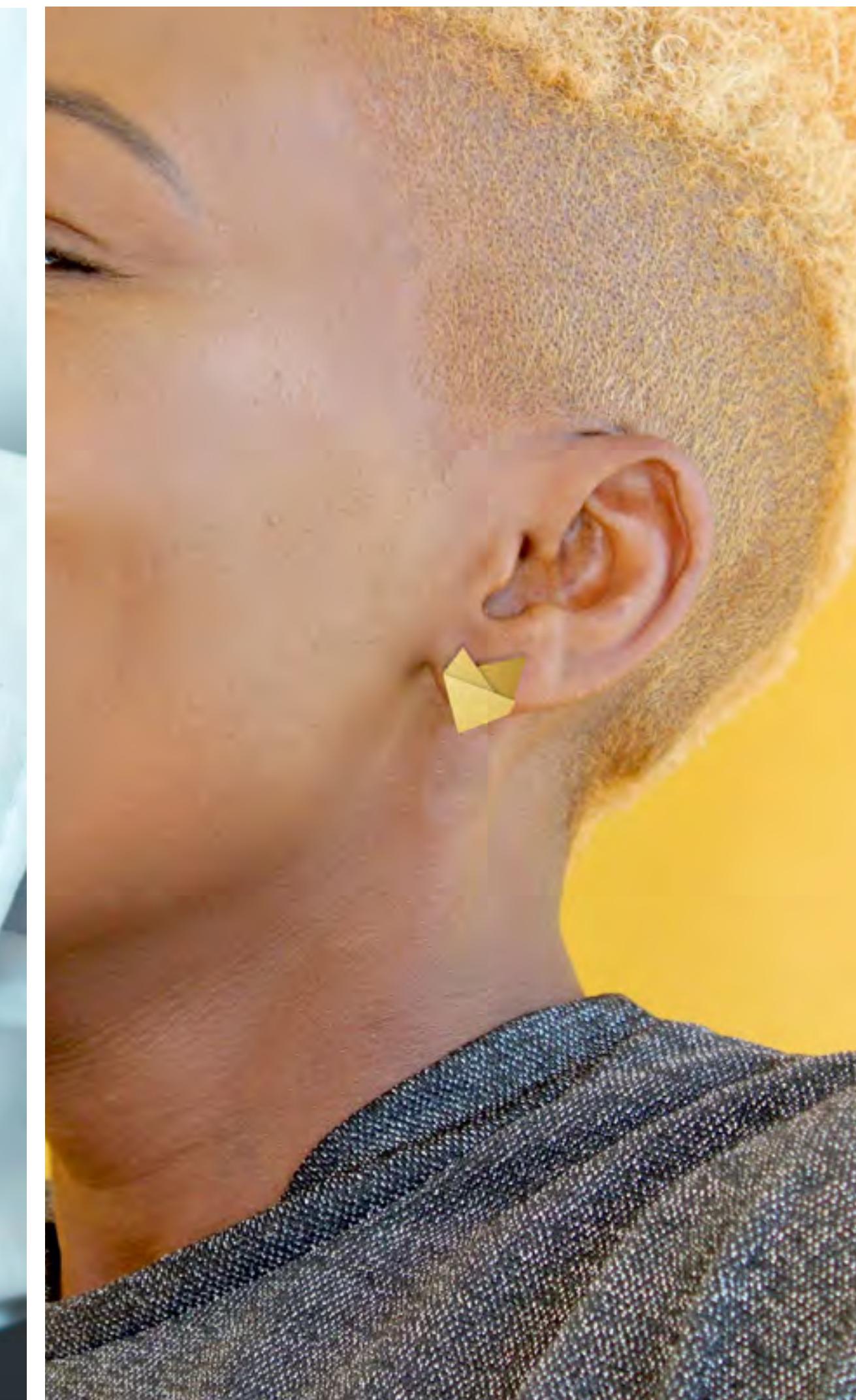
BRAND CHECKLIST

ASSETS

CORPORATE GIFTS



Cufflinks



Earrings



Speciality wine