

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

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- Two-colour
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- Mirror
- Photography: container
- Photography: cutout
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TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

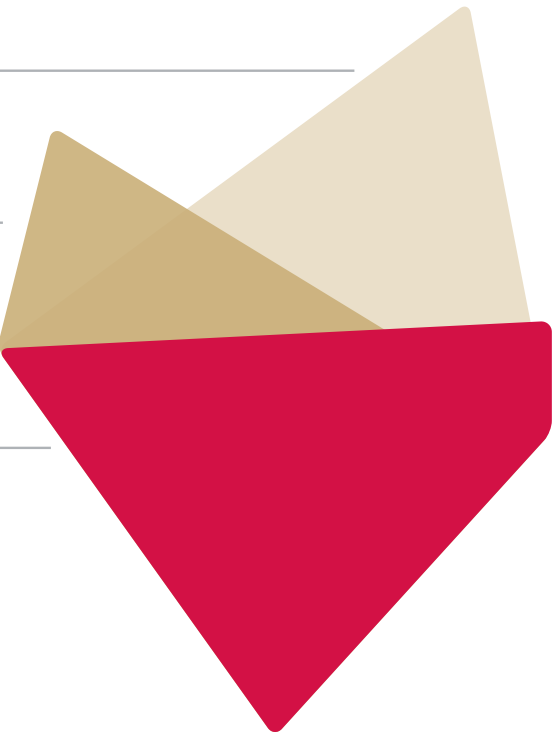
ASSETS

TWO-COLOUR MOVING MOUNTAINS

Two-colour is when we use AIA Red with tints of one secondary colour. The first mountain should always be in AIA Red.

3MM

- Secondary colour
40% tint
100% opacity
- Secondary colour
100% tint
90% opacity
- AIA Red
100% opacity



4MM

- Secondary colour
20% tint
100% opacity
- Secondary colour
60% tint
90% opacity
- Secondary colour
100% tint
90% opacity
- AIA Red
100% opacity



When used on an AIA Red background the first mountain should use a 100% tint of your chosen secondary colour.

! Don't mix tints of different colour

3MM

- Secondary colour
20% tint
100% opacity
- Secondary colour
60% tint
90% opacity
- Secondary colour
100% tint
100% opacity



4MM

- Secondary colour
20% tint
100% opacity
- Secondary colour
40% tint
90% opacity
- Secondary colour
60% tint
90% opacity
- Secondary colour
100% tint
100% opacity



EXAMPLES

