

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

- Introduction
- Logo
- Localised versions
- Usage with HLBL
- Video usage
- Examples
- AOB assets
- Mirror Moving Mountains

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

MIRROR MOVING MOUNTAINS

The Mirror Moving Mountains reflect and refract their surroundings to show the connection between individuals and the world around them.

The device was created specifically for the AIA One Billion programme but can be used, where appropriate, to support other, purpose-led brand activity.

The Mirror Moving Mountains should only be created by a designer. They are created in InDesign by placing the background image within the mountain shapes and positioning in a way to reflect the surroundings.



DESIGN TIPS

- Always use full bleed photography.
- Choose a suitable image that focuses on a person in the foreground with plenty of background – preferably in a natural environment.
- Ensure subtle differences within the mountain shapes. Don't make each shape look completely different.
- Only show background scenery in the mountain shapes; never show a reflection of the person.
- An InDesign template is available to help you create your own Mirror Moving Mountains.



Inner bevel effect is added to the mountain shapes (the bevel size will change depending on the size of your artwork)

Cutout image in foreground

Image placed into mountain shapes and positioned to **only** show the background scenery. Image can be rotated, flipped or enlarged to ensure the person is not shown.



EXAMPLES

