

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

Introduction

Core

Multicolour

Two-colour

Outline

Mirror

Photography: container

Photography: cutout

Photography: full bleed

Photography: layers

Photography: transparent

Don'ts

Library

Creation

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

USING WITH PHOTOGRAPHY: FULL BLEED

The Moving Mountains may be used as a supporting graphic when using full bleed photography.

The Moving Mountains concept can be integrated into photographs to tell the Healthier, Longer, Better Lives stories of our customers.

