



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

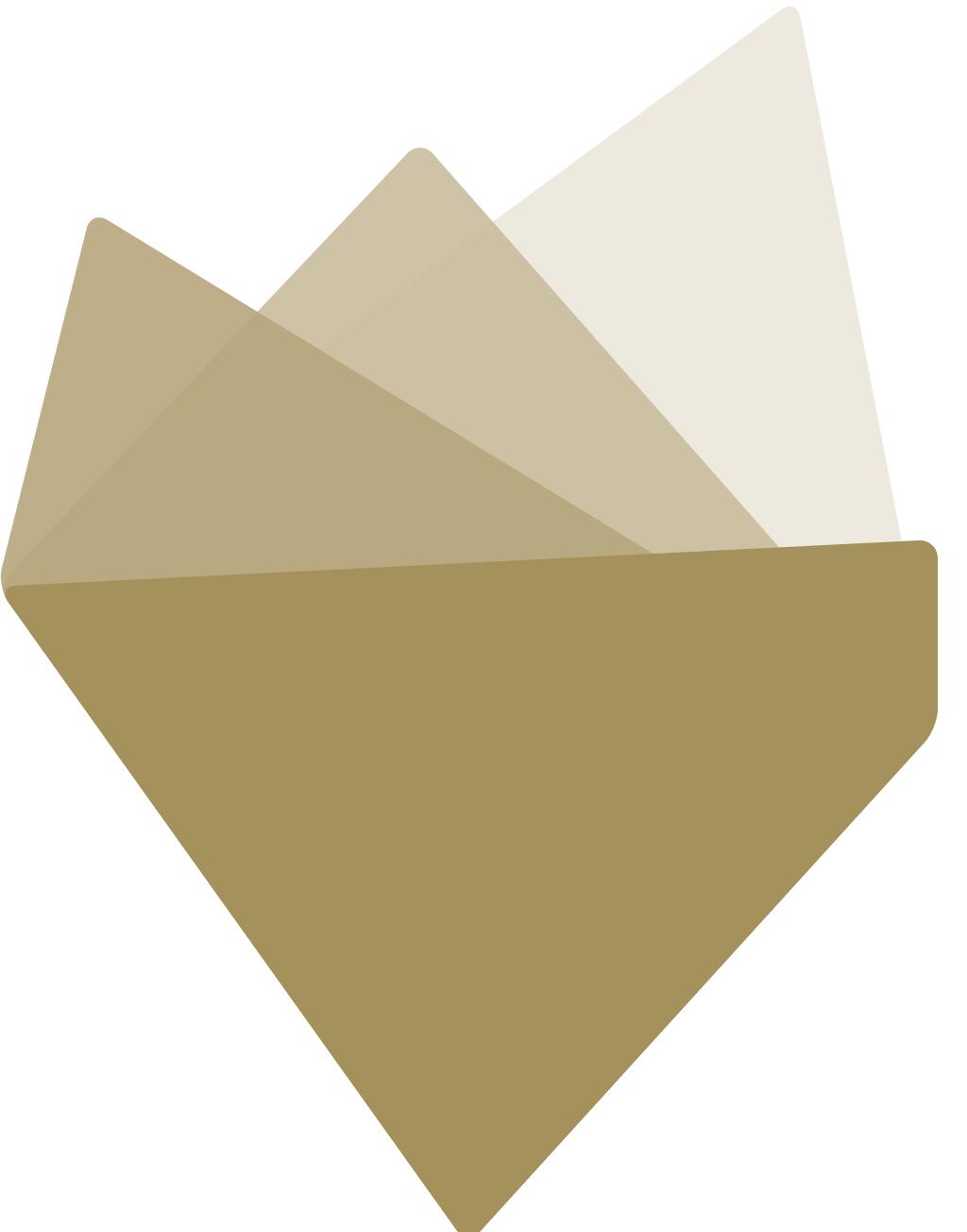
ASSETS

## MOVING MOUNTAINS

Healthier, Longer, Better Lives is active, customer-centric and means something different for everyone. It's personal - it's all about you.

We developed the Moving Mountains as a visual representation of this. They represent the Healthier, Longer, Better Lives of our customers in all their unique and personal ways - goals, dreams and journeys.

**The Moving Mountains are a versatile, supporting asset that bring consistency and flexibility to our brand. We use many versions of the mountains to represent all our different customers' versions of Healthier, Longer, Better Lives.**



Kyle's  
healthier, longer, better life