



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

Introduction

Examples

Scene example

Moving Mountains
integration

Illustration in use

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

ILLUSTRATION SCENE EXAMPLE

When using multiple illustrations to create a scene the background is shown in shades of grey.
This example was created for the website and mobile app but could be used across all formats.

