



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

Mobile app icon system
Digital
Digital: social media
Corporate
Print
Merchandise
Environmental
Events

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

MERCHANDISE



Tablet covers



Phone cover



Branded socks



Keyring



Branded pen



Tote bag