



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

# USING WITH PHOTOGRAPHY

## Full bleed photography

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

## Photography integration

Moving Mountains can be integrated into photography behind people to help tell their Healthier, Longer, Better Lives story.

## Minimal cutouts

When a cleaner, more minimal design is needed, cutout photography can be merged with the Moving Mountains.

Full bleed photography



Photography integration



Minimal cutouts

