



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

Motion design principles

Character animation

Sound design principles

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

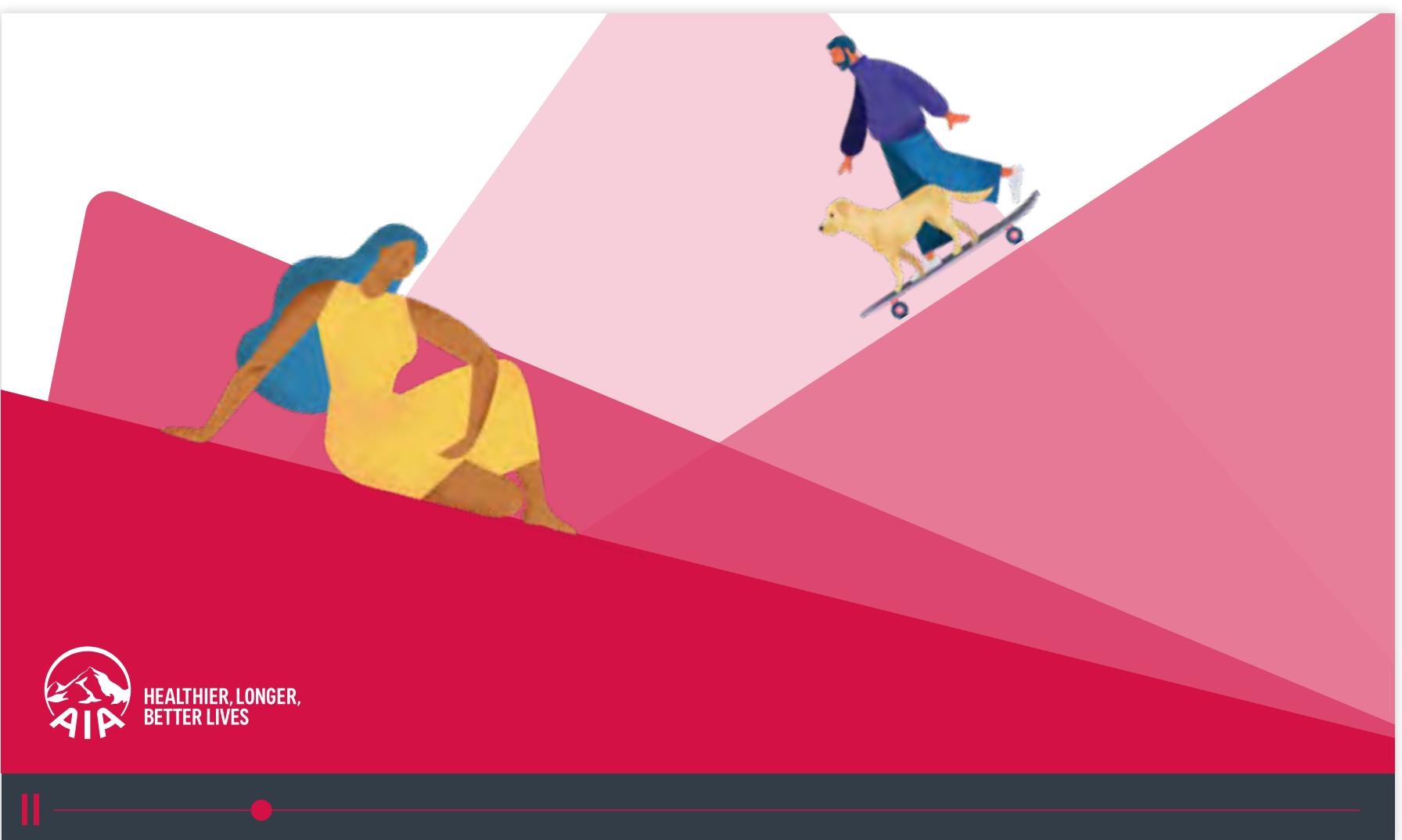
ASSETS

CHARACTER ANIMATION

When creating animated sequences using characters we follow the same concept as for our illustrations: Everyday surrealism.

We adopt a playful approach that uses scale and wit to define the tone of our videos and use positive motion techniques – similar to our upwards motion principle – to define how elements move. The stories we tell through our characters are full of the joyful expression of human growth and personal development.

When creating movement, we make sure that all elements suggest a feeling of a positive bounce, as though being lifted up. Everyday surrealism applies to the physics of the world along with its objects.



II

