



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

Infographics style

Infographics in use

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

INFOGRAPHICS STYLE

Our infographics put information first. We guide our customers and stakeholders by making complex ideas easy to understand.

We have two infographic styles that we use for different applications:

Bold style

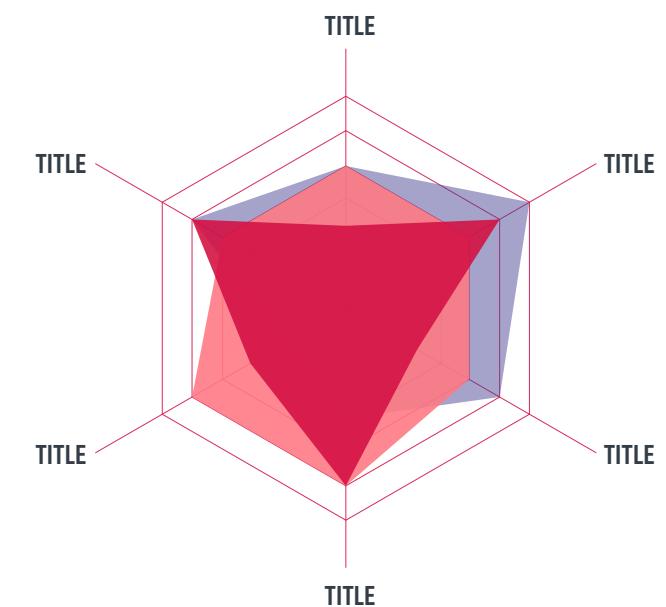
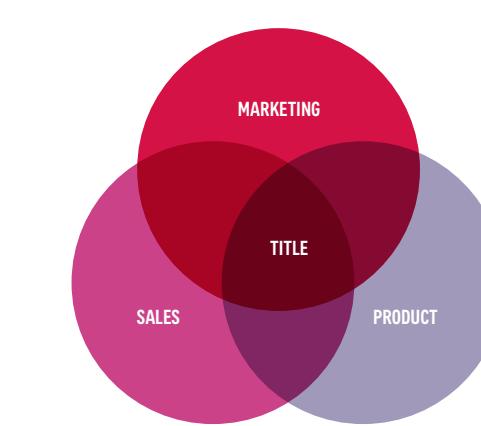
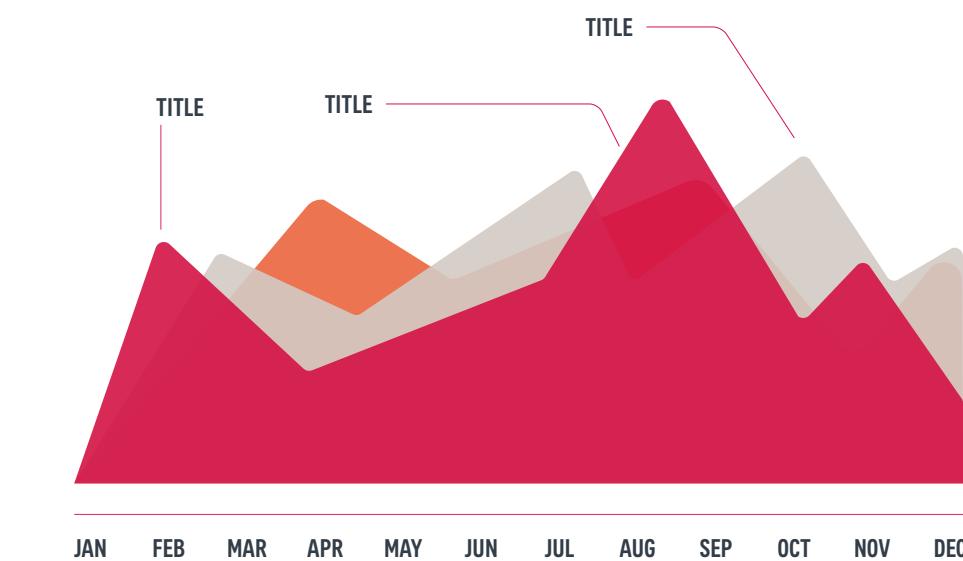
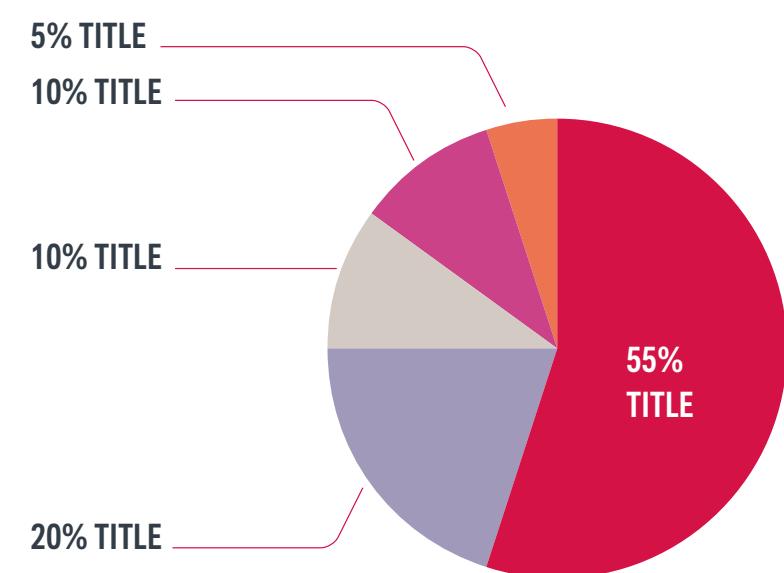
We use this style in reporting, presentations and product materials.

Minimal outline style

We use this style in digital and interactive applications, for example progress graphs.

AIA Red should always be present. Secondary colours may be used in infographics to maximise legibility and understanding. When using secondary colours please ensure there is enough contrast between colours so the information is easy to understand.

Bold infographic



Minimal outline infographic

