



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

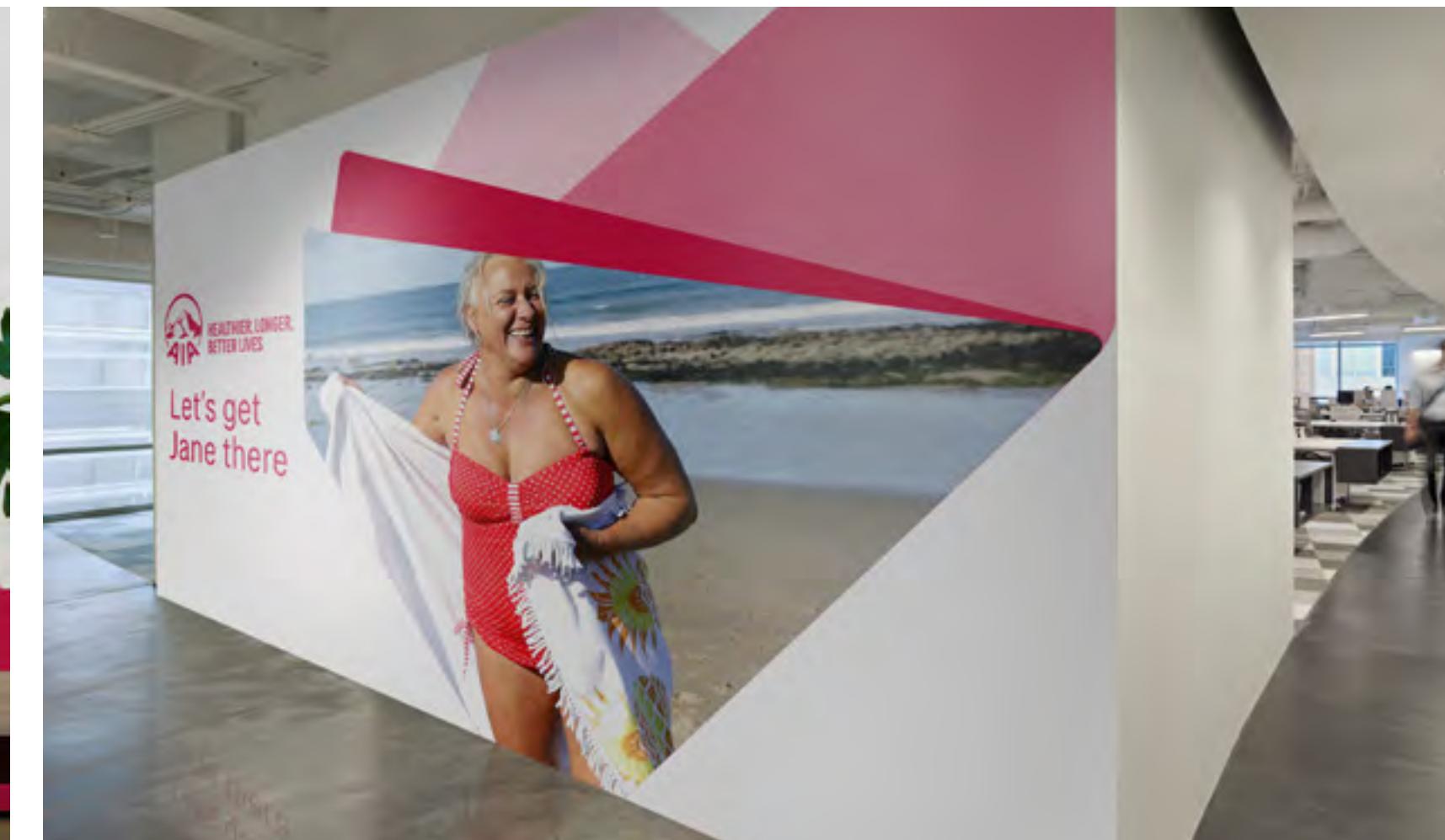
BRAND CHECKLIST

ASSETS

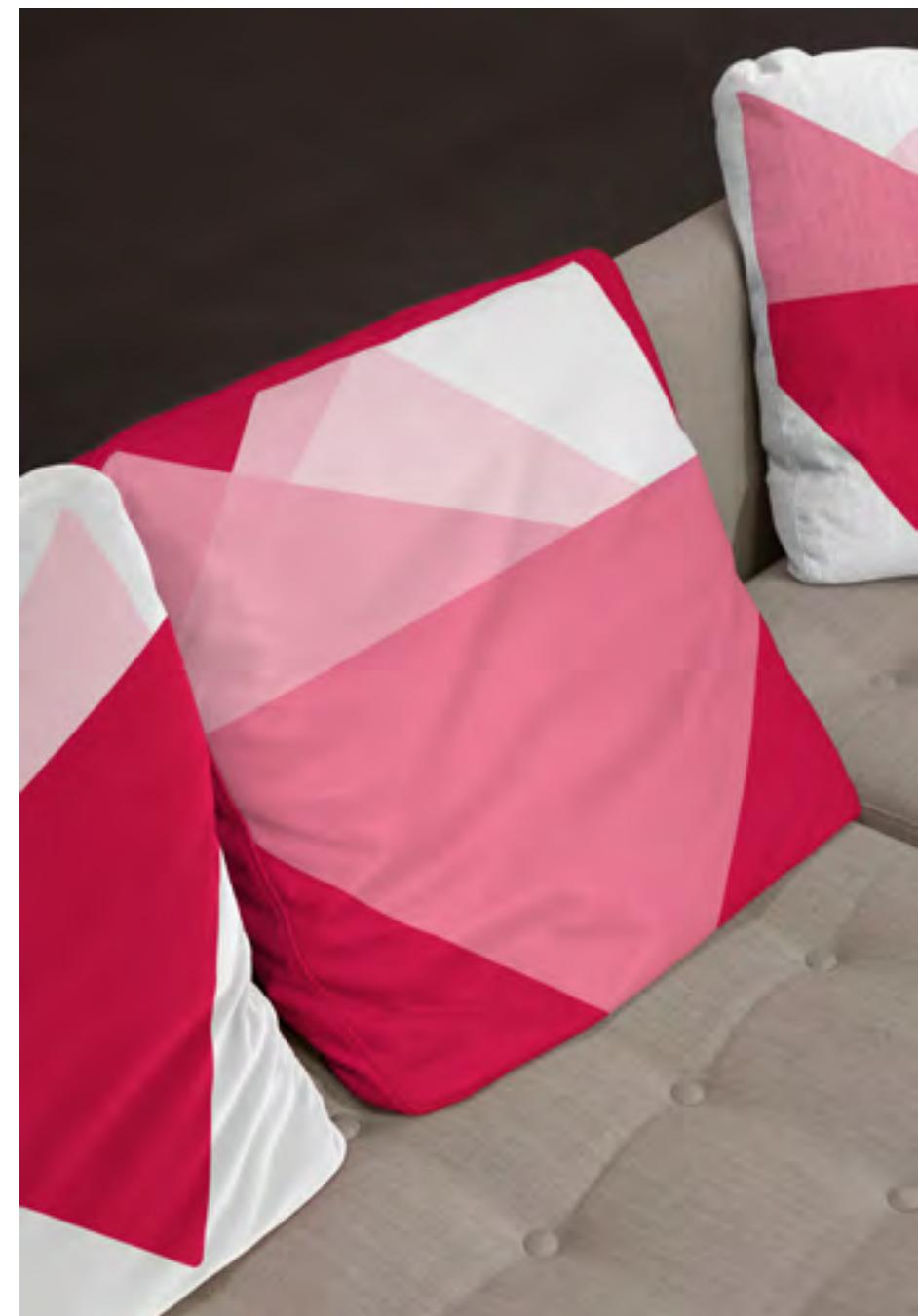
# ENVIRONMENTAL



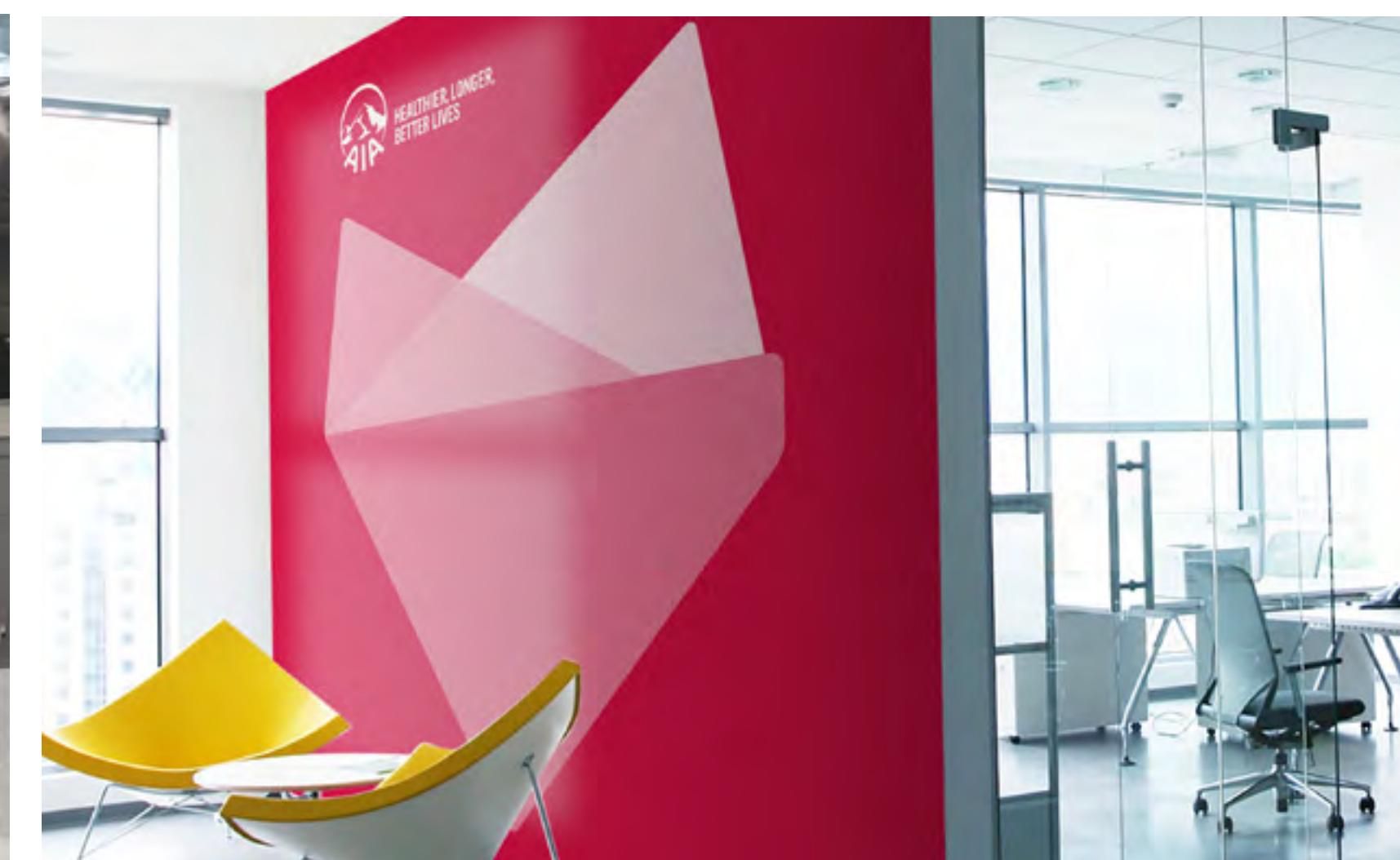
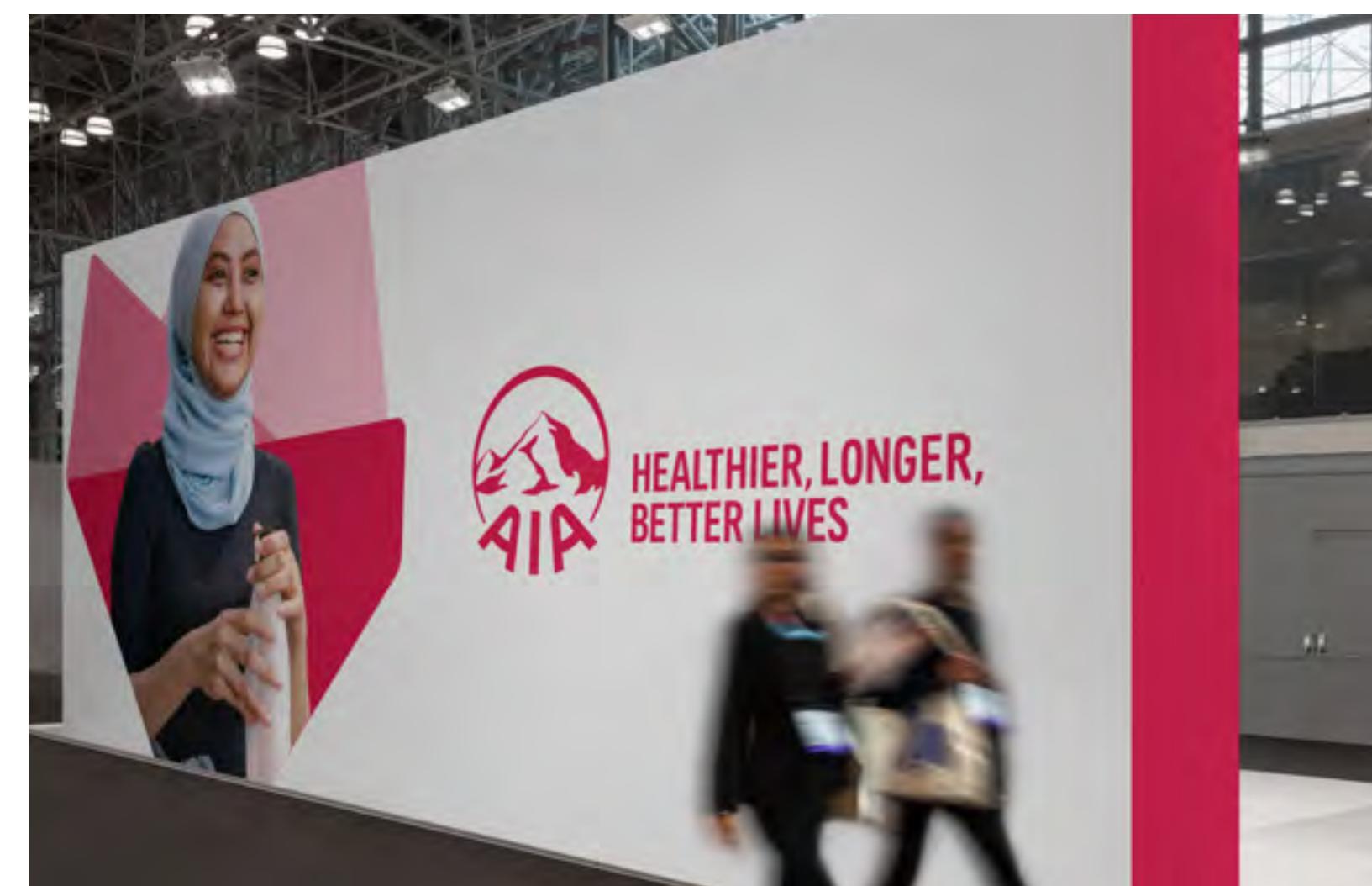
Waiting area



Office walls



Furniture



Breakout areas