

## 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

# OUR PHOTOGRAPHY PRINCIPLES

Our photography is an important vehicle that gives our customers the opportunity to see themselves in our AIA High Net Worth brand expression.

Our photography style:

- Feels premium and aspirational.
- Predominantly features neutral colour tones.
- Is inclusive and represents different types of people.
- Represents the different life experiences and situations in our customers' Healthier, Longer, Better Lives.
- Demonstrates wealth subtly, e.g. with style or clothing, rather than through stereotypical displays of wealth such as private jets.

