

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

MOVING MOUNTAINS

TYPOGRAPHY

Primary typeface:
English

System typeface:
English

Primary typeface:
Chinese

Typography in use:
print and web

Typography in use:
digital

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

TYPOGRAPHY IN USE: DIGITAL

We use AIA Everest and Open Sans typefaces on our digital platforms.

Please use different font weights to add texture and vary the look and legibility of your communications.

Noto Sans is the recommended digital font for localisation in languages other than English.

For more detailed guidance on our AIA Digital Design System, please contact: designsystem@aia.com

UX design lead – tony-kw.cheung@aia.com

DDS design lead – huan.wen@aia.com

AIA Everest Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.

AIA Everest Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.

AIA Everest Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.

AIA Everest Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$@<>';;.