

## 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

# USING WITH PHOTOGRAPHY

## Full bleed photography

The Moving Mountains may be used as a supporting asset when using full bleed photography.

## Photography integration

Moving Mountains can be integrated into photography behind people to help tell their Healthier, Longer, Better Lives story.

## Minimal cutouts

When a cleaner, more minimal design is needed, cutout photography can be merged with the Moving Mountains.

Full bleed photography



Photography integration



Minimal cutouts

