



HEALTHIER, LONGER,  
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

COLOURS

Core colours  
Secondary colours  
Background colours  
Core colours in use  
Secondary colours in use  
Don'ts

MOVING MOUNTAINS

TYPOGRAPHY

PHOTOGRAPHY

ILLUSTRATION

ICONOGRAPHY

INFOGRAPHICS

MOTION AND SOUND DESIGN

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

## CORE COLOURS

The use of strong core colours gives AIA instant brand recognition and differentiation in the marketplace.

To build and maintain our brand recognition, we apply our colour palette consistently across a wide range of media.

**AIA Red and white are the dominant colours. We use AIA Charcoal and its tints as an accent to create visual and typographic hierarchies where needed.**

**When thinking about colour choices, we lean towards being bold and impactful and always, unmistakably AIA.**

When printing spot colours, ensure test prints are provided and reviewed before moving to press. When printing please ensure someone from the artwork team is present at the printers to do a press proof so any adjustments can be agreed.

### AIA RED

PANTONE 200C

C0 M100 Y63 K12

R211 G17 B69

#D31145

80%  
#DB406A

60%  
#E4708F

40%  
#ED9FB4

20%  
#F6CFD9

### WHITE

C0 M0 Y0 K0

R255 G255 B255

#FFFFFF

### AIA CHARCOAL

PANTONE 432C

C78 M62 Y49 K51

R51 G61 B71

#333d47

80%  
#5B636B

60%  
#848A90

40%  
#ADB1B5

20%  
#D6D8DA