

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

Introduction

Logo

Localised versions

Usage with HLBL

Video usage

Examples

AOB assets

Mirror Moving Mountains

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

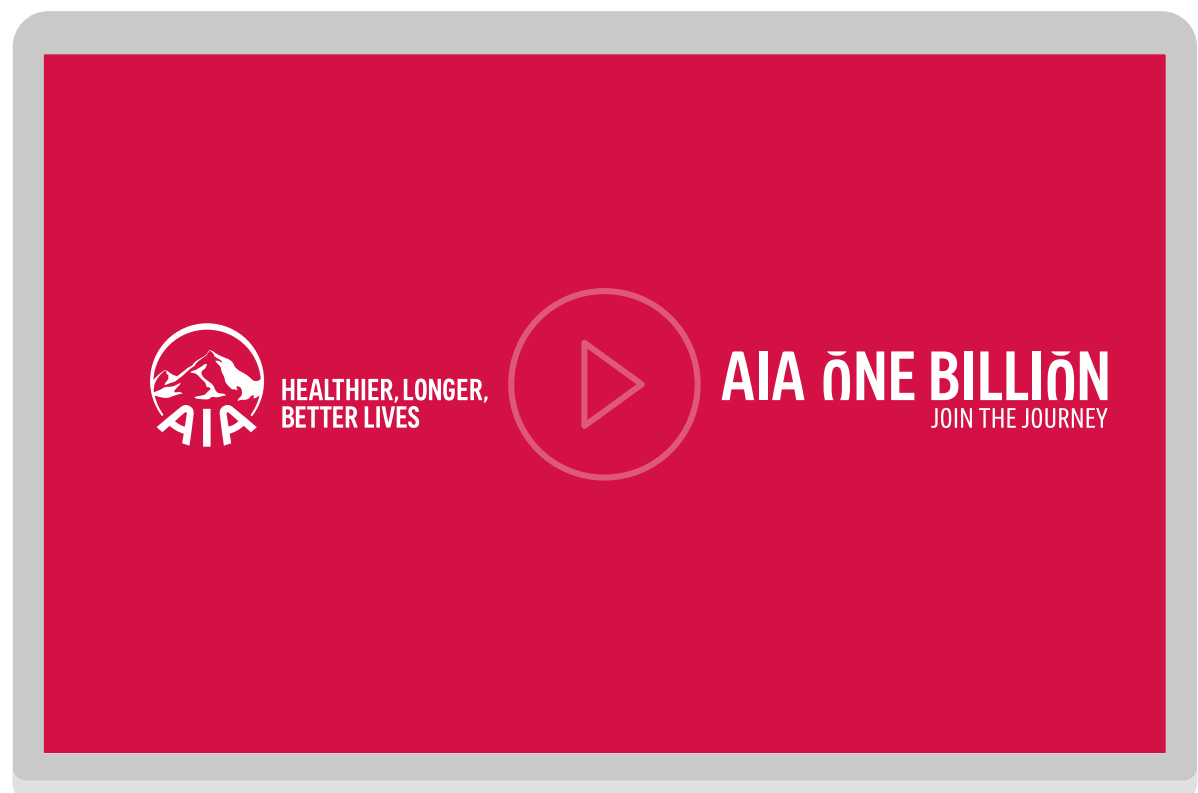
ASSETS

## EXAMPLES

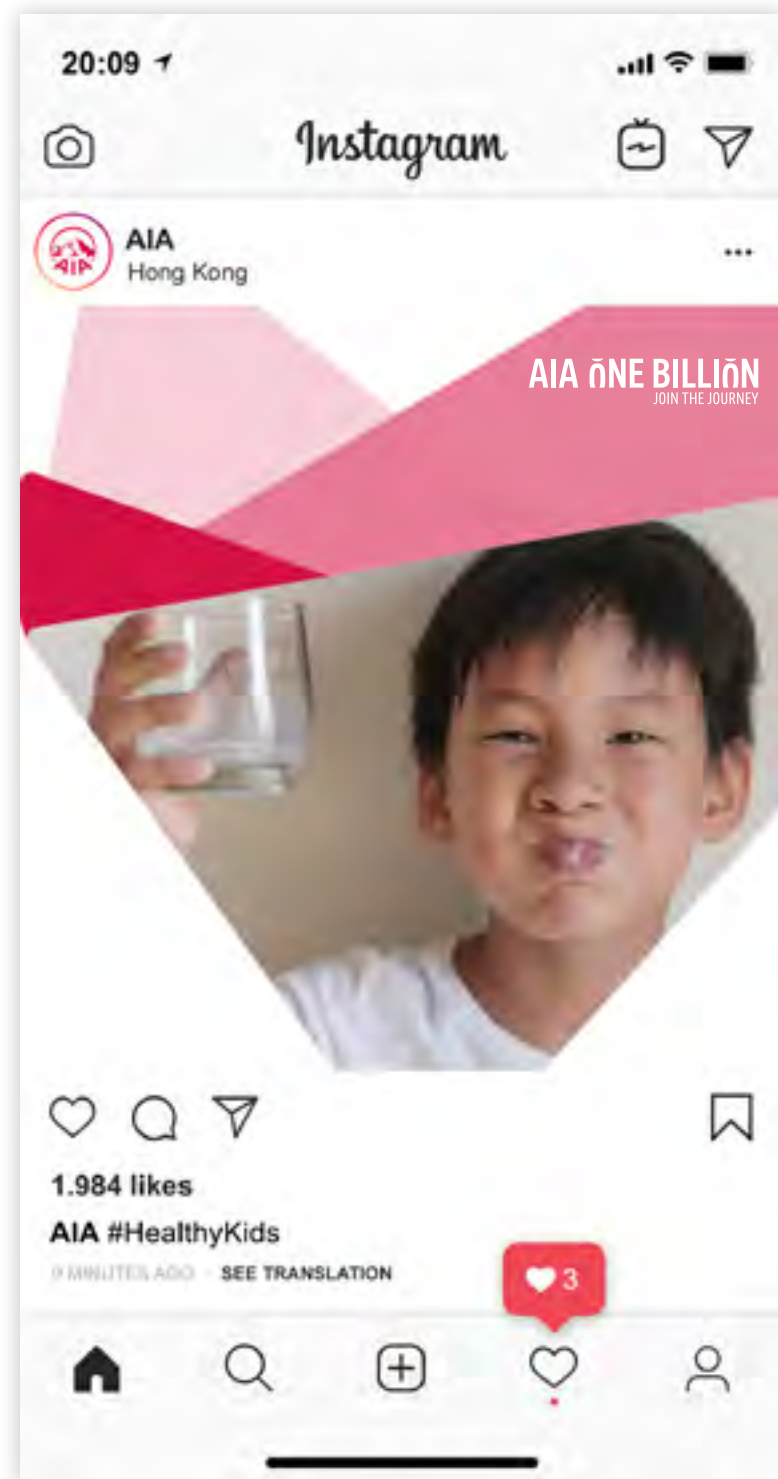
Using the HLBL and AOB logos on purpose-led brand activities that support Healthier, Longer, Better Lives.



Poster



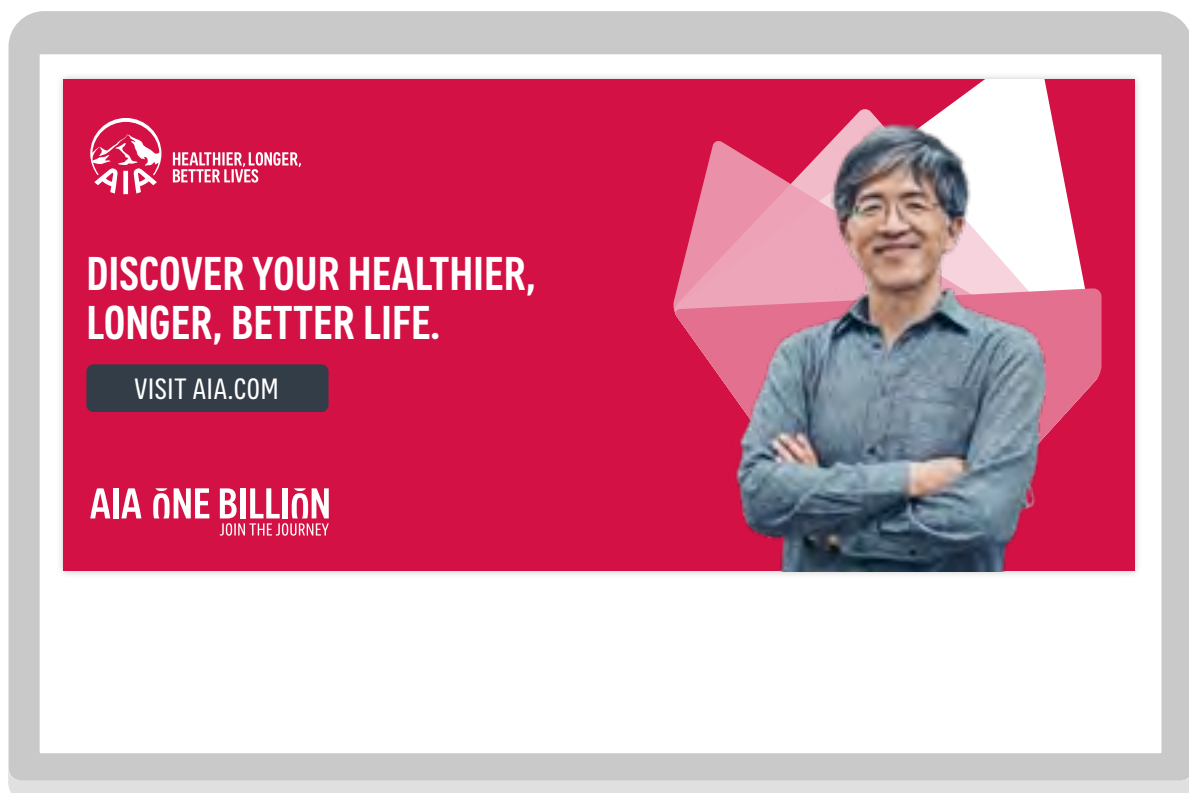
Video end screen



Social post



Merchandise



Web ad

