



HEALTHIER, LONGER,  
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

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Mirror Moving Mountains

AIA VITALITY

HIGH NET WORTH

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## USAGE WITH HLBL

For flexibility, the AIA One Billion logo can be used in the following positions in digital and print layouts:

**Top** left, centre, right

**Centred** in the middle of the page

**Bottom** left, centre, right

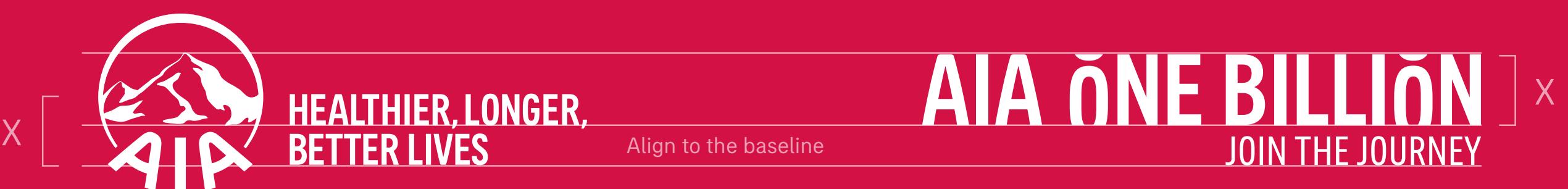
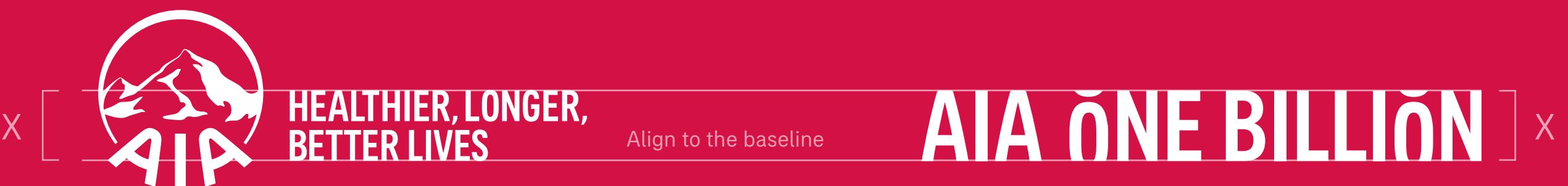
See guide for sizing and alignment. Where possible, the height of the AOB logo should align with the height of HLBL. This will dictate the size relationship. The logos should align to the baseline of 'better lives'.

When using with the HLBL logo, the AIA One Billion logo can be placed in opposite top and bottom corner positions as shown.

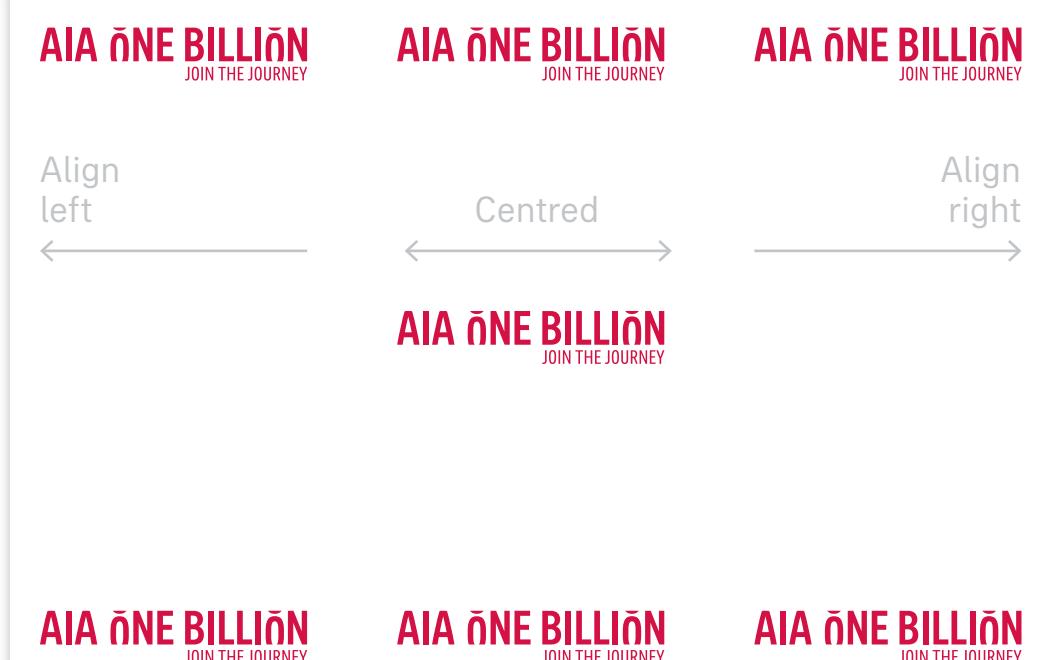
If the logos sit on the left-hand side of the page they should align left.

If the logos sit on the right-hand side of the page they should align right.

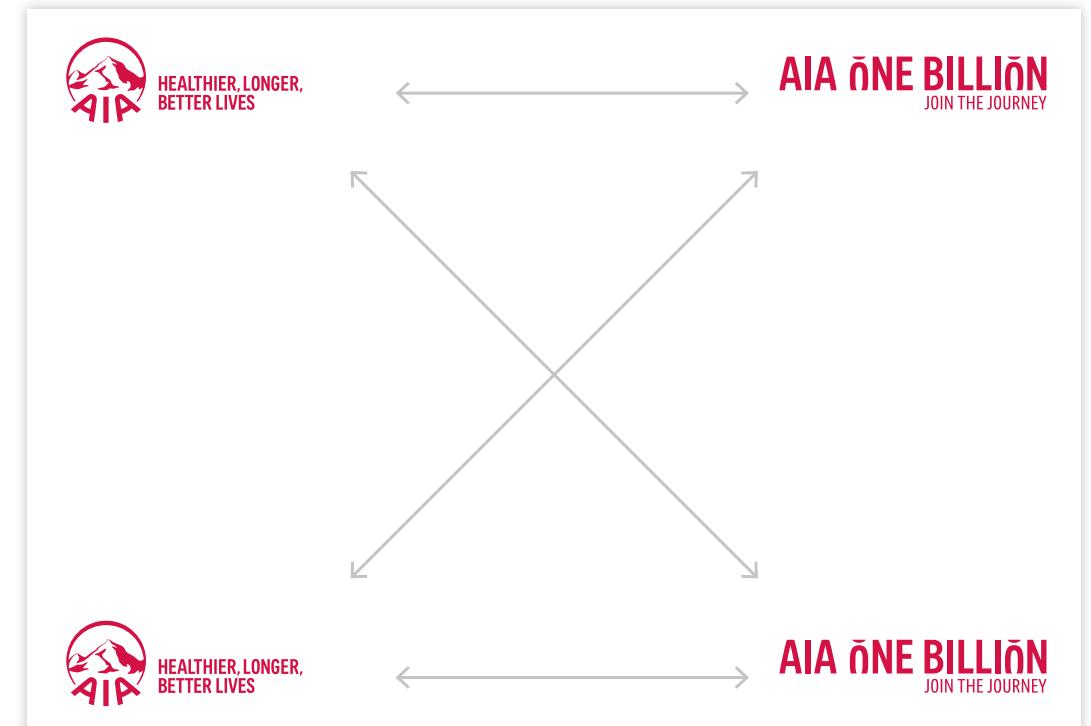
Guide for sizing and alignment with HLBL logo



Logo lockup placement



HLBL and AOB logo placement



HLBL and AOB logo placement

