

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

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## LOGO

The AIA Vitality logo is composed of two elements: the AIA Wordmark and the Vitality logo. The elements are set in a defined relationship and should not be altered, redrawn or modified.

To maintain its integrity, the AIA Vitality logo must not be crowded by graphics or text. It is protected by a minimum clear space which is also the closest the logo can be positioned to the edge of a page.

A minimum size restriction has been placed on the AIA Vitality logo to ensure that it can be reproduced well.



Clear space

Minimum size: print\*

10mm A horizontal rectangle containing the AIA Vitality logo. The width of the rectangle is explicitly labeled as 10mm.



Minimum size: digital\*

24px A horizontal rectangle containing the AIA Vitality logo. The height of the rectangle is explicitly labeled as 24px.

\*Not to scale