

OUR BRAND

OUR IDENTITY

- Our logos
- HLBL Logo Lockup
- HLBL Logo Lockup: localised versions
- Corporate Logo
- Wordmark
- Wordmark usage
- Logo usage
- Placement
- Logo don'ts
- Wordmark don'ts

BRAND EXTENSIONS

SPONSORSHIP AND PARTNERSHIPS

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

CORPORATE LOGO

The AIA Corporate Logo is a recognisable symbol of our brand’s heritage, success and longevity. It demonstrates the strength, stability and protection which have defined over 100 years of our business.

Our Corporate Logo is a representation of the Himalayas — a mountain range made up of many mountains which we use to represent our customers’ many goals, dreams and challenges.

The AIA Wordmark and the Himalayas illustration are designed and scaled to complement each other. They should not be altered, redrawn or modified.

To maintain its integrity, our Corporate Logo should never be crowded by graphics or text. It is protected by a minimum clear space, which is also the closest it can be positioned to the edge of a page.

A minimum size restriction is also in place to ensure the Corporate Logo can be reproduced well.

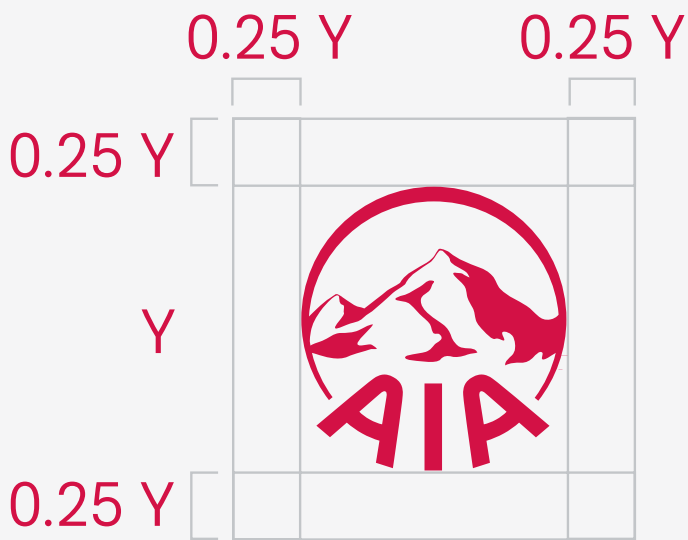
As long as you don’t go below the minimum size, you may resize the logo to fit your specific requirements.

The Corporate Logo must remain legible and fully visible at all times. If legibility is in doubt, please use the Wordmark.

Please click [here](#) to view details on Wordmark usage.



Clear space



Minimum size: print*

10mm



Minimum size: digital*

24px



*Not to scale