

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

HLBL LOGO LOCKUP

Our Purpose — Healthier, Longer, Better Lives — is central to everything we do. It is our reason for being. We lock it up with our Corporate Logo to make our commitment in a clear and unwavering manner.

The HLBL Logo Lockup comes in a horizontal format. The elements within it are defined in relation to each other and should never be altered, redrawn or modified.

The height of the Corporate Logo is the Y-height. Y-height defines the size and distance between our Corporate Logo and our Purpose.



HEALTHIER, LONGER, BETTER LIVES

Clear space



Minimum size: print*



Minimum size: digital*



*Not to scale