

## 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

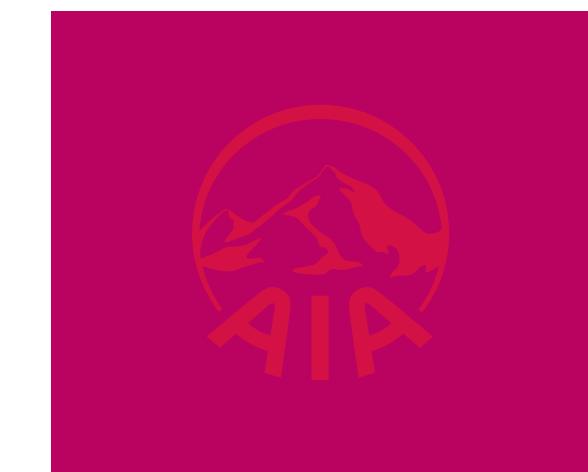
### BRAND CHECKLIST

### ASSETS

## LOGO DON'TS



- ✗ Don't alter or redesign any element of our logos.



- ✗ Don't place our logo on a colour background without sufficient contrast.



- ✗ Don't deconstruct our logo to create other identities.



- ✗ Don't apply other colours to our logo besides AIA Red and white.



- ✗ Don't place text so close to the Corporate Logo that it can be confused with the HLBL Logo Lockup.



HEALTHIER, LONGER,  
BETTER LIVES

- ✗ Don't use other colours. Our logos are always in one colour: AIA Red or white.



- ✗ Don't alter the HLBL Logo Lockup. The elements have been set in a defined relationship with one another.



- ✗ Don't outline the logo to make it stand out against a background; use a different image or alter the logo position if legibility is a problem.



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- ✗ Don't add an outline to the logo.