



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

Mobile app icon system
Digital
Digital: social media
Corporate
Print
Merchandise
Environmental
Events

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

CORPORATE DAILY OPERATION ITEMS

Corporate stationery



Email signature

Standard corporate email signature



First Name Last Name
Job Title Department
AIA Group

Flat / Building
000 Road Area
T: +000 0000 000
E: [Email](#)

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With social media icons



First Name Last Name
Job Title Department
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Flat / Building
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With qualifications



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With your AIA Vitality status



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If you want to add supporting logos, qualifications, social links or endorsements to your email signature, you may do so beneath the line.

Under no circumstances may the HLBL Logo Lockup be removed or replaced.



DESIGN TIPS

Colour Scheme For AIA Vitality Status

AIA Vitality Status Gold - AIA Gold

AIA Vitality Status Silver - AIA Silver

AIA Vitality Status Bronze AIA Orange