



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

BRAND EXTENSIONS

SPONSORSHIP AND PARTNERSHIPS

Sponsorship and
partnerships

The AIA Spurs
Partnership

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

SPONSORSHIP AND PARTNERSHIPS

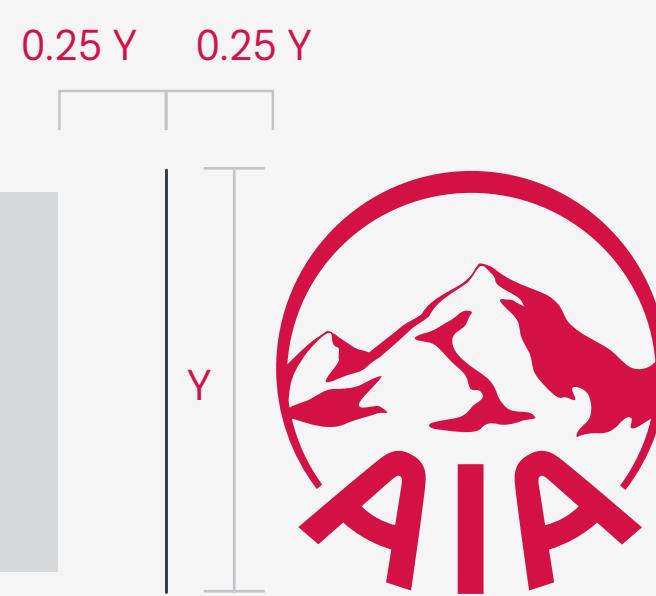
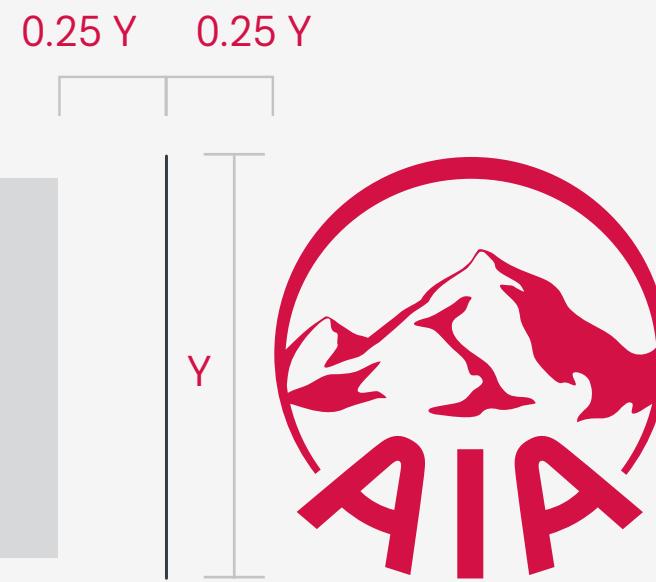
Only the AIA Corporate Logo or HLBL Logo Lockup (if appropriate) may be used for sponsorship and partnership branding to maximise brand recognition and sponsorship value. The AIA Wordmark should never be used.

All sponsorship and partnership co-branding must be approved by the Group Brand Team.

Creating new lockups

When creating a new sponsorship or partnership lockup please ensure:

- The partner logo is sized appropriately to give equal visual prominence to both logos.
- The dividing line uses AIA Charcoal at a keyline stroke.
- The height of the dividing line equals the height of the AIA logo.
- The space between the partner logo/AIA logo and the dividing line is 0.25 the height of the AIA logo.



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EXAMPLES



TOTTENHAM
HOTSPUR



citi®

