



HEALTHIER, LONGER,
BETTER LIVES

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

PLACEMENT

Placement

For flexibility, the Corporate Logo and HLBL Logo Lockup can be used in the following positions in digital and print layouts:

Top left, centre, right

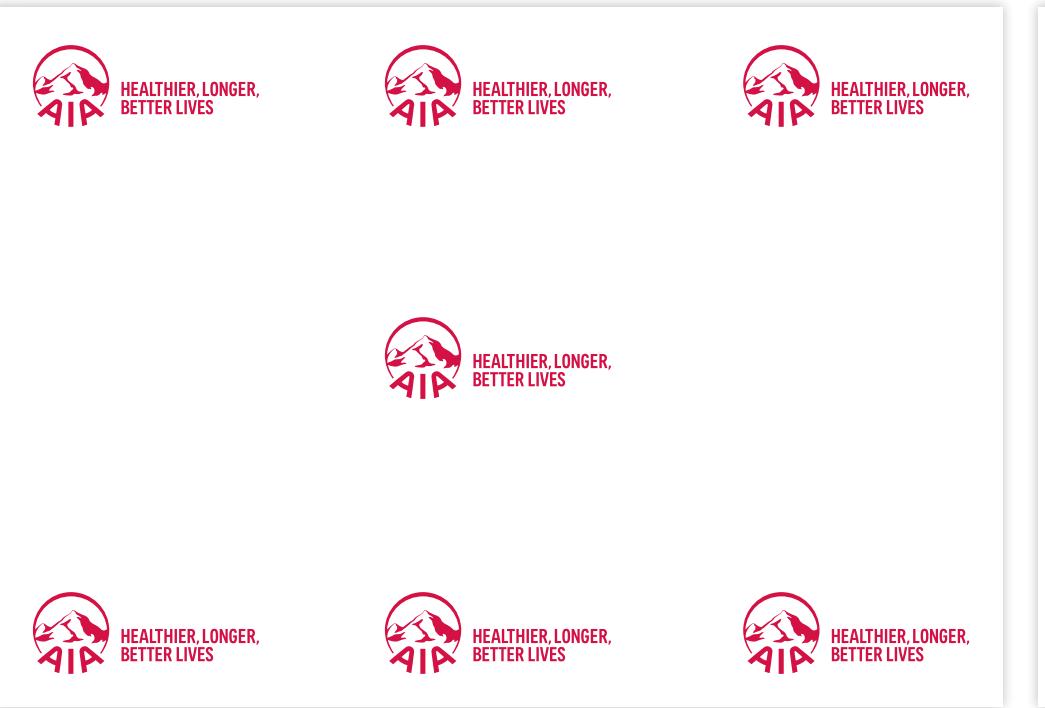
Centred in the middle of the page

Bottom left, centre, right

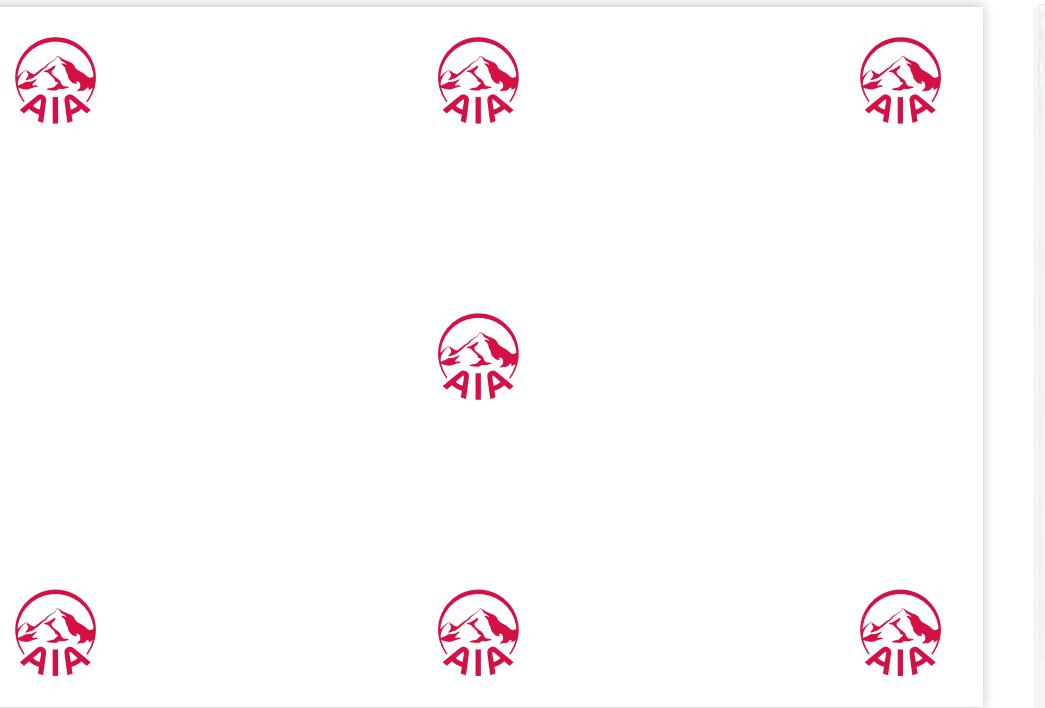
Always remember hierarchy of information and ensure that the placement of the Corporate Logo or HLBL Logo Lockup is not getting lost in the layout.

For stationery, legal and regulatory documents the Corporate Logo should be placed in the top left-hand corner only.

General HLBL Logo Lockup placement options



General Corporate Logo placement options



Corporate Logo placement – top left

