



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

WORDMARK

Our Wordmark was developed to address some visibility issues associated with the Corporate Logo.

Our Wordmark is protected by a minimum clear space. The equivalent of 0.35 of the height of the letter A is used to define the minimum clear space.

Minimum size restrictions should be observed to ensure that it can be reproduced well.

We use our Wordmark when there is limited space for applying the Corporate Logo or when there will be legibility issues with the Corporate Logo.

See next page for detailed usage guidelines.

AIA

