

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 USAGE

There are only two instances in which the AIA Wordmark should be used.

Firstly, when there is limited space or if there would be legibility issues when viewed from a distance, for example on external signage.

Secondly, when creating sub-brands, brand programmes or in joint ventures. In these cases we use the Wordmark for consistency, legibility and simplicity.

Remember our Corporate Logo and HLBL Logo Lockup are extremely important to our brand and should be used wherever possible.

All sub-brands that use the Wordmark must be approved by the Group Brand Team.

Distance / legibility – Spurs partnership



Distance / legibility – External signage



Size / legibility – Branded pen



Brand lockup – AIA Vitality branding

AIA Vitality