

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

LOGO DON'TS



✗ Don't alter or redesign any element of our logos.



✗ Don't place our logo on a colour background without sufficient contrast.



✗ Don't deconstruct our logo to create other identities.



✗ Don't apply other colours to our logo besides AIA Red and white.



**AIA Group Marketing
Town Hall**

✗ Don't place text so close to the Corporate Logo that it can be confused with the HLBL Logo Lockup.



**HEALTHIER, LONGER,
BETTER LIVES**

✗ Don't use other colours. Our logos are always in one colour: AIA Red or white.



**HEALTHIER, LONGER,
BETTER LIVES**

✗ Don't alter the HLBL Logo Lockup. The elements have been set in a defined relationship with one another.



✗ Don't outline the logo to make it stand out against a background; use a different image or alter the logo position if legibility is a problem.



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✗ Don't add an outline to the logo.