



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

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Markets are permitted to create localised versions of the AIA One Billion lockup logo to support campaigns and ensure local relevance. When doing so, the following rules apply:

Only the secondary text ('join the journey') may be translated or adapted.

AIA One Billion must always be in English.

When adapting for local markets, the text should fit on one line and should not extend beyond the 'o' of 'one billion'.

Please refer to the simplified Chinese version as an example.

If you create a localised version of the AOB logo, please contact the Group Brand team for approval.



*Not to scale