

## 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 DON'TS



- ✗ Don't alter or redesign our Wordmark.



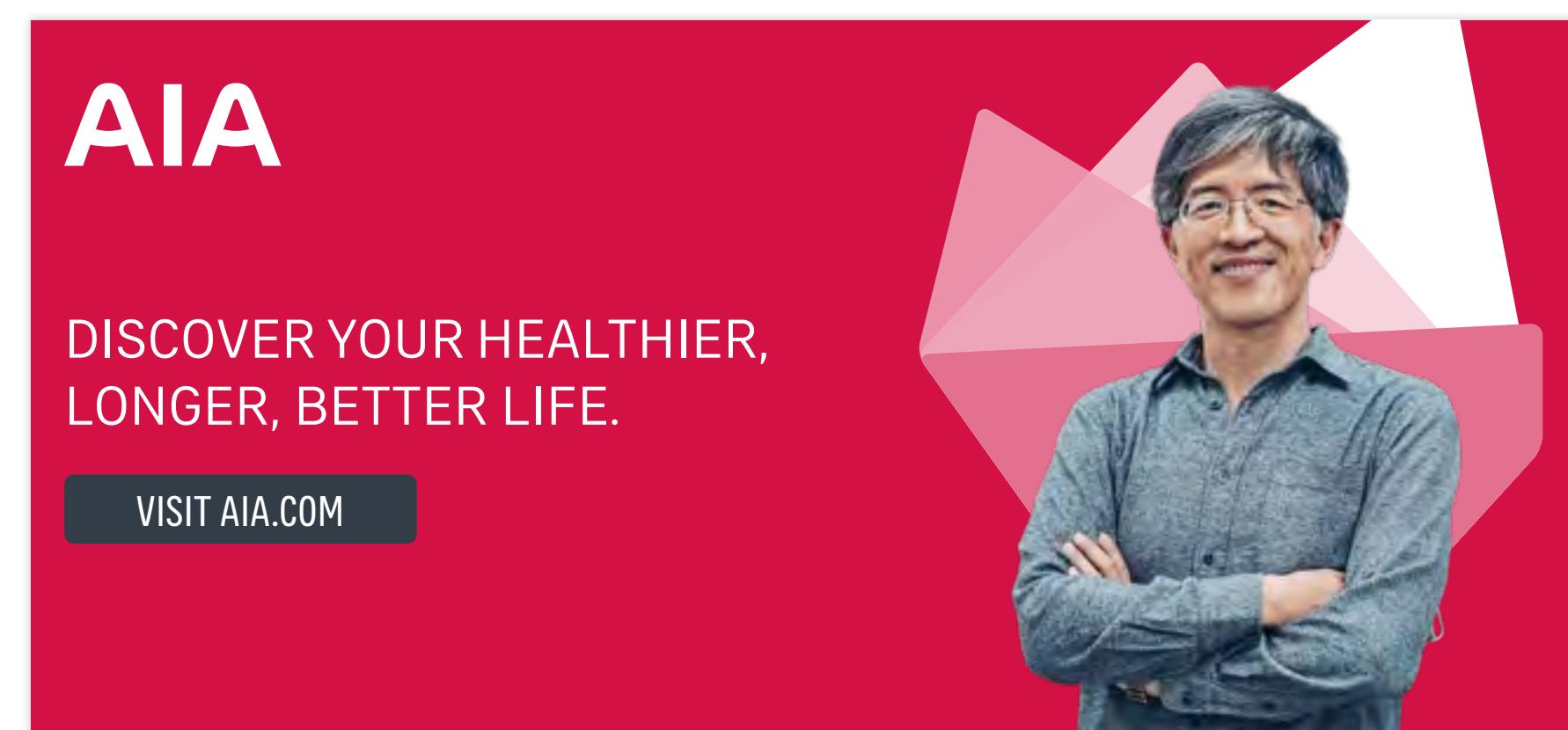
- ✗ Don't place our Wordmark on a colour background without sufficient contrast.



- ✗ Don't lock the Wordmark up with our Purpose.



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



- ✗ Don't use the Wordmark when the Corporate Logo or HLBL Logo Lockup should be used.