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## LOGO: LOCALISED VERSIONS

The AIA Vitality logo may come in local language versions. However, all versions of a market-specific AIA Vitality logo must be approved by the Group Brand Team.

The Chinese translation of Vitality must always be used with the AIA Vitality logo. It must never appear as a standalone name or in a lockup with the AIA Wordmark.

**Do you need a localised version of our logo?**

Please consider:

Is the name “AIA” in English recognisable in the market?

Can you associate “AIA” in the local language easily with “AIA” in English?

If the answer is YES, please use the English logo.

Hong Kong logo



Alignment structure



Minimum size: print\*



Minimum size: digital\*



\*Not to scale