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HEALTHIER, LONGER,  
BETTER LIVES

HLBL Logo Lockup

The HLBL Logo Lockup is a combination of our Corporate Logo and our Purpose statement. It is our preferred logo and should be used in most circumstances.



Corporate Logo

The AIA Corporate Logo is a recognisable symbol of our brand's heritage, success and longevity.

AIA

Wordmark

The AIA Wordmark evolved from our Corporate Logo to address issues of legibility. It is also used when creating sub-brands.