

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

Introduction

Logo

Localised versions

Usage with HLBL

Video usage

Examples

AOB assets

Mirror Moving Mountains

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

VIDEO USAGE

When creating a branded film to support our Purpose, the end screen should always be in AIA Red with both logos featured together as shown.

The animated ticker logo should always be placed in the centre of the screen.



Video end screen



Animated ticker logo placement