

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 USAGE

There are only two instances in which the AIA Wordmark should be used.

Firstly, when there is limited space or if there would be legibility issues when viewed from a distance, for example on external signage.

Secondly, when creating sub-brands, brand programmes or in joint ventures. In these cases we use the Wordmark for consistency, legibility and simplicity.

Remember our Corporate Logo and HLBL Logo Lockup are extremely important to our brand and should be used wherever possible.

All sub-brands that use the Wordmark must be approved by the Group Brand Team.

Distance / legibility – Spurs partnership



Distance / legibility – External signage



Size / legibility – Branded pen



Brand lockup – AIA Vitality branding

AIA Vitality