

OUR BRAND

OUR IDENTITY

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AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

# HLBL LOGO LOCKUP

Our Purpose — Healthier, Longer, Better Lives — is central to everything we do. It is our reason for being. We lock it up with our Corporate Logo to make our commitment in a clear and unwavering manner.

The HLBL Logo Lockup comes in a horizontal format. The elements within it are defined in relation to each other and should never be altered, redrawn or modified.

The height of the Corporate Logo is the Y-height. Y-height defines the size and distance between our Corporate Logo and our Purpose.



HEALTHIER, LONGER,  
BETTER LIVES

Clear space



Minimum size: print\*

10mm



Minimum size: digital\*

24px



\*Not to scale