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HLBL LOGO LOCKUP: LOCALISED VERSIONS

Only approved language versions of the HLBL Logo Lockup may be used. Please refer to the Group Brand Team for advice.

The examples on this page show localised HLBL Logo Lockups for China, Hong Kong and Taiwan.

Do not create an additional local version without a strong reason.

Please consider:

Variations and versions risk becoming inconsistent.

Local language may not fully capture the meaning of the original English positioning.

Ask the Group Brand Team for help if you are unsure.

For global consistency and recognisability, we want to use the English version of the HLBL Logo Lockup whenever possible.

All localised versions of the HLBL Logo Lockup must be approved by the Group Brand Team and Group CMO.

EXAMPLES

Chinese HLBL Logo Lockup



健康长久好生活

Hong Kong HLBL Logo Lockup



健康長久好生活

Taiwanese HLBL Logo Lockup



健康長久好生活