



HEALTHIER, LONGER,  
BETTER LIVES

## 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

# AOB ASSETS

To maintain ongoing awareness of the AOB programme and to create a drumbeat of regular communications, we have created various assets which you may reuse and localise.

The faces used in the ticker image can be changed to match local needs.

The Mirror Moving Mountains can be used to support creative and messaging produced for local townhalls, internal newsletters and on websites.

Ticker image



Mirror Moving Mountains



Stickers



Posters

