

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

- Mobile app icon system
- Digital
- Digital: social media
- Corporate
- Print
- Merchandise
- Environmental
- Events

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

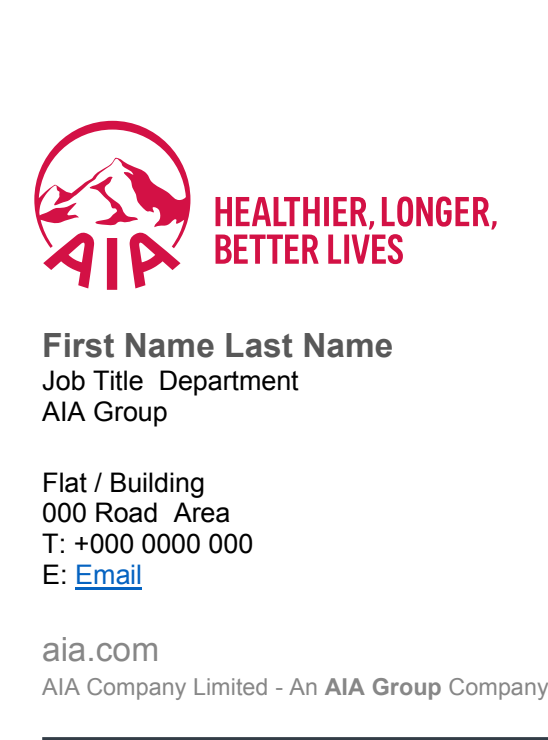
CORPORATE DAILY OPERATION ITEMS

Corporate stationery

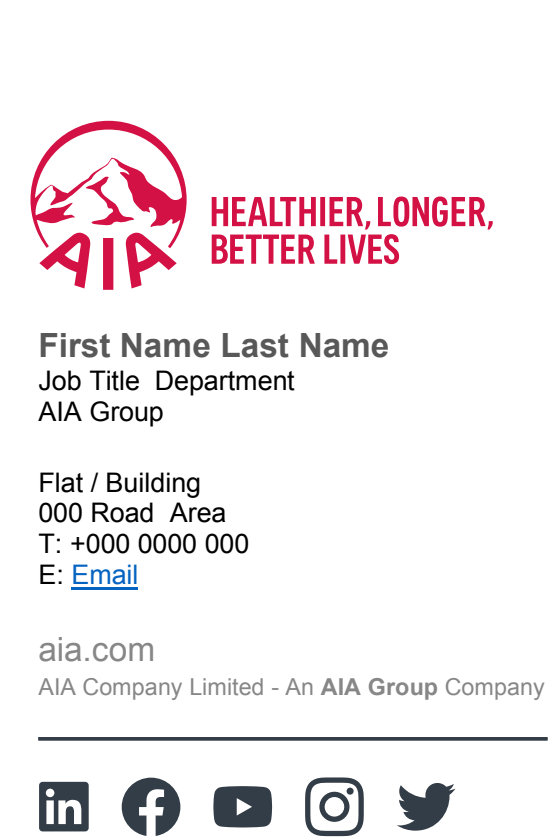


Email signature

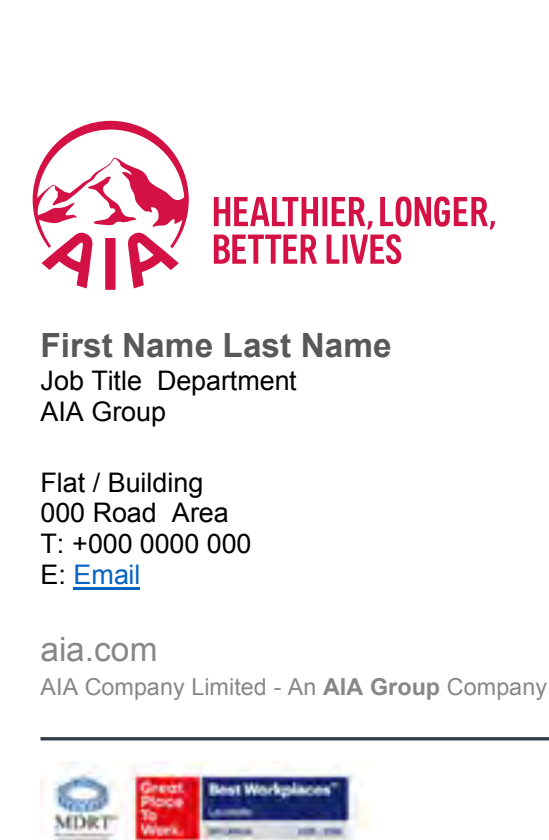
Standard corporate email signature



With social media icons



With qualifications



With your AIA Vitality status



If you want to add supporting logos, qualifications, social links or endorsements to your email signature, you may do so beneath the line.

Under no circumstances may the HLBL Logo Lockup be removed or replaced.



DESIGN TIPS

Colour Scheme For AIA Vitality Status

AIA Vitality Status Gold - AIA Gold

AIA Vitality Status Silver - AIA Silver

AIA Vitality Status Bronze AIA Orange