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# USAGE WITH HLBL

For flexibility, the AIA One Billion logo can be used in the following positions in digital and print layouts:

- Top left, centre, right
- Centred in the middle of the page
- Bottom left, centre, right

See guide for sizing and alignment.  
Where possible, the height of the AOB logo should align with the height of HLBL. This will dictate the size relationship. The logos should align to the baseline of ‘better lives’.

When using with the HLBL logo, the AIA One Billion logo can be placed in opposite top and bottom corner positions as shown.

If the logos sit on the left-hand side of the page they should align left.  
If the logos sit on the right-hand side of the page they should align right.

Guide for sizing and alignment with HLBL logo

X



HEALTHIER, LONGER,  
BETTER LIVES

AIA ONE BILLION

X

Align to the baseline

X



HEALTHIER, LONGER,  
BETTER LIVES

AIA ONE BILLION

X

Align to the baseline

JOIN THE JOURNEY

Logo lockup placement



Diagram illustrating logo lockup placement. It shows three variations of the AIA ONE BILLION logo (with JOIN THE JOURNEY tagline) aligned left, centred, and right. Arrows indicate the alignment direction for each variation.

HLBL and AOB logo placement



Diagram illustrating HLBL and AOB logo placement. It shows the HLBL logo (HEALTHIER, LONGER, BETTER LIVES) and the AIA ONE BILLION logo (with JOIN THE JOURNEY tagline) placed in opposite corners of a page layout. Arrows indicate the alignment direction for each variation.

HLBL and AOB logo placement



Diagram illustrating HLBL and AOB logo placement. It shows the AIA ONE BILLION logo (with JOIN THE JOURNEY tagline) and the HLBL logo (HEALTHIER, LONGER, BETTER LIVES) placed in opposite corners of a page layout. Arrows indicate the alignment direction for each variation.

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