

OUR BRAND

OUR IDENTITY

- Our logos
- HLBL Logo Lockup
- HLBL Logo Lockup: localised versions
- Corporate Logo
- Wordmark
- Wordmark usage
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BRAND EXTENSIONS

SPONSORSHIP AND PARTNERSHIPS

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

PLACEMENT

Placement

For flexibility, the Corporate Logo and HLBL Logo Lockup 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

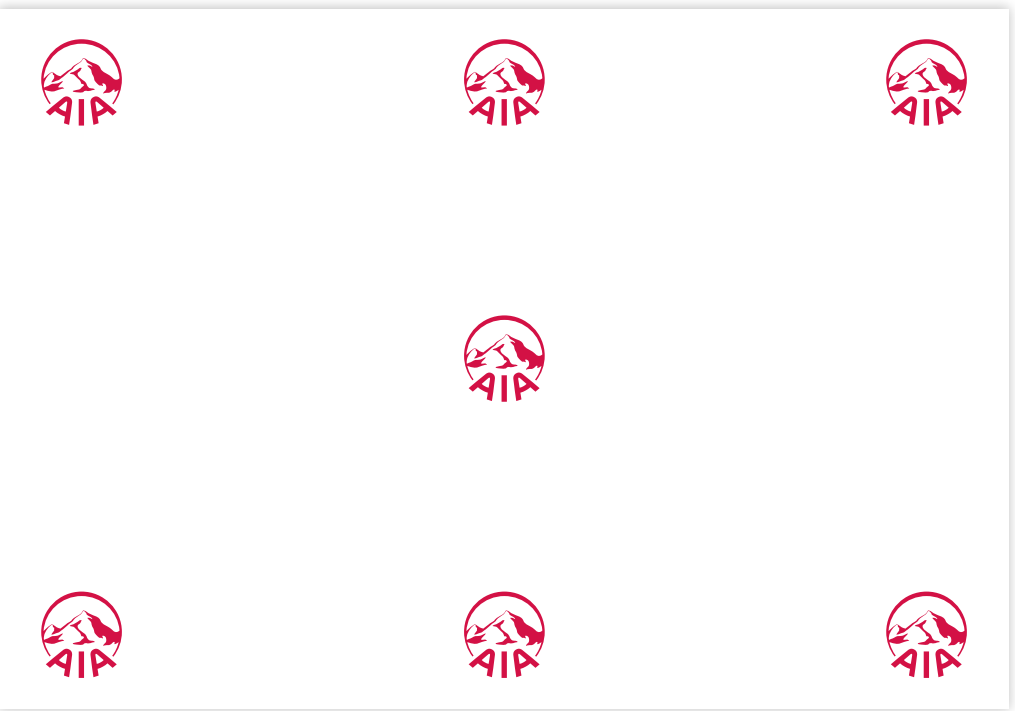
Always remember hierarchy of information and ensure that the placement of the Corporate Logo or HLBL Logo Lockup is not getting lost in the layout.

For stationery, legal and regulatory documents the Corporate Logo should be placed in the top left-hand corner only.

General HLBL Logo Lockup placement options



General Corporate Logo placement options



Corporate Logo placement – top left

