

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

