

## OUR BRAND

### OUR IDENTITY

Our logos

HLBL Logo Lockup

HLBL Logo Lockup:  
localised versions

Corporate Logo

Wordmark

Wordmark usage

Logo usage

Placement

Logo don'ts

Wordmark don'ts

BRAND EXTENSIONS

SPONSORSHIP AND  
PARTNERSHIPS

### VISUAL ELEMENTS

### APPLICATIONS

#### AIA ONE BILLION

#### AIA VITALITY

#### HIGH NET WORTH

#### BRAND CHECKLIST

#### ASSETS

## WORDMARK DON'TS



✗ Don't alter or redesign  
our Wordmark.



✗ Don't place our Wordmark  
on a colour background  
without sufficient contrast.



✗ Don't lock the Wordmark up  
with our Purpose.



✗ Don't apply other colours  
to our Wordmark besides  
AIA Red and white.



✗ Don't use the Wordmark when the Corporate Logo or  
HLBL Logo Lockup should be used.