

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

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AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

LOGO

Various logos have been created for your use, including a logo animation designed to mimic a ticker counting to one billion.

There are two static logos available:

- AIA One Billion
- AIA One Billion lockup (join the journey)

The standalone logo should be used when ‘join the journey’ appears in headlines or copy. In all other cases, and when the logo appears in isolation, please use the lockup logo.

The elements should not be altered, redrawn or modified.

To maintain its integrity, the AIA One Billion logo must not be crowded by graphics or text. It is protected by a minimum clear space which is also the closest the logo can be positioned to the edge of a page.

A minimum size restriction has been placed on the AIA One Billion logo to ensure that it can be reproduced well.



Minimum size: print*

5mm

AIA ONE BILLION

Minimum size: digital*

20px

AIA ONE BILLION



Minimum size: print*

10mm

AIA ONE BILLION
JOIN THE JOURNEY

Minimum size: digital*

60px

AIA ONE BILLION
JOIN THE JOURNEY

*Not to scale