

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

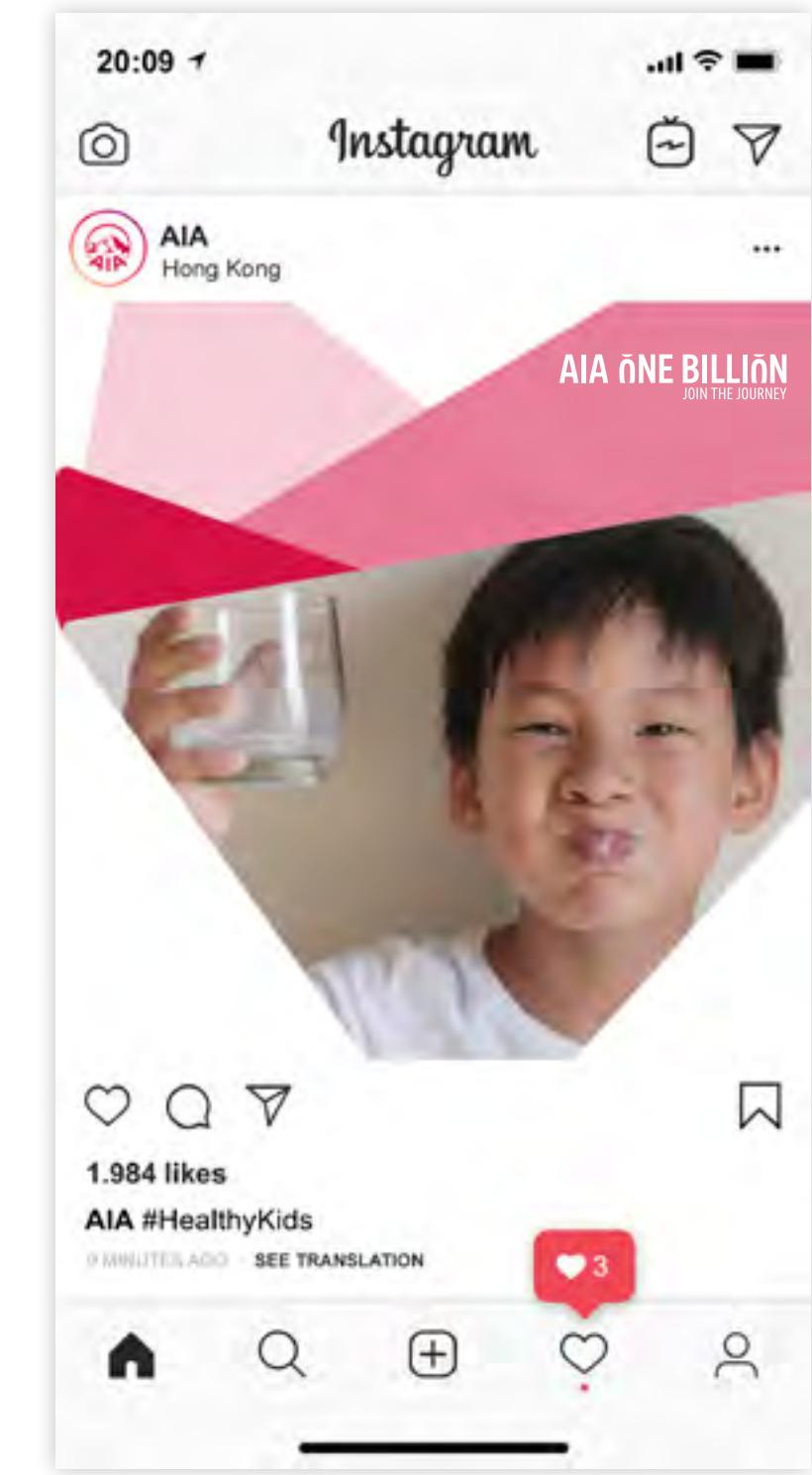
AIA VITALITY**HIGH NET WORTH****BRAND CHECKLIST****ASSETS**

EXAMPLES

Using the HLBL and AOB logos on purpose-led brand activities that support Healthier, Longer, Better Lives.



Poster



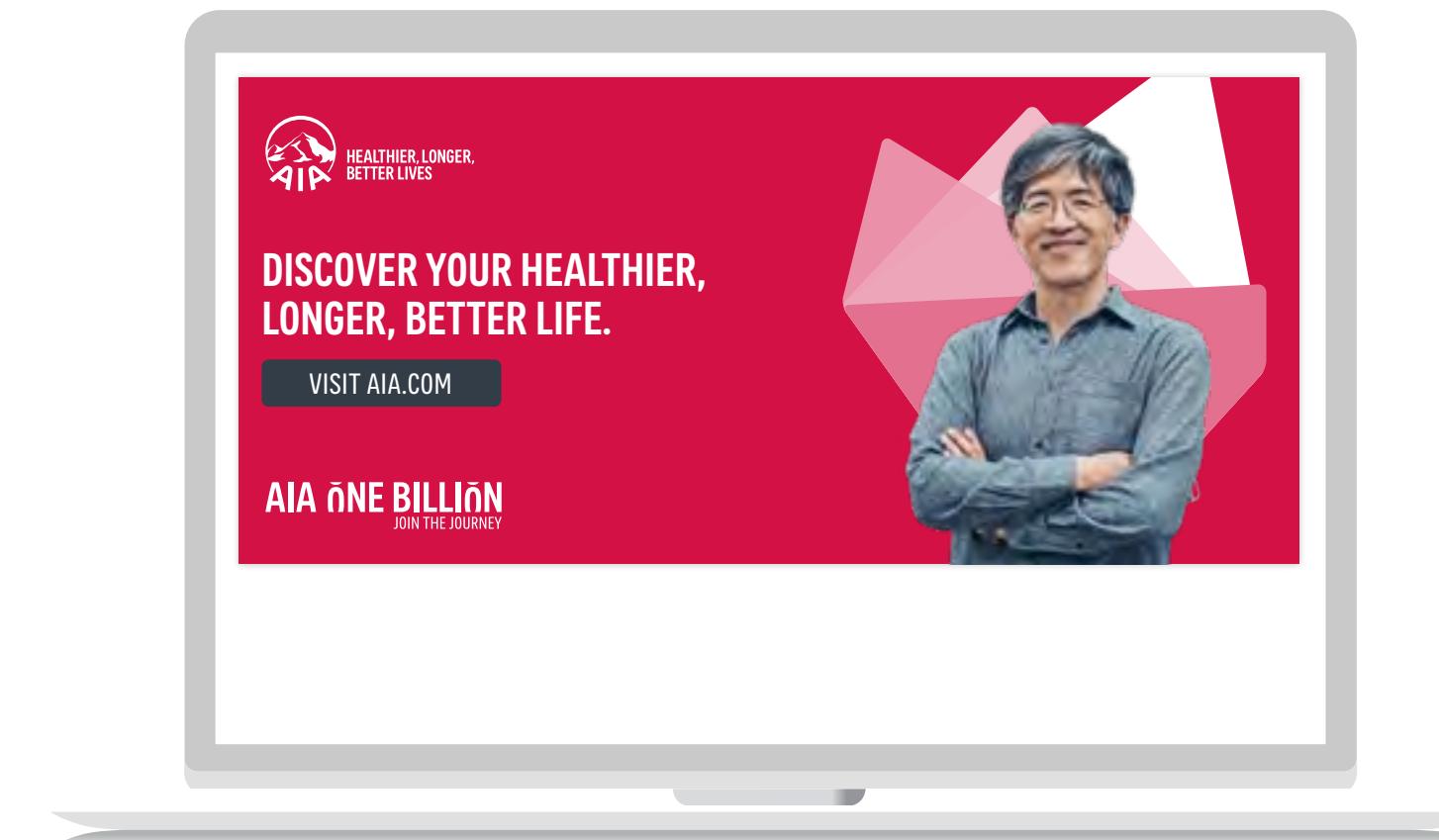
Social post



Merchandise



Video end screen



Web ad

