



HEALTHIER, LONGER,
BETTER LIVES

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MOVING MOUNTAINS

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INTRODUCTION

Healthier, Longer, Better Lives is active, customer-centric and personal. It means something different to everyone.

We developed the Moving Mountains, in both three- and four-peak versions, as a visual representation of this. They represent the Healthier, Longer, Better Lives of our customers in all their unique and personal ways – goals, dreams and journeys.

As well as the core Moving Mountains, we also created versions including mirrored and outline mountains.

All our Moving Mountains variations can be used as a graphic or integrated with imagery. Don't overuse the Moving Mountains – they do not need to appear on every page.

**Aishah's
healthier, longer,
better life**



Four mountain version



DESIGN TIP

When printing spot colours, ensure test prints are provided and reviewed before moving to press. When printing please ensure someone from the artwork team is present at the printers to do a press proof so any adjustments can be agreed.