

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

LOGO USAGE

The HLBL Logo Lockup is the preferred version and the one you should reach for first.

In instances where there is not enough space, the Corporate Logo can be used in its place.

For legal, regulatory and T&Cs documents please use the Corporate Logo.

If there are legibility issues with the Corporate Logo the Wordmark may be used, see [here](#) for details.

If you are unsure which logo you should use please contact the Group Brand Team for advice.

ARE YOU ABLE TO USE THE HLBL LOGO LOCKUP?

YES

Great! This is our preferred version in almost all instances.



NO

CAN YOU USE THE CORPORATE LOGO?

YES

You may use the Corporate Logo when there is not enough space for the HLBL Logo Lockup i.e. for app icons, or legal, regulatory and T&Cs documents.



NO

USE THE WORDMARK

If there is a legibility issue with the Corporate Logo, or you are creating a sub-brand, please use the Wordmark.

