

OUR BRAND

OUR PURPOSE

Why our Purpose?

Active

Customer-centric

Personal

Our ambition

OUR PERSONALITY

OUR TONE OF VOICE

CULTURAL GUIDANCE

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

PERSONAL

Healthier, Longer,
Better Lives
is personal.
We recognise
that it means
something different
to everyone.



“For my family”



“For my career”



“For my future”