

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

# ASSET LINKS AND CONTACTS

The AIA Brand Standards provide in-depth instructions to enable everyone at AIA to uphold the integrity of our brand. They should be followed at all times and in all markets.

We have worked with Compliance and Risk teams to add the Brand Standards document to the AIA Corporate Policy Portal so that it is available to all.

If you have any questions about how to use these guidelines, please seek support from your local brand team.

For branding support, please contact the Group Brand Team at:  
[group.brand@aia.com](mailto:group.brand@aia.com)



**BRAND STANDARDS ASSETS**



**CULTURAL INSIGHTS RESEARCH**



**AIA ONE BILLION ASSETS**



**LIVE WITH VITALITY ASSETS**

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