

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

Introduction

Positioning checklist

Identity checklist

ASSETS

HOW TO USE THIS CHECKLIST

Group Brand undertook an audit of all the visual manifestations of our brand across our online, offline and internal channels, which has led to the development of these Brand Standards. Our Brand Standards are designed to ensure precision in our communications and consistency in the way we present AIA, both internally and externally, across all touchpoints and channels.

The refreshed visual identity and supporting graphical elements provide a strong foundation that elevates and strengthens our Purpose to help millions of people live Healthier, Longer, Better Lives, paving the way for AIA to be a truly distinctive brand. This document provides in-depth instructions to help everyone at AIA uphold the integrity of our brand. We have worked with Compliance and Risk teams to add this to the AIA Corporate Policy Portal, and these standards should be followed in all markets.

The following pages are here to help you check your materials against the AIA Brand Standards outlined in this document. They serve as a reminder and guide that you can easily apply to your work.

By adhering to these Brand Standards across everything we do, we will always show up as unmistakably AIA no matter where we are in the world.

In delivering our Purpose, we share our ambition to help people live Healthier, Longer, Better Lives every single day.

The Group AIA Brand Team

