



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

Introduction

[About](#)

Positioning

Logo

Localised versions

Brand elements

Moving Mountains

Examples

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

ABOUT AIA VITALITY

AIA's Purpose is to help people live Healthier, Longer, Better Lives and AIA Vitality is how we play an active role in helping people get there.

AIA Vitality is there for customers every day. We focus on health, not on sickness; on living, not just on life. We recognise that the best way to live well, is to live healthily, and to give people the support and motivation to make healthier choices every day.

AIA Vitality embodies the AIA mentor persona by supporting customers and actively helping them make progress in a way that is personal to them. It stands for the Healthier, Longer, Better Lives of all our customers in each of their unique and different ways.

