



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR PURPOSE

OUR PERSONALITY

OUR TONE OF VOICE

Introduction

Principles

Principles in use

Spectrum

Spectrum in use

CULTURAL GUIDANCE

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

TONE OF VOICE: SPECTRUM

More corporate

More conversational



Product documentation

e.g.
Policies
Claims documentation
Covering letters

A mentor can be assuring, calm
and professional.



Corporate comms

e.g.
Announcements
Earnings results
Annual report

A mentor can be professional,
confident and inspiring.



Marketing comms

e.g.
Advertising campaigns
Product information
Social / blogs

A mentor can be inspiring,
compassionate and emotional.



Customer interactions

e.g.
Customer service
Customer emails
App alerts

A mentor can be emotional,
conversational and familiar.