

OUR BRAND

OUR PURPOSE

OUR PERSONALITY

Why a mentor?

Why a persona?

What a mentor is

Our personality traits

Summary

OUR TONE OF VOICE

CULTURAL GUIDANCE

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

OUR BRAND PERSONA

MENTOR

Our persona helps us show just what it means to strive for
Healthier, Longer, Better Lives.

A MENTOR IS ACTIVE

A MENTOR IS CUSTOMER-CENTRIC

A MENTOR IS PERSONAL



Healthier, Longer, Better Lives

