



HEALTHIER, LONGER,  
BETTER LIVES

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

