

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

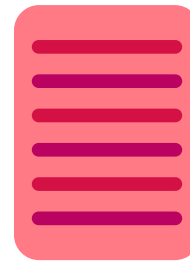
AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

# TONE OF VOICE: SPECTRUM IN USE



## Product documentation

Covering letter

Like this

We have received your first life insurance premium. In the next few weeks, we'll send you a Fund Statement, which will confirm the total amount you have invested.

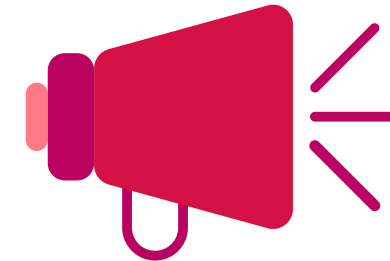


## Corporate comms

Annual report

Like this

We strive to make a positive difference by helping people to live Healthier, Longer, Better Lives is more relevant now than ever.

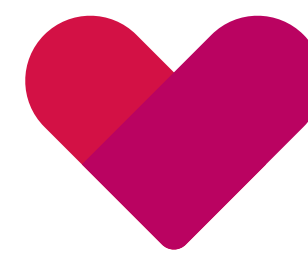


## Marketing comms

Social media post

Like this

This chunky Vietnamese pickle with coriander seeds recipe is a fun, tasty way to a healthier diet.



## Customer interactions

App message  
(competition winner)

Like this

We knew you could do it Amy!  
You're this week's Healthy Living Challenge winner – and we're in awe of your fabulous food and fitness efforts!

More corporate

Because

It's our job to be straightforward and easy to understand.

Because

It makes sense to be confident and big picture (without being arrogant).

Because

We have an opportunity to be positive and infectiously enthusiastic.

Because

We are naturally on your side and readily celebratory.

More conversational