

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

OUR TONE OF VOICE AS A MENTOR

Our tone of voice is how we bring our brand and persona to life through words.

It is what guides us to say the right thing in the right moment to demonstrate our qualities as a mentor.

Whether we want to sound optimistic and encouraging or confident and inspiring, our tone of voice is what connects us with our customers as individuals.

