

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

## IN SUMMARY: THE AIA BRAND

# AIA is a mentor

Supports you

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# Helping you live a healthier, longer, better life

Actively helps you make progress

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# Whatever that means to you

In a way that is personal

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