



# SOUND DESIGN PRINCIPLES

## Music

The music we use must always reflect our Purpose and personality. Compositions should have a positive, active tone which implies progress and forward motion. Our music should tell the same story as our visual and written identity.

## Sound effects and idents

Any sound effects or idents, especially when applied to core brand elements, should evoke a feeling of progress. They should be the audio version of our upwards motion principles.

## Voiceover

Any voiceover used in AIA branded content should sound like a mentor, ready to guide you towards a healthier, longer, better life. The voice should embody our brand personality:

- Compassionate
- Straightforward
- Positive
- Confident
- Encouraging
- Motivating
- Guiding
- On your side

