



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

IN SUMMARY: THE AIA BRAND

AIA is a mentor

Supports you

Helping you live a healthier, longer, better life

Actively helps you make progress

Whatever that means to you

In a way that is personal
