HEALTHIER, LONGER,
BETTER LIVES

# AIA BRAND STANDARDS

VERSION 2.0

# WELCOME

# CONTENTS

This is a PDF. Click on the page in the contents you want to visit to jump straight to it.
You can also jump to sections from the left-hand navigation bar.

# OUR PURPOSE

# HEALTHIER, LONGER, BETTER LIVES

**This is our Purpose. Why? Because Asia is getting wealthier, not healthier. 75% of all deaths are linked to lifestyle-related illnesses.***

## Our Purpose statement

This is the Group-approved AIA Purpose statement. Please apply this to collateral and brand touchpoints where appropriate.

**"For more than a century, AIA has strived to make a significant, positive impact for our customers and communities across Asia.**

**As we look to the future, this commitment is reinforced by our Purpose: to help millions of people live Healthier, Longer, Better Lives. Our Purpose guides the decisions we make and the actions we take as an organisation — empowering and enabling people to understand and manage their health, while meeting their long-term savings and protection needs.**

**We believe that helping to create a healthier Asia is one of the most important and valuable things we can do for our communities, today and in the future."**

*Source: World Health Organization, NCD Country Profiles, 2018

Note:
When referring to 'our Purpose' or 'AIA's Purpose' the word 'Purpose' is always capitalised.
When referring to 'Healthier, Longer, Better Lives' each word is capitalised.

# ACTIVE

# Healthier, Longer, Better Lives is active. It is not about standing still. We are always moving and making progress.

# CUSTOMER-CENTRIC

Healthier, Longer, Better Lives is customer-centric. We put our customers at the heart of everything we do.

# PERSONAL

## Healthier, Longer, Better Lives is personal. We recognise that it means something different to everyone.



"For my family"



"For my career"



"For my future"

# OUR AMBITION

### We help people live

It's about recognising the small moments and the big. It's helping people do more, experience more and live more. It's about striving to make lives better every single day.

### We help people grow

It's encouraging the first steps towards both near and distant dreams. It's any size of change for the better. It's growth for individuals, families and communities.

### We are always there

It's about being active and present in people's lives. Here for their today and embracing what that means for their tomorrow. It's always being there, no matter what.

### This is our commitment

These ambitions are at the heart of everything we do and the decisions we make.

### We are AIA

We stand for Healthier, Longer, Better Lives.

# OUR PERSONALITY

# MENTOR

Our persona helps us show just what it means to strive for Healthier, Longer, Better Lives.

A MENTOR IS ACTIVE

A MENTOR IS CUSTOMER-CENTRIC

A MENTOR IS PERSONAL

Healthier, Longer, Better Lives

# WHY A PERSONA IS IMPORTANT

Having a persona is one of the most important ways in which we bring our brand to life.

Thinking of AIA as a mentor enables us to see our brand as a collection of attitudes, behaviours and traits. And it demonstrates that our Purpose is more than just a statement, it is a way of being.

Our persona reminds us how we should behave in our interactions with our customers and each other. It keeps our offering distinct and consistent wherever it appears.

**It is what makes us unmistakably AIA.**

**Healthier, Longer, Better Lives** ➕ **Mentor** ➡️ **How we behave** / **How we speak** / **How we look** ＝ **Unmistakably AIA**
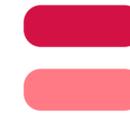
# AIA AS A MENTOR

A mentor is an **experienced** and **trusted adviser**. Renowned in their field for their **knowledge** and **expertise**, they pass it on to others to help them **grow** and **progress** throughout their lives.

**Always there** and available for counsel, a mentor is **gentle, instructive** and **guiding**. They don't always tell you which way to go, but help you find your own way. They are never harsh, critical or aggressive.

The presence of a mentor is comforting. They offer a wealth of **knowledge** when you need it, but not when you don't. They adapt their **guidance** to every individual. They **support** you without pushing you.

When a mentor speaks, you know it comes from a place of **confidence**, not arrogance. They are **balanced** and **accepting**, but **not judgemental**. They see how small details contribute to the big picture.

**AIA as a mentor has the ambition of helping customers live Healthier, Longer, Better Lives.**

## A MENTOR IS

Compassionate
Positive
Confident
Straightforward

Encouraging
Motivating
Guiding
On your side

## A MENTOR ISN'T

Harsh
Negative
Inexperienced
Confusing

Judgemental
Passive
In charge
Arrogant

# OUR PERSONALITY AS A MENTOR

Our personality is how our customers experience our brand. It applies to how we come across visually and how we communicate - in person and on the page.

### Compassionate

Compassion is about being empathetic. It means standing in our customers' shoes and seeing things from their point of view. We are never judgemental.

### Straightforward

We speak simply and to the point. No matter how complex the subject, we are easy to understand. We are direct and respectful, not long-winded or insensitive.

### Positive

We are optimistic, enthusiastic and focused on opportunity. We project an infectious sense of energy while staying grounded, practical and realistic.

### Confident

Confidence means feeling proud of our long-standing history and unrivalled expertise. We are knowledgeable without being arrogant or showing off.

### Encouraging

Encouraging means being gently supportive, instilling confidence and positivity in our customers. We are never harsh or too directive. We seek to encourage a 'can do' mentality.

### Motivating

Motivation is about being inspiring. We lead by example, always showing, not telling, and providing evidence wherever we can.

### Guiding

Guiding means indicating a way forward, exercising a subtle influence and providing options. We are instructive but not prescriptive.

### On your side

On your side means championing the causes that matter to our customers. It means being inclusive, accepting and celebrating individuals, not alienating them.

# 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

# OUR TONE
# OF VOICE

# 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.

# TONE OF VOICE: PRINCIPLES

## Use simple language

Even when dealing with complex or technical matters we use clear, conversational language that is easily understood by our customers.

**It means:**

**Short sentences.**
**Simple words.**
**Avoid acronyms.**
**Avoid jargon.**
**Easy to understand.**

## Speak to the individual

We understand our customers' needs, respect their individuality and talk to them directly in a relevant and personalised way.

**It means:**

**Referring to customers as 'you' not 'customers.'**
**Use names and titles.**
**Respecting cultural differences.**

## Strengthen with proof

We use proof to back up our statements and assertions because it's better to 'show' through evidence rather than 'tell' with assumptions.

**It means:**

**Show examples.**
**Back up with insight.**
**Support with facts.**
**Avoid generalisation.**
**Avoid being vague.**

## Focus on the future

We use future-focused language to show how choices today can impact the bigger picture and desired future outcomes.

**It means:**

**Talk about the future not the past.**
**Refer to 'why' we are doing this, not just 'what' we are doing.**

## Be positive and inclusive

We are optimistic about the future and never negative about others. We are all on this journey together.

**It means:**

**Making bold statements.**
**Being part of something bigger.**
**Not excluding anyone.**

# TONE OF VOICE: PRINCIPLES IN USE

## LIKE THIS

**Use simple language** ✓

Thank you for getting in touch. We are now looking into the matter. To ensure a thorough investigation, please allow us two to three weeks to respond to your enquiry.

**Speak to the individual** ✓

It's always good to get a second opinion, so we suggest you speak to your financial adviser about our cover offer to make sure you're 100% happy before accepting it.

**Strengthen with proof** ✓

AIA annual research reveals that the average adult in the Asia-Pacific region sleeps 1.2 hours less each night than they want.

**Focus on the future** ✓

The healthier you start, the stronger you go on.

**Be positive and inclusive** ✓

Living longer means living better with AIA – whatever that means for you.

## NOT LIKE THIS

✗ Thank you for your letter. To facilitate a thorough investigation we will gather more information and review all relevant documents and records. It is estimated it will take 5-6 weeks to complete the process.

✗ Customers are advised as a matter of standard protocol to seek independent financial advice before accepting AIA's conditional offer of life insurance cover.

✗ Most people report they don't get enough sleep each night and would like to feel better rested.

✗ It's never too soon to prepare for medical challenges and expenses.

✗ Will you have enough savings to fund a long retirement?

OUR BRAND
OUR PURPOSE
OUR PERSONALITY
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Introduction
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Spectrum in use
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VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

# TONE OF VOICE: SPECTRUM

More corporate

More conversational

**Product documentation**

e.g.
Policies
Claims documentation
Covering letters

**A mentor can be assuring, calm and professional.**

**Corporate comms**

e.g.
Announcements
Earnings results
Annual report

**A mentor can be professional, confident and inspiring.**

**Marketing comms**

e.g.
Advertising campaigns
Product information
Social / blogs

**A mentor can be inspiring, compassionate and emotional.**

**Customer interactions**

e.g.
Customer service
Customer emails
App alerts

**A mentor can be emotional, conversational and familiar.**

# TONE OF VOICE: SPECTRUM IN USE

| **Product documentation**<br>Covering letter | **Corporate comms**<br>Annual report | **Marketing comms**<br>Social media post | **Customer interactions**<br>App message<br>(competition winner) |
|---|---|---|---|
| **Like this** | **Like this** | **Like this** | **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. | We strive to make a positive difference by helping people to live Healthier, Longer, Better Lives is more relevant now than ever. | This chunky Vietnamese pickle with coriander seeds recipe is a fun, tasty way to a healthier diet. | 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 ← → More conversational

| **Because** | **Because** | **Because** | **Because** |
|---|---|---|---|
| It's our job to be straightforward and easy to understand. | It makes sense to be confident and big picture (without being arrogant). | We have an opportunity to be positive and infectiously enthusiastic. | We are naturally on your side and readily celebratory. |

CULTURAL GUIDANCE

# INTRODUCING OUR CULTURAL INSIGHTS

## One brand, 18 markets

The pursuit of a 'healthier, longer, better life' has always been central to who we are as people. It's a core human desire. An ultimate aspiration. At AIA, we embrace it as central to our Purpose as a business.

As culture continues to change, shifting us from the surety of tradition towards the uncertainties of the modern world, it brings with it a sense of opportunity, progress and optimism. It brings a shift in perceptions of what a healthier, longer, better life is.

We conducted an extensive programme of research in all our markets and found that Healthier, Longer, Better Lives is expressed in many different ways. For some markets it's about tradition at the core, for others it's about independence.

Understanding these differences is key to how we engage with people across the region. Whilst ensuring consistency in how we communicate, we must allow for differences that recognise what a healthier, longer, better life means to people in each of our markets.

You can download the Full Cultural Insights Research Reports from our asset links page.

# THE CULTURAL CLUSTERS

Each of our markets falls into one of the following cultural clusters.

| Exploration | Empowerment | Expression | Emancipation |
|---|---|---|---|
| Brunei | Indonesia | China | Australia |
| Cambodia | Malaysia | India | Hong Kong |
| Thailand | Myanmar | | Macau |
| Vietnam | Philippines | | New Zealand |
| | Sri Lanka | | Singapore |
| | | | South Korea |
| | | | Taiwan |

# THE CULTURAL APPLICATION OF OUR PURPOSE

## How our Purpose applies across our markets...

Healthier, Longer, Better Lives is about a balance between comfort and progress across four entry points:

| Exploration | Empowerment | Expression | Emancipation |
|---|---|---|---|
| Culture and community | Becoming independent | Self-expression and enjoyment | Self-confidence and rediscovery |
| Mentor leading trait: encouraging | Mentor leading trait: motivating | Mentor leading trait: guiding | Mentor leading trait: on your side |

# EXPLORATION

## HEALTHIER, LONGER, BETTER LIVES

**It's about:**

Culture and community

**Because people feel:**

Uncertain optimism

**And they want:**

To do their best within their cultures

Brunei

Cambodia

Thailand

Vietnam

## AIA AS A MENTOR

**A mentor:**

- Appreciates tradition.
- Recognises the pleasure and joy in modernity.
- Has a deep connection to the natural world.
- Feels familiar.
- Is about simple pleasures.
- Is future-focused and progress-oriented.

**Leading trait:**

Encouraging

Encouraging means being gently supportive, instilling confidence and positivity in our customers. We are never harsh, smug or too directive. We seek to encourage a 'can do' mentality.

**Supporting traits:**

Motivating / Guiding / On your side / Compassionate / Straightforward / Positive / Confident

# EMPOWERMENT

# HEALTHIER, LONGER, BETTER LIVES

**It's about:**

Becoming independent

**Because people feel:**

Restricted and held back

**And they want:**

Independence without judgement

---

# AIA AS A MENTOR

**A mentor:**

- Is about independent individuals.
- Is vibrant, positive and inspiring.
- Shows how to overcome challenges and restrictions.
- Helps you follow your ambitions and define your own path.
- Is about breaking down barriers and perceptions.

**Leading trait:**

Motivating

Motivating is about being inspiring. We lead by example, always showing, not telling and providing evidence wherever we can.

**Supporting traits:**

Encouraging / Guiding / On your side / Compassionate / Straightforward / Positive / Confident

Indonesia

Malaysia

Myanmar

Philippines

Sri Lanka

# EXPRESSION

## HEALTHIER, LONGER, BETTER LIVES

**It's about:**

Self-expression and enjoyment

**Because people feel:**

Emotionally constrained

**And they want:**

To enjoy life more

China

India

## AIA AS A MENTOR

**A mentor:**

- Is about being present in life.
- Is always felt by the individual.
- Is about unique moments.
- Is about finding control.
- Helps with expressing emotions.

**Leading trait:**

Guiding

Guiding means indicating a way forward, exercising a subtle influence and providing options.
It is instructive but not prescriptive.

**Supporting traits:**

Encouraging / Motivating /
On your side / Compassionate /
Straightforward / Positive / Confident

# EMANCIPATION

## HEALTHIER, LONGER, BETTER LIVES

**It's about:**

Self-confidence and rediscovery

**Because people feel:**

Things need to change

**And they want:**

To feel achievement and validation

---

## AIA AS A MENTOR

**A mentor:**

- Is about slowing down and reflecting.
- Finds new options.
- Is about individuals defining their own success.
- Is simple, honest and authentic.
- Helps reconnect with a simpler way of life.

**Leading trait:**

On your side

On your side means championing the causes that matter to our customers. It's being inclusive, accepting and celebrating individuals, not alienating them.

**Supporting traits:**

Encouraging / Motivating / Guiding / Compassionate / Straightforward / Positive / Confident

**Australia**

**Hong Kong**

**Macau**

**New Zealand**

**Singapore**

**South Korea**

**Taiwan**

# OUR IDENTITY

# OUR LOGOS

### HLBL Logo Lockup

The HLBL Logo Lockup is a combination of our Corporate Logo and our Purpose statement. It is our preferred logo and should be used in most circumstances.

### Corporate Logo

The AIA Corporate Logo is a recognisable symbol of our brand's heritage, success and longevity.

### Wordmark

The AIA Wordmark evolved from our Corporate Logo to address issues of legibility. It is also used when creating sub-brands.

# HLBL LOGO LOCKUP

Our Purpose — Healthier, Longer, Better Lives — is central to everything we do. It is our reason for being. We lock it up with our Corporate Logo to make our commitment in a clear and unwavering manner.

**The HLBL Logo Lockup comes in a horizontal format. The elements within it are defined in relation to each other and should never be altered, redrawn or modified.**

**The height of the Corporate Logo is the Y-height. Y-height defines the size and distance between our Corporate Logo and our Purpose.**

Clear space

0.25 Y          0.25 Y

0.25 Y

Y

0.25 Y

Minimum size: print*

10mm

Minimum size: digital*

24px

*Not to scale

# HLBL LOGO LOCKUP: LOCALISED VERSIONS

Only approved language versions of the HLBL Logo Lockup may be used. Please refer to the Group Brand Team for advice.

The examples on this page show localised HLBL Logo Lockups for China, Hong Kong and Taiwan.

**Do not create an additional local version without a strong reason.**

**Please consider:**

Variations and versions risk becoming inconsistent.

Local language may not fully capture the meaning of the original English positioning.

**Ask the Group Brand Team for help if you are unsure.**

**For global consistency and recognisability, we want to use the English version of the HLBL Logo Lockup whenever possible.**

**All localised versions of the HLBL Logo Lockup must be approved by the Group Brand Team and Group CMO.**

Lockup construction

Y

1.6 Y

健康长久好生活

0.10 Y
0.20 Y

友邦保险

0.15 Y

Point of snow base of the mountain (a)
aligned to cap height of characters (h)

# EXAMPLES

Chinese HLBL Logo Lockup

健康长久好生活
友邦保险

Hong Kong HLBL Logo Lockup

健康長久好生活

Taiwanese HLBL Logo Lockup

健康長久好生活
友邦人壽

# CORPORATE LOGO

The AIA Corporate Logo is a recognisable symbol of our brand's heritage, success and longevity. It demonstrates the strength, stability and protection which have defined over 100 years of our business.

Our Corporate Logo is a representation of the Himalayas — a mountain range made up of many mountains which we use to represent our customers' many goals, dreams and challenges.

**The AIA Wordmark and the Himalayas illustration are designed and scaled to complement each other. They should not be altered, redrawn or modified.**

To maintain its integrity, our Corporate Logo should never be crowded by graphics or text. It is protected by a minimum clear space, which is also the closest it can be positioned to the edge of a page.

A minimum size restriction is also in place to ensure the Corporate Logo can be reproduced well.

As long as you don't go below the minimum size, you may resize the logo to fit your specific requirements.

**The Corporate Logo must remain legible and fully visible at all times. If legibility is in doubt, please use the Wordmark.**

**Please click here to view details on Wordmark usage.**

Clear space

0.25 Y        0.25 Y

0.25 Y

Y

0.25 Y

Minimum size: print*

10mm

Minimum size: digital*

24px

*Not to scale

# WORDMARK

Our Wordmark was developed to address some visibility issues associated with the Corporate Logo.

Our Wordmark is protected by a minimum clear space. The equivalent of 0.35 of the height of the letter A is used to define the minimum clear space.

Minimum size restrictions should be observed to ensure that it can be reproduced well.

**We use our Wordmark when there is limited space for applying the Corporate Logo or when there will be legibility issues with the Corporate Logo.**

**See next page for detailed usage guidelines.**

**AIA**

Clear space

0.35 Y                    0.35 Y

0.35 Y

Y          **AIA**

0.35 Y

Minimum size: print*

3mm  **AIA**

Minimum size: digital*

15px  **AIA**

*Not to scale

# WORDMARK USAGE

There are only two instances in which the AIA Wordmark should be used.

Firstly, when there is limited space or if there would be legibility issues when viewed from a distance, for example on external signage.

Secondly, when creating sub-brands, brand programmes or in joint ventures. In these cases we use the Wordmark for consistency, legibility and simplicity.

**Remember our Corporate Logo and HLBL Logo Lockup are extremely important to our brand and should be used wherever possible.**

All sub-brands that use the Wordmark must be approved by the Group Brand Team.
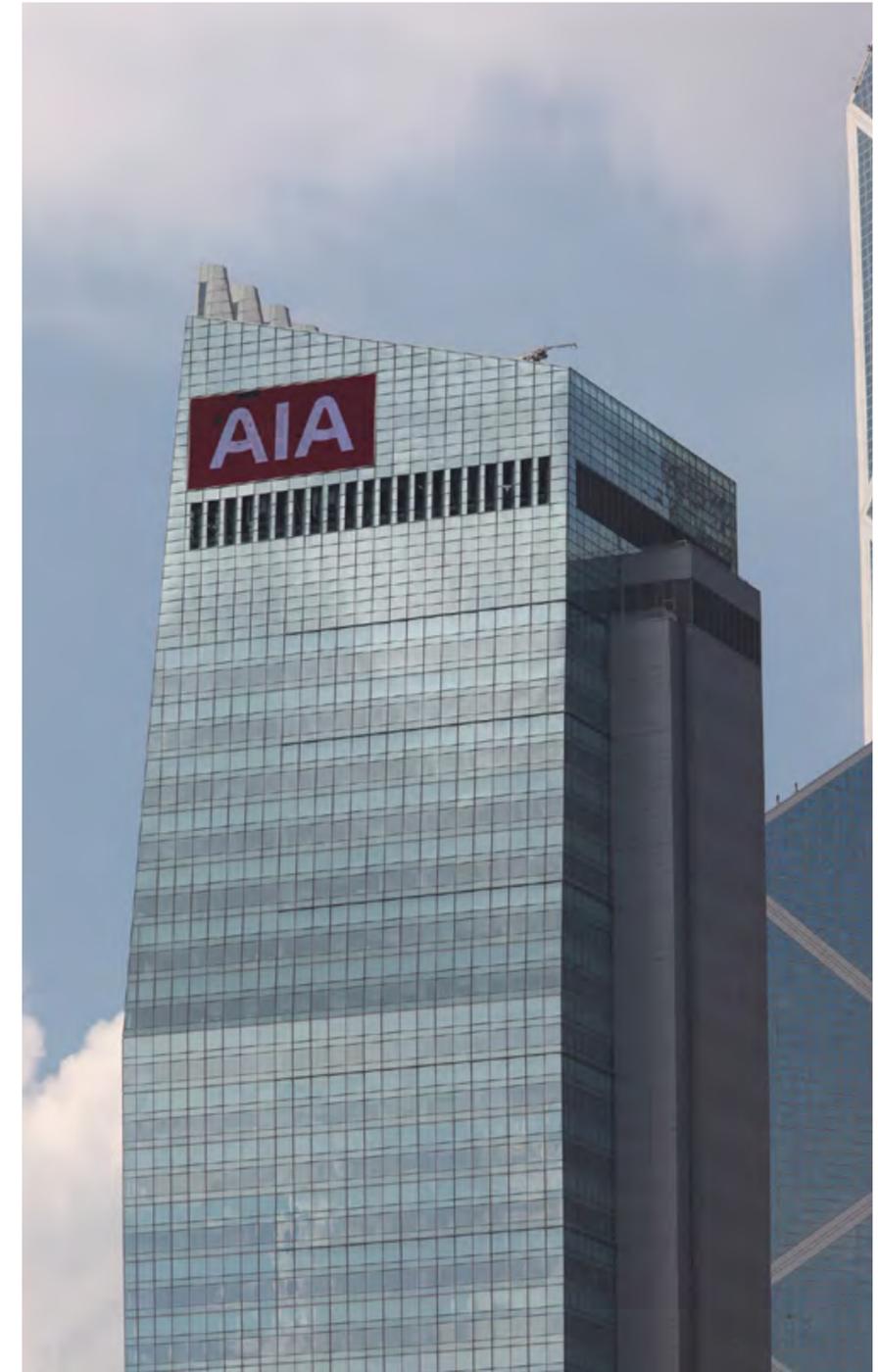
Distance / legibility – Spurs partnership



Size / legibility – Branded pen



Brand lockup – AIA Vitality branding



Distance / legibility – External signage

# LOGO USAGE

**The HLBL Logo Lockup is the preferred version and the one you should reach for first.**

In instances where there is not enough space, the Corporate Logo can be used in its place.

For legal, regulatory and T&Cs documents please use the Corporate Logo.

If there are legibility issues with the Corporate Logo the Wordmark may be used, see here for details.

If you are unsure which logo you should use please contact the Group Brand Team for advice.

## ARE YOU ABLE TO USE THE HLBL LOGO LOCKUP?

**YES**

Great! This is our preferred version in almost all instances.
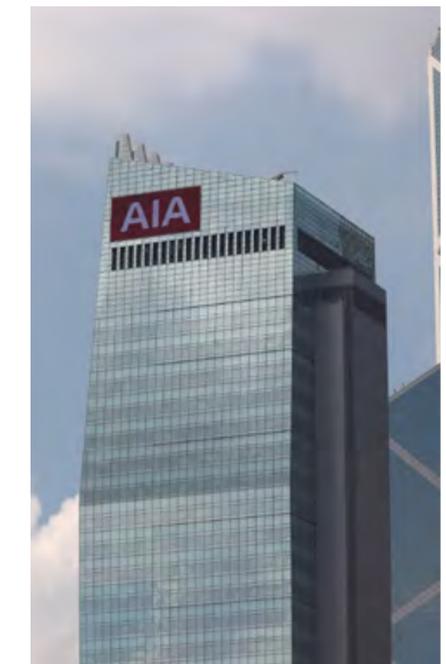


**NO**

### CAN YOU USE THE CORPORATE LOGO?

**YES**

You may use the Corporate Logo when there is not enough space for the HLBL Logo Lockup i.e. for app icons, or legal, regulatory and T&Cs documents.

**NO**

### USE THE WORDMARK

If there is a legibility issue with the Corporate Logo, or you are creating a sub-brand, please use the Wordmark.
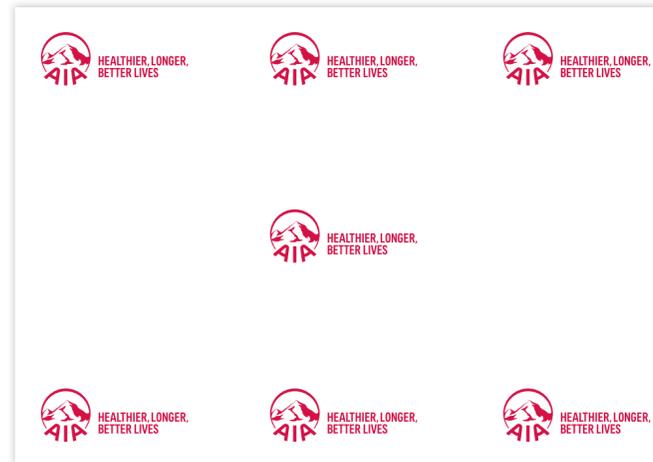
# PLACEMENT

## Placement

For flexibility, the Corporate Logo and HLBL Logo Lockup can be used in the following positions in digital and print layouts:

**Top** left, centre, right
**Centred** in the middle of the page
**Bottom** left, centre, right

Always remember hierarchy of information and ensure that the placement of the Corporate Logo or HLBL Logo Lockup is not getting lost in the layout.

For stationery, legal and regulatory documents the Corporate Logo should be placed in the top left-hand corner only.

General HLBL Logo Lockup placement options



General Corporate Logo placement options
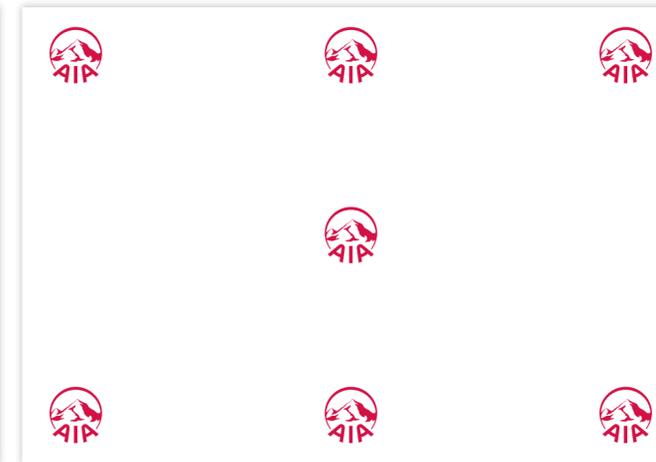


Corporate Logo placement – top left

# LOGO DON'TS

✕ Don't alter or redesign any element of our logos.

✕ Don't place our logo on a colour background without sufficient contrast.

✕ Don't deconstruct our logo to create other identities.

✕ Don't apply other colours to our logo besides AIA Red and white.

**AIA Group Marketing Town Hall**

✕ Don't place text so close to the Corporate Logo that it can be confused with the HLBL Logo Lockup.

✕ Don't use other colours. Our logos are always in one colour: AIA Red or white.

✕ Don't alter the HLBL Logo Lockup. The elements have been set in a defined relationship with one another.

✕ Don't outline the logo to make it stand out against a background; use a different image or alter the logo position if legibility is a problem.

✕ Don't add an outline to the logo.

# WORDMARK DON'TS

**AIA**

✗ Don't alter or redesign
our Wordmark.

**AIA**

✗ Don't place our Wordmark
on a colour background
without sufficient contrast.

**AIA** HEALTHIER, LONGER,
BETTER LIVES

✗ Don't lock the Wordmark up
with our Purpose.

**AIA**

✗ Don't apply other colours
to our Wordmark besides
AIA Red and white.

**AIA**

DISCOVER YOUR HEALTHIER,
LONGER, BETTER LIFE.

VISIT AIA.COM

✗ Don't use the Wordmark when the Corporate Logo or
HLBL Logo Lockup should be used.

# BRAND EXTENSIONS

# SUB-BRANDS

Before creating a new AIA sub-brand consider whether it is absolutely necessary. It is often enough to add a name to your communications without requiring a new identity be created.

If you do wish to create a sub-brand, please follow these guidelines.

## Design principle

When creating a sub-brand we use the Wordmark in conjunction with AIA Everest font across all identities for consistency, legibility and simplicity. AIA always comes first in the structure.

For limited cases, an alternative modern, clean san serif font may be considered as a replacement for AIA Everest.

Handwritten or script fonts are not recommended. Subtle graphic elements may be considered but should never be the main focus.

**All sub-brand logos must be reviewed and approved by the local brand team before use. Group level approval is required for key businesses.**

# EXAMPLES

# ENDORSEMENTS

Endorsements should always appear in the bottom left corner on any materials or brand extensions.

When setting typography, any text that appears next to the AIA Wordmark should be in AIA Everest Regular font and in AIA Charcoal. If it is not possible to use AIA Charcoal, please use a tint of 85% black.

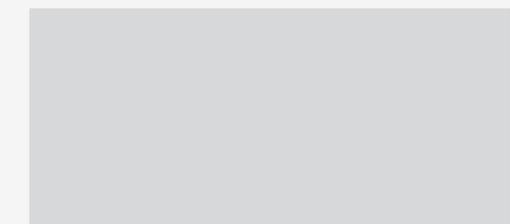The word 'AIA' should always be set using AIA Everest Bold and in AIA Red.
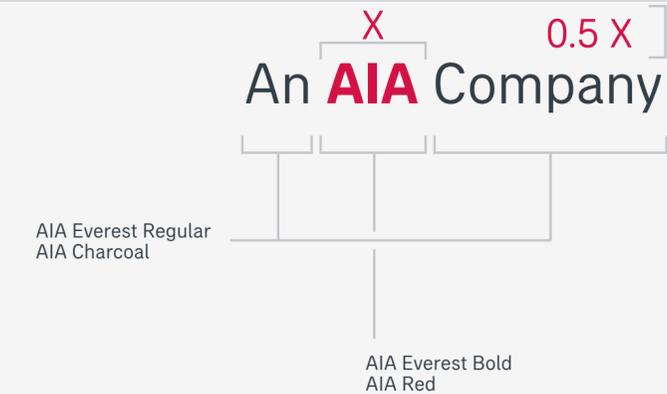
X   0.5 X

An **AIA** Company
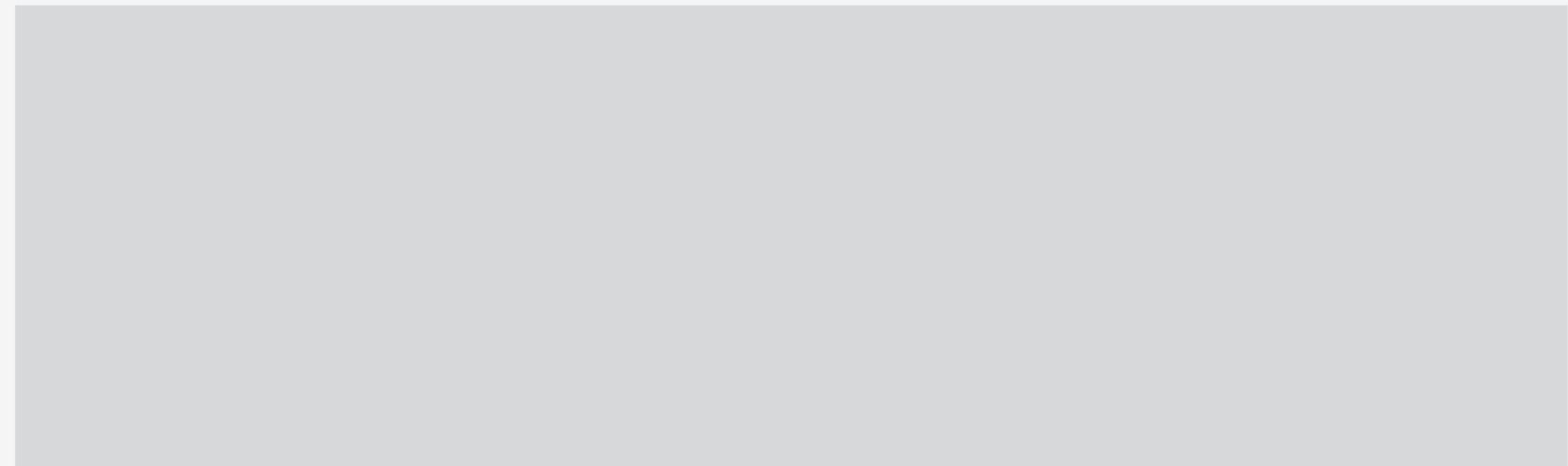
AIA Everest Regular
AIA Charcoal

AIA Everest Bold
AIA Red

# VARIATIONS
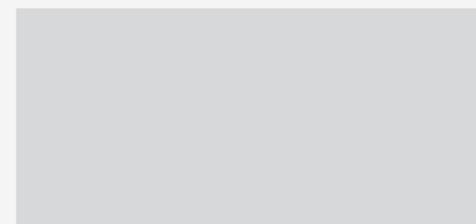
Powered by **AIA**
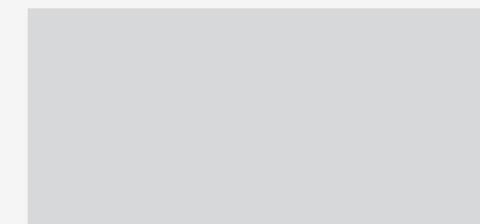
Designed by **AIA**

By **AIA**

**!** The space between the logo and the
endorsement can be adjusted to suit real cases.

SPONSORSHIP AND PARTNERSHIPS
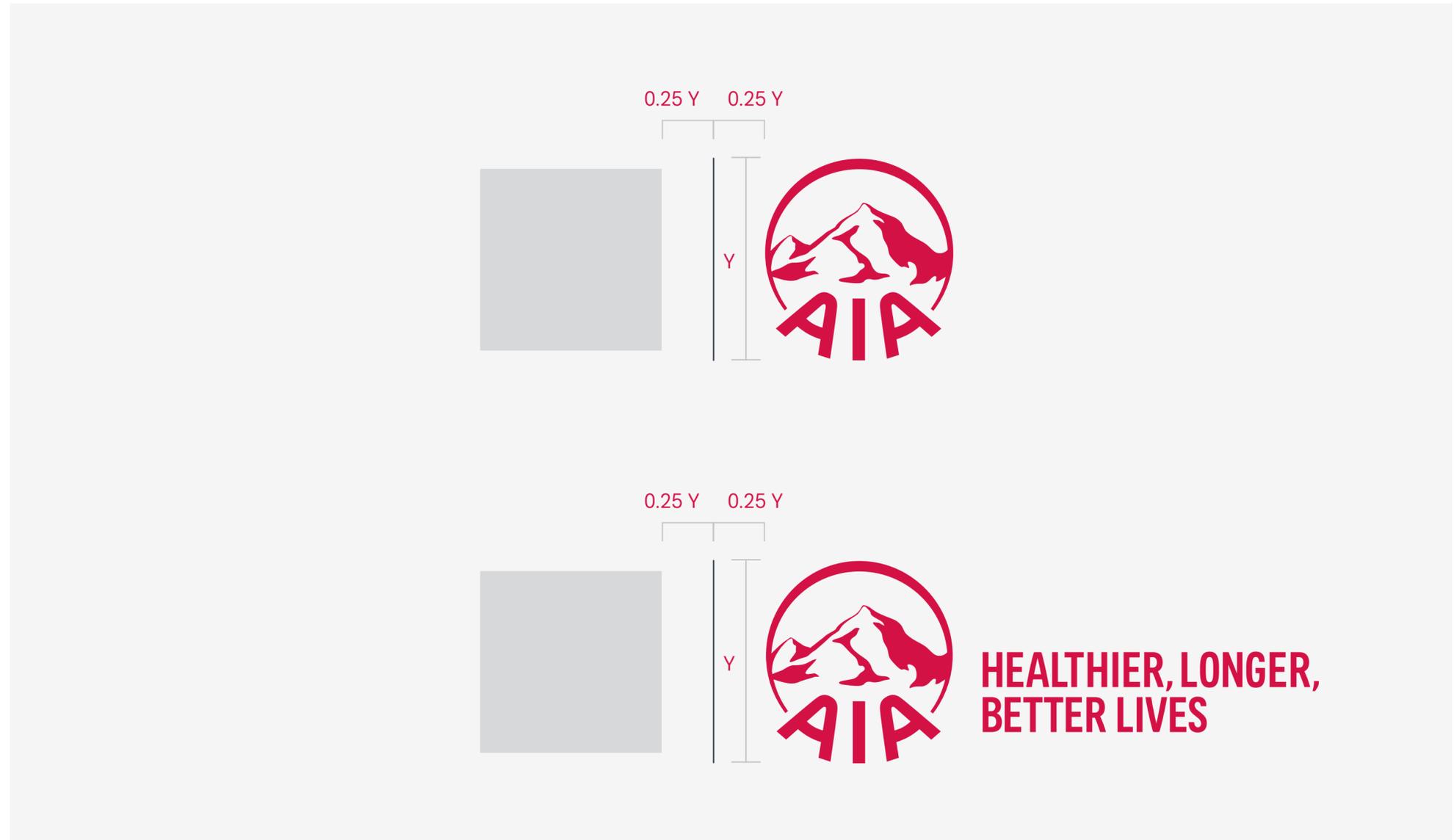
# SPONSORSHIP AND PARTNERSHIPS

**Only the AIA Corporate Logo or HLBL Logo Lockup (if appropriate) may be used for sponsorship and partnership branding to maximise brand recognition and sponsorship value. The AIA Wordmark should never be used.**

**All sponsorship and partnership co-branding must be approved by the Group Brand Team.**

## Creating new lockups

When creating a new sponsorship or partnership lockup please ensure:

- The partner logo is sized appropriately to give equal visual prominence to both logos.

- The dividing line uses AIA Charcoal at a keyline stroke.

- The height of the dividing line equals the height of the AIA logo.

- The space between the partner logo/AIA logo and the dividing line is 0.25 the height of the AIA logo.

0.25 Y     0.25 Y

Y

0.25 Y     0.25 Y

Y

**HEALTHIER, LONGER, BETTER LIVES**

# EXAMPLES

TOTTENHAM HOTSPUR | AIA

**GLOBAL PRINCIPAL PARTNER**

citi® | AIA

# THE AIA SPURS PARTNERSHIP
## OVERALL LOOK AND FEEL

Our aim is to support the wellbeing of the people in all 18 of our markets by providing opportunities for them to take part in healthy activities.

Thanks to our partnership with Tottenham Hotspur F.C. – a top English Premier League football club with over 400 million supporters globally, including 170 million in Asia-Pacific – we are able to do just that.

We have worked alongside Spurs to promote the role that sport plays as part of a healthy lifestyle.

For full AIA Spurs partnership guidelines, please contact:

CSM Sport & Entertainment:
sebastian.page@csm.com

# VISUAL ELEMENTS

# DESIGN PRINCIPLES

Our Purpose appears in every part of our identity, reflected
in **how we speak, what we say** and **how we look**.

## Our designs are:

- dynamic and full of life.

- inspire our customers to live Healthier, Longer, Better Lives.

- easy to understand (just like a mentor).

## Our artwork:

- embraces AIA Red as a lead brand colour and uses it with confidence.

- is sensitive to the needs of the brief, whether bold or understated.

# WHATEVER WE DO WE ARE ALWAYS, UNMISTAKABLY AIA.

# OVERVIEW

In bringing the AIA brand to life, we rely on the distinctive look and feel that comes from our carefully created suite of assets.

Through a combination of logos, colours, photography, Moving Mountains and other assets, we communicate our Purpose and ensure that we are always unmistakably AIA.

When working with the brand assets feel free to mix and match to best fit your needs. All the assets are equally important and we encourage you to be creative in using them.
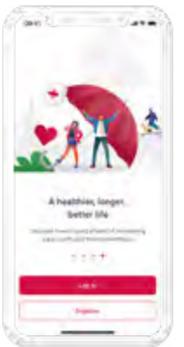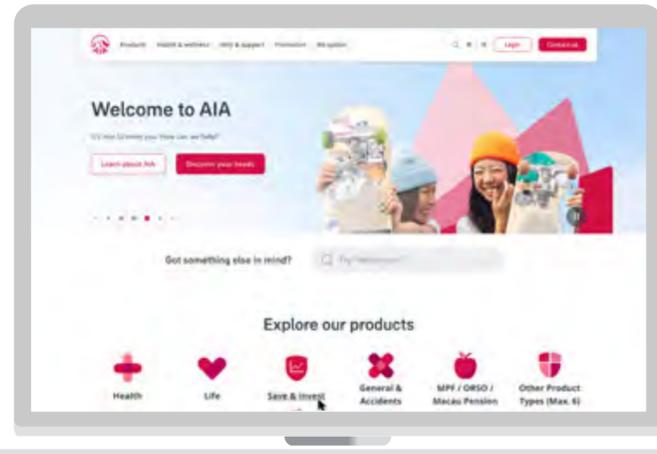
OUR
COLOURS

HEALTHIER, LONGER,
BETTER LIVES

# CORE COLOURS

The use of strong core colours gives AIA instant brand recognition and differentiation in the marketplace.

To build and maintain our brand recognition, we apply our colour palette consistently across a wide range of media.

**AIA Red and white are the dominant colours. We use AIA Charcoal and its tints as an accent to create visual and typographic hierarchies where needed.**

**When thinking about colour choices, we lean towards being bold and impactful and always, unmistakably AIA.**

When printing spot colours, ensure test prints are provided and reviewed before moving to press. When printing please ensure someone from the artwork team is present at the printers to do a press proof so any adjustments can be agreed.

## AIA RED

PANTONE 200C

C0 M100 Y63 K12

R211 G17 B69

#D31145

80%
#DB406A

60%
#E4708F

40%
#ED9FB4

20%
#F6CFD9

## WHITE

C0 M0 Y0 K0

R255 G255 B255

#FFFFFF

## AIA CHARCOAL

PANTONE 432C

C78 M62 Y49 K51

R51 G61 B71

#333d47

80%
#5B636B

60%
#848A90

40%
#ADB1B5

20%
#D6D8DA

# SECONDARY COLOURS

AIA is a red brand first and foremost. There are certain cases, however, when a secondary colour palette is necessary, for example in wayfinding, to establish hierarchies or highlight information, to add more energy to a design, or to make it feel calm and reassuring.

You may use our secondary colour palette in the following instances:

- **Moving Mountains**

- **Digital design**

- **Wayfinding and navigation**

- **Infographics**

- **Product information**

- **Creating visual hierarchy**

- **Illustrations**

- **Iconography**

| AIA SALMON | AIA CERISE | AIA ORANGE | AIA YELLOW | AIA PURPLE | AIA LAVENDER | AIA BLUE | AIA GREEN | AIA SILVER | AIA GOLD |
|---|---|---|---|---|---|---|---|---|---|
| PANTONE 701C | PANTONE 215C | PANTONE 164C | PANTONE 123C | PANTONE 268C | PANTONE 522C | PANTONE 7683C | PANTONE 7737 | PANTONE Warm Grey 1C | PANTONE 466 |
| C0 M65 Y34 K0 | C20 M100 Y27 K9 | C0 M65 Y68 K0 | C4 M21 Y89 K0 | C83 M78 Y3 K0 | C42 M40 Y13 K1 | C84 M44 Y13 K1 | C55 M4 Y90 K0 | C20 M19 Y22 K1 | C21 M27 Y57 K6 |
| R255 G122 B133 | R186 G3 B97 | R255 G117 B77 | R247 G201 B38 | R76 G71 B148 | R161 G153 B186 | R31 G120 B173 | R136 G185 B67 | R211 G202 B195 | R202 G175 B120 |
| #FF7A85 | #BA0361 | #FF754D | #F7C926 | #4C4794 | #A199BA | #1F78AD | #88B943 | #D3CAC3 | #CAAF78 |
| 80% #FF969D | 80% #C83681 | 80% #FF9170 | 80% #F9D452 | 80% #706CA9 | 80% #B3ADC7 | 80% #4B92BE | 80% #A9C574 | 80% #DCD5CF | 80% #D6BF93 |
| 60% #FFB0B6 | 60% #D5689F | 60% #FEAC94 | 60% #F9E07C | 60% #9491BE | 60% #C5C2D5 | 60% #78AFCE | 60% #BED496 | 60% #E4DFDB | 60% #DFCFAE |
| 40% #FECACE | 40% #E29AC0 | 40% #FFC8B9 | 40% #FCEAA8 | 40% #B6B5D4 | 40% #D8D6E3 | 40% #A5C9DF | 40% #D4E2B8 | 40% #EEEAE7 | 40% #EADFC9 |
| 20% #FEE4E7 | 20% #F2CDDF | 20% #FFE2DA | 20% #FDF4D3 | 20% #DBDAEA | 20% #ECEBF1 | 20% #D2E4F0 | 20% #E9F0DB | 20% #F5F4F2 | 20% #F3EFE4 |

# BACKGROUND COLOURS

An approved set of background colours may be used sparingly in your designs to add interest, however AIA Red is our lead brand colour and must always be predominant.

Only use the secondary colours and tints as shown here. Gradient colour backgrounds should be avoided at all times; the AIA colour palette is not meant to be used in this way.

Text, visuals and images should be fully legible with plenty of contrast for accessibility.

When putting Moving Mountains against these secondary colour backgrounds only the core Moving Mountains (i.e. in AIA Red) may be used.

**AIA RED**          **WHITE**

| AIA BLUE | AIA ORANGE | AIA PURPLE | AIA LAVENDER | AIA SALMON | AIA SILVER | AIA GOLD |
|---|---|---|---|---|---|---|
| 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 80% | 80% | 80% | | | | |
| | | | 80% | 80% | 60% | 80% |
| 60% | 60% | 60% | | | | |
| | | | 60% | 60% | 40% | 40% |
| 40% | 40% | 40% | | | | |
| | | | 20% | 20% | 20% | 20% |
| 20% | 20% | 20% | | | | |

# CORE COLOURS USAGE

AIA Red should always be the dominant colour in any design. AIA is a red brand and we embrace this to build brand recognition and consistency.

We apply AIA Red in one of two ways:

## Bold application

We are bold whenever we can be and apply AIA Red as a strong solid background colour to create dynamic and vibrant designs.
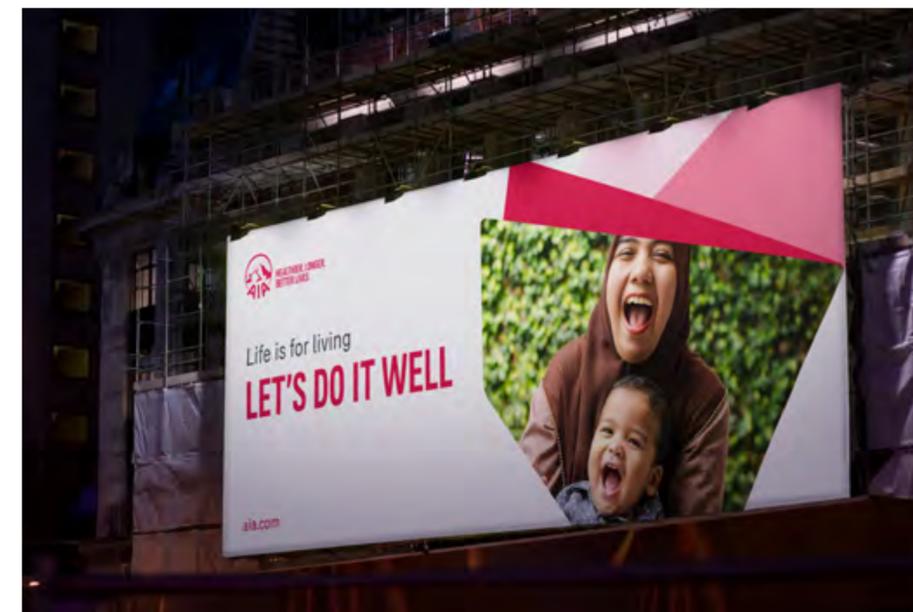
## Highlight application

When a design needs to be more understated or contains a lot of information, we use white and light charcoal tints as our base colours. We use AIA Red as a highlight colour to inject vibrancy.

Note that even in these instances, red is still the dominant colour in the design.
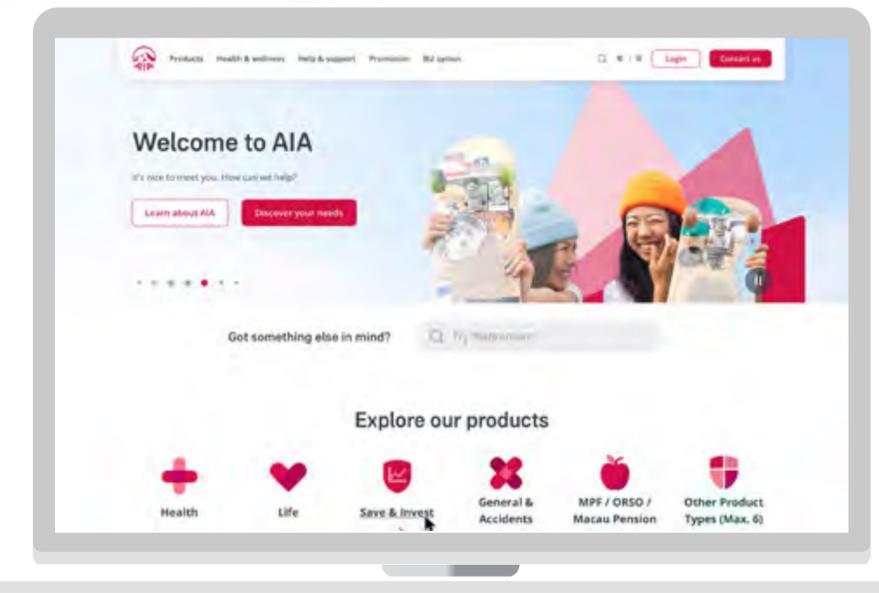
Stationery



Notebook





Outdoor advertising



Website homepage example

# SECONDARY COLOURS USAGE

Secondary colours should never dominate a design. They should be used to:

• Add energy or a sense of calm.

• Draw attention to important information.

• Create differentiation where needed.

• Help with navigation.

• Provide more colour e.g. infographics and illustrations.

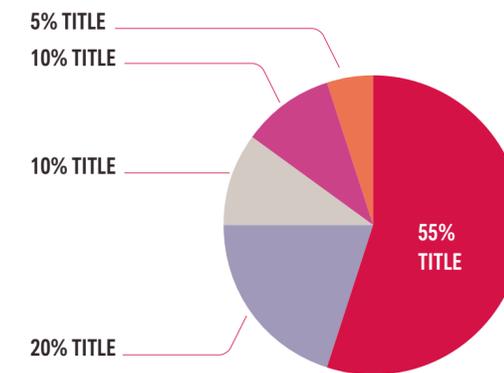**If a secondary colour is dominating a design then the colours are not being applied correctly.**

Product information
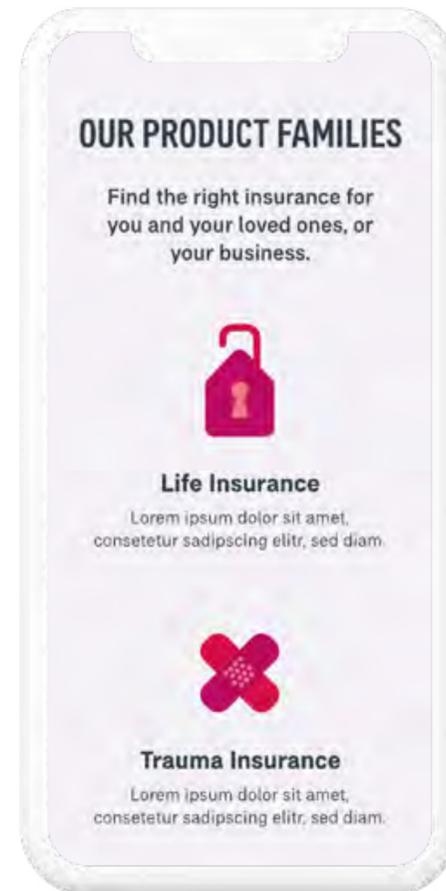
Iconography

Illustration

Infographics

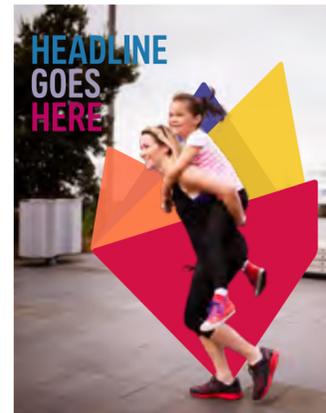Energetic design

Wayfinding / product info

# COLOURS DON'TS

✖ Don't use colours where this is no visual contrast.



✖ Don't apply secondary colours to the Moving Mountains without AIA Red unless you are placing the Moving Mountains on an AIA Red background.



✖ Don't use more than four secondary colours on one page or section unless they are being used as navigation.



✖ Don't use an incorrect background colour; choose from the approved palette and tints.



✖ Don't use secondary colours without using AIA Red.

MOVING
MOUNTAINS

HEALTHIER, LONGER,
BETTER LIVES

# INTRODUCTION

Healthier, Longer, Better Lives is active, customer-centric and personal. It means something different to everyone.

We developed the Moving Mountains, in both three- and four-peak versions, as a visual representation of this. They represent the Healthier, Longer, Better Lives of our customers in all their unique and personal ways — goals, dreams and journeys.

As well as the core Moving Mountains, we also created versions including mirrored and outline mountains.

All our Moving Mountains variations can be used as a graphic or integrated with imagery. Don't overuse the Moving Mountains — they do not need to appear on every page.

Kids' education

Mental health

Career

**Aishah's healthier, longer, better life**

Peak

Fourth mountain (100% opacity)

Second mountain (90% opacity)

Third mountain (90% opacity)

First mountain (100% opacity)

**Four mountain version**



### DESIGN TIP

When printing spot colours, ensure test prints are provided and reviewed before moving to press. When printing please ensure someone from the artwork team is present at the printers to do a press proof so any adjustments can be agreed.

# CORE MOVING MOUNTAINS

The first mountain is always 100% AIA Red.

**In all instances, the first and last mountains are 100% opacity and the middle mountains are 90% opacity.**
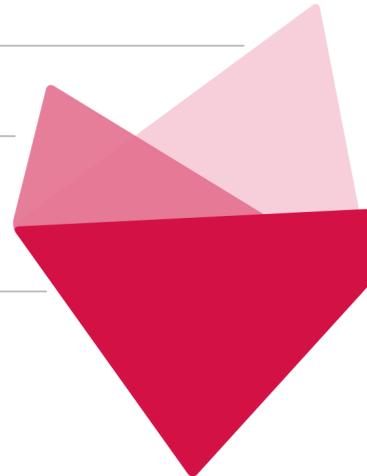
Approved colour tints are as follows:

**3MM**

AIA Red 20% tint
100% opacity

AIA Red 60% tint
90% opacity

AIA Red 100% tint
100% opacity

**4MM**

AIA Red 20% tint
100% opacity

AIA Red 60% tint
90% opacity

AIA Red 80% tint
90% opacity

AIA Red 100% tint
100% opacity

The inverted version should only be applied over AIA Red backgrounds. In these instances, the first mountain is always 60% AIA Red.

**3MM**

AIA Red 20% tint
100% opacity

AIA Red 40% tint
90% opacity
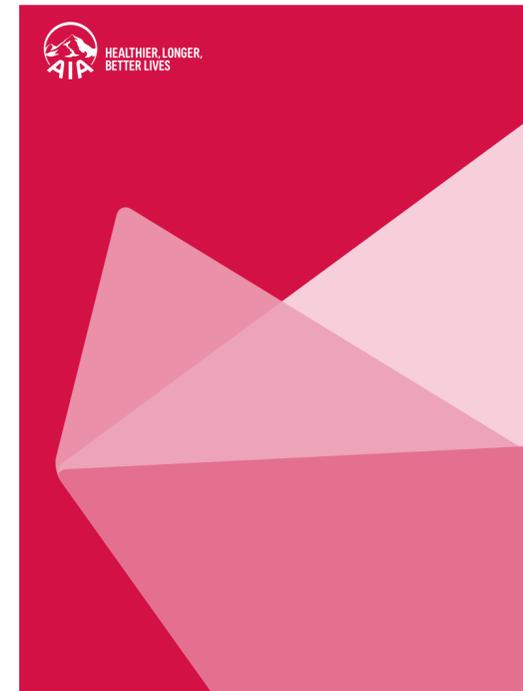
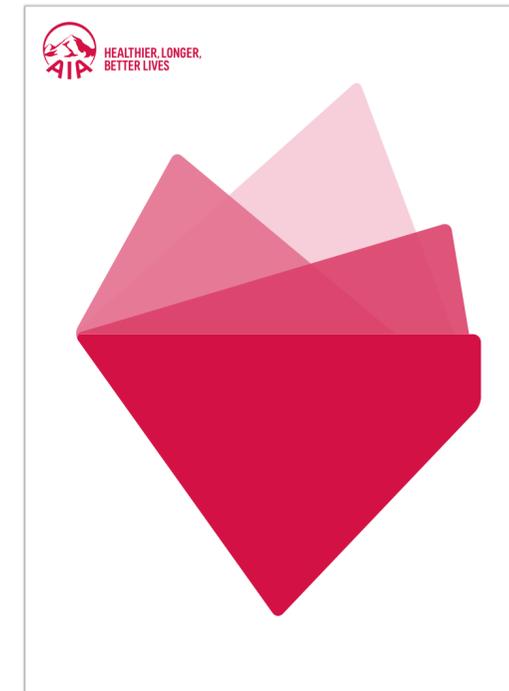AIA Red 60% tint
100% opacity

**4MM**

White
100% opacity

AIA Red 20% tint
90% opacity

AIA Red 40% tint
90% opacity

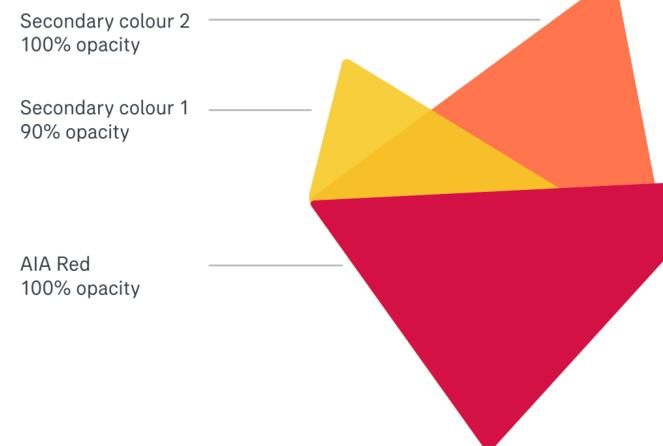AIA Red 60% tint
100% opacity

# EXAMPLES

# MULTICOLOUR MOVING MOUNTAINS

Always ensure the predominant colour is AIA Red either in the first mountain or the background colour. Secondary colours must always be used at 100%, tints are not permissble.
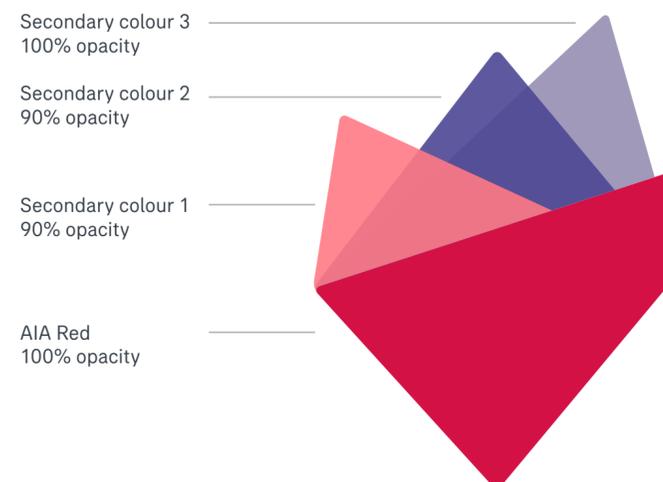
When the Multicolour Moving Mountains are used on an AIA Red background the first mountain can use a colour from the secondary palette.

**!** **Don't use tints in Multicolour Moving Mountains**
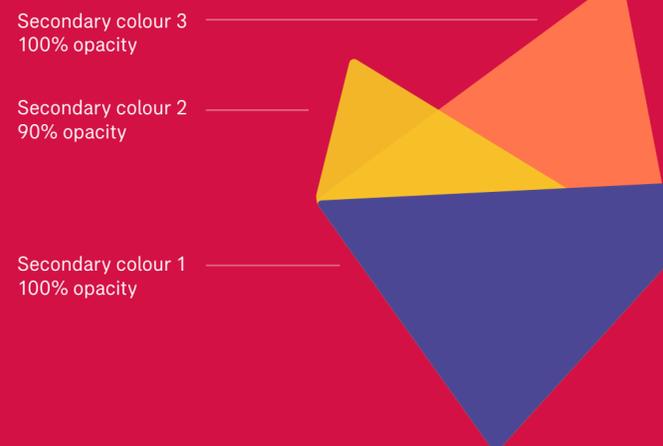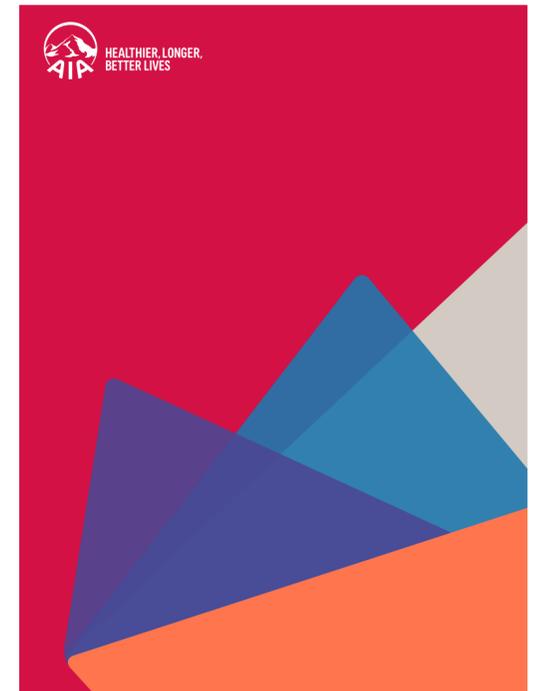
**3MM**

Secondary colour 2
100% opacity

Secondary colour 1
90% opacity

AIA Red
100% opacity

**4MM**

Secondary colour 3
100% opacity

Secondary colour 2
90% opacity

Secondary colour 1
90% opacity

AIA Red
100% opacity

**3MM**

Secondary colour 3
100% opacity

Secondary colour 2
90% opacity

Secondary colour 1
100% opacity

**4MM**

Secondary colour 4
100% opacity

Secondary colour 3
90% opacity

Secondary colour 2
90% opacity

Secondary colour 1
100% opacity

# EXAMPLES

# TWO-COLOUR MOVING MOUNTAINS

Two-colour is when we use AIA Red with tints of one secondary colour. The first mountain should always be in AIA Red.

When used on an AIA Red background the first mountain should use a 100% tint of your chosen secondary colour.
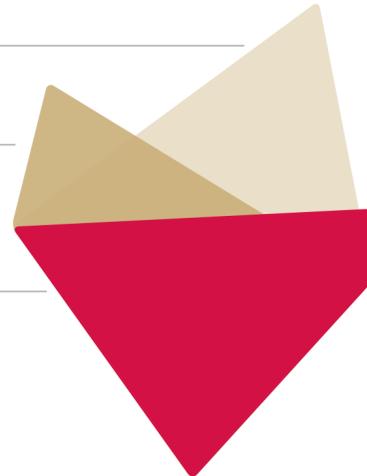
**!**  **Don't mix tints of different colour**

**3MM**

Secondary colour
40% tint
100% opacity

Secondary colour
100% tint
90% opacity

AIA Red
100% opacity

**4MM**

Secondary colour
20% tint
100% opacity

Secondary colour
60% tint
90% opacity

Secondary colour
100% tint
90% opacity

AIA Red
100% opacity

**3MM**

Secondary colour
20% tint
100% opacity

Secondary colour
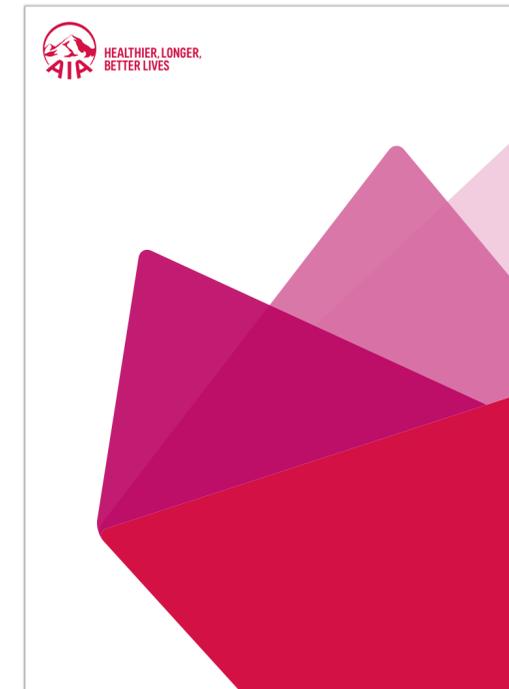60% tint
90% opacity

Secondary colour
100% tint
100% opacity

**4MM**

Secondary colour
20% tint
100% opacity

Secondary colour
40% tint
90% opacity

Secondary colour
60% tint
90% opacity

Secondary colour
100% tint
100% opacity

# EXAMPLES

# OUTLINE MOVING MOUNTAINS

Outline Moving Mountains should only be used in 100% AIA Red or white or follow the same tint rules as the Core Moving Mountains. Choose the stroke thickness that best suits your creative.

Inverted outline mountains can only be used in white.

**!** **Don't use secondary colours with Outline Moving Mountains**

3MM

AIA Red
100% opacity

4MM
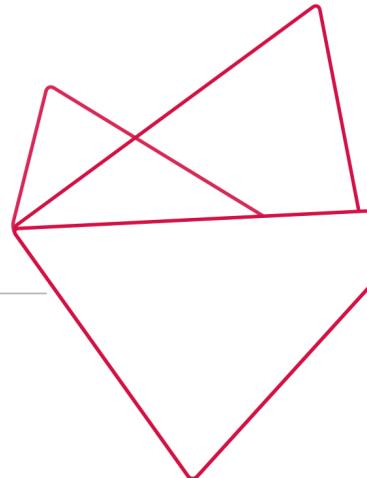
AIA Red 20% tint
100% opacity

AIA Red 60% tint
100% opacity

AIA Red 80% tint
100% opacity

AIA Red 100% tint
100% opacity

3MM

White
100% opacity

4MM

White
100% opacity

# EXAMPLES

# MIRROR MOVING MOUNTAINS

The Mirror Moving Mountains reflect and refract their surroundings to show the connection between individuals and the world around them.

The device was created specifically for the AIA One Billion programme but can be used, where appropriate, to support other, purpose-led brand activity.

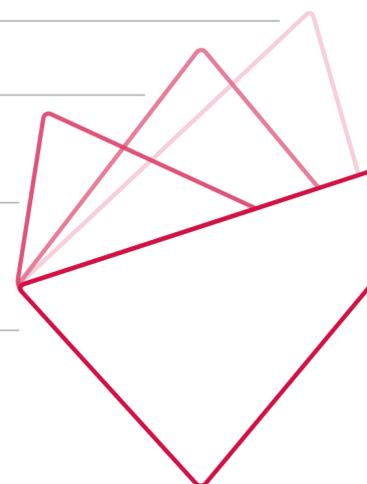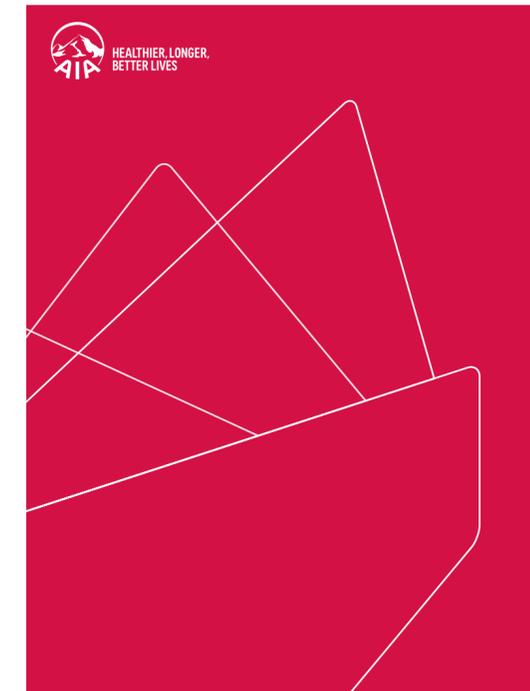The Mirror Moving Mountains should only be created by a designer. They are created in InDesign by placing the background image within the mountain shapes and positioning in a way to reflect the surroundings.

## DESIGN TIPS

– Always use full bleed photography.

– Choose a suitable image that focuses on a person in the foreground with plenty of background – preferably in a natural environment.

– Ensure subtle differences within the mountain shapes. Don't make each shape look completely different.

– Only show background scenery in the mountain shapes; never show a reflection of the person.

– An InDesign template is available to help you create your own Mirror Moving Mountains.



Inner bevel effect is added to the mountain shapes (the bevel size will change depending on the size of your artwork)

Cutout image in foreground

Image placed into mountain shapes and positioned to **only** show the background scenery. Image can be rotated, flipped or enlarged to ensure the person is not shown.

# EXAMPLES

# USING WITH PHOTOGRAPHY: CONTAINER

We use the first mountain as a container for the image. The second mountain is coloured AIA Red 100% tint and opacity. Secondary colours can be used on the third/fourth mountains.

! Don't combine the container with cut-out photography.

**3MM**

AIA Red 40% tint
100% opacity

AIA Red 100% tint
100% opacity

Image

**4MM**

AIA Red 20% tint
100% opacity

AIA Red 60% tint
90% opacity

AIA Red 100% tint
100% opacity

Image

**3MM**

AIA Red 20% tint
100% opacity

AIA Red 60% tint
90% opacity

Image

**4MM**

AIA Red 20% tint
100% opacity

AIA Red 40% tint
90% opacity

AIA Red 60% tint
90% opacity

Image

# EXAMPLES

# USING WITH PHOTOGRAPHY: CUTOUT

When a cleaner, more minimal design is needed, cutout photography can be merged with the Moving Mountains.



Cutouts can crop to the first mountain



Cutouts can be placed in front of the mountain
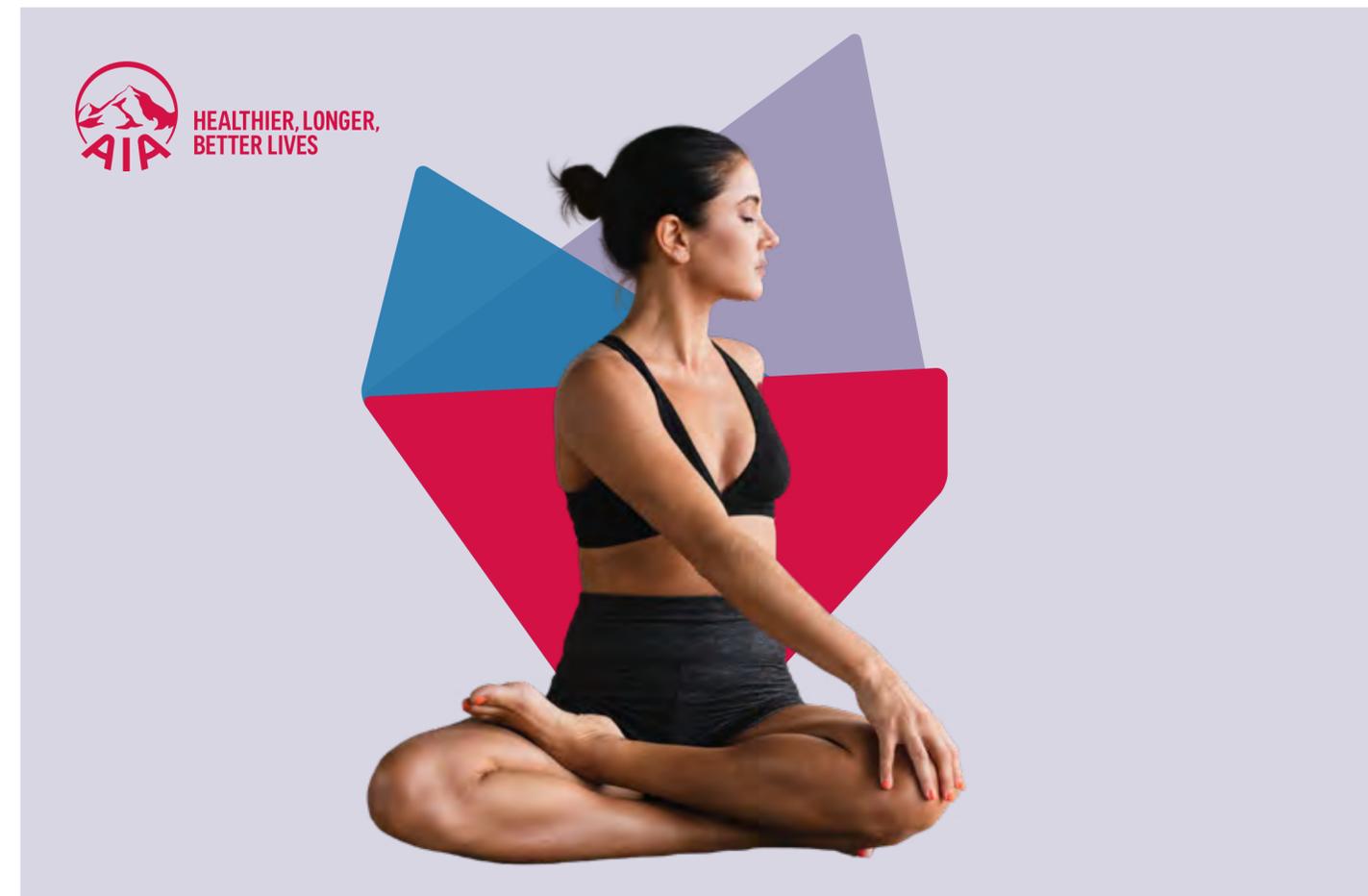


Cutout photography works with all variations of the mountains

# USING WITH PHOTOGRAPHY: FULL BLEED

The Moving Mountains may be used as a supporting graphic when using full bleed photography.

The Moving Mountains concept can be integrated into photographs to tell the Healthier, Longer, Better Lives stories of our customers.

# USING WITH PHOTOGRAPHY: LAYERS

Cutout images can be layered inside the Moving Mountains.

# USING WITH PHOTOGRAPHY: TRANSPARENT

When you need to see more of the image, you may use a transparent version of the Moving Mountains device. The first mountain must always be AIA Red 100% tint and opacity. The other mountains follow the same tint rules as the Core Moving Mountains but with the multiply effect applied in InDesign.

This effect works best on lighter backgrounds so ensure your image isn't too dark.

### 3MM

AIA Red 20% tint
with multiply effect

AIA Red 60% tint
with multiply effect

AIA Red 100% tint
100% opacity (no effect)
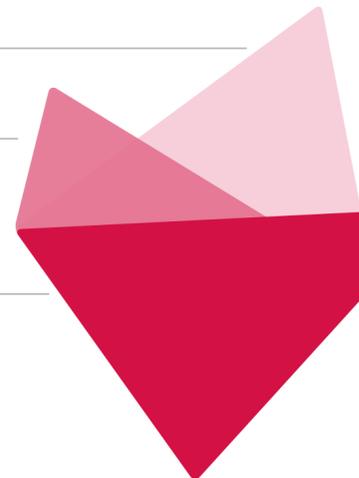
### 4MM

AIA Red 20% tint
with multiply effect

AIA Red 60% tint
with multiply effect

AIA Red 80% tint
with multiply effect

AIA Red 100% tint
100% opacity (no effect)
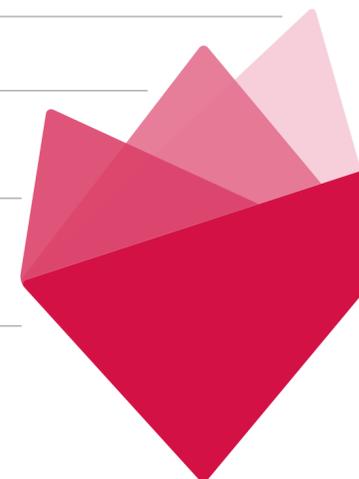
**!** Don't use transparent Moving Mountains on dark backgrounds

# EXAMPLES

# MOVING MOUNTAINS DON'TS



✕ Don't complicate your design with graphic or other elements.



✕ Don't use pointed triangles. Always use an existing Moving Mountains asset or create one using the guidelines.



✕ Don't combine using a mountain as container with cutout photography.



✕ Don't rotate the Moving Mountains.



✕ Don't have more than four mountains in the graphic in its static form.
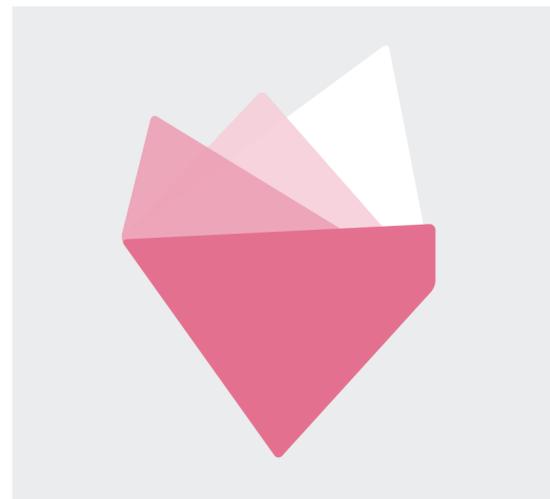


✕ Don't use the inverted mountains on anything but an AIA Red background.



✕ Don't use more than one Moving Mountains graphic in a single design.



✕ Don't use the Moving Mountains upside down.

# OUR MOVING MOUNTAINS LIBRARY

A number of Moving Mountains assets have been produced for your use. Should you need to create a new version please follow the steps on the next page.

**You can find our Moving Mountains library on our asset links page.**

**New Moving Mountains should always be created following the template in Adobe Illustrator. If you are unable to do it this way you should use an existing Moving Mountain.**

**Three mountains**

**Four mountains**

# CREATING MOVING MOUNTAINS

Moving Mountains are created using Adobe Illustrator. Designers wanting to create their own should follow the instructions on this page. A grid to help you can be found on the <u>asset links</u> page.

**!** New Moving Mountains should always be created following the template in Adobe Illustrator, if you are unable to do it this way you should use an existing Moving Mountain.

## DESIGN TIPS
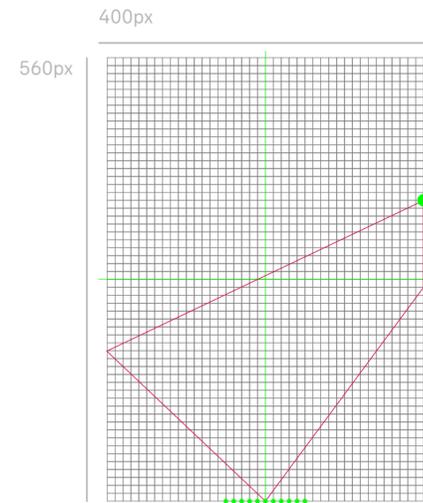
### Step one

To create your first mountain:

Select your start point on the baseline of the grid. You may start from any of the green highlighted points shown above.

Draw a four-sided shape similar to the example shown.

Always use the grid points to draw your shape.
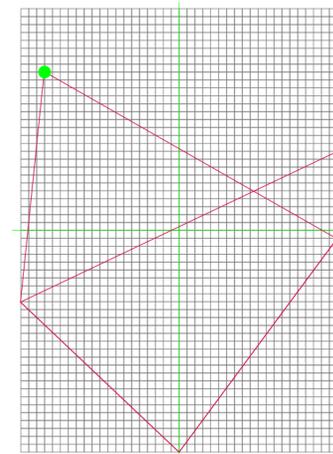
### Step two

Copy and paste in place the shape you have just drawn.

Use the direct selection tool to select the highest anchor point and reposition on the grid to your desired position to create the second mountain.
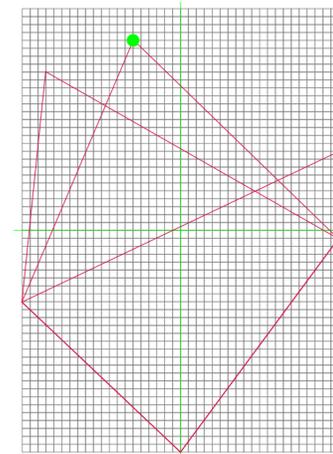
### Step three

Repeat step two to create a third mountain, which is the minimum required to create the Moving Mountains shape. The maximum number of shapes allowed in static form is four.

Ensure that the whole width of the grid is covered by the shapes.

To maximise the variety of Moving Mountains shapes, the mountains do not have to fill the height of the grid.
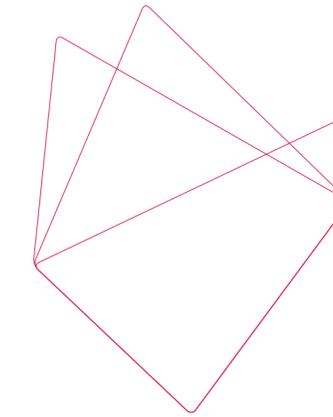
### Step four

Remove the mountains from the grid.

Apply an 8px round corner to all of your mountains using effects > stylise > round corners.
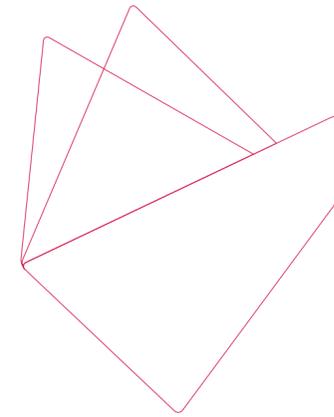
### Step five

Expand the shapes (object > expand appearance) you have created and follow these steps:

Copy the front mountain and paste in place. Select the pasted front mountain and the second mountain and using the path finder select 'minus front'. This will remove excess from the back mountains.

Repeat this step for each of the back mountains.

TYPOGRAPHY

# PRIMARY TYPEFACE: ENGLISH

AIA Everest is a bespoke font designed to embody our Purpose and personality.

It is bold, welcoming, positive and confident. It helps set us apart from our competitors in a crowded marketplace. It is a very important part of our brand expression along with our logo, colours and the Moving Mountains.

**DESIGN TIP**

OTF and web fonts are provided and available from our assets links page.

AIA Everest Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890?&$@<>';:.*

AIA Everest Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890?&$@<>';:.*

AIA Everest Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

! Please ensure you have received a signed font release from your creative partners before sharing our font.

# SYSTEM TYPEFACE: ENGLISH

Our system typeface is Arial. The typeface works as an alternative font in certain applications when Everest is not available, including on our Microsoft platform.

**Arial should only be used when it is not possible to use AIA Everest.**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

Arial Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890?&$@<>';:.*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890?&$@<>';:.**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz***
***1234567890?&$@<>';:.***

# PRIMARY TYPEFACE: CHINESE

The recommended AIA corporate Chinese typeface is the Monotype Hei font family.

For bilingual communication materials, the following Chinese and English font matches are recommended for their similarity in stroke weight.

1. MHeiHK-Medium / MHeiPRC-Medium with AIA Everest Regular.

2. MHeiHK-Bold / MHeiPRC-Bold with AIA Everest Medium.

3. MHeiHK-Xbold / MHeiPRC-Xbold with AIA Everest Bold.

近一個世紀以來，我們致力服務整個亞太地區數以百萬計的客戶，迎合他們的需求。
**MHeiHK-Light** 正線體

近一个世纪以来，我们致力服务整个亚太地区数以百万计的客户，迎合他们的需求。
**MHeiPRC-Light** 简正线

近一個世紀以來，我們致力服務整個亞太地區數以百萬計的客戶，迎合他們的需求。
**MHeiHK-Medium** 中黑體

近一个世纪以来，我们致力服务整个亚太地区数以百万计的客户，迎合他们的需求。
**MHeiPRC-Medium** 简中黑

近一個世紀以來，我們致力服務整個亞太地區數以百萬計的客戶，迎合他們的需求。
**MHeiHK-Bold** 黑體

近一个世纪以来，我们致力服务整个亚太地区数以百万计的客户，迎合他们的需求。
**MHeiPRC-Bold** 简黑

**近一個世紀以來，我們致力服務整個亞太地區數以百萬計的客戶，迎合他們的需求。**
**MHeiHK-Xbold** 粗黑體

**近一个世纪以来，我们致力服务整个亚太地区数以百万计的客户，迎合他们的需求。**
**MHeiPRC-Xbold** 简粗黑

**!** **Please check with your creative partners whether they have a commercial licence for your chosen typeface.**

# TYPOGRAPHY HIERARCHY

Creating a clearly defined hierarchy of content is important when communicating with our customers. Typography and headlines support the decision-making process and fit neatly with the role of AIA as a mentor.

Headlines and headings, size, style and colour all play a vital role in visually guiding people through our print and online communications. In particular, setting the headline and most important content in AIA Red makes them instantly stand out to the user.

## Pairings

### HEADLINE

**Sub-heading is 1/3 the point size of the HEADLINE**

Body copy is set at 1/2 the point size of the sub-heading, with a minimum point size of 10pt in print and 15pt in digital.

## Colour use

### AIA RED FOR HEADLINES

**AIA Charcoal for sub-headings**

Body copy set in AIA Red or AIA Charcoal.

### HEADLINE

**Sub-heading is 1/3 the point size of the HEADLINE**

Body copy is set at 1/2 the point size of the sub heading. With a minimum point size of 10pt in print and 15pt in digital.

### WHITE HEADLINES ON AIA RED

**AIA Charcoal for sub-headings**

Body copy set in white when used on AIA Red.

# TYPOGRAPHY IN USE: DIGITAL

We use AIA Everest and Open Sans typefaces on our digital platforms.

Please use different font weights to add texture and vary the look and legibility of your communications.

Noto Sans is the recommended digital font for localisation in languages other than English.

For more detailed guidance on our AIA Digital Design System, please contact: designsystem@aia.com

UX design lead – tony-kw.cheung@aia.com

DDS design lead – huan.wen@aia.com

AIA Everest Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

PHOTOGRAPHY

# OUR PHOTOGRAPHY PRINCIPLES

Brilliant photography is one of the ways in which our customers are able to see themselves in our brand. We are not interested in posing models or unobtainable lifestyles.

Our photography is inclusive, vibrant and full of life. It is a reflection of what Healthier, Longer, Better Lives really means - healthy lifestyles, friends, family, mental wellness and a passion for living life to its fullest.

## Our photography should:

• Represent Healthier, Longer, Better Lives

• Represent real life and real people

• Capture people in the moment

• Be inclusive and realistic

• Show people in a variety of life circumstances

• Show emotions which feel up close and personal

# PHOTOGRAPHY BRIEFS

Photography can help bring our Purpose to life. This means it should focus on people's happiness, goals and dreams. It should show their reasons for wanting to live Healthier, Longer, Better Lives.

Photography should be people-focused. Landscape photography and images in which people are not the main focus do not qualify for use in our brand.

If you are writing a photography brief for one of the many events which AIA and AIA Vitality run globally please consider how our Purpose can be brought to life. Make it a central focus of your brief along with our brand personality.

**Photography brief essentials:**

- Customer-centric: Healthier, Longer, Better Lives is all about people. Their emotions, experiences and reasons why. We want people to be the focus of all of our photography, not landscapes or objects. Real people living their lives and telling their stories. Our photography should feel authentic, intimate and full of infectious energy.

- Active: Our photography should never feel static or posed but should capture active moments. Active does not just mean sports or exercise, it means vibrancy, getting the best out of life and living in the moment.

- Personal: We want our customers and employees to recognise themselves in our photography. To see that Healthier, Longer, Better Lives is accessible and achievable for them. Our role as a mentor should be to inspire them to take the first step, and so our photography should be relatable and inspiring.

- Progress: Our photography should allude to progress. Healthier, Longer, Better Lives is a lifelong journey made up of many goals and dreams as people grow and their priorities change. Our photography should reflect the joy of making progress in the right direction – no matter how small – towards a healthier, longer, better life.

# WHAT WORKS AND WHAT DOESN'T

These two photographs are trying to convey the same message. The one on the right is on brand and the one on the left is not.



This image is too posed. It does not feel like a snapshot of real life. It feels like a photoshoot not a woman leaving work to make her 18.30 yoga class. The office feels sterile and unwelcoming. The image lacks the energy of Healthier, Longer, Better Lives.



This image feels more like a snapshot of real life. It is natural and energetic and you can imagine yourself in this woman's shoes about to leave work for her 18:30 yoga class. The office feels everyday with Post-it Notes, whiteboard and natural light. This photograph has all the natural warmth and energy of our Purpose: Healthier, Longer, Better Lives.

# PHOTOGRAPHY DON'TS

Don't use landscape photography. AIA is customer-centric. We show people.

Don't use overly posed images.

Don't perpetuate unrealistic body images. The pictures we use should reflect the reality of our customers' lives.

Don't use negative imagery. Our photograpy should be positivee and energetic to reflect our Purpose.

In keeping with AIA's ESG policy, no single use plastics or other environmentally damaging materials can appear in our photography or videos. People must be shown to use reusable water bottles or containers.

ILLUSTRATION

# OUR ILLUSTRATION STYLE

## Everyday surrealism

AIA as a mentor is working to help our customers to live Healthier, Longer, Better Lives, whatever that means to them. Because everyone's dreams and ambitions are different, we use that as the inspiration for our illustration style.

Everyday surrealism places dreams and ambitions at the heart of our designs and uses scale and wit to set us apart from our competitors. Each illustration tells a story and builds on our Purpose and customer-centric approach.

Rather than just mimic what our photography does, we push our illustrations to the more playful end of the spectrum.

**Everyday surrealism, along with our distinctive colouring and shading style, is what makes our illustrations stand out as unmistakably AIA.**

Mix of core and secondary colours used

Subtle facial features allow for global use and ownable style

Distinctive shading and texture which can be applied to stock illustrations

Surrealist approach subverts everyday objects and plays with scale

# ILLUSTRATION EXAMPLES

When colouring illustrations, AIA Red should always be present, with secondary colours used for other elements wherever possible. Should you need to use a colour outside of our core and secondary palettes, please pick a tone that complements our colours e.g. for skin tone, vegetables, nature etc.

# ILLUSTRATION SCENE EXAMPLE

When using multiple illustrations to create a scene the background is shown in shades of grey.
This example was created for the website and mobile app but could be used across all formats.
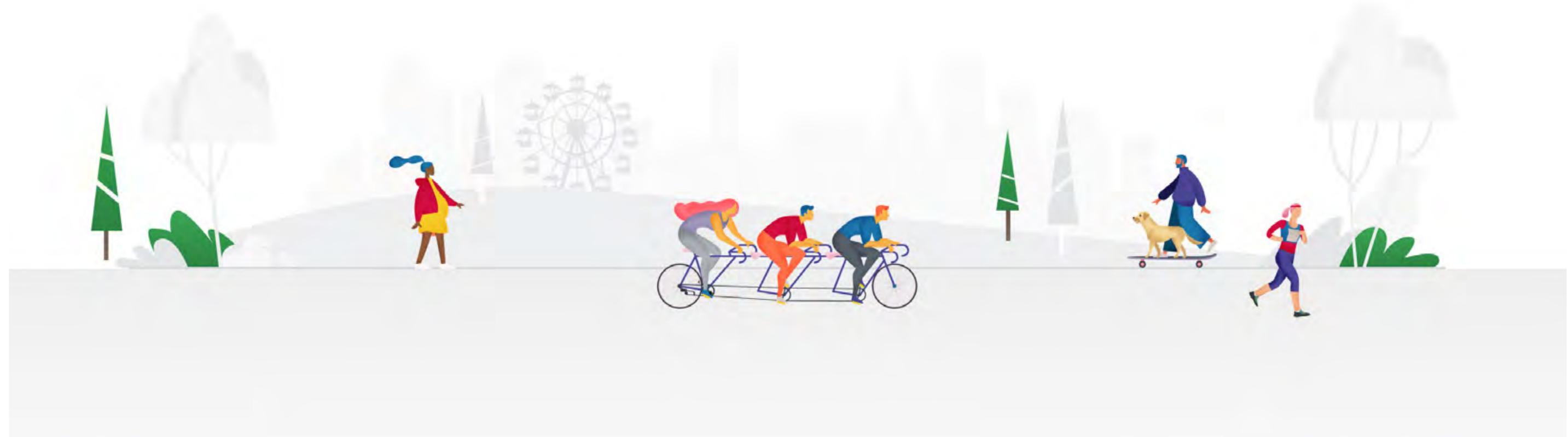
# MOVING MOUNTAINS INTEGRATION

Should you want to create a scene for your illustrations you can use the Moving Mountains as a backdrop.

This can be done in two ways:

## Cropped mountain landscape

The Moving Mountains become part of the illustrations and our characters interact with them, becoming part of the narrative.

## Minimal integration

The Moving Mountains can be used as a simple backdrop for illustrations to add more depth.
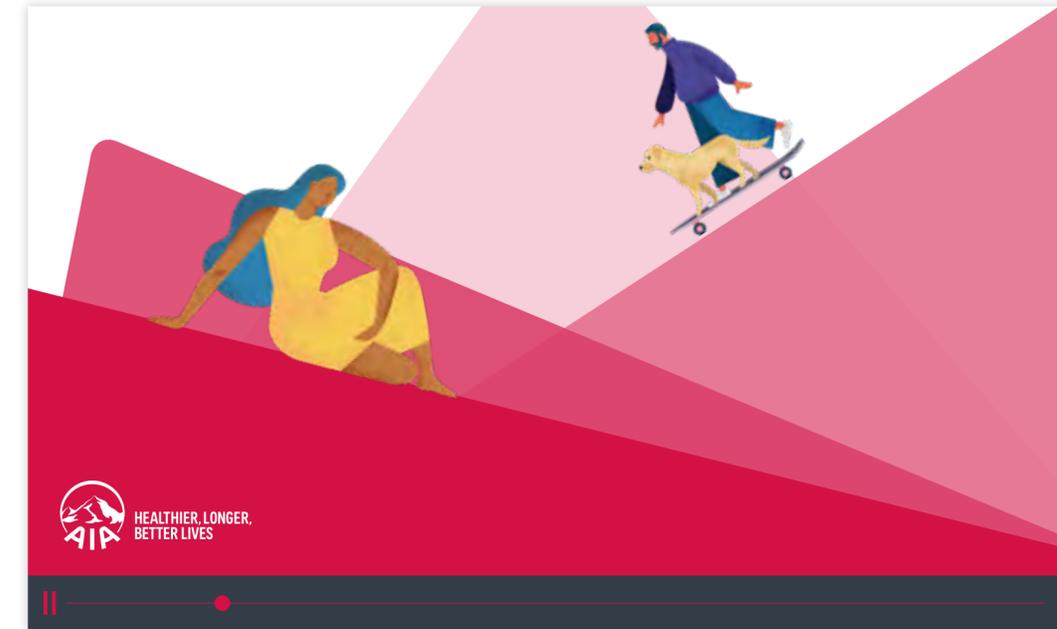


Cropped mountain landscape



Minimal integration

# ILLUSTRATION IN USE

Illustrations should only be used where photography is not appropriate. As much as possible we want our customers to see themselves in our brand and photography is the best way to do this. Illustrations should not be used in any above-the-line communications.

Illustrations may be used for:

- Website / app product info

- Explainer videos

- Internal comms

- Annual reports

- Healthy living index

- Infographics

- Email marketing

- Social media posts

ICONOGRAPHY

# SYSTEM ICONS

For digital system and navigation icons we use a minimal, modern style with rounded edges to complement our core brand assets.

System icons may be placed in a circular container or used simply on their own.

Secondary colours may be used for icons to aid navigation.

**Please contact the Group Brand Team for more information on system icons.**

# ILLUSTRATED ICONS

We have an illustrated icon style for non-UX navigation purposes.

Illustrated icons can be used for:

• Product information

• Notifications

• Highlighting content

• Infographics

Illustrated icons should be made of simple shapes and never be too complex.

## Colour:

You can use secondary colours but AIA Red must always be present. There should be a minimum of two and a maximum of three colours used in the illustrated icons.

## Mono:

White mono versions should be created using a mixture of 100% opacity and 80% opacity white, while using pathfinder cuts in Adobe Illustrator for more intricate details. Colour mono versions may be created using core and secondary colours and two of the selected colour's tints.

Illustrated icons



Infographic example
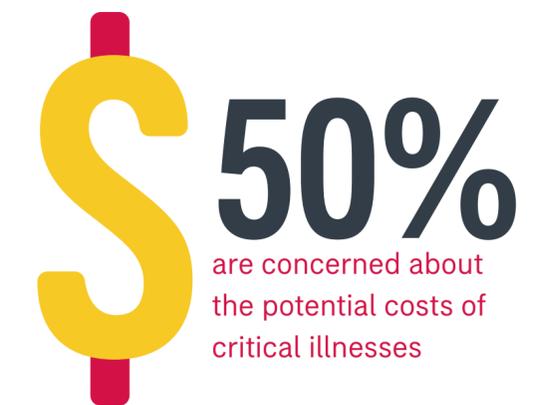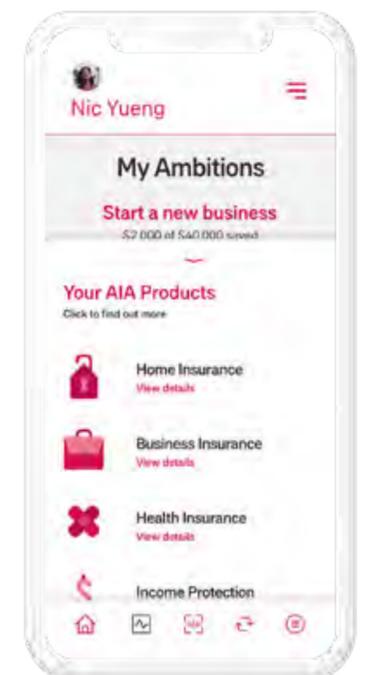


**50%**
are concerned about the potential costs of critical illnesses

Product info example

# INFOGRAPHICS

# INFOGRAPHICS STYLE

Our infographics put information first. We guide our customers and stakeholders by making complex ideas easy to understand.

We have two infographic styles that we use for different applications:

## Bold style

We use this style in reporting, presentations and product materials.

## Minimal outline style

We use this style in digital and interactive applications, for example progress graphs.

**AIA Red should always be present. Secondary colours may be used in infographics to maximise legibility and understanding. When using secondary colours please ensure there is enough contrast between colours so the information is easy to understand.**

Bold infographic



Minimal outline infographic

# INFOGRAPHICS IN USE

Digital application – tracking

Annual report



SINGAPORE COLLECTIVE ACTIVITIY INCREASE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

RUNNING
SWIMMING
GYM

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

JANE'S HEALTHIER, LONGER,
BETTER LIFE STORY

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



Nic Yueng

My Ambitions

Start a new business

Progress Tracking

Days   Weeks   Months   Years

10 Jan   11 Jan   12 Jan   13 Jan   14 Jan

Goal One   Goal Two   Goal

65%

# MOTION AND SOUND DESIGN

# MOTION DESIGN PRINCIPLES

AIA is active, customer-centric, personal and helps you achieve your goals.
To reflect this our motion identity is made up of three core principles:

### 1. Moving Mountains as a metaphor for positive change

The Moving Mountains are the visual representation of individual goals and personal progress. Just as our goals are ever-changing, the mountains are in constant flux, sometimes idle but never static.

### 2. Upwards movement and progress

AIA believes in progress and improvement as we mentor customers to help them live Healthier, Longer, Better Lives. We apply this in our motion by using positive, upward movement across all elements of design, whether transitions, typography, motion or supergraphic elements.

### 3. Reactiveness and response

We use technology and design to show how AIA can react to users' needs and respond to individual progress. In our apps, the Moving Mountains alter with our customers' changing goals and achievements.

**You can download and view examples of these animations from our asset links page.**

# CHARACTER ANIMATION

When creating animated sequences using characters we follow the same concept as for our illustrations: Everyday surrealism.

We adopt a playful approach that uses scale and wit to define the tone of our videos and use positive motion techniques – similar to our upwards motion principle – to define how elements move. The stories we tell through our characters are full of the joyful expression of human growth and personal development.

**When creating movement, we make sure that all elements suggest a feeling of a positive bounce, as though being lifted up. Everyday surrealism applies to the physics of the world along with its objects.**

# 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

# APPLICATIONS

# MOBILE APP ICON SYSTEM

We have two sets of app icon design. One for customer and the other for agency.

## App icon for customers

Our AIA white Corporate Logo on AIA Red background design is used as the main customer app icon. For other AIA customer apps, we will use a symbol or AIA Wordmark and app name on a four Moving Mountains background design.

## App icon for Agency

Our AIA Red Corporate Logo on a white background design is used as the main Agency app icon. For alternative AIA Agency apps, we will use our AIA Wordmark and app name on a white background.

## Region tag

Add a region tag to indicate markets if needed.

For further guidance on our AIA Digital Design System, please contact:

UX design lead – tony-kw.cheung@aia.com
DDS design lead – designsystem@aia.com

Customer app icons

Agency app icon

Region tag

# DIGITAL

Mobile app example
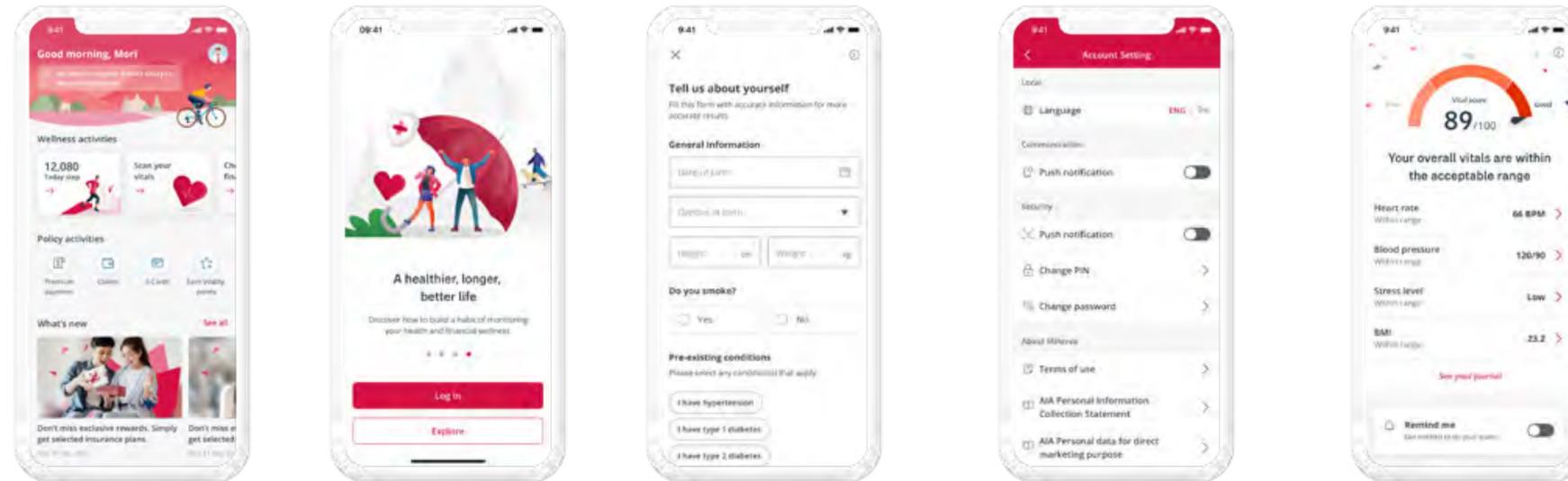
Customer email example
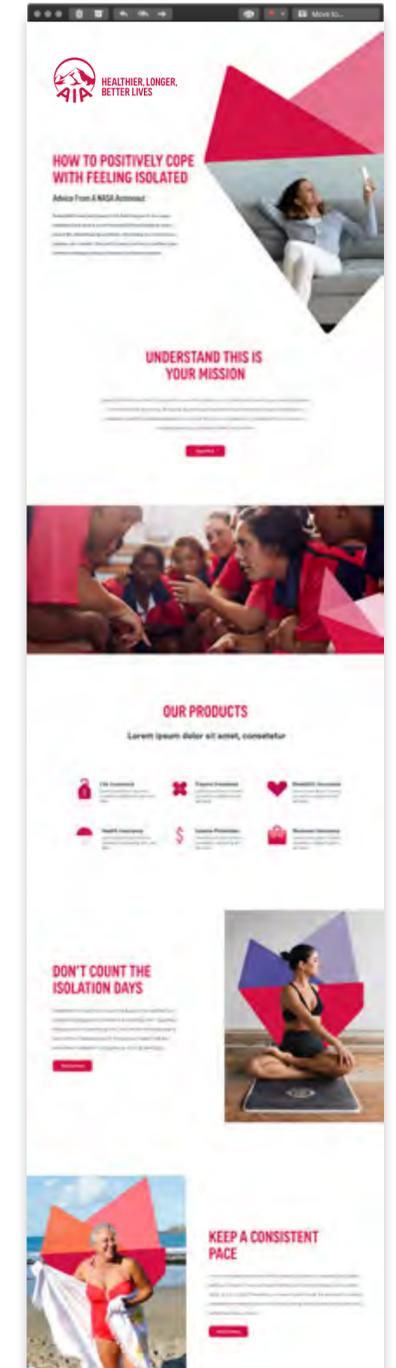


Website example
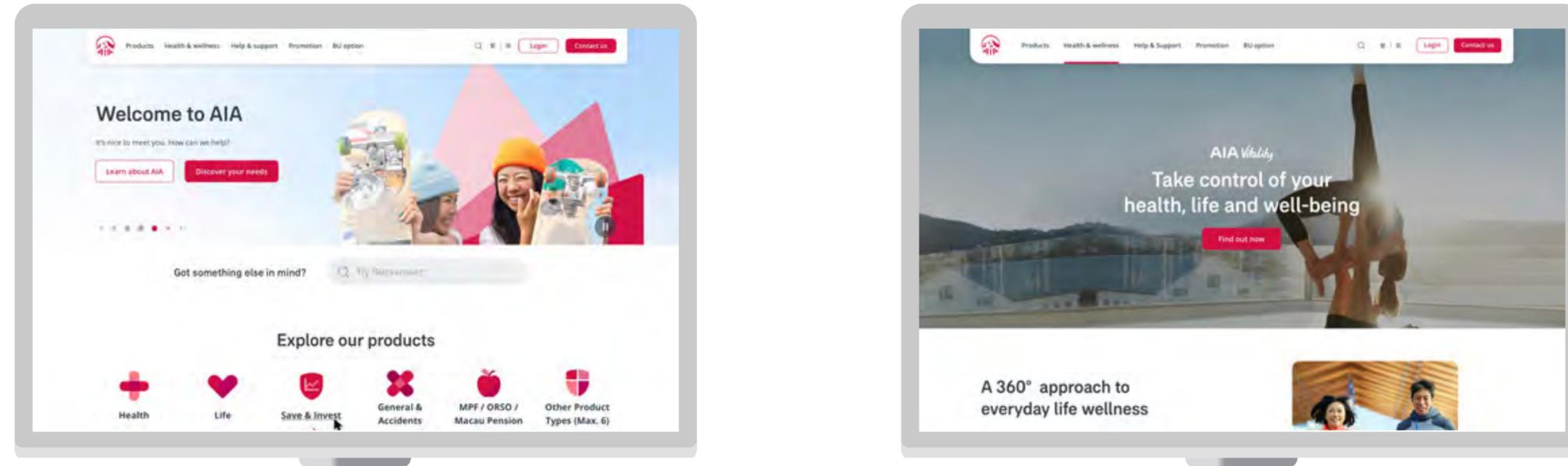


The Group Digital Experience Team have created clear guidelines for building AIA
mobile apps and websites. Please follow the DDS when creating any digital platforms.

# DIGITAL: SOCIAL MEDIA

Facebook header example

Social media examples

# CORPORATE DAILY OPERATION ITEMS

## Corporate stationery



## Email signature

**Standard corporate email signature**



**First Name Last Name**
Job Title  Department
AIA Group

Flat / Building
000 Road  Area
T: +000 0000 000
E: Email

aia.com
AIA Company Limited - An **AIA Group** Company

**With social media icons**



**First Name Last Name**
Job Title  Department
AIA Group

Flat / Building
000 Road  Area
T: +000 0000 000
E: Email

aia.com
AIA Company Limited - An **AIA Group** Company

**With qualifications**



**First Name Last Name**
Job Title  Department
AIA Group

Flat / Building
000 Road  Area
T: +000 0000 000
E: Email

aia.com
AIA Company Limited - An **AIA Group** Company

**With your AIA Vitality status**



**First Name Last Name**
Job Title  Department
AIA Group

**AIA Vitality Status Gold**

Flat / Building
000 Road  Area
T: +000 0000 000
E: Email

aia.com
AIA Company Limited - An **AIA Group** Company
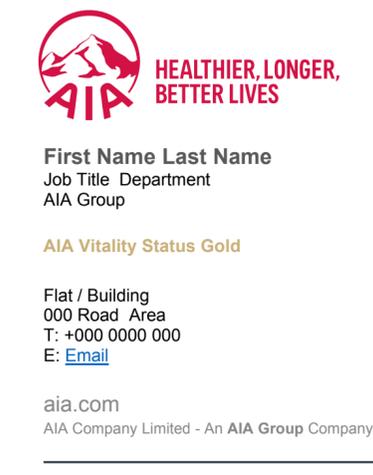
If you want to add supporting logos, qualifications, social links or endorsements to your email signature, you may do so beneath the line.

Under no circumstances may the HLBL Logo Lockup be removed or replaced.

### DESIGN TIPS

**Colour Scheme For AIA Vitality Status**

AIA Vitality Status Gold - AIA Gold

AIA Vitality Status Silver - AIA Silver

AIA Vitality Status Bronze AIA Orange

HEALTHIER, LONGER, BETTER LIVES

# PRINT

Outdoor advertising



Annual report cover



Brochure spread



Notebooks

# MERCHANDISE

Tablet covers
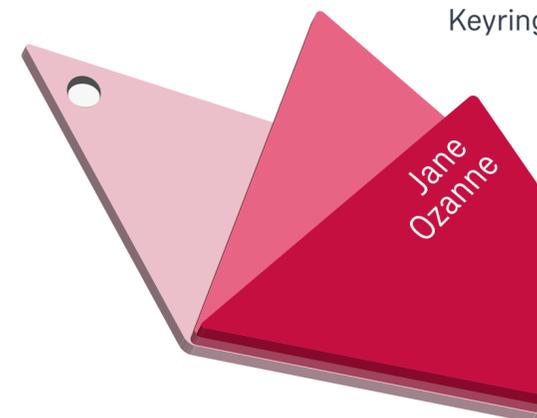
Branded socks

Phone cover

Tote bag

Keyring

Branded pen

# ENVIRONMENTAL

Waiting area

Office walls

Furniture





Let's get
Jane there





HEALTHIER, LONGER,
BETTER LIVES



Breakout areas

# EVENTS

Office event

Internal event

Rollup banner



Customer event

# AIA
# ONE BILLION

# INTRODUCTION

AIA One Billion is our commitment to engage one billion people across Asia to live Healthier, Longer, Better Lives by 2030.

You are encouraged to reference AIA One Billion alongside other purpose-led brand activities that support Healthier, Longer, Better Lives.

These initiatives may include partnerships, events, community programmes and campaigns, which educate, inspire and support our communities to improve people's physical, mental and environmental wellness while championing financial inclusion.

When doing so, please follow the principles and usage guidelines outlined in this section.

The ticker device provides a visual cue to the act of counting up to one billion. We invite our communities to take action, and join us on the journey.

# AIA ÕNE BILLIÕN
## JOIN THE JOURNEY

A bold call to action to inspire our audiences to get behind our Purpose.

We are embarking on something meaningful together. This is our Purpose and mission.

![AIA logo] HEALTHIER, LONGER, BETTER LIVES

# LOGO

Various logos have been created for your use, including a logo animation designed to mimic a ticker counting to one billion.

There are two static logos available:
– AIA One Billion
– AIA One Billion lockup
  (join the journey)

The standalone logo should be used when 'join the journey' appears in headlines or copy. In all other cases, and when the logo appears in isolation, please use the lockup logo.

The elements should not be altered, redrawn or modified.

**To maintain its integrity, the AIA One Billion logo must not be crowded by graphics or text. It is protected by a minimum clear space which is also the closest the logo can be positioned to the edge of a page.**

**A minimum size restriction has been placed on the AIA One Billion logo to ensure that it can be reproduced well.**

Clear space
0.5 X
0.5 X
X
0.5 X
**AIA ONE BILLION**

Minimum size: print*
5mm
**AIA ONE BILLION**

Minimum size: digital*
20px
**AIA ONE BILLION**

Clear space
0.5 X
0.5 X
X
0.5 X
**AIA ONE BILLION**
JOIN THE JOURNEY

Minimum size: print*
10mm
**AIA ONE BILLION**
JOIN THE JOURNEY

Minimum size: digital*
60px
**AIA ONE BILLION**
JOIN THE JOURNEY

*Not to scale

# LOCALISED VERSIONS

Markets are permitted to create localised versions of the AIA One Billion lockup logo to support campaigns and ensure local relevance. When doing so, the following rules apply:

Only the secondary text ('join the journey') may be translated or adapted.

AIA One Billion must always be in English.

When adapting for local markets, the text should fit on one line and should not extend beyond the 'o' of 'one billion'.

Please refer to the simplified Chinese version as an example.

If you create a localised version of the AOB logo, please contact the Group Brand team for approval.

**AIA ONE BILLION**

X

0.2 X

10亿个旅程　携手前行每一步

Localised description / statement
Secondary text should not extend beyond the 'o' of 'one billion'

Clear space

0.5 X

0.5 X

X

0.2 X

0.5 X

**AIA ONE BILLION**

10亿个旅程　携手前行每一步

Minimum size: print*

10mm

**AIA ONE BILLION**

10亿个旅程　携手前行每一步

Minimum size: digital*

60px

**AIA ONE BILLION**

10亿个旅程　携手前行每一步

*Not to scale

# USAGE WITH HLBL

For flexibility, the AIA One Billion logo can be used in the following positions in digital and print layouts:

**Top** left, centre, right
**Centred** in the middle of the page
**Bottom** left, centre, right

See guide for sizing and alignment. Where possible, the height of the AOB logo should align with the height of HLBL. This will dictate the size relationship. The logos should align to the baseline of 'better lives'.

When using with the HLBL logo, the AIA One Billion logo can be placed in opposite top and bottom corner positions as shown.

If the logos sit on the left-hand side of the page they should align left. If the logos sit on the right-hand side of the page they should align right.

Guide for sizing and alignment with HLBL logo
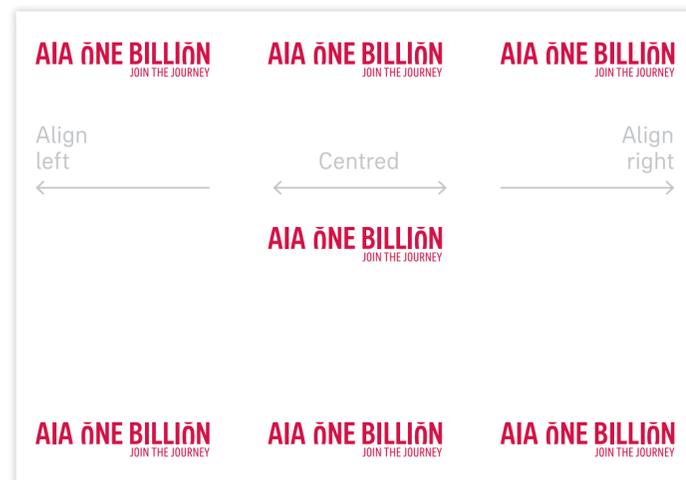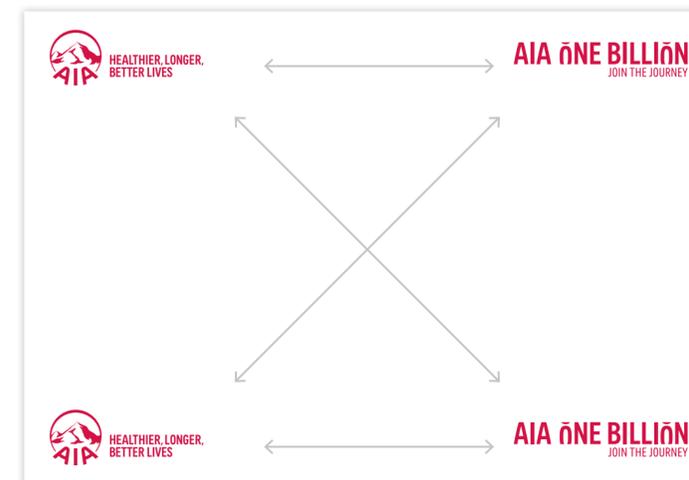
X [ HEALTHIER, LONGER, BETTER LIVES    Align to the baseline    AIA ŏNE BILLIŏN ] X

X [ HEALTHIER, LONGER, BETTER LIVES    Align to the baseline    AIA ŏNE BILLIŏN / JOIN THE JOURNEY ] X

Logo lockup placement

AIA ŏNE BILLIŏN / JOIN THE JOURNEY    AIA ŏNE BILLIŏN / JOIN THE JOURNEY    AIA ŏNE BILLIŏN / JOIN THE JOURNEY

Align left    Centred    Align right

AIA ŏNE BILLIŏN / JOIN THE JOURNEY

AIA ŏNE BILLIŏN / JOIN THE JOURNEY    AIA ŏNE BILLIŏN / JOIN THE JOURNEY    AIA ŏNE BILLIŏN / JOIN THE JOURNEY

HLBL and AOB logo placement

HEALTHIER, LONGER, BETTER LIVES    AIA ŏNE BILLIŏN / JOIN THE JOURNEY

HEALTHIER, LONGER, BETTER LIVES    AIA ŏNE BILLIŏN / JOIN THE JOURNEY

HLBL and AOB logo placement

HEALTHIER, LONGER, BETTER LIVES    AIA ŏNE BILLIŏN / JOIN THE JOURNEY
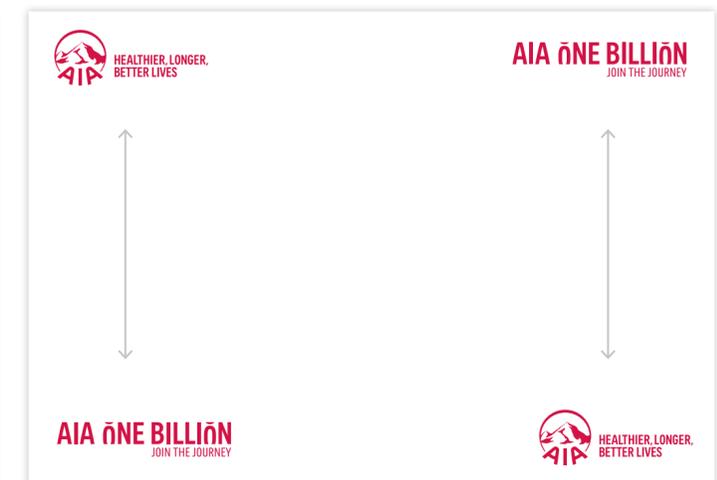
AIA ŏNE BILLIŏN / JOIN THE JOURNEY    HEALTHIER, LONGER, BETTER LIVES

# VIDEO USAGE

When creating a branded film to support our Purpose, the end screen should always be in AIA Red with both logos featured together as shown.

The animated ticker logo should always be placed in the centre of the screen.



Video end screen



Animated ticker logo placement

# EXAMPLES

Using the HLBL and AOB logos on purpose-led brand activities that support Healthier, Longer, Better Lives.


Poster
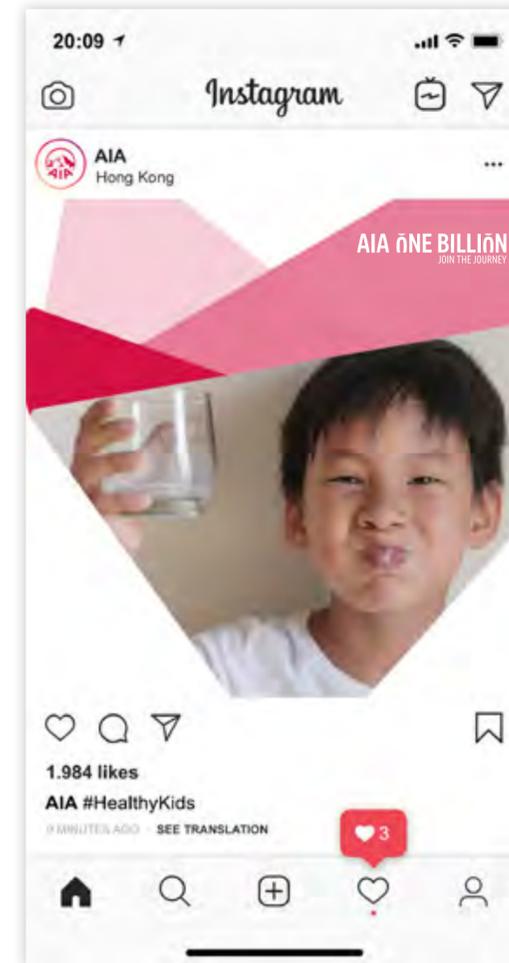

Social post


Merchandise
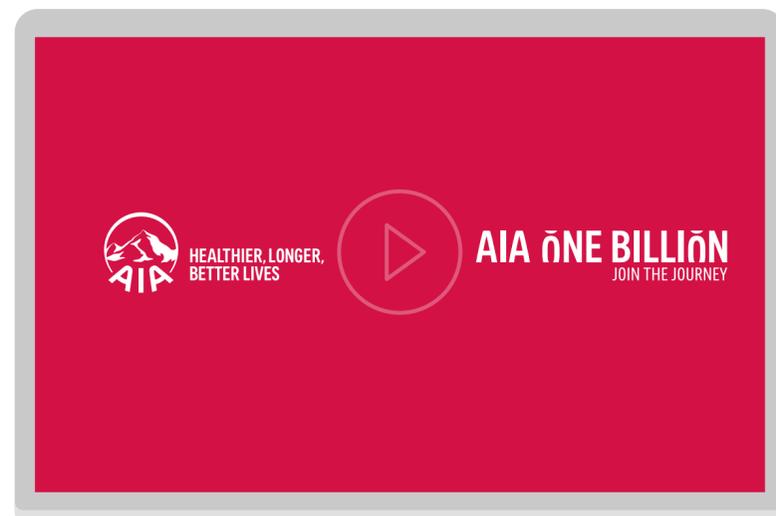

Video end screen
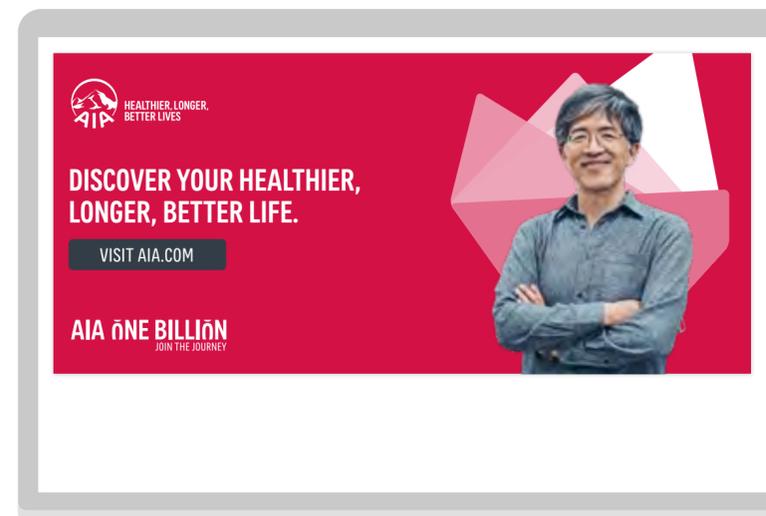

Web ad

# AOB ASSETS

To maintain ongoing awareness of the AOB programme and to create a drumbeat of regular communications, we have created various assets which you may reuse and localise.

The faces used in the ticker image can be changed to match local needs.

The Mirror Moving Mountains can be used to support creative and messaging produced for local townhalls, internal newsletters and on websites.

Ticker image



Mirror Moving Mountains



Stickers



Posters

# MIRROR MOVING MOUNTAINS

The Mirror Moving Mountains reflect and refract their surroundings to show the connection between individuals and the world around them.

The device was created specifically for the AIA One Billion programme but can be used, where appropriate, to support other, purpose-led brand activity.

The Mirror Moving Mountains should only be created by a designer. They are created in InDesign by placing the background image within the mountain shapes and positioning in a way to reflect the surroundings.

## DESIGN TIPS

– Always use full bleed photography.

– Choose a suitable image that focuses on a person in the foreground with plenty of background – preferably in a natural environment.

– Ensure subtle differences within the mountain shapes. Don't make each shape look completely different.

– Only show background scenery in the mountain shapes; never show a reflection of the person.

– An InDesign template is available to help you create your own Mirror Moving Mountains.



Inner bevel effect is added to the mountain shapes (the bevel size will change depending on the size of your artwork)

Cutout image in foreground

Image placed into mountain shapes and positioned to **only** show the background scenery. Image can be rotated, flipped or enlarged to ensure the person is not shown.

# EXAMPLES

# AIA VITALITY

# INTRODUCTION

We are pleased to introduce you to the AIA Vitality design principles.

We trust that you are familiar with the AIA Brand Standards by now and that you have the fundamental tools to leverage AIA's positioning in your communications.

This concise supplementary section explains how AIA Vitality's design principles work in tandem with the Brand Standards, with the objective of helping you to apply the logo and graphics consistently across all communications.

Bear in mind that the AIA Brand Standards are our pivotal brand communications and management tool. You should refer to the Brand Standards for all verbal and visual identity elements and use them in conjunction with the following AIA Vitality design principles.

AIA Vitality brand elements are only for use on AIA Vitality projects.

# ABOUT AIA VITALITY

AIA's Purpose is to help people live Healthier, Longer, Better Lives and AIA Vitality is how we play an active role in helping people get there.

AIA Vitality is there for customers every day. We focus on health, not on sickness; on living, not just on life. We recognise that the best way to live well, is to live healthily, and to give people the support and motivation to make healthier choices every day.

AIA Vitality embodies the AIA mentor persona by supporting customers and actively helping them make progress in a way that is personal to them. It stands for the Healthier, Longer, Better Lives of all our customers in each of their unique and different ways.

# AIA VITALITY POSITIONING

**AIA Vitality is not just a health and fitness programme, it is part of a healthy living movement.**

- It is about living — we believe that living well starts with being healthy. Success for us is seeing our members living healthier, living longer and getting more out of life.

- It is inclusive — we believe living healthier can help everyone live well, no matter your stage of life, health, activity or attitude.

- It offers engaging experiences — we seek to play an active role in people's journey to healthier living. We keep them informed, inspire the right behaviours and help celebrate their success.

Please refer to the Live With Vitality campaign toolkit for full guidelines. You can download assets from our asset links page.

**Our positioning statement:**

**AIA Vitality means you get more out of life by actively taking control of your health, life and wellbeing. It gives you the support and motivation you need to make healthy living choices every day. It's there for you today so you can look forward with confidence to tomorrow.**

# LOGO

The AIA Vitality logo is composed of two elements: the AIA Wordmark and the Vitality logo. The elements are set in a defined relationship and should not be altered, redrawn or modified.

**To maintain its integrity, the AIA Vitality logo must not be crowded by graphics or text. It is protected by a minimum clear space which is also the closest the logo can be positioned to the edge of a page.**

**A minimum size restriction has been placed on the AIA Vitality logo to ensure that it can be reproduced well.**

Clear space

0.5 X

0.5 X

X

0.5 X

Minimum size: print*

10mm

Minimum size: digital*

24px

*Not to scale

# LOGO: LOCALISED VERSIONS

The AIA Vitality logo may come in local language versions. However, all versions of a market-specific AIA Vitality logo must be approved by the Group Brand Team.

The Chinese translation of Vitality must always be used with the AIA Vitality logo. It must never appear as a standalone name or in a lockup with the AIA Wordmark.

**Do you need a localised version of our logo?**

**Please consider:**

**Is the name "AIA" in English recognisable in the market?**

**Can you associate "AIA" in the local language easily with "AIA" in English?**

**If the answer is YES, please use the English logo.**

Hong Kong logo

Alignment structure

X
0.2 X
0.4 X

Minimum size: print*

10mm

Minimum size: digital*

24px

*Not to scale

# AIA VITALITY BRAND ELEMENTS

The AIA Vitality identity uses the same
elements as the main AIA brand and applies
the same standards, including:

- Fonts

- Core colours and secondary colours

- Illustrations

- Icons and illustrated icons

- Photography

- Infographic style

- Motion and sound principles

**The 3D Moving Mountains should only be
used for AIA Vitality**
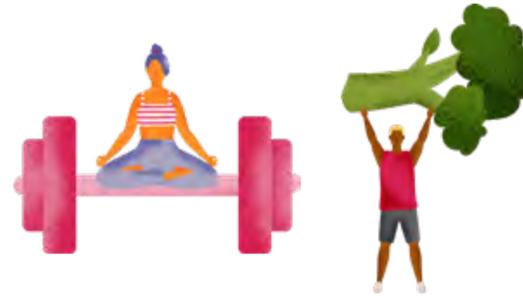
Core colours

| AIA RED | AIA CHARCOAL | WHITE |

Secondary colours

| AIA SALMON | AIA CERISE | AIA ORANGE | AIA YELLOW | AIA PURPLE | AIA LAVENDER | AIA BLUE | AIA GREEN | AIA SILVER | AIA GOLD |

Aa1*

# AIA VITALITY MOVING MOUNTAINS

For the "with Vitality" campaign platform a suite of three-dimensional (3D) adaptations of the standard AIA Moving Mountains has been created. These represent AIA Vitality's real presence and relationship in the lives of customers. They should only be used on Live With Vitality campaigns and in branded materials relating to AIA Vitality.

Please refer to the Live With Vitality campaign toolkit for full guidelines. You can download assets from our asset links page.

The core coloured mountains are for everyday use.

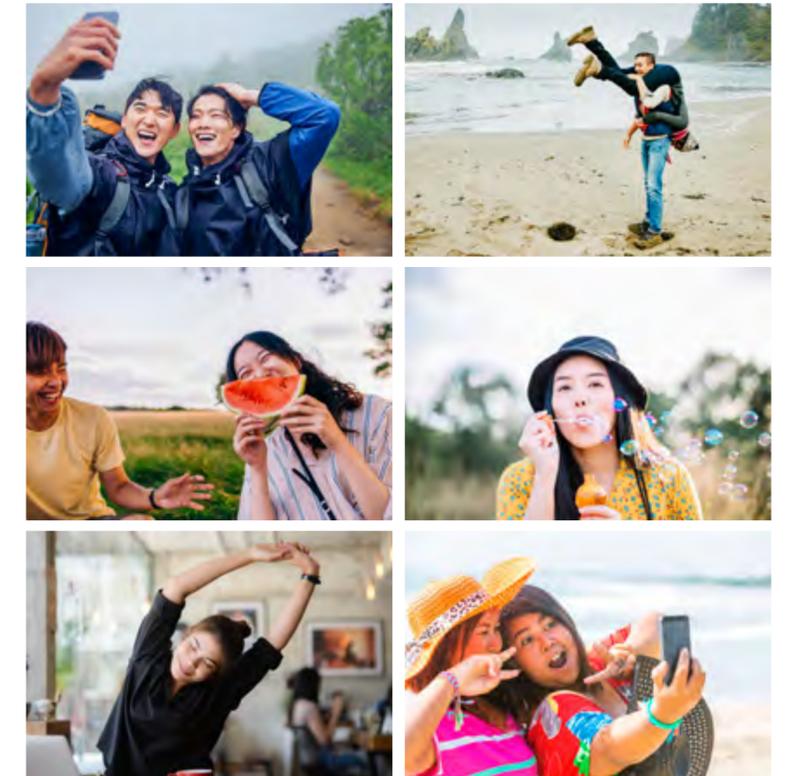The silver, gold and platinum mountains should be used only when making specific reference to AIA Vitality status.

In select cases, bespoke Vitality Moving Mountains can be created, made of textures (e.g. water, surface materials) or objects that represent the person's hobbies, goals and personality (e.g. a football, a basketball net).



This example uses the texture of water and may, for example, have been created for a piece of content around a swimming influencer, used in a localised campaign.
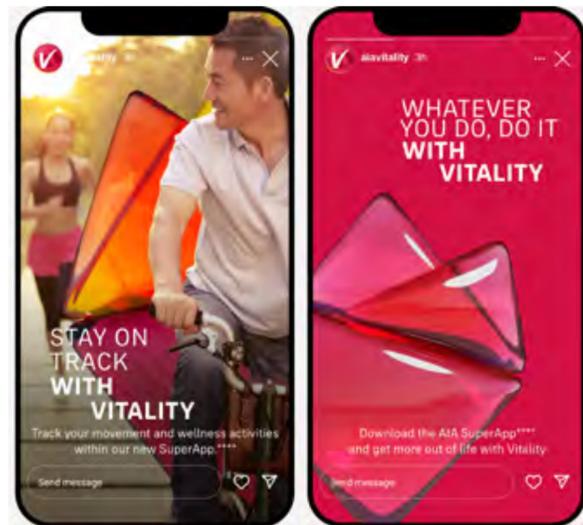
# EXAMPLES

AIA Vitality designs must always feature AIA Red, either in the logo, title, as a background or in the Moving Mountains.

Please refer to the Live with Vitality campaign toolkit for full guidelines.

Assets are available to download and use via our asset links page.

**Instagram stories**

**Static social posts**
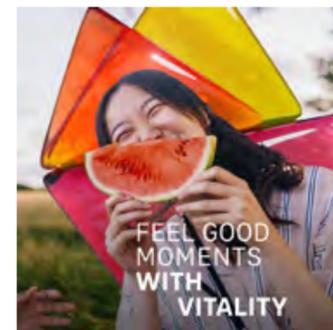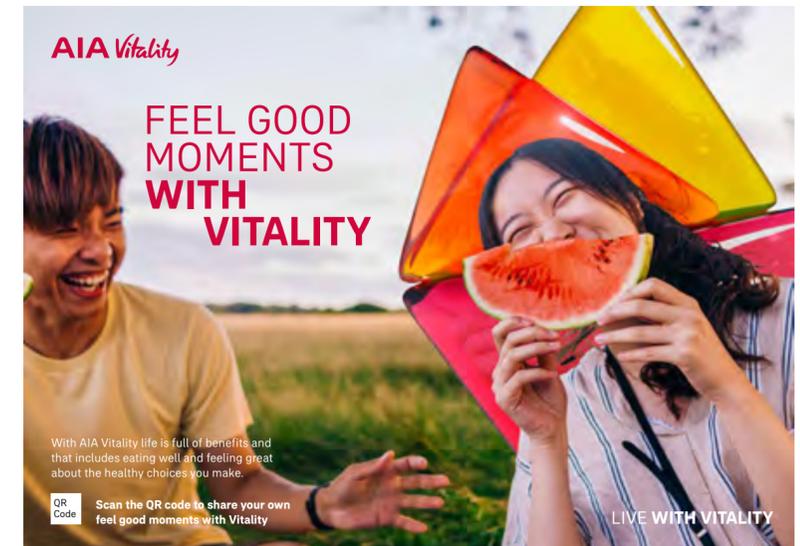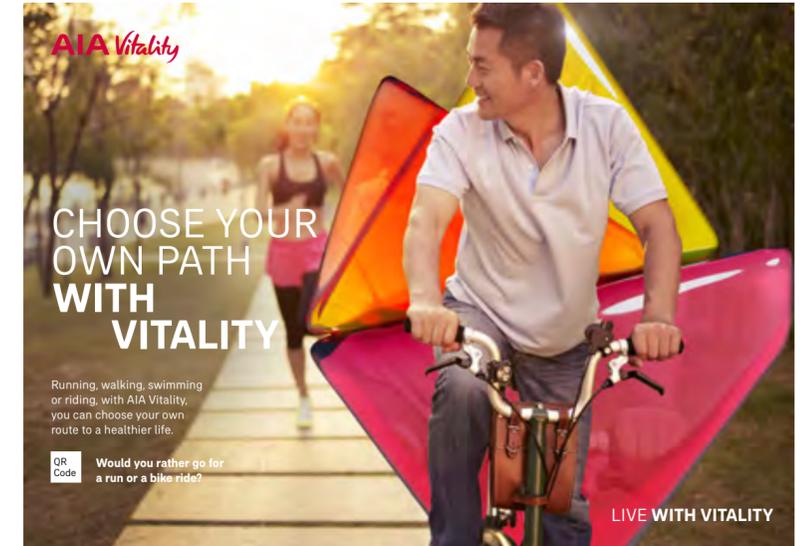


**Digital stickers**



Posters

# HIGH NET WORTH

# INTRODUCTION

AIA's Purpose is to help people live Healthier, Longer, Better Lives. This extends to all our customers across all the markets in which we operate.

AIA High Net Worth provides specialist, customised solutions for high net worth clients. We exist to deliver relevant, high quality services that focus on preserving and nourishing wealth today and cultivating it for future generations.

Our distinctive identity represents the level of dedication and care that underpins our bespoke services. It reflects our ambition to become the partner of choice for high net worth clients across Asia.

# CORE COLOURS

AIA High Net Worth uses a premium colour system.

AIA Olive is our lead brand colour, replacing AIA Red.

**AIA Olive, AIA Charcoal and white are the dominant colours of our brand. We supplement them with accents of AIA Dark Green and AIA Warm Grey to create visual and typographic hierarchy where needed.**

**We use gold foiling to elevate printed materials.**

## AIA OLIVE

PANTONE 7754U

C32 M34 Y66 K16

R165 G145 B92

#A5915C

## WHITE

C0 M0 Y0 K0

R255 G255 B255

#FFFFFF

## AIA DARK GREEN

PANTONE 7771U

C53 M44 Y53 K36

R104 G101 B90

#68655A

## AIA SILVER

PANTONE WARM GREY 1C

C20 M19 Y22 K1

R211 G202 B195

#D3CAC3

## AIA CHARCOAL

PANTONE 432C

C78 M62 Y49 K51

R51 G61 B71

#333d47

### GOLD FOIL

| AIA Olive | AIA Dark Green | AIA Silver | AIA Charcoal |
|---|---|---|---|
| 80% #B5A57C | 80% #86827A | 80% #DBD4CF | 80% #5B636B |
| 60% #C7BB9D | 60% #A4A19B | 60% #E4DFDB | 60% #848A90 |
| 40% #DAD2BD | 40% #C2C0BC | 80% #EDE9E7 | 40% #ADB1B5 |
| 20% #ECE8DE | 20% #E0DFDD | 20% #F6F4F3 | 20% #D6D8DA |

AIA HEALTHIER, LONGER, BETTER LIVES

# MOVING MOUNTAINS

Healthier, Longer, Better Lives is active, customer-centric and means something different for everyone. It's personal - it's all about you.

We developed the Moving Mountains as a visual representation of this. They represent the Healthier, Longer, Better Lives of our customers in all their unique and personal ways - goals, dreams and journeys.

**The Moving Mountains are a versatile, supporting asset that bring consistency and flexibility to our brand. We use many versions of the mountains to represent all our different customers' versions of Healthier, Longer, Better Lives.**

My wife

Meditation

My business

**Kyle's
healthier, longer, better life**

# APPLYING CORE COLOUR

The first mountain is always 100% AIA Olive.

Three mountains

20% tint

60% tint

100% tint

Four mountains

20% tint

60% tint

80% tint

100% tint
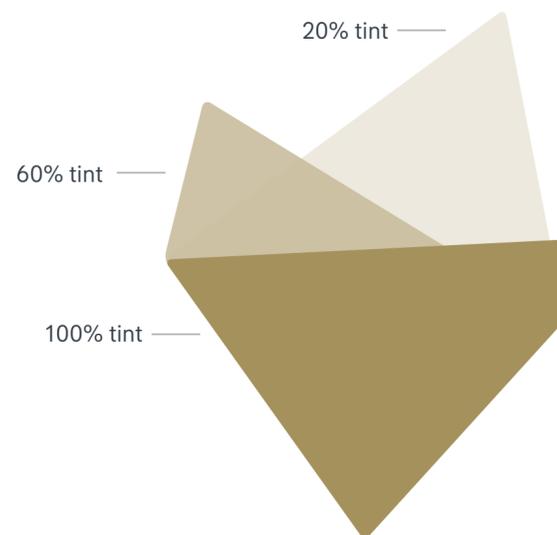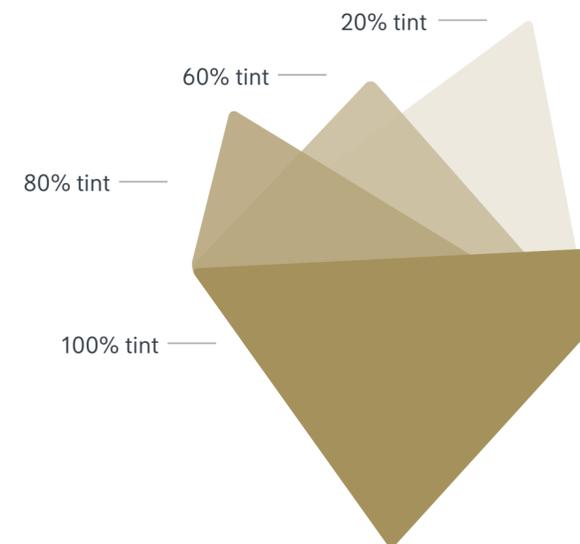
# MONO VERSION

The first mountain is always 60% AIA Olive.

Three mountains
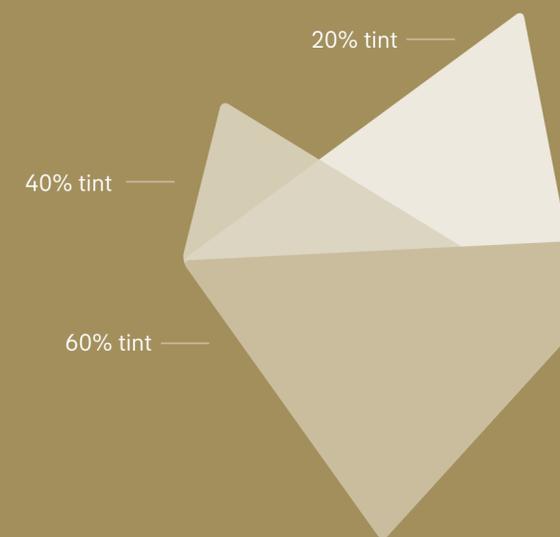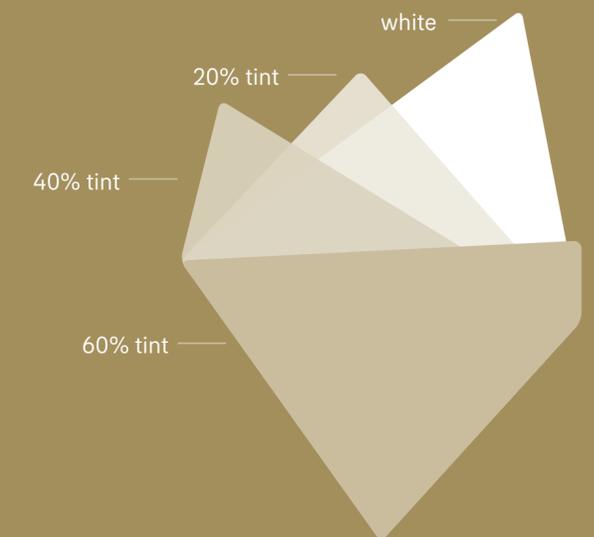
20% tint

40% tint

60% tint

Four mountains

white

20% tint

40% tint

60% tint

# USING WITH PHOTOGRAPHY

## Full bleed photography

The Moving Mountains may be used as a supporting asset when using full bleed photography.

## Photography integration

Moving Mountains can be integrated into photography behind people to help tell their Healthier, Longer, Better Lives story.

## Minimal cutouts

When a cleaner, more minimal design is needed, cutout photography can be merged with the Moving Mountains.

Full bleed photography



Photography integration



Minimal cutouts

# TYPOGRAPHY

It is bold, welcoming, positive and confident, and helps set us apart from our competitors in a crowded marketplace. Along with our logo, colour palette and the Moving Mountains, the font we use is an important part of our brand expression.

AIA Everest Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890?&$@<>';:.*

AIA Everest Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890?&$@<>';:.*

AIA Everest Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

AIA Everest Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&$@<>';:.

# OUR PHOTOGRAPHY PRINCIPLES

Our photography is an important vehicle that gives our customers the opportunity to see themselves in our AIA High Net Worth brand expression.

Our photography style:

- Feels premium and aspirational.

- Predominantly features neutral colour tones.

- Is inclusive and represents different types of people.

- Represents the different life experiences and situations in our customers' Healthier, Longer, Better Lives.

- Demonstrates wealth subtly, e.g. with style or clothing, rather than through stereotypical displays of wealth such as private jets.

# APPLICATIONS

# CORPORATE GIFTS

Cufflinks

Earrings

Speciality wine

# BRAND
# CHECKLIST

# HOW TO USE THIS CHECKLIST

Group Brand undertook an audit of all the visual manifestations of our brand across our online, offline and internal channels, which has led to the development of these Brand Standards. Our Brand Standards are designed to ensure precision in our communications and consistency in the way we present AIA, both internally and externally, across all touchpoints and channels.

The refreshed visual identity and supporting graphical elements provide a strong foundation that elevates and strengthens our Purpose to help millions of people live Healthier, Longer, Better Lives, paving the way for AIA to be a truly distinctive brand. This document provides in-depth instructions to help everyone at AIA uphold the integrity of our brand. We have worked with Compliance and Risk teams to add this to the AIA Corporate Policy Portal, and these standards should be followed in all markets.

The following pages are here to help you check your materials against the AIA Brand Standards outlined in this document. They serve as a reminder and guide that you can easily apply to your work.

By adhering to these Brand Standards across everything we do, we will always show up as unmistakably AIA no matter where we are in the world.

In delivering our Purpose, we share our ambition to help people live Healthier, Longer, Better Lives every single day.

The Group AIA Brand Team

# BRAND POSITIONING CHECKLIST

**01**

**Healthier, Longer, Better Lives is our Purpose**

✔ Does your material clearly show our Purpose statement?

✔ Does it represent our Purpose: being there every day to support and encourage healthier living?

**02**

**Healthier, Longer, Better Lives is active and about constant progress**

✔ Does your material look and sound active?

✔ Does it point towards growth, progress or improvement?

**03**

**Healthier, Longer, Better Lives is customer-centric**

✔ Does your material focus on the customer outcome and helping customers reach it?

✔ Does your material use language that resonates with customers?

**04**

**Healthier, Longer, Better Lives is personal and different for everyone**

✔ Is your material personal, inclusive and accepting?

✔ Does your material speak to its intended audiences?

**05**

**A mentor persona represents our Purpose.**

✔ Does your material embody the essence of a mentor and its core personality traits?

✔ Does it remove any elements that are not like a mentor?

**06**

**A mentor has a distinct personality**

✔ Do the mentor personality traits come across in both the look and feel of your material?

**07**

**Our tone of voice reflects our role as a mentor**

✔ Does your material communicate in a mentor's tone of voice?

✔ Does it adapt its tone depending on the audience it is speaking to?

**08**

**Our positioning flexes culturally across our markets**

✔ Does your material take into account the cultural insights on applying the positioning in your market?

# BRAND IDENTITY CHECKLIST

### 01

## Should you be using the HLBL Logo Lockup?

Where possible we use the HLBL Logo Lockup. Do you have a good reason for not using it?

Check here

### 02

## Should you be using the Wordmark?

The AIA Wordmark is only used in rare, specific instances. Is this one of those instances?

Check here

### 03

## Are you applying core and secondary colours correctly?

Secondary colours should only be used in certain circumstances. Is this one of those circumstances?

Check here

### 04

## Are you using the Moving Mountains correctly?

There are specific rules on use of colour and application of the Moving Mountains. Are you using them correctly?

Check here

### 05

## Is the photography you are using on brand?

Photography is very important for delivering our Purpose, are you selecting the right imagery?

Check here

### 06

## Are you commissioning the right illustration style?

We have a set illustration style. It is important that we have consistency in this style across markets. Are your illustrations on brand?

Check here

### 07

## Are you using icons? Are you applying them in the right way?

We have two styles of icons with different uses. Are you using the right icon style?

Check here

### 08

## Are you creating detailed infographics?

Are you using the correct style?

Check here

### 09

## Are you doing motion design?

Are you following our core motion design principles?

Check here

### 10

## Do you need to add sound?

Are you following our core sound design principles?

Check here

# ASSET LINKS AND CONTACTS

The AIA Brand Standards provide in-depth instructions to enable everyone at AIA to uphold the integrity of our brand. They should be followed at all times and in all markets.

We have worked with Compliance and Risk teams to add the Brand Standards document to the AIA Corporate Policy Portal so that it is available to all.

If you have any questions about how to use these guidelines, please seek support from your local brand team.

For branding support, please contact the Group Brand Team at:
group.brand@aia.com

🔗 BRAND STANDARDS ASSETS

🔗 CULTURAL INSIGHTS RESEARCH

🔗 AIA ONE BILLION ASSETS

🔗 LIVE WITH VITALITY ASSETS

These links are for internal use only. If you need to share links externally please ensure that an MPSA/SOW/NDA has been signed between AIA and any third parties before doing so.

AIA — Healthier, Longer, Better Lives