Stationery

Establishing a unified stationery system is important to communicate our brand consistently. This section includes various stationery examples for you to follow.





I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Flat Card – Bilingual – one titles

Size
90mm x 55mm

Brand signature
AIA red (Pantone 200C)

Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

Language options
1) English & Traditional Chinese
2) English & Simplified Chinese
Additional alternative for non-MPF Intermediary:
Traditional & Simplified Chinese

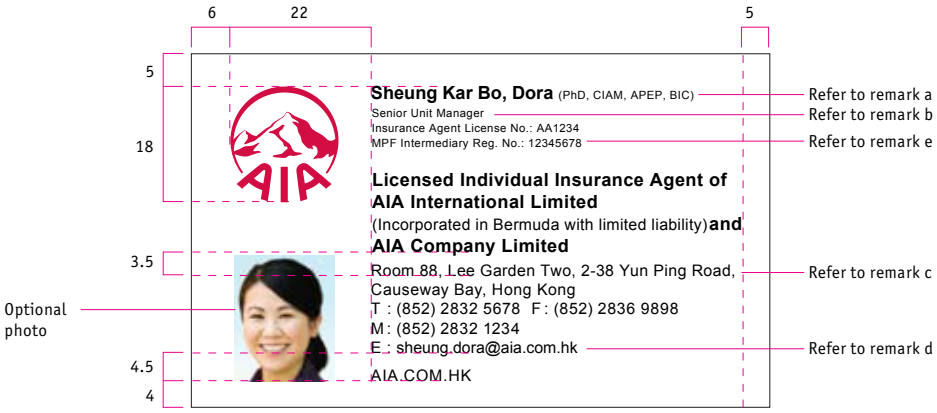
Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

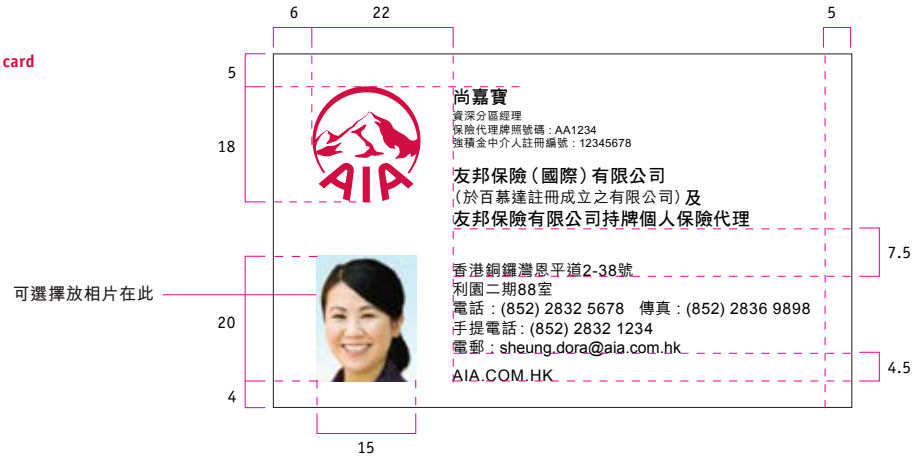
Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation, address, contact details and website
English : Arial regular, 7/8.5pt, tracking 25
Chinese : Hei regular, 7pt, tracking 25

Front of card



Back of card



Remarks:

a • The registered name under regulatory body(ies) must be fully and correctly stated. (English alias or Christian name is allowed to be shown after the registered name.)
• MPF intermediaries must provide both Chinese and English (if any) names.
• Maximum 4 types of professional designation / academic qualification.

b • Only 2 titles are allowed and maximum 2 lines. For more than two titles, please use Folded Card.

c • Maximum 2 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

d • Domain name aia.com.hk for Hong Kong Agents, or aia.com.mo for Macau Agents must be used respectively.

e • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

The content of this document is confidential and proprietary information of AIA.
The information is intended for you as an agent of AIA and must not be disseminated further.

I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Flat Card – Bilingual – two titles

Size
90mm x 55mm

Brand signature
AIA red (Pantone 200C)

Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

Language options
1) English & Traditional Chinese
2) English & Simplified Chinese
Additional alternative for non-MPF Intermediary:
Traditional & Simplified Chinese

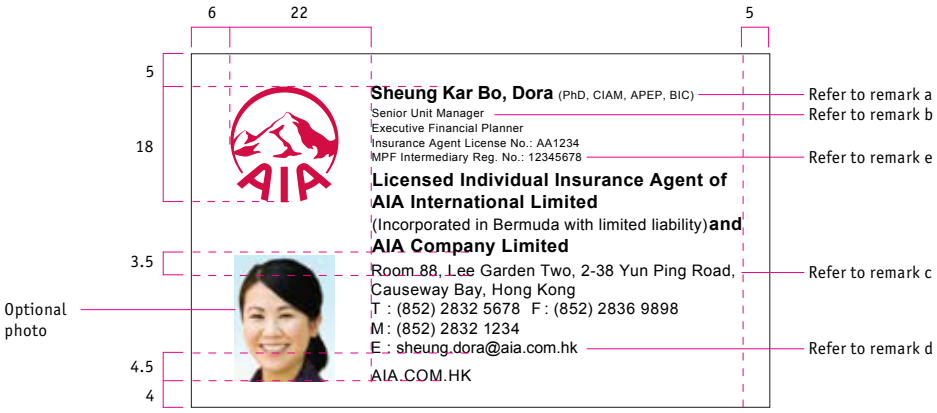
Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

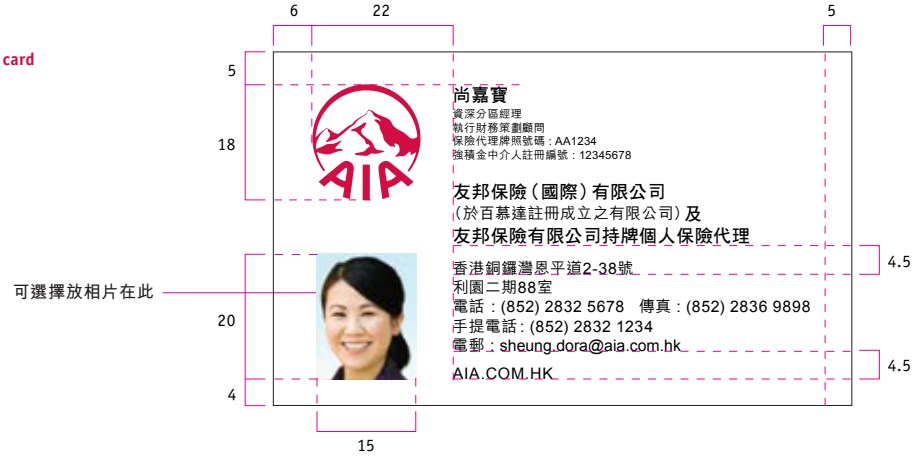
Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation, address, contact details and website
English : Arial regular, 7/8.5pt, tracking 25
Chinese : Hei regular, 7pt, tracking 25

Front of card



Back of card



Remarks:

a • The registered name under regulatory body(ies) must be fully and correctly stated. (English alias or Christian name is allowed to be shown after the registered name.)
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• Maximum 4 types of professional designation / academic qualification.

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c • Maximum 2 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

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e • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

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I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Flat Card – English language – one title

Size
90mm x 55mm

Brand signature
AIA red (Pantone 200C)

Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation, address, contact details and website
English : Arial regular, 7/8.5pt, tracking 25
Chinese : Hei regular, 7pt, tracking 25

Front of card



Back of card



Remarks:

a • The registered name under regulatory body(ies) must be fully and correctly stated. (English alias or Christian name is allowed to be shown after the registered name.)
• MPF intermediaries must provide both Chinese and English (if any) names.
• Maximum 4 types of professional designation / academic qualification.

b • Only 2 titles are allowed and maximum 2 lines. For more than two titles, please use Folded Card.

c • Maximum 2 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

d • Domain name aia.com.hk for Hong Kong Agents, or aia.com.mo for Macau Agents must be used respectively.

e • Maximum 8 marks of significant achievement logo can be placed.
• Size of logo is 78mm x 27mm.
• For approved logos, please refer to page 4.118, and print the logos according to the logo application, 4 colors printing is recommended.
• All other information may be printed on the back of the card, using Arial regular, 5pt on 6.5pt leading, tracking 25.

f • This is the position for placing the 1st logo.

g • Same as remark a.

h • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

The content of this document is confidential and proprietary information of AIA.
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I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Flat Card – English language – two titles

Size
90mm x 55mm

Brand signature
AIA red (Pantone 200C)

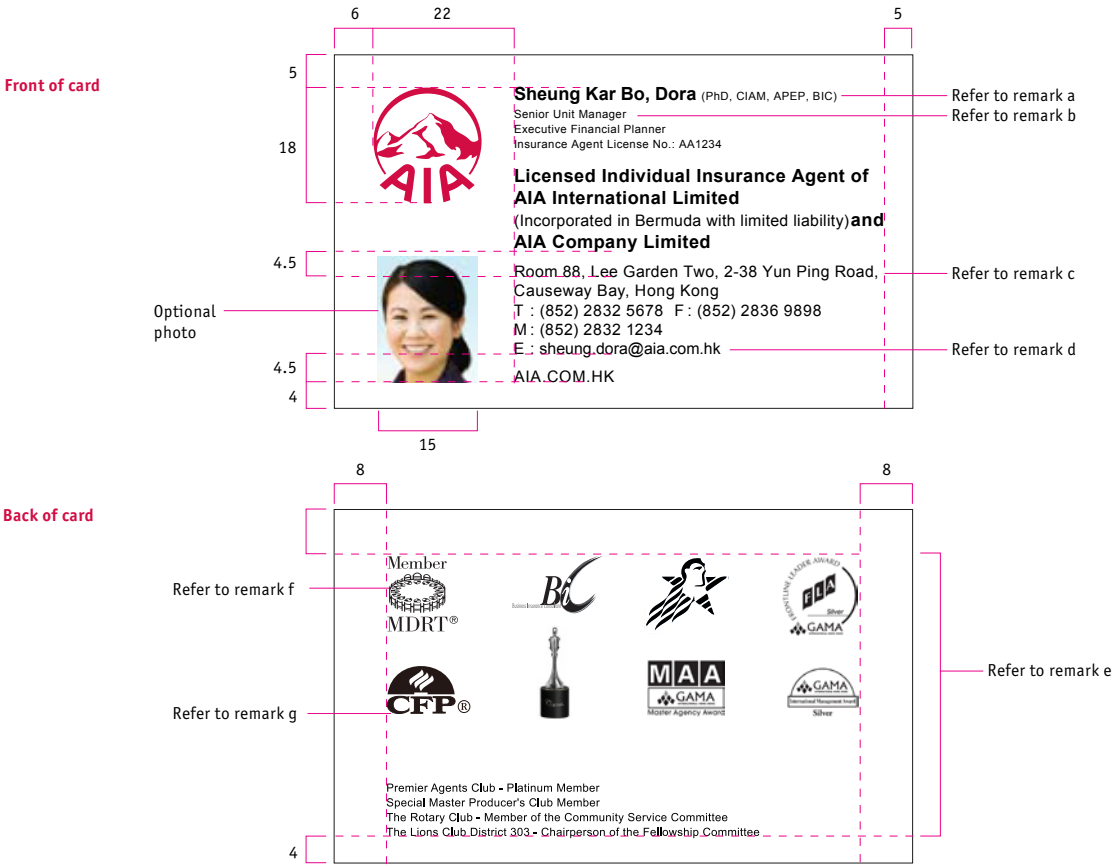
Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation, address, contact details and website
English : Arial regular, 7/8.5pt, tracking 25
Chinese : Hei regular, 7pt, tracking 25



Remarks:

a • The registered name under regulatory body(ies) must be fully and correctly stated. (English alias or Christian name is allowed to be shown after the registered name.)
• MPF intermediaries must provide both Chinese and English (if any) names.
• Maximum 4 types of professional designation / academic qualification.

b • Only 2 titles are allowed and maximum 2 lines. For more than two titles, please use Folded Card.

c • Maximum 2 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

d • Domain name aia.com.hk for Hong Kong Agents, or aia.com.mo for Macau Agents must be used respectively.

e • Maximum 8 marks of significant achievement logo can be placed.
• Size of logo is 78mm x 27mm.
• For approved logos, please refer to page 4.118, and print the logos according to the logo application, 4 colors printing is recommended.
• All other information may be printed on the back of the card, using Arial regular, 5pt on 6.5pt leading, tracking 25.

f • This is the position for placing the 1st logo.

g • Same as remark a.

h • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

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I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Flat Card – Chinese language (Traditional Chinese only) – one title

Size
90mm x 55mm

Brand signature
AIA red (Pantone 200C)

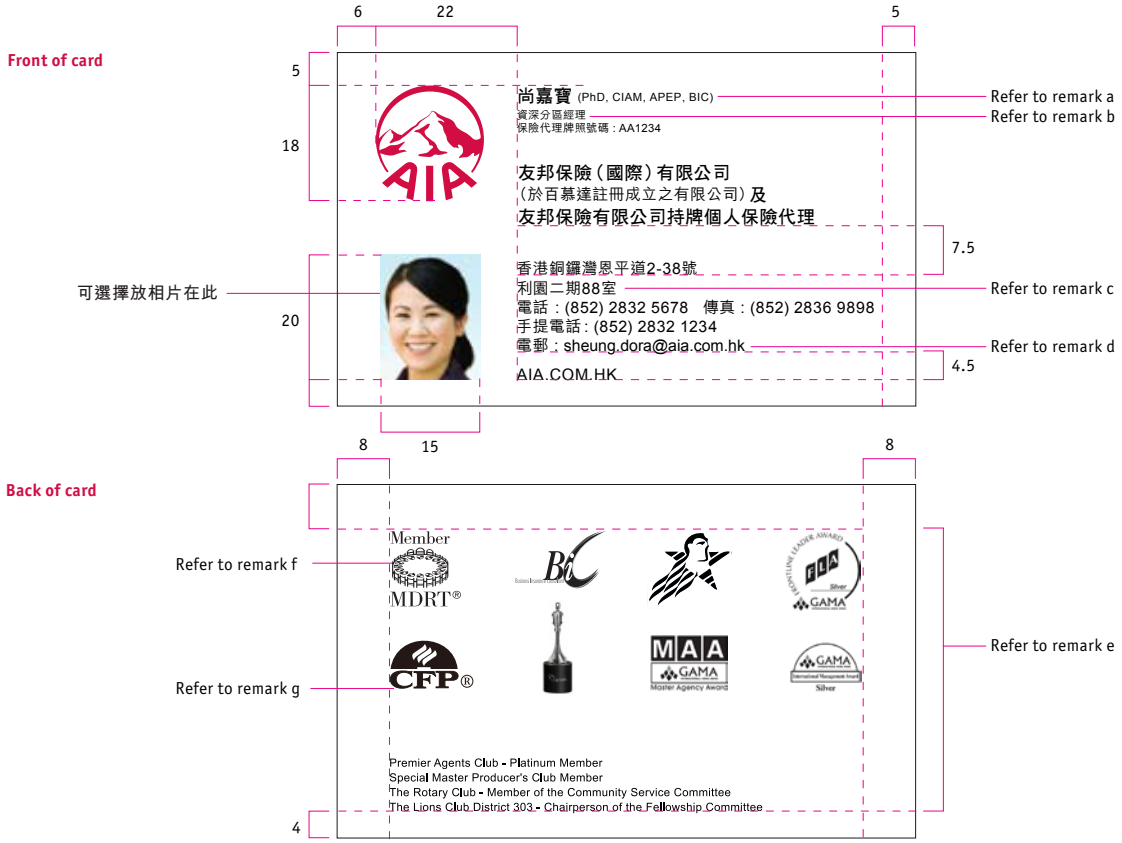
Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation, address, contact details and website
English : Arial regular, 7/8.5pt, tracking 25
Chinese : Hei regular, 7pt, tracking 25



Remarks:

a • The registered name under regulatory body(ies) must be fully and correctly stated. (English alias or Christian name is allowed to be shown after the registered name.)
• MPF intermediaries must provide both Chinese and English (if any) names.
• Maximum 4 types of professional designation / academic qualification.

b • Only 2 titles are allowed and maximum 2 lines. For more than two titles, please use Folded Card.

c • Maximum 2 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

d • Domain name aia.com.hk for Hong Kong Agents, or aia.com.mo for Macau Agents must be used respectively.

e • Maximum 8 marks of significant achievement logo can be placed.
• Size of logo is 78mm x 27mm.
• For approved logos, please refer to page 4.118, and print the logos according to the logo application, 4 colors printing is recommended.
• All other information may be printed on the back of the card, using Arial regular, 5pt on 6.5pt leading, tracking 25.

f • This is the position for placing the 1st logo.

g • Same as remark a.

h • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

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The information is intended for you as an agent of AIA and must not be disseminated further.

I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Flat Card – Chinese language (Traditional Chinese only) – two titles

Size
90mm x 55mm

Brand signature
AIA red (Pantone 200C)

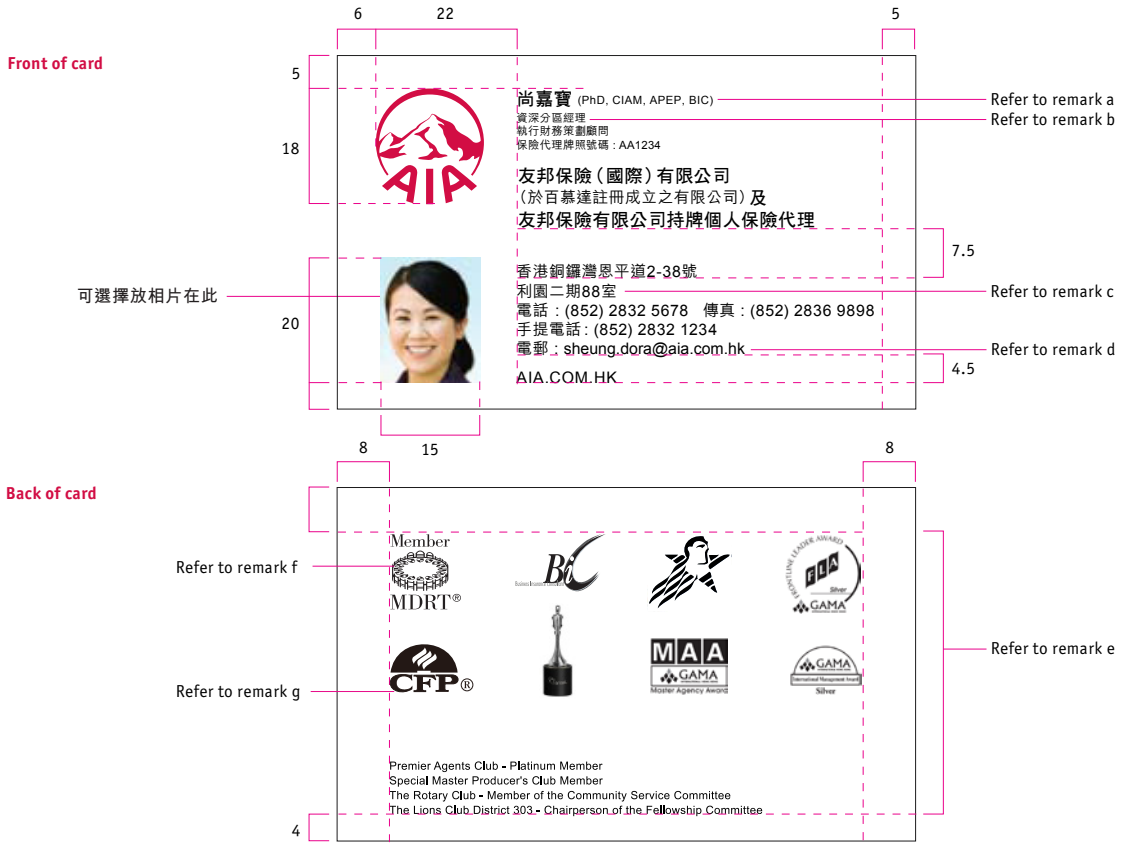
Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation, address, contact details and website
English : Arial regular, 7/8.5pt, tracking 25
Chinese : Hei regular, 7pt, tracking 25



Remarks:

a • The registered name under regulatory body(ies) must be fully and correctly stated. (English alias or Christian name is allowed to be shown after the registered name.)
• MPF intermediaries must provide both Chinese and English (if any) names.
• Maximum 4 types of professional designation / academic qualification.

b • Only 2 titles are allowed and maximum 2 lines. For more than two titles, please use Folded Card.

c • Maximum 2 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

d • Domain name aia.com.hk for Hong Kong Agents, or aia.com.mo for Macau Agents must be used respectively.

e • Maximum 8 marks of significant achievement logo can be placed.
• Size of logo is 78mm x 27mm.
• For approved logos, please refer to page 4.118, and print the logos according to the logo application, 4 colors printing is recommended.
• All other information may be printed on the back of the card, using Arial regular, 5pt on 6.5pt leading, tracking 25.

f • This is the position for placing the 1st logo.

g • Same as remark a.

h • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

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The information is intended for you as an agent of AIA and must not be disseminated further.

I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Folded Card – Bilingual – one title

Size
90mm x 110mm

Brand signature
AIA red (Pantone 200C)

Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

Language options
1) English & Traditional Chinese
2) English & Simplified Chinese
Additional alternative for non-MPF Intermediary:
Traditional & Simplified Chinese

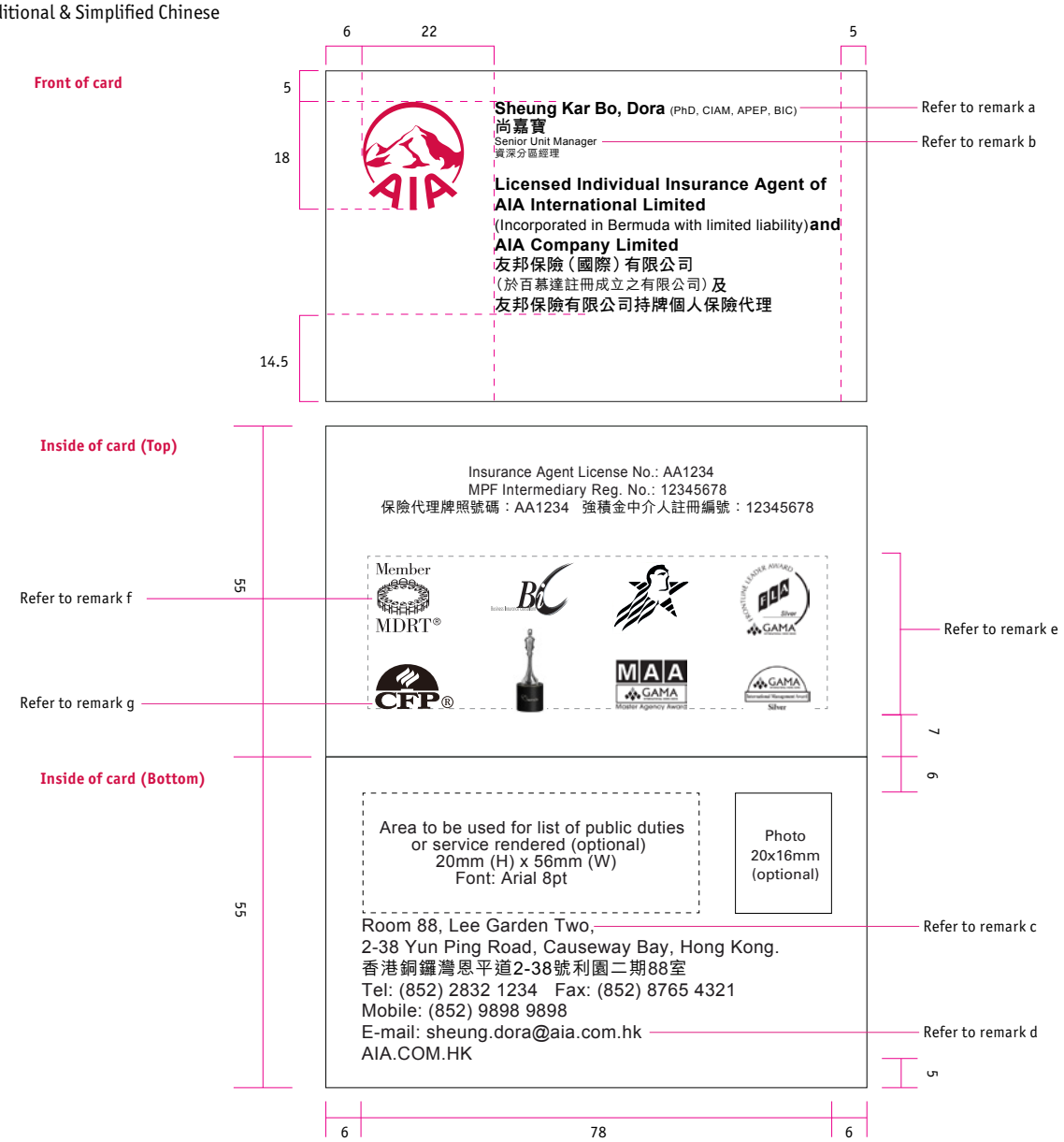
Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation
English: Arial Regular, 7/9.5pt, tracking 25
Chinese: Hei regular, 7pt, tracking 25

Address, contact details and website
English: Arial Regular, 8.5pt, tracking 25
Chinese: Hei regular, 8.5pt, tracking 25



Remarks:

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• MPF intermediaries must provide both Chinese and English (if any) names.
• Maximum 4 types of professional designation / academic qualification.

b • Only 2 titles are allowed and maximum 2 lines. For more than two titles, please use Folded Card.

c • Maximum 3 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

d • Domain name aia.com.hk for Hong Kong Agents, or aia.com.mo for Macau Agents must be used respectively.

e • Maximum 8 marks of significant achievement logo can be placed.
• Size of logo is 78mm x 27mm.
• For approved logos, please refer to page 4.118, and print the logos according to the logo application, 4 colors printing is recommended.

f • This is the position for placing the 1st logo.

g • Same as remark a.

h • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

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I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Folded Card – Bilingual – two titles

Size
90mm x 110mm

Brand signature
AIA red (Pantone 200C)

Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

Language options
1) English & Traditional Chinese
2) English & Simplified Chinese
Additional alternative for non-MPF Intermediary:
Traditional & Simplified Chinese

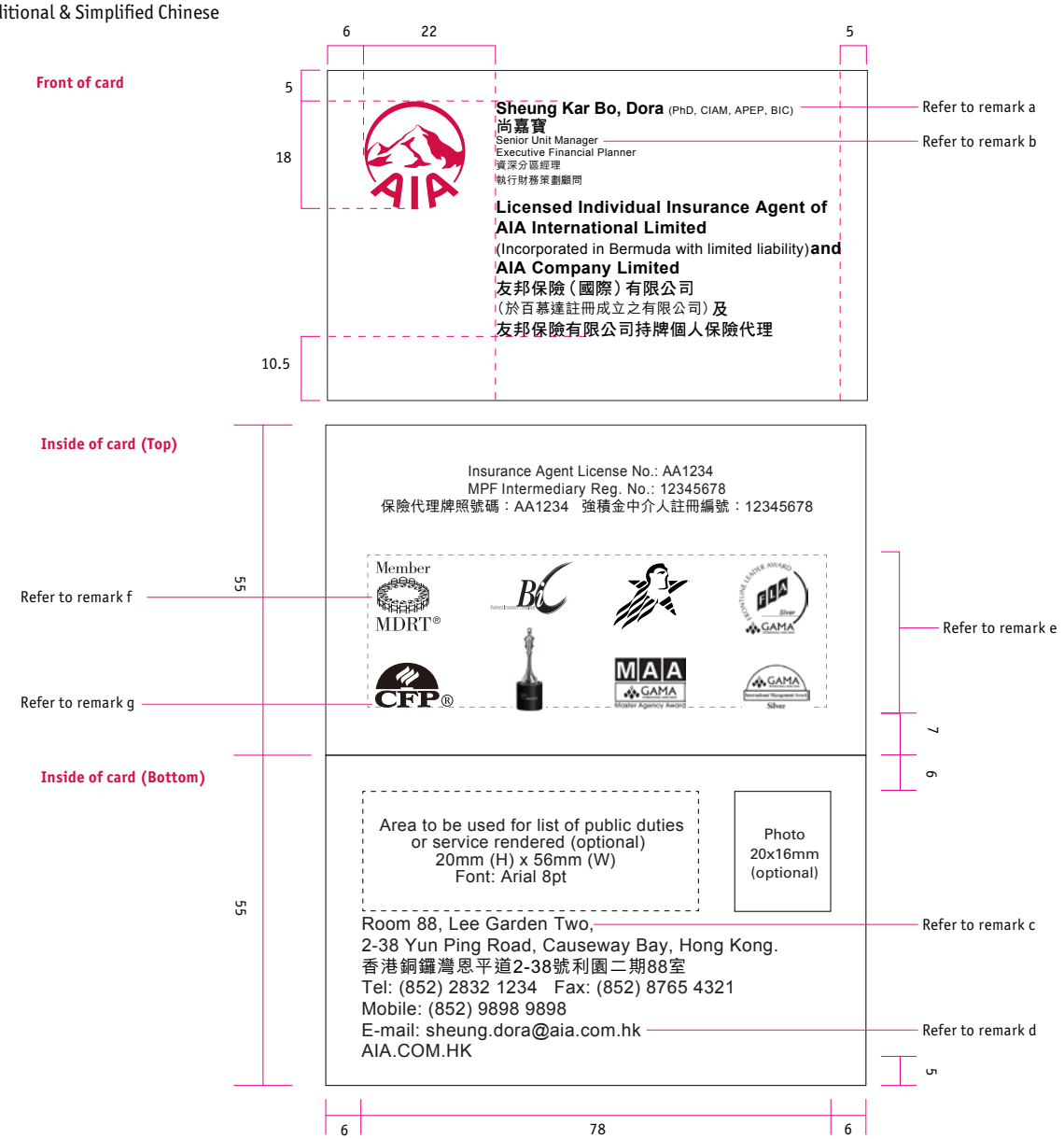
Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation
English: Arial Regular, 7/9.5pt, tracking 25
Chinese: Hei regular, 7pt, tracking 25

Address, contact details and website
English: Arial Regular, 8.5pt, tracking 25
Chinese: Hei regular, 8.5pt, tracking 25



Remarks:

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c • Maximum 3 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

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• For approved logos, please refer to page 4.118, and print the logos according to the logo application, 4 colors printing is recommended.

f • This is the position for placing the 1st logo.

g • Same as remark a.

h • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

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The information is intended for you as an agent of AIA and must not be disseminated further.

I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Folded Card – English language – one title

Size
90mm x 110mm

Brand signature
AIA red (Pantone 200C)

Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

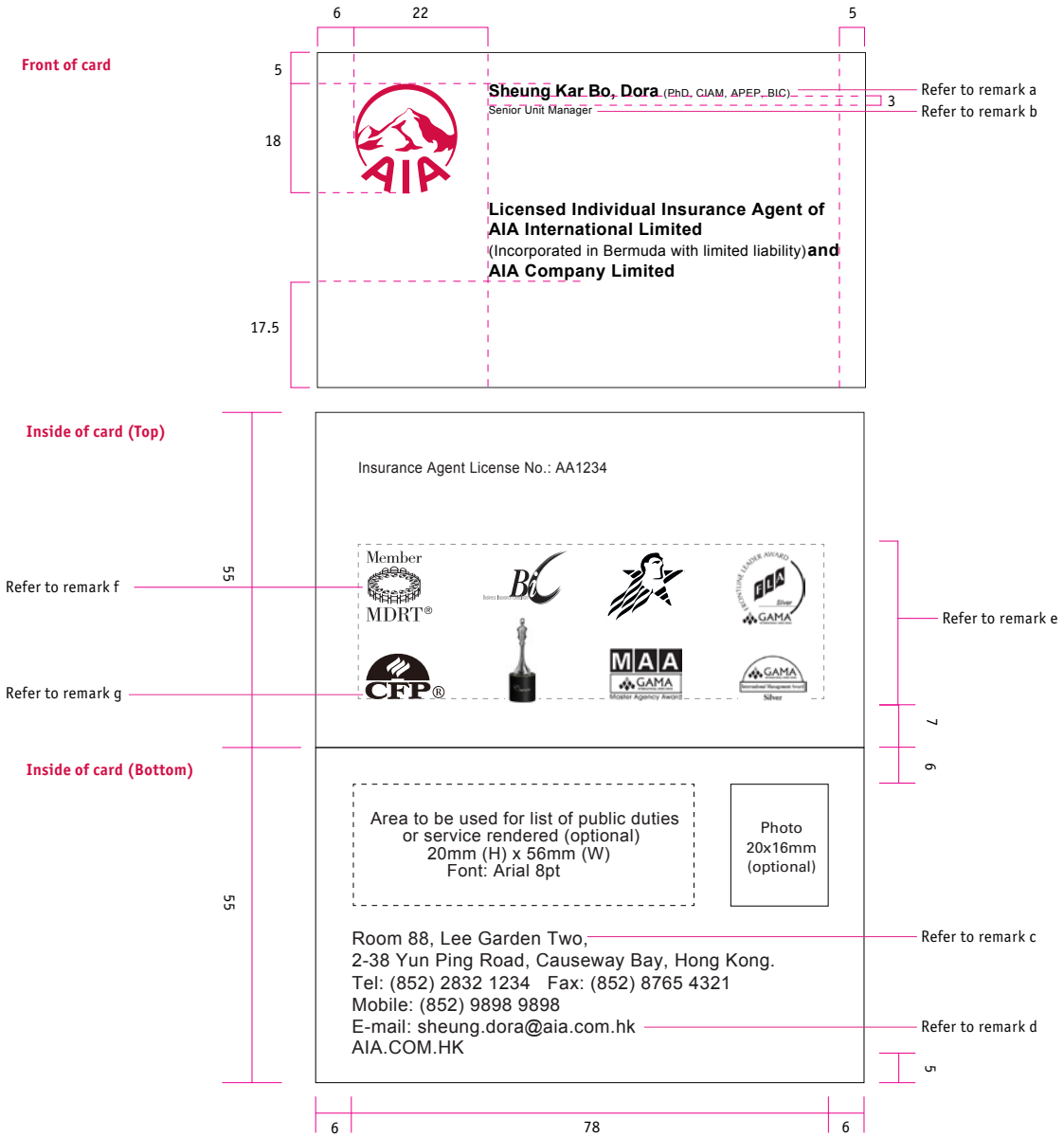
Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation
English: Arial Regular, 7/9.5pt, tracking 25
Chinese: Hei regular, 7pt, tracking 25

Address, contact details and website
English: Arial Regular, 8.5pt, tracking 25
Chinese: Hei regular, 8.5pt, tracking 25



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• MPF intermediaries must provide both Chinese and English (if any) names.
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c • Maximum 2 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

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• Size of logo is 78mm x 27mm.
• For approved logos, please refer to page 4.118, and print the logos according to the logo application, 4 colors printing is recommended.

f • This is the position for placing the 1st logo.

g • Same as remark a.

h • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

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I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Folded Card – English language – two titles

Size
90mm x 110mm

Brand signature
AIA red (Pantone 200C)

Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

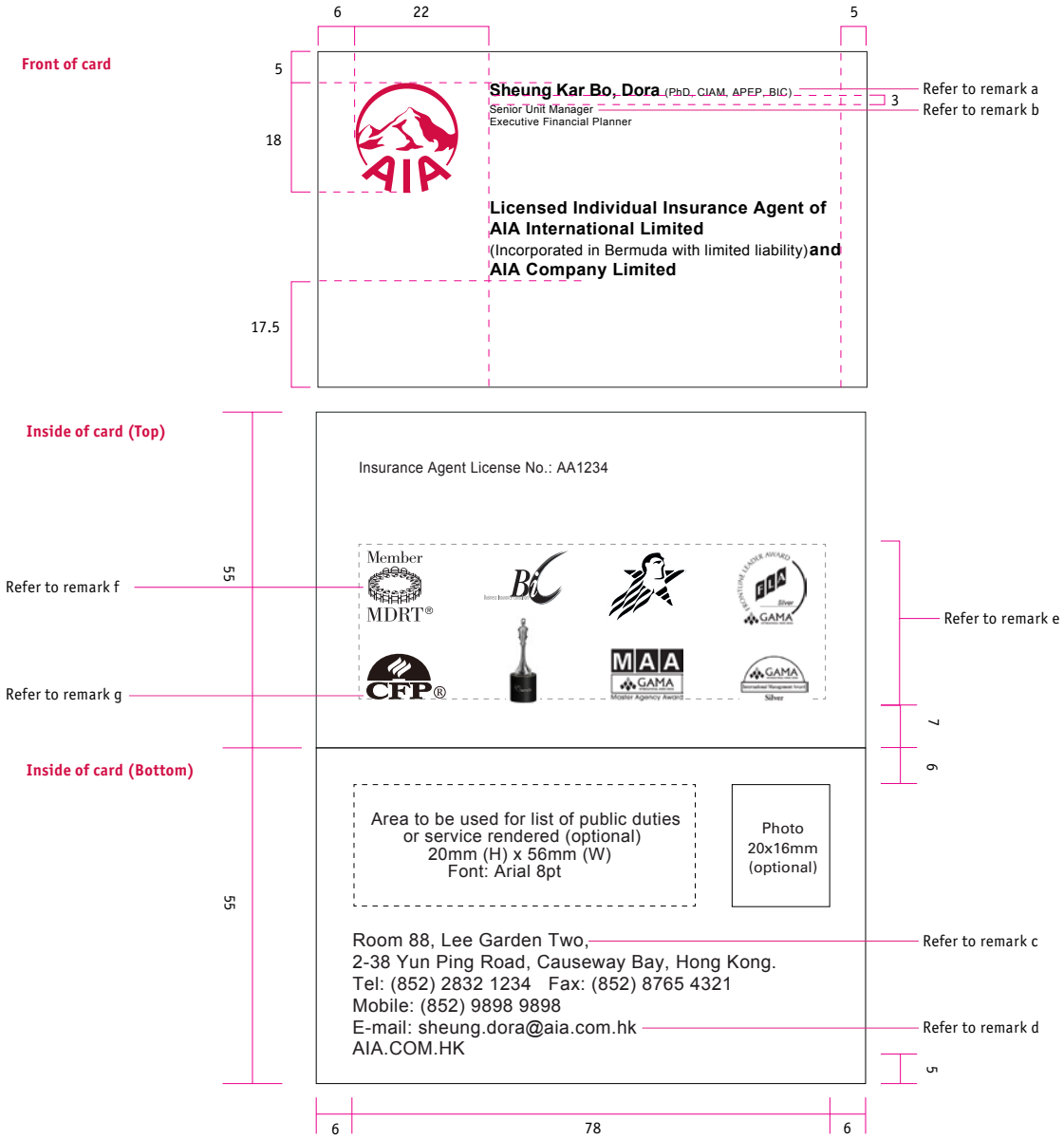
Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation
English: Arial Regular, 7/9.5pt, tracking 25
Chinese: Hei regular, 7pt, tracking 25

Address, contact details and website
English: Arial Regular, 8.5pt, tracking 25
Chinese: Hei regular, 8.5pt, tracking 25



Remarks:

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• Size of logo is 78mm x 27mm.
• For approved logos, please refer to page 4.118, and print the logos according to the logo application, 4 colors printing is recommended.

f • This is the position for placing the 1st logo.

g • Same as remark a.

h • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

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I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Folded Card – Chinese language (Traditional Chinese only) – one title

Size
90mm x 110mm

Brand signature
AIA red (Pantone 200C)

Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

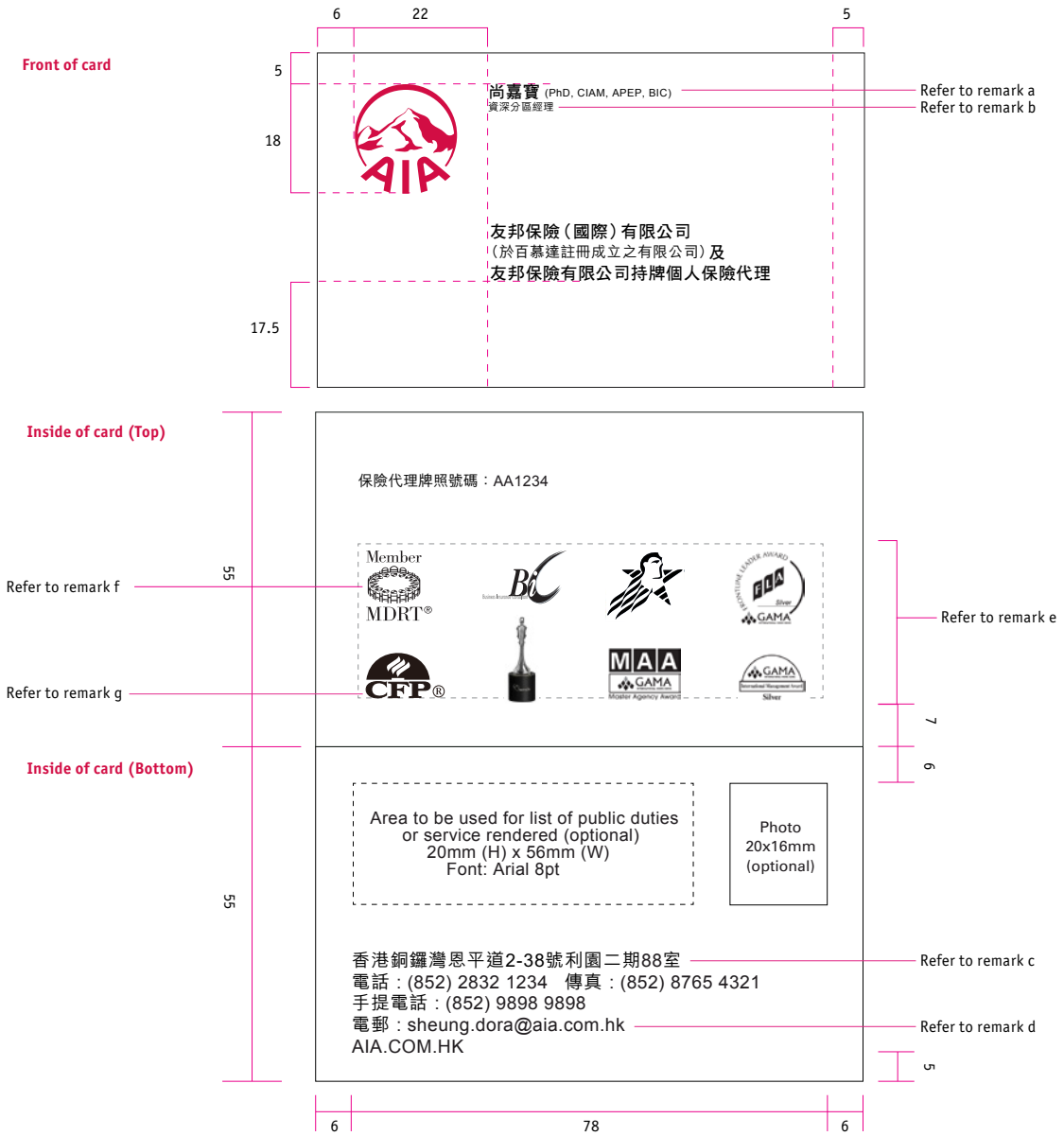
Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation
English: Arial Regular, 7/9.5pt, tracking 25
Chinese: Hei regular, 7pt, tracking 25

Address, contact details and website
English: Arial Regular, 8.5pt, tracking 25
Chinese: Hei regular, 8.5pt, tracking 25



Remarks:

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• MPF intermediaries must provide both Chinese and English (if any) names.
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b • Only 2 titles are allowed and maximum 2 lines. For more than two titles, please use Folded Card.

c • Maximum 2 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

d • Domain name aia.com.hk for Hong Kong Agents, or aia.com.mo for Macau Agents must be used respectively.

e • Maximum 8 marks of significant achievement logo can be placed.
• Size of logo is 78mm x 27mm.
• For approved logos, please refer to page 4.118, and print the logos according to the logo application, 4 colors printing is recommended.

f • This is the position for placing the 1st logo.

g • Same as remark a.

h • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

The content of this document is confidential and proprietary information of AIA.
The information is intended for you as an agent of AIA and must not be disseminated further.

I. Agents: Business Cards

Applicable to: Management Trainee, Financial Planning; Financial Planner; Senior Financial Planner; Management Associate, Wealth Management; Executive Financial Planner; Principal Financial Planner; Wealth Management Manager

Folded Card – Chinese language (Traditional Chinese only) – two titles

Size
90mm x 110mm

Brand signature
AIA red (Pantone 200C)

Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

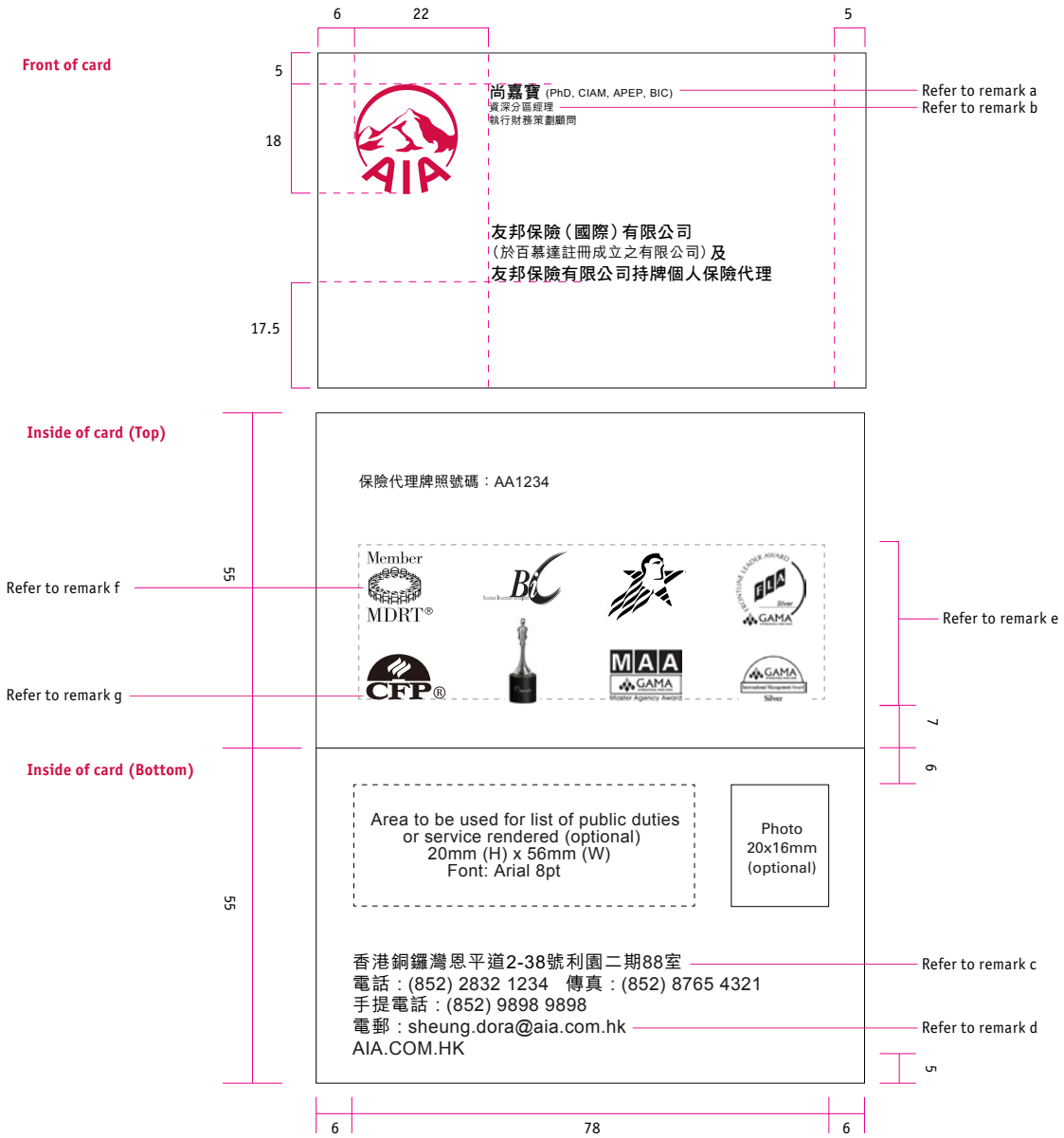
Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation
English: Arial Regular, 7/9.5pt, tracking 25
Chinese: Hei regular, 7pt, tracking 25

Address, contact details and website
English: Arial Regular, 8.5pt, tracking 25
Chinese: Hei regular, 8.5pt, tracking 25



Remarks:

a • The registered name under regulatory body(ies) must be fully and correctly stated. (English alias or Christian name is allowed to be shown after the registered name.)
• MPF intermediaries must provide both Chinese and English (if any) names.
• Maximum 4 types of professional designation / academic qualification.

b • Only 2 titles are allowed and maximum 2 lines. For more than two titles, please use Folded Card.

c • Maximum 2 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.

d • Domain name aia.com.hk for Hong Kong Agents, or aia.com.mo for Macau Agents must be used respectively.

e • Maximum 8 marks of significant achievement logo can be placed.
• Size of logo is 78mm x 27mm.
• For approved logos, please refer to page 4.118, and print the logos according to the logo application, 4 colors printing is recommended.

f • This is the position for placing the 1st logo.

g • Same as remark a.

h • MPF Intermediary must use a bilingual business card to show the name and the MPF Intermediary Reg. No.

All measurements in millimetres (mm)

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II. Secretary: Business Cards

Size
90mm x 55mm

Brand signature
AIA red (Pantone 200C)

Recommended paper and weight
Conqueror Brilliant White Wove, 220gsm

Language options
1) English & Traditional Chinese
2) English & Simplified Chinese
3) Traditional & Simplified Chinese

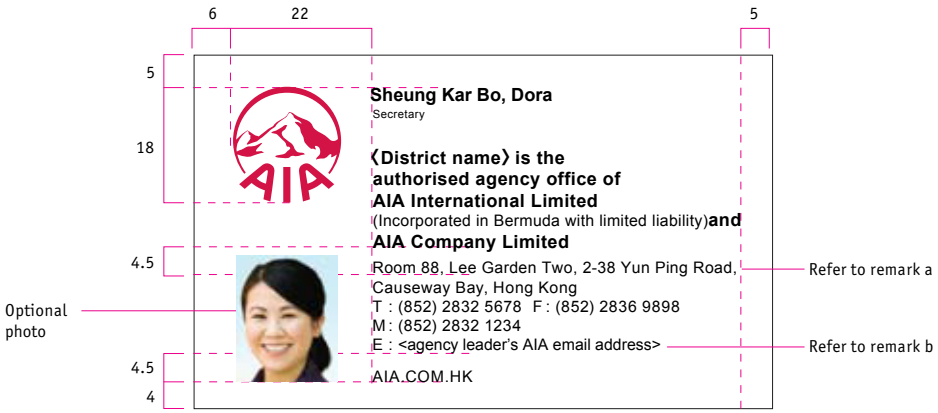
Name
English : Arial bold, 8/8pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Title
English : Arial regular, 5/6.5pt, tracking 25
Chinese : Hei regular, 5pt, tracking 25

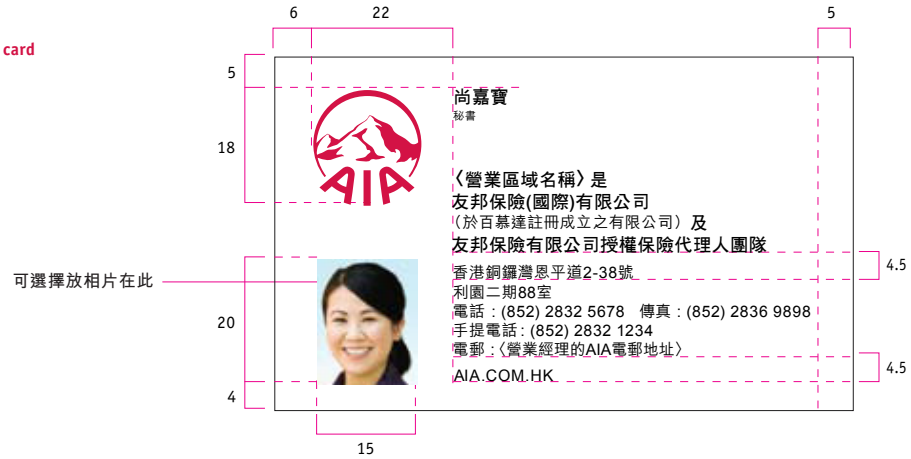
Company
English : Arial bold, 8/9.5pt, tracking 25
Chinese : Hei bold, 8pt, tracking 25

Location of incorporation, address, contact details and website
English : Arial regular, 7/8.5pt, tracking 25
Chinese : Hei regular, 7pt, tracking 25

Front of card



Back of card



Remarks:
a • Maximum 2 lines for the address.
• Abbreviation can be used for the address: HK = Hong Kong; KLN = Kowloon; N.T. = New Territories.
b • Domain name aia.com.hk for Hong Kong Agents, or aia.com.mo for Macau Agents must be used respectively.

All measurements in millimetres (mm)

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