

# Business Card Overview

PRIMARY - 1 line title, always in upper/lower case

**Employee Name**  
Title Line 1  
Department/Group/Region  
**AIG**  
1234 Sample Street Name, Building  
Address Line 2/Floor  
Sample City, ST 00000  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
firstname.lastname@aig.com  
aig.com

SECONDARY - 2 line title or department, always in upper/lower case

**Employee Name**  
Title Line 1  
Title Line 2/Department/Group/Region  
Department/Group/Region  
**AIG**  
1234 Sample Street Name, Building  
Address Line 2/Floor  
Sample City, ST 00000  
T +1 555 555 2222 M +1 555 555 3333 F +1 555 555 4444  
firstname.lastname@aig.com  
aig.com

SECONDARY - 2 line title, additional line for d/b/a or legal entity; optional  
License # flush right with logo on bottom line, always in upper/lower case

**Employee Name**  
Title Line 1  
Title Line 2/Department/Group/Region  
d/b/a Name or Legal Entity Name  
**AIG**  
1234 Sample Street Name, Building  
Address Line 2/Floor  
Sample City, ST 00000  
T +1 555 555 2222 M +1 555 555 3333 F +1 555 555 4444  
firstname.lastname@aig.com  
aig.com  
License #000000 (optional)

## Business Card Examples - DOs

**David W. May**  
Corporate Chief Marketing Officer  
Corporate Communications  
**AIG**  
175 Water Street  
19th Floor  
New York, NY 10038  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
david.may@aig.com  
aig.com

**Robert S Schimek**  
President and CEO  
Americas  
**AIG**  
175 Water Street  
19th Floor  
New York, NY 10038  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
robert.schimek@aig.com  
aig.com


**Rhonda H. Sloan**  
Vice President  
Marketing Communications  
AIG Travel Asia Pacific Pte, Ltd.  
**AIG**  
2929 Allen Parkway  
14th Floor  
Houston, TX 77019  
T +1 713 284 8232 M +1 832 457 6023  
rhonda.sloan@aig.com  
aig.com

**John M. Olsen**  
Senior Art Specialist  
Archives and Special Properties  
Corporate Communications  
**AIG**  
175 Water Street  
19th Floor  
New York, NY 10038  
T +1 212 770 6146 M +1 555 555 4444 F +1 555 555 3333  
john.olsen@aig.com  
aig.com

**John D. Gambale**  
Head of Professional Liability and  
Lexington Financial Lines Executive  
U.S. and Canada Region  
**AIG**  
175 Water Street  
19th Floor  
New York, NY 10038  
T +1 212 458-3198 M +1 555 555 4444 F +1 555 555 3333  
john.gambale@aig.com  
aig.com


# Business Card Examples - DON'Ts

Employee Name  
Title Line 1  
Department/Group/Region  
**AIG Life and Retirement**  
1234 Sample Street Name, Building  
Address Line 2/Floor  
Sample City, ST 00000  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
firstname.lastname@aig.com  
aig.com




Don't use former division titles in place of corporate name.

Employee Name  
Title Line 1  
**AIG Property Casualty**  
**AIG**  
1234 Sample Street Name, Building  
Address Line 2/Floor  
Sample City, ST 00000  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
firstname.lastname@aig.com  
aig.com




Don't use former division titles on department line.

Employee Name  
Title Line 1  
Department/Group/Region  
**Product Development**  
1234 Sample Street Name, Building  
Address Line 2/Floor  
Sample City, ST 00000  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
firstname.lastname@aig.com  
aig.com




Don't use department name in place of corporate name.

Employee Name  
Title Line 1  
Department/Group/Region 1  
Department/Group/Region 2  
**AIG Property Casualty**  
1234 Sample Street Name, Building  
Address Line 2/Floor  
Sample City, ST 00000  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
firstname.lastname@aig.com  
aig.com



Don't use former division titles in place of corporate name.

Employee Name  
Title Line 1  
Department/Group/Region 1  
Department/Group/Region 2  
**American International Group, Inc.**  
1234 Sample Street Name, Building  
Address Line 2/Floor  
Sample City, ST 00000  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
firstname.lastname@aig.com  
aig.com



Don't use the "parent" legal entity spelled out in place of AIG.

Employee Name  
TITLE LINE 1  
DEPARTMENT/GROUP/REGION 1  
DEPARTMENT/GROUP/REGION 2  
**AIG**  
1234 Sample Street  
Address Line 2  
Sample City, ST 10038  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
firstname.lastname@aig.com  
aig.com



Don't use ALL CAPS for Titles and Department lines

Employee Name  
Title Line 1  
Department/Group/Region 1  
Department/Group/Region 2  
**AIG**  
1234 Sample Street  
Address Line 2  
Sample City, ST 10038  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
firstname.lastname@aig.com  
**www.meridionalseguros.com.ar**



Don't use subsidiary information on AIG-branded cards.

Employee Name  
Title Line 1  
Department/Group/Region  
**AIG**  
1234 Sample Street  
Address Line 2  
Sample City, ST 10038  
+1 555 555 2222  
first.lastname@aig.com  
**aig.com**



Don't create custom card designs varying from the templates.

Employee Name  
Title Line 1  
Department/Group/Region 1  
Department/Group/Region 2  
**AIG**  
1234 Sample Street Name, Building  
Address Line 2/Floor  
Sample City, ST 00000  
T +1 555 555 2222 M +1 555 555 4444 F +1 555 555 3333  
firstname.lastname@aig.com  
aig.com  
**www.meridionalseguros.com.ar**




Don't mix subsidiary brand with AIG brand.