

PAN AMERICAN WORLD AIRWAYS

PAA



LICENSING PROGRAM

HAV

*Welcome to the wonderful world of the
Pan American World Airways, Inc.
licensing program*



PAN AM LEGACY

For over ninety years, the name Pan Am has been synonymous with words like style, service, quality, integrity and luxury. From the first flights of the majestic Clippers, Pan Am has left a lasting image in consumers' minds of providing the best the world has to offer. Some of the strongest images and memories involve the iconic Pan Am official logos and trademarks. Whether it was the unforgettable stylish uniforms and bright smiles of the Pan Am flight crews, or the classic Pan Am take-away cabin bags that signified you had truly arrived, the Pan Am colors and official logos have been key in establishing those lasting memories.

We here at Pan Am Brands strive to continue the tradition of being associated with the best the world has to offer in all we do. That is why it is important to not only protect the image of our heritage, but to also promote the growth of the Pan Am brand into new markets going forward.

Pan Am Brands is currently open to developing business opportunities with companies, products, and services that reflect our dedication to surpassing the highest standards in all we do. For more information about business opportunities with Pan Am, please contact our licensing department at licensing@panam.com.



Juan Trippe, Founder



WHY WE USE A STYLE GUIDE AND GRAPHIC STANDARDS

With a brand such as Pan Am that has endured decades of social and political change, consistency has been the key to our success in continued brand recognition around the world. This consistency has been a part of Pan Am from the beginning and has ensured that the consumer has the same positive experience at every point of contact with the Pan Am brand.

Going forward, it is imperative that consumers have that same consistent experience with not only the products and services Pan Am manages in house, but all products and services associated with the Pan Am brand.

This strict standard of guidelines ensures that the Pan Am name, logos, and trademarks continue to be synonymous with quality and integrity in the marketplace. These standards are also intended to maintain the goodwill Pan Am has worked so hard to promote with all associated licensed vendors throughout our long history.

PAN AM STYLE GUIDE



PAWA01
PAA ARROW
1920'S



PAWA02
PAA ARROW ROUND
1920'S

PAN AMERICAN AIRWAYS SYSTEM

PAWA03
PAN AMERICAN AIRWAYS
SYSTEM STYLIZED WORDMARK
1920'-EARLY 1930'S

PMS 294 BLUE C



PAWA04
EARLY WINGED GLOBE NO PAA
1930'S-EARLY 1940'S

PMS 294 BLUE C



PAWA05
PAA OUTSIDE EARLY WINGED
GLOBE
1930'S-EARLY 1940'S

PMS 294 BLUE C



PAWA06
EARLY WINGED GLOBE AND
STARS
1930'S-EARLY 1940'S

PMS 294 BLUE C

OUR MARKS OF DISTINCTION



PAWA08
EARLY PAA STYLIZED
WORDMARK
1930'S-EARLY 1940'S

PMS 5405 BLUE C



PAWA09
WINGED GLOBE NO PAA
1944-EARLY 1950'S

PMS 5405 BLUE C



PAWA10
PAA WINGED GLOBE
1944-EARLY 1950'S

PMS 5405 BLUE C



PAWA11
PAA WINGED GLOBE WITH
STYLIZED PAN AMERICAN
WORLD AIRWAYS WORDMARK
ABOVE WING
1944-EARLY 1950'S

PMS 5405 BLUE C

PAN AMERICAN WORLD AIRWAYS

PAWA12
PAN AMERICAN WORLD
AIRWAYS STYLIZED
WORDMARK
1944-EARLY 1950'S

PMS 5405 BLUE C



PAN AMERICAN WORLD AIRWAYS

PAWA13
PAA STYLIZED WORDMARK
ABOVE PAN AMERICAN WORLD
AIRWAYS STYLIZED WORDMARK
1944-EARLY 1950'S

PMS 5405 BLUE C



PAWA022
PAN AM GLOBE INVERTED
MID 1950'S-1960'S

PMS 294 BLUE C



PAWA028
PIERRE PANDA
1970'S

PAN AMERICAN

PAWA023
PAN AMERICAN STYLIZED
WORDMARK
MID 1950'S-1960'S
BLACK



PAWA029
RAINBOW LOGO
MID 1950'S

**PAN AMERICAN
WORLD AIRWAYS**

PAWA023B
PAN AMERICAN WORLD AIRWAYS
STYLIZED WORDMARK
MID 1950'S-1960'S

BLACK

CHINA CLIPPER

PAWA030
CHINA CLIPPER

PAN AM

PAWA024
PAN AM STYLIZED WORDMARK
MID 1950'S-1960'S

PMS 294 BLUE C

CLIPPER CARGO

PAWA031
CLIPPER CARGO

 **PAN AM**

PAWA025
PAN AM STYLIZED WORDMARK
WITH GLOBE

PMS 294 BLUE C

PAN AM RAILWAYS

PAR001
PAN AM RAILWAYS

PanAm

PAWA026
PAN AM WORDMARK HELVETICA
MID 1960'S

PMS 313 BLUE C

 **PanAm**

PAWA027
PAN AM WORDMARK HELVETICA
WITH GLOBE
MID 1960'S

PMS 313 BLUE C



PAA HERITAGE LOGOS

The Pan American World Airways PAA and WING AND GLOBE series of logos represent the golden era of aviation at its finest. This series of logos is not only recognizable throughout the world as being associated with innovations such as seaplanes and intercontinental journeys, but also as a leader in opening air travel to the masses during a time of true aviation exploration. Great for fashion, housewares, and décor, these logos are true classics that stand the test of time.





PMS 279C



PMS 294U



PMS 313U



STANDARD COLOR GUIDELINES

The PAN AM GLOBE logo is comprised of main blue body colors PMS 279c, 294U, or 313u applied over a drop-out or white background. Conversely a white main body color may be used when applied over a non-white background. Please refer to the correct and incorrect usage in this guide for examples. All variances or deviations from the standard usage of PMS 279c, 294u, and 313u Blue require approval from the Pan Am Brands design committee representative assigned to your account prior to use.

The PAN AM GLOBE logo and WIND SWEEP SCRIPT font uses one of the three color options being PMS 279c, 294u, and 313u along with an approved variance of the entire logo being created in drop-out white when applied over a non-white background. All variances or deviations from the standard usage of PMS 279c, 294u, and 313u Blue require approval from the Pan Am Brands design committee representative assigned to your account prior to use.



LEGAL NOTICE REQUIREMENTS

The Pan Am Brand continues to resonate as one of the world's most enduring and recognizable symbols of quality and prestige. In order to protect the value of the brand legally, it is important that ownership and legal notice is displayed on all marketing and product materials.

Please note that the design samples provided in this Style Guide are displayed without proper legal notice. During the design approval process, the Pan Am Brands design committee will instruct you on the appropriate use of the trademark ® and ™ symbols where certain Pan Am trademarks and logos are used. However, Pan Am Brands recognizes that it may be difficult on certain product designs and materials to apply the required legal notice and markings. In such cases, the Pan Am design committee will work with you to ensure that the intellectual property is displayed correctly while also maintaining the aesthetic quality of your product, design or material.

For advertisements, websites and other manner of printed materials and packaging, please place the following in an inconspicuous location:

® All related logos, characters, names, and distinctive likenesses thereof are the exclusive property of Pan American World Airways, Inc. Used under authorization.

™ All related logos, characters, names, and distinctive likenesses thereof are the exclusive property of Pan American World Airways, Inc. Used under authorization.

For instances where space is limited but legal notice is required, use the following shortened version:

® Pan American World Airways, Inc.

™ Pan American World Airways, Inc.

Where appropriate, include the following copyright notice:

© (current year) Pan American World Airways, Inc. All rights reserved.

TYPOGRAPHY

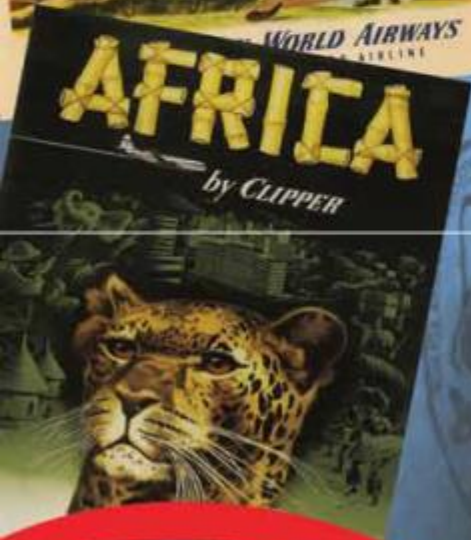
All official Pan Am licensed products and communications that use the Pan Am logos and trademarks are specified to use the following guidelines for typography:

The name of the official font is PAN AM FONT and will be supplied to licensees as a True Type font, or .ttf file

The official PAN AM FONT is best characterized by the vertical stroke of the individual letters being accented by a windswept cap and heel pointing to right in most cases.

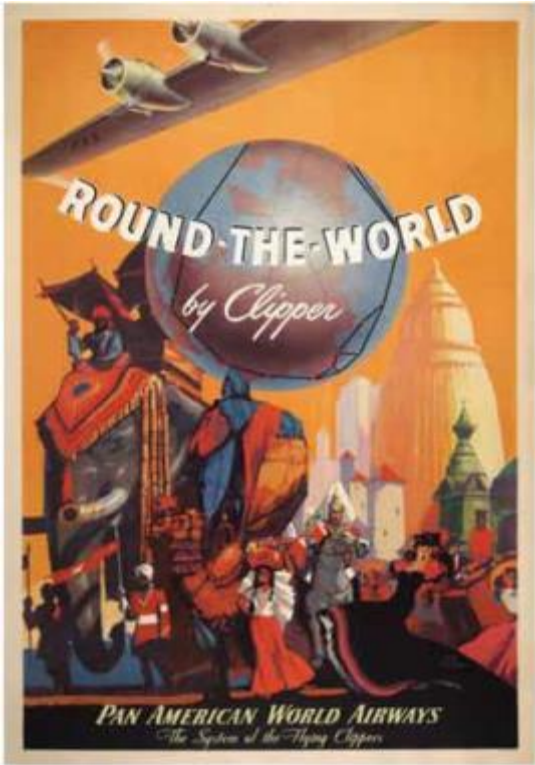
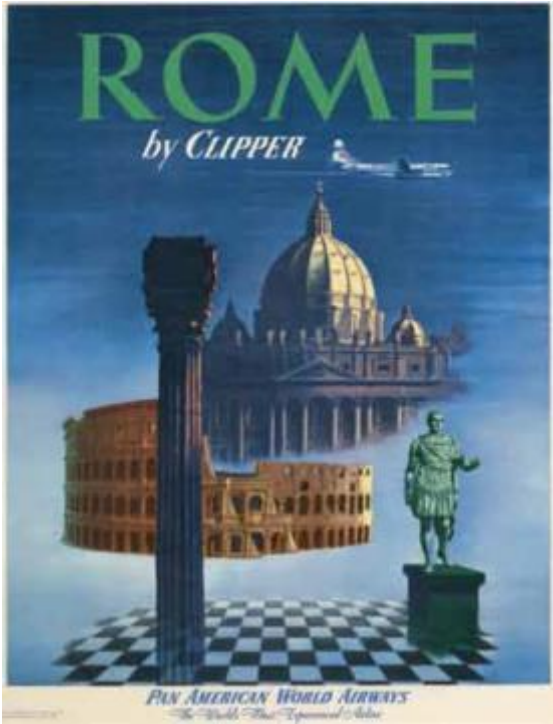
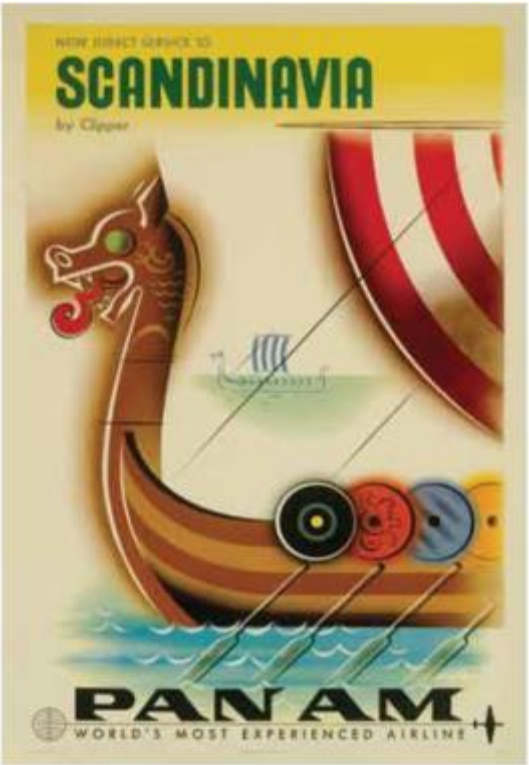
The official PAN AM FONT may be used in conjunction with official Pan Am logos and trademarks only when subordinate to the logo or trademark to indicate that the additional text is also referring to official licensed and approved products or services by Pan American World Airways, Inc.

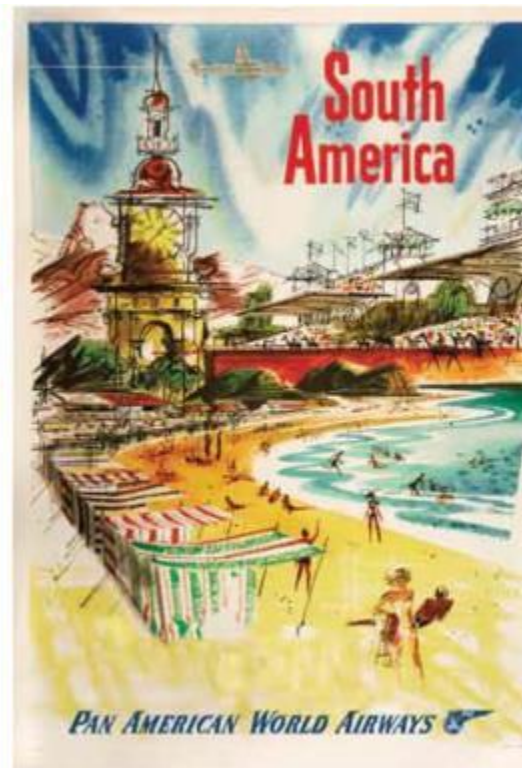
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

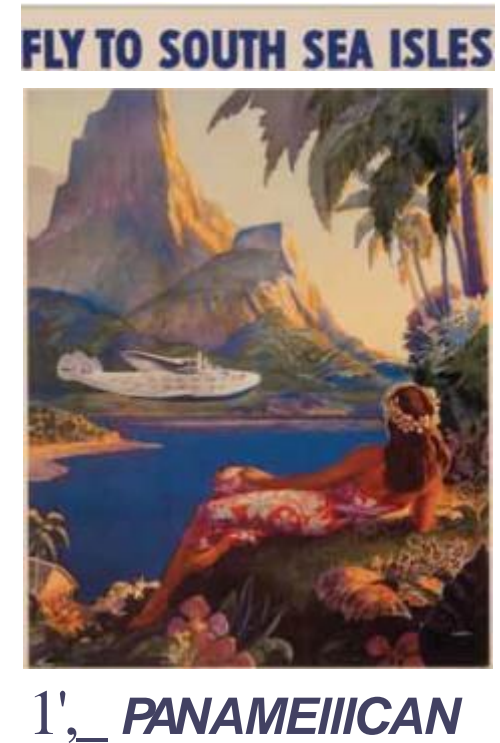
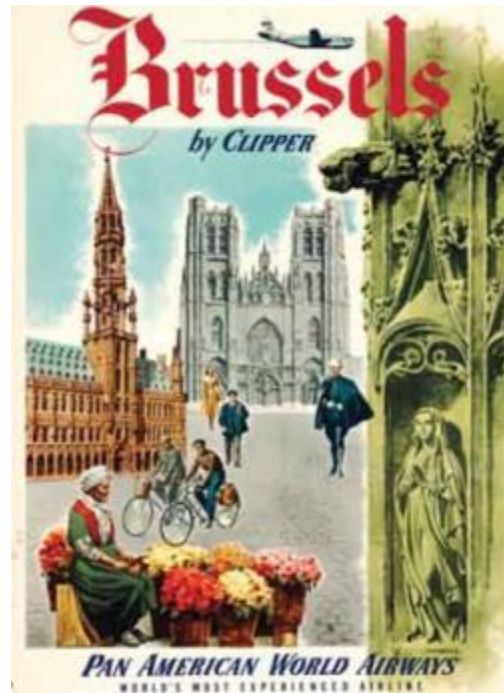


WHERE WE GET OUR INSPIRATION

It's hard to imagine the height of the aviation glory days without PanAm. From travel posters to timetables, menus, and product offerings that embodied mid-century design, our image library is filled with inspiration for licensees to create new products and services.

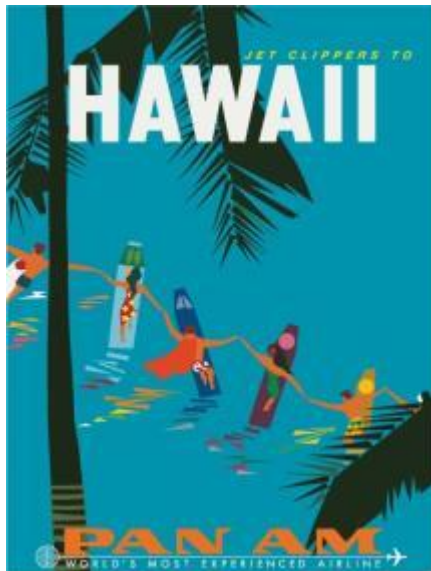






1' **PANAMEIICAN**

PAN AM STYLE GUIDE



FINE DESTINATIONS - TRAVEL POSTERS



GUATEMALA



**PAN AMERICAN
WORLD AIRWAYS**

PRINTED IN U.S.A. LAD A-101

PANAMA



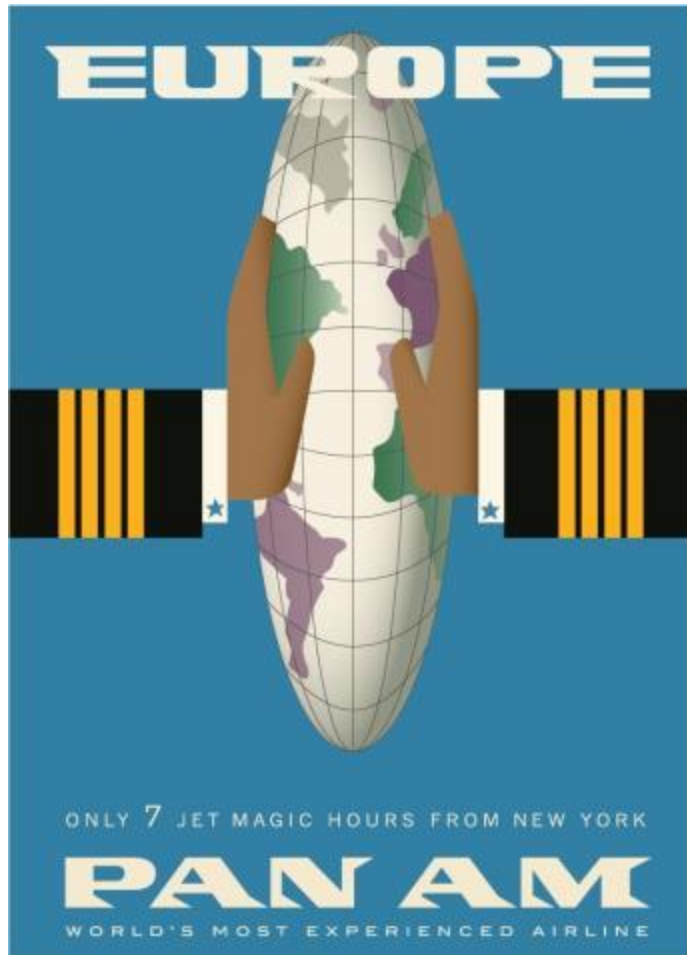
**VIA
PAN AMERICAN**

MEXICO

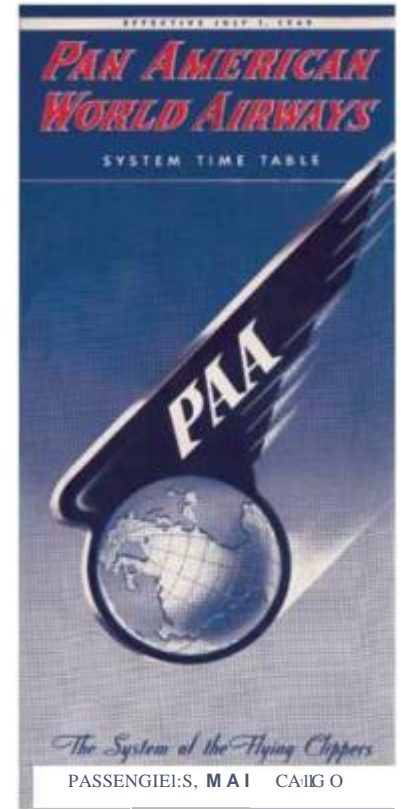


**PAN AMERICAN
WORLD AIRWAYS**

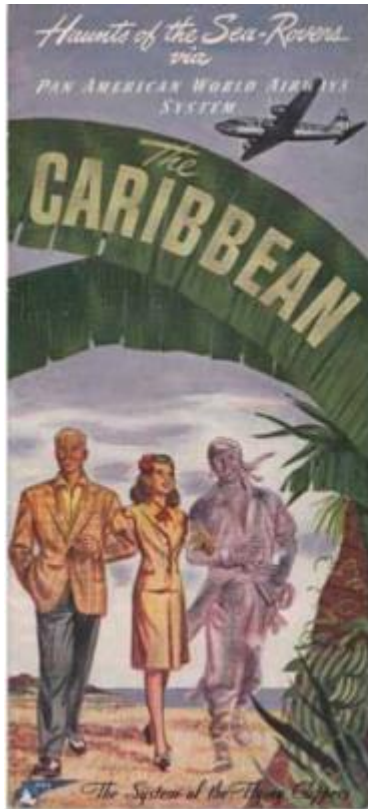
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PAN AM STYLE GUIDE



TIMETABLES



11- tif
- AM
- tf-lt-
A hit M A= iii, &.o.l: /

ClipPs@-
tf-lt-
-



1. The time I spend by Clipper has been well worth my business negotiations in England—my wife Jane has been a big help to me in my traveling...



2. Just how the time the airlines will share of London? The former town of London, you know—its really not one town, but many towns—kind of a picture of it...



3. After we arrived some time off for a long trip through the English mountains! It's not easy to get communications of home anywhere in England, and the first visit to the capital...



4. But even that is a luxury! They are didn't mind a bit! Today I should the country, and with off for...



5. Indeed! The Clipper's land of America, Europe, and with going to spend some time in that lovely, green land! Take in me, Jane, from last—then back home to the girls by CLIPPER!

From through travel in England at present is hardly the time to see the off when the British with again for credit in business under the present regime. Here is the time to give the first trip—definitely not to the United States by the British line.

And when you go by Clipper, you will find that it is a pleasure! You will enjoy the pleasure that the airlines give that the time could be spent for 10 years... the time something that makes "going by Clipper" a unique and delightful experience. You will not be in the world. Incredibly, you will find that the airlines have a great quality "leave the world" and find you only 10 miles from the center of London.

The time and experience you will find in the world. You will find that the airlines have a great quality "leave the world" and find you only 10 miles from the center of London.



PAN AMERICAN
WORLD AIRWAYS

The Service of the Flying Clippers



Today hundreds see Mexico by television...





Today hundreds see Mexico by television...



ToffiOFFOW eYeSNNY m n q
to Mnico hFOPPER

It is a wonderful world of opportunity and excitement. The airlines have a great quality "leave the world" and find you only 10 miles from the center of London.

From through travel in England at present is hardly the time to see the off when the British with again for credit in business under the present regime. Here is the time to give the first trip—definitely not to the United States by the British line.

And when you go by Clipper, you will find that it is a pleasure! You will enjoy the pleasure that the airlines give that the time could be spent for 10 years... the time something that makes "going by Clipper" a unique and delightful experience. You will not be in the world. Incredibly, you will find that the airlines have a great quality "leave the world" and find you only 10 miles from the center of London.

The time and experience you will find in the world. You will find that the airlines have a great quality "leave the world" and find you only 10 miles from the center of London.



PAN AMERICAN
WORLD AIRWAYS

The Service of the Flying Clippers



Today hundreds see Switzerland by television...





Today hundreds see Switzerland by television...




Tomorrow thousands will go to Europe by CLIPPER

It is a wonderful world of opportunity and excitement. The airlines have a great quality "leave the world" and find you only 10 miles from the center of London.

From through travel in England at present is hardly the time to see the off when the British with again for credit in business under the present regime. Here is the time to give the first trip—definitely not to the United States by the British line.

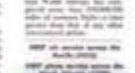
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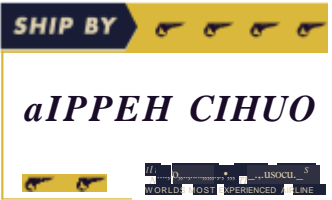
PAN AMERICAN
WORLD AIRWAYS

The Service of the Flying Clippers





PAN AM STYLE GUIDE



PAK AKCHfc;fk



WORLD'S MOST EXPERIENCED AIRLINE



VINTAGE LUGGAGE STICKERS

PAN AM STYLE GUIDE



CLIPPER CARGO



GROUND CREW

CLIPPER CARGO

CLIPPER CARGO

Until the early 1930's air travel was positioned an "adventuresome" way to see the world. In 1935 the introduction of the Pan American Airways "China Clipper" flying boat made travel glamorous.

In addition to delivering the first United States Air Mail service from California to Manila, the China Clipper became one of the most famous airplanes in history no doubt in part to its wartime service and a small time actor named Humphrey Bogart starring in the 1936 movie bearing its name "The China Clipper."

Today the legacy of the Pan Am "China Clipper" lives on through its windswept fonts and regal name on licensed goods evoking a time of adventure, Americana and glamour.



CHINA CLIPPER

CHINA CLIPPER

PAN AM STYLE GUIDE



WE'RE **PROUD**
OF OUR
BAGGAGE


BAGGAGE		(STRAP) TAG	
No. Checked Pcs.		Total Weight	
SEE REVERSE SIDE			
To	ORIG. FLT.		
TRANSFER AT		AIRLINE FLT. No.	
MGA			
PASSENGER NAME			
PAN AMERICAN WORLD AIRWAYS			
B- 01-39-33			
PAN AMERICAN WORLD AIRWAYS MEMBER OF INTERNATIONAL AIR TRANSPORT ASSN			
To	MANAGUA		
SEE REVERSE SIDE			
NO. CHECKED PCS.	BAGGAGE (CLAIM) TAG	TOTAL WEIGHT	
B- 01-39-33			

BAGGAGE		(STRAP) TAG	
No. Checked Pcs.		Total Weight	
SEE REVERSE SIDE			
To	ORIG. FLT.		
TRANSFER AT		AIRLINE FLT. No.	
RIO			
PASSENGER NAME			
PAN AMERICAN WORLD AIRWAYS			
B- 89-76-73			
PAN AMERICAN WORLD AIRWAYS MEMBER OF INTERNATIONAL AIR TRANSPORT ASSN			
To	RIO DE JANEIRO		
SEE REVERSE SIDE			
NO. CHECKED PCS.	BAGGAGE (CLAIM) TAG	TOTAL WEIGHT	
B- 89-76-73			

BAGGAGE		(STRAP) TAG	
No. Checked Pcs.		Total Weight	
SEE REVERSE SIDE			
To	ORIG. FLT.		
TRANSFER AT		AIRLINE FLT. No.	
TGU			
PASSENGER NAME			
PAN AMERICAN WORLD AIRWAYS			
B- 00-64-63			
PAN AMERICAN WORLD AIRWAYS MEMBER OF INTERNATIONAL AIR TRANSPORT ASSN			
To	LEGUCIGALPA		
SEE REVERSE SIDE			
NO. CHECKED PCS.	BAGGAGE (CLAIM) TAG	TOTAL WEIGHT	
B- 00-64-63			

BAGGAGE		(STRAP) TAG
No. Checked Pcs.		Total Weight
SEE REVERSE SIDE		
To	ORIG. FLT.	
TRANSFER AT	AIRLINE FLT. No.	
PASSENGER NAME		
PAN AMERICAN AIRWAYS		
B - Nº 31451		
 PAN AMERICAN AIRWAYS MEMBER OF INTERNATIONAL AIR TRANSPORT ASSN		
To	SAN JOSE	
SEE REVERSE SIDE		
NO. CHECKED PCS.	BAGGAGE (CLAIM) TAG	TOTAL WEIGHT
B - Nº 31451		

BAGGAGE		(STRAP) TAG
No. Checked Pcs.		Total Weight
SEE REVERSE SIDE		
To	ORIG. FLT.	
TRANSFER AT	AIRLINE FLT. No.	
PASSENGER NAME		
PAN AMERICAN WORLD AIRWAYS		
B · 02-16-85		
 PAN AMERICAN WORLD AIRWAYS		
To	SAN SALVADOR	
SEE REVERSE SIDE		
NO. CHECKED PCS.	BAGGAGE (CLAIM) TAG	TOTAL WEIGHT
B · 02-16-85		

BAGGAGE		(STRAP) TAG
No. Checked Pcs.		Total Weight
SEE REVERSE SIDE		
To	ORIG. FLT.	
TRANSFER AT	AIRLINE FLT. No.	
PASSENGER NAME		
PAN AMERICAN WORLD AIRWAYS		
B - 00-22-15		
 PAN AMERICAN WORLD AIRWAYS MEMBER OF INTERNATIONAL AIR TRANSPORT ASSN		
To	PANAMA	
SEE REVERSE SIDE		
NO. CHECKED PCS.	BAGGAGE (CLAIM) TAG	TOTAL WEIGHT
B - 00-22-15		



LUGGAGE TAGS

PAN AM STYLE GUIDE



CACHÉ COLLECTION

PAN AM STYLE GUIDE



CACHÉ COLLECTION

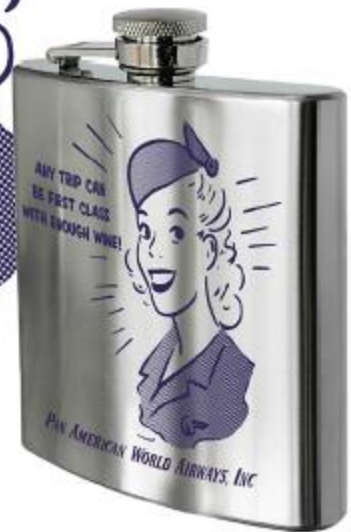
PAN AM STYLE GUIDE



CACHÉ COLLECTION



NOTHING BEATS THE
GOOD OLD DAYS



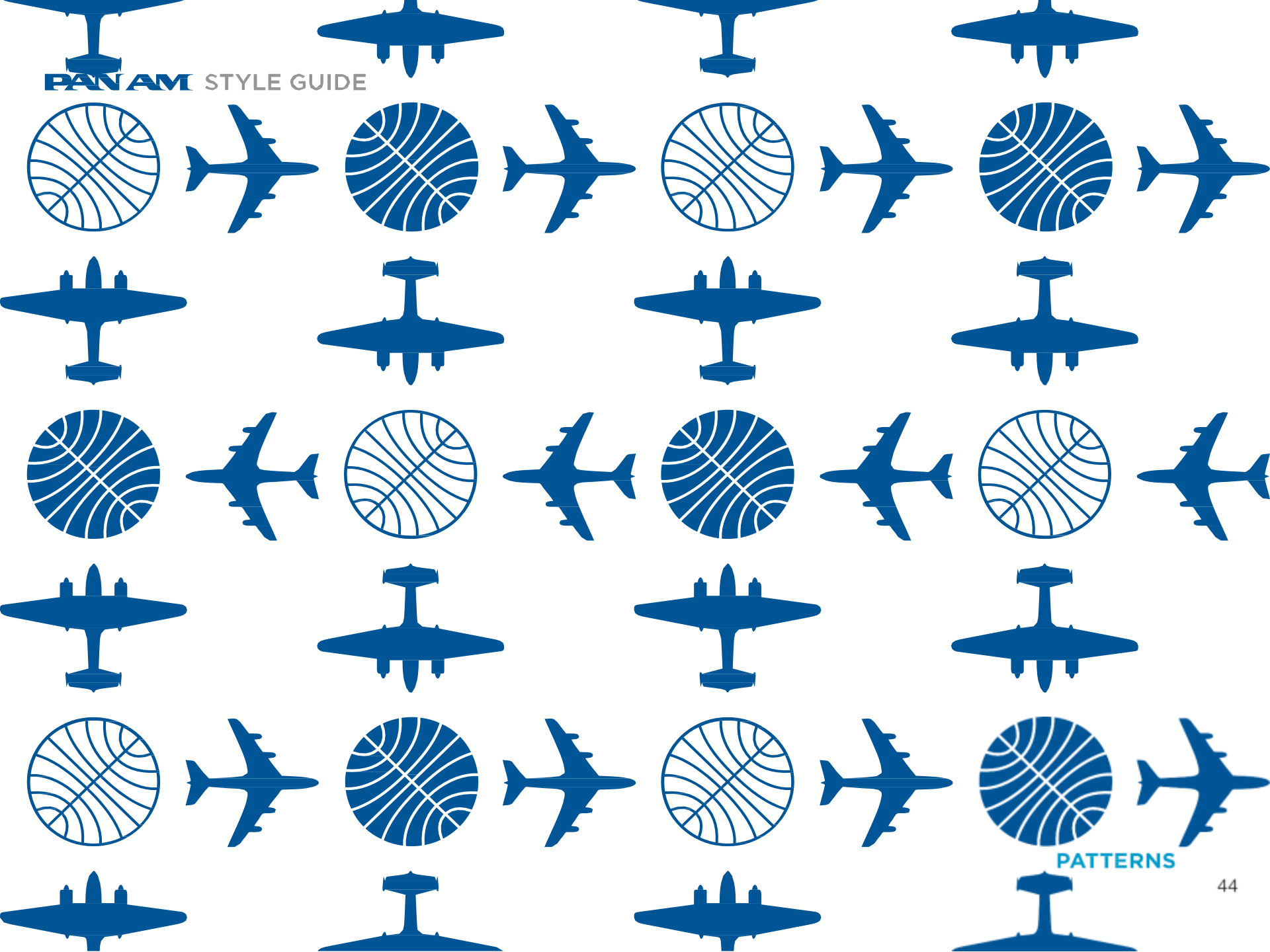
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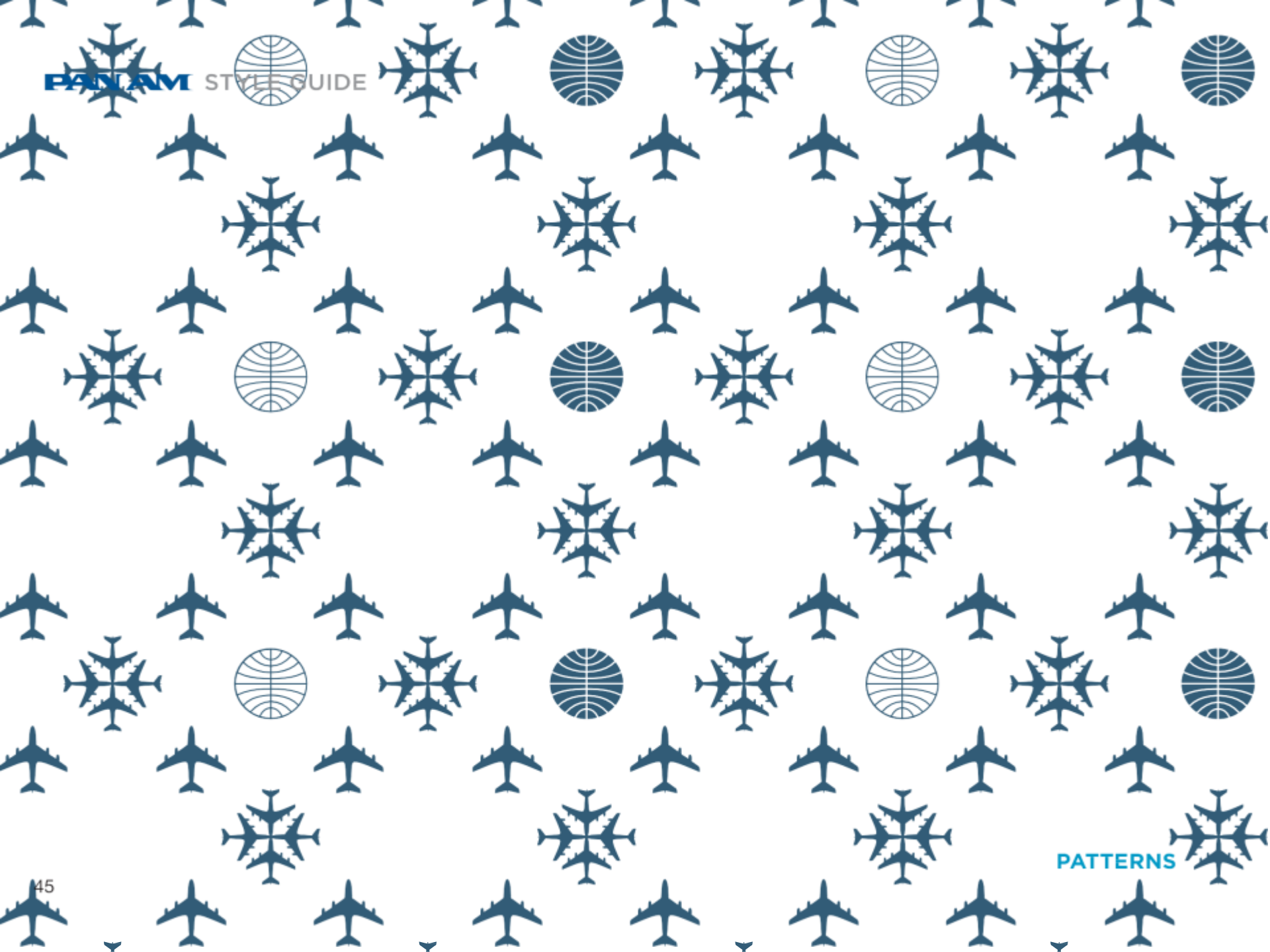


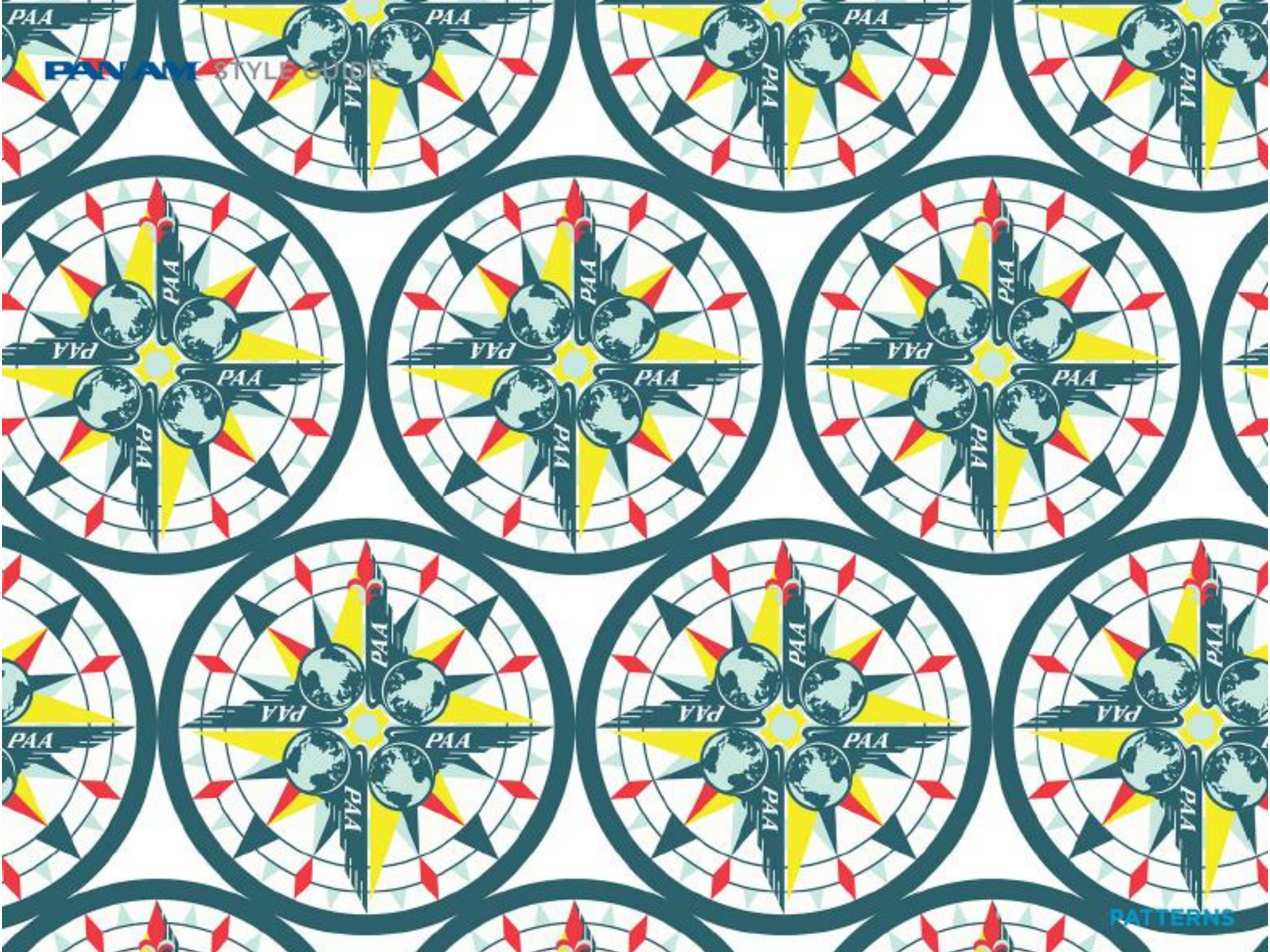
HALFTONE COLLECTION

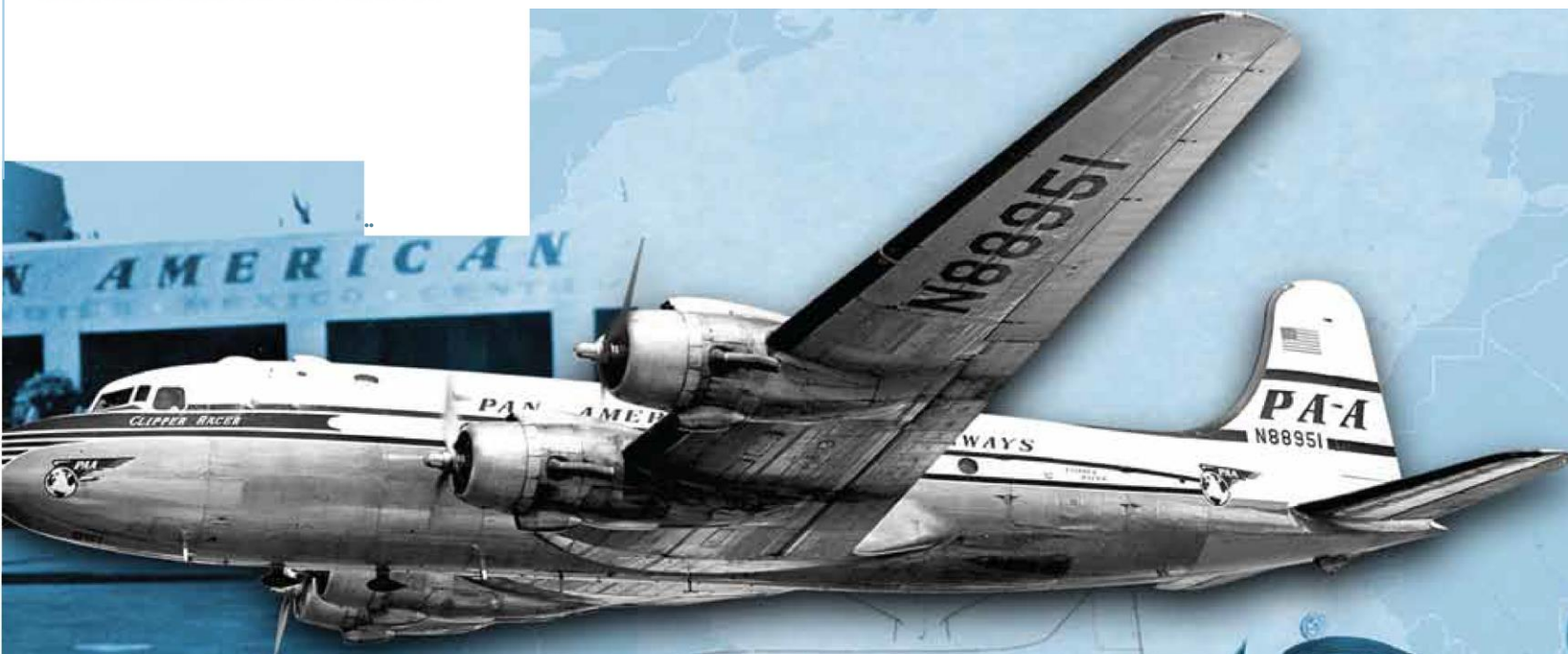
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FLIGHT
PATTERNS





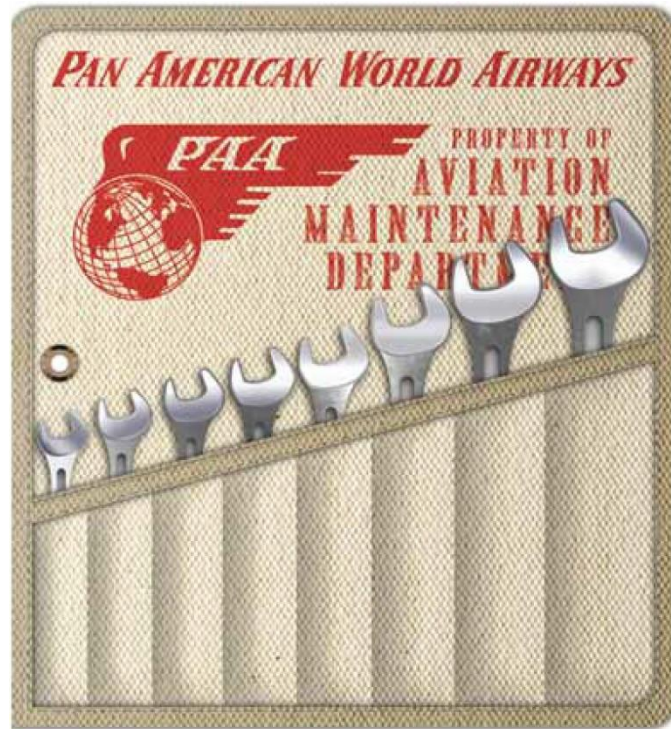




EVERY CO-PILOT SHOULD HAVE A FLIGHT PLAN

Pan Am works closely with our licensees to develop innovative products and services utilizing our imagery.





PAN AM STYLE GUIDE





PAN AM STYLE GUIDE



THANK YOU FOR VISITING. WE HOPE YOU ENJOYED THE RIDE.

**FOR MORE INFORMATION ABOUT THE PAN AM BRANDS
LICENSING PROGRAM, PLEASE CONTACT ONE OF OUR AGENTS.**

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Enjoying the ride since 1927