



LICENSING PROGRAM  
STYLE GUIDE



# HAV

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



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# 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](mailto: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.



	PAWA01 PAA ARROW 1920'S		PAWA08 EARLY PAA STYLIZED WORDMARK 1930'S-EARLY 1940'S  PMS 5405 BLUE C		PAWA015 PAN AM GLOBE THIN FRAME INVERTED NO WORDMARK EARLY 1950'S  PMS 5405 BLUE C
	PAWA02 PAA ARROW ROUND 1920'S		PAWA09 WINGED GLOBE NO PAA 1944-EARLY 1950'S  PMS 5405 BLUE C		PAWA016 PAN AM GLOBE THIN FRAME EARLY 1950'S  PMS 5405 BLUE C
	PAWA03 PAN AMERICAN AIRWAYS SYSTEM STYLIZED WORDMARK 1920'-EARLY 1930'S  PMS 294 BLUE C		PAWA010 PAA WINGED GLOBE 1944-EARLY 1950'S  PMS 5405 BLUE C		PAWA017 PAN AM GLOBE THIN FRAME INVERTED EARLY 1950'S  PMS 5405 BLUE C
	PAWA04 EARLY WINGED GLOBE NO PAA 1930'S-EARLY 1940'S  PMS 294 BLUE C		PAWA011 PAA WINGED GLOBE WITH STYLIZED PAN AMERICAN WORLD AIRWAYS WORDMARK ABOVE WING 1944-EARLY 1950'S PMS 5405 BLUE C		PAWA018 PAN AM WORDMARK EXTENDING OUTSIDE OF THIN FRAME GLOBE EARLY 1950'S PMS 5405 BLUE C
	PAWA05 PAA OUTSIDE EARLY WINGED GLOBE 1930'S-EARLY 1940'S  PMS 294 BLUE C		PAWA012 PAN AMERICAN WORLD AIRWAYS STYLIZED WORDMARK 1944-EARLY 1950'S PMS 5405 BLUE C		PAWA019 PAN AM GLOBE NO WORDMARK MID 1950'S-1960'S  PMS 294 BLUE C
	PAWA06 EARLY WINGED GLOBE AND STARS 1930'S-EARLY 1940'S  PMS 294 BLUE C		PAWA013 PAA STYLIZED WORDMARK ABOVE PAN AMERICAN WORLD AIRWAYS STYLIZED WORDMARK 1944-EARLY 1950'S PMS 5405 BLUE C		PAWA020 PAN AM GLOBE NO WORDMARK INVERTED MID 1950'S-1960'S  PMS 294 BLUE C
	PAWA07 PAA OUTSIDE EARLY WINGED GLOBE AND STARS 1930'S-EARLY 1940'S  PMS 294 BLUE C		PAWA014 PAN AM GLOBE THIN FRAME NO WORDMARK EARLY 1950'S  PMS 5405 BLUE C		PAWA021 PAN AM GLOBE MID 1950'S-1960'S  PMS 294 BLUE C





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

PMS 294 BLUE C

PAN AMERICAN

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

PAN AMERICAN  
WORLD AIRWAYS

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

PAN AM

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

PMS 294 BLUE C

PAN AM

PAWA025  
PAN AM STYLIZED WORDMARK  
WITH GLOBE

PMS 294 BLUE C

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



PAWA028  
PIERRE PANDA  
1970'S

The Rainbow

PAWA029  
RAINBOW LOGO  
MID 1950'S

CHINA CLIPPER

PAWA030  
CHINA CLIPPER

CLIPPER CARGO

PAWA031  
CLIPPER CARGO

PAN AM RAILWAYS

PAR001  
PAN AM RAILWAYS





## 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.







# "THE WORLD IS YOURS"

## THE ICONIC PAN AM GLOBE LOGO

Introduced in 1958 as the new look of Pan American World Airways, this classic wire-framed globe soon became the most iconic aviation logo in the world. Today it remains a beacon of quality, innovation and style. Take your products, services and experiences to the next level with the entire family of Pan Am Globe logos and wordmarks.







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 SWEPT 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**





**PROPER USAGE**

### SIZE OF LOGO IN COMBINATION WITH OTHER LOGOS

The official Pan Am logos and trademarks will need to be showcased alongside other iconic marks from time to time in media and other situations. The PAN AM GLOBE logo is the official specified logo to be used in this situation.

The logo should only appear smaller than other surrounding media in special circumstances where prior approval has been granted by Pan Am Brands. Otherwise, all logos should be at least the same size and scale of the partnering logo, artwork, or trademark.



**IMPROPER USAGE**

All official Pan Am color guidelines will be applied to this co-branding standard unless prior approval for a variance is granted by the Pan Am Brands design review committee.



## EXAMPLES OF CORRECT AND INCORRECT USAGE OF LOGOS, COLORS AND TRADEMARKS

### COLOR



ALL THREE APPROVED PMS COLORS



NON-STANDARD COLORS  
REQUIRE APPROVAL



INCORRECT USAGE WHERE THE GLOBE IS  
ONE COLOR AND THE TEXT IS ANOTHER COLOR

### SIZE



CORRECT TYPE SIZE



INCORRECT TYPE SIZE

### TYPOGRAPHY

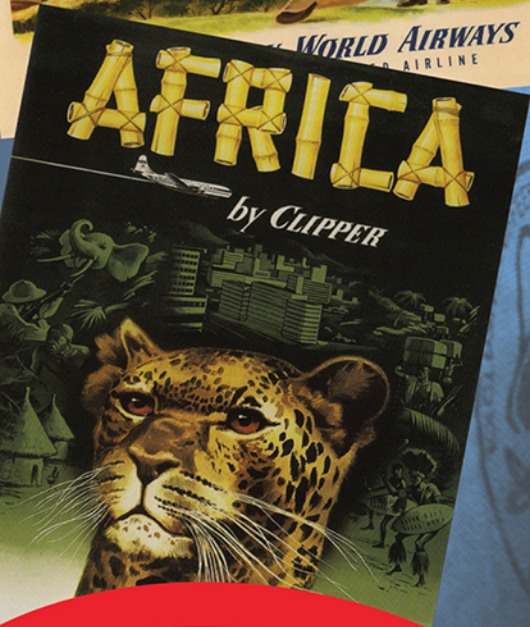


CORRECT FONT STYLE



INCORRECT MODIFIED FONT





## WHERE WE GET OUR INSPIRATION

It's hard to imagine the height of the aviation glory days without Pan Am. 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.

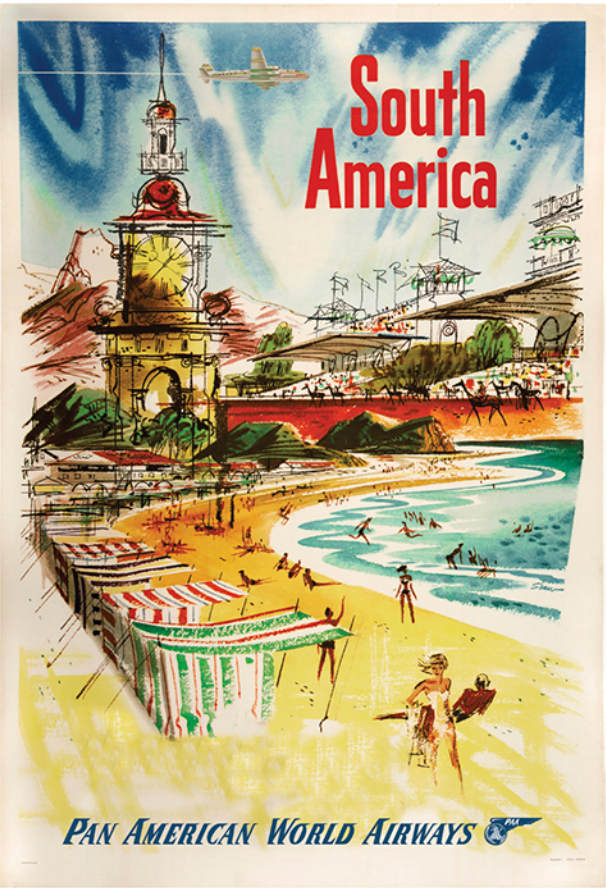






TRAVEL POSTERS

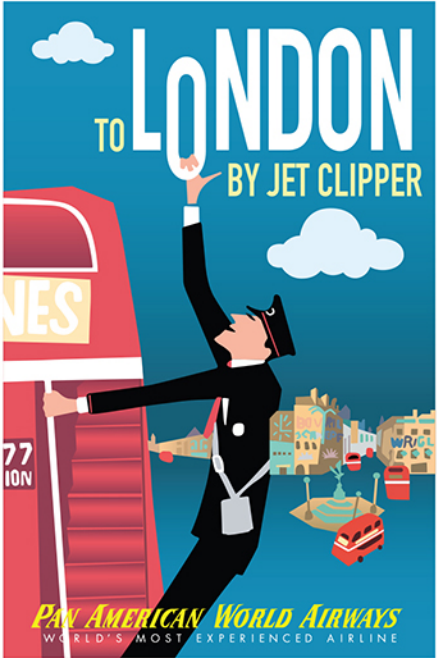










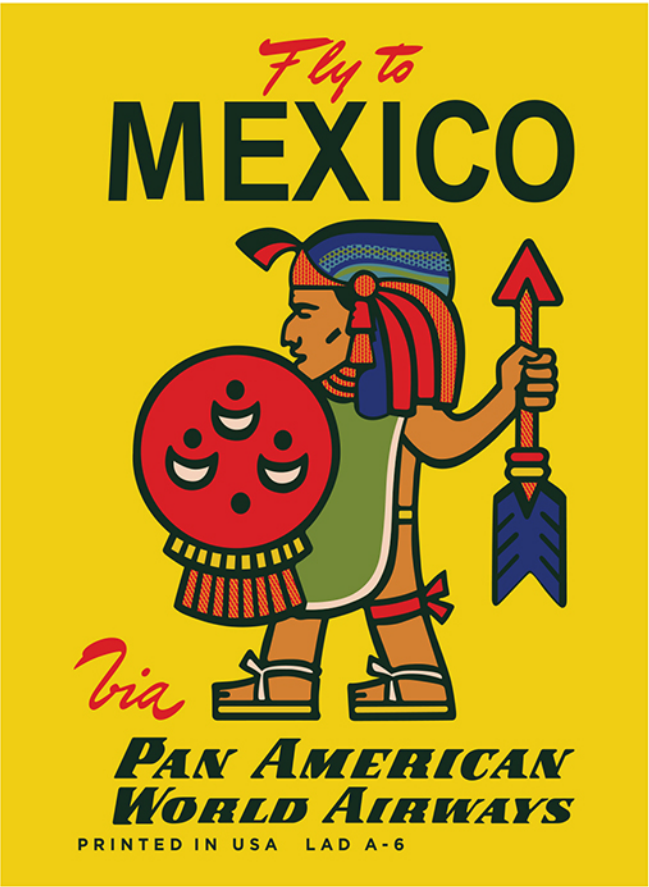






TSCHERNY COLLECTION - TRAVEL POSTERS

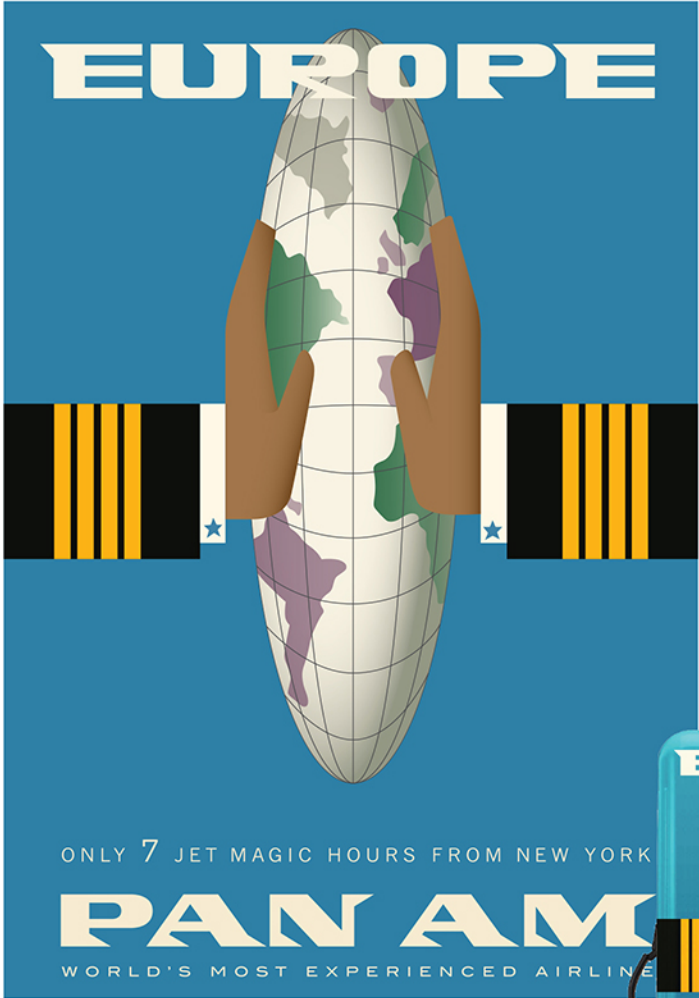












TRAVEL POSTERS



Tourist Service	PAN AM STYLE GUIDE														Pan American Airways, Inc. (PAA)										Tourist Service
5	Daily	Daily	Daily	Daily	Daily	We	Ex We	Ex Tu Fr	Daily	Daily	Tu Fr	204	202	206	228	222	224	226	216	452	454	526			
	♣	♣	☆	♠	♠	♠	♠	♠	♠	☆	♠	Tu Fr	Daily	Ex Tu Fr	Daily	Ex We	We	Daily	Daily	Daily	Daily	Daily			
	21:30		23:59		17:45			12:45	23:15		11:00	Lv NEW YORK, N. Y., U.S.A.....	EST	Ar	13:45	20:45	11:45			6:10	5:55	18:30			
		7:30		1:00		8:30	8:30			16:00		Lv MIAMI, Fla., U.S.A.....	EST	Ar	↑	↑	↑	17:00	14:55	15:45	13:00	↑			
				↓			7:15					Lv HAVANA, Cuba (Via Cubana) ....	75°	Ar				↑	19:30	↑	↑	↑			
				3:00			10:30					Ar CAMAGUEY (Gen. I. Agr.), Cuba...	"	Lv					13:05			18:30			
				3:20			10:50					Lv CAMAGUEY (Gen. I. Agr.), Cuba...	"	Ar					12:45			18:10			
					12:15		↓					Lv KINGSTON (Palisadoes Fld), Jam.	"	Lv					↑		↑	↑			



||—Parallel  
[ ]—No local traffic carried between stations marked with this symbol. However, stopovers allowed on international tickets.

MIAMI—NASSAU—HAVANA (Read down)

Pan American Airways, Inc. (PAA) and Cia. Cubana de Aviacion, S. A. (CUBANA) (*)											
	♣ 411	♣ 415	♣ 417	♣ 419	♠ 493	♣ 401	♣ 427	♠ 495	♣ 431	♠ 497	♣ 437
MIAMI, Fla., U.S.A. .... EST	Daily 6:00	Daily 8:00	Daily 9:00	Daily 9:45	Daily 10:15	Daily 14:00	Daily 15:00	Daily 16:00	Daily 17:15	Daily 18:00	Daily 19:30
NASSAU (Oakes Field), N.P. .... 75°	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
HAVANA (R. Boy.), Cuba. .... "	Ar 7:05	Ar 9:05	Ar 10:05	Ar 10:50	Ar 11:45	Ar 16:05	Ar 16:05	Ar 17:30	Ar 18:20	Ar 19:30	Ar 20:35

PAA Hotel Service

① In **SAN JUAN**, the newly furnished and thoroughly modern PAA Guest House affords passengers a comfortable, really delightful place to stop over. Situated on San Geronimo Bay, near a fascinating, ancient site, the Guest House is continually cooled by soft tradewinds. The airport is only a few minutes away by taxi.

② At **PORT-OF-SPAIN**, Trinidad, crossroads of air travel, PAA provides a charming Guest House for passengers only a short distance from Piarco Airport. Pleasant bedrooms and the bright, cheery CALYPSO Bar... all fully air-

TIMETABLES



CANAL ZONE—ECUADOR—PERU—BOLIVIA				CHILE—ARGENTINA			
TABLE 3 READ DOWN				READ UP			
Havana Flyer 341	△ 321	⊙ 301	Mls.	Pan American Airways, Inc. (PAAE) ⊙ "The South American" △ "The Colombian"	⊙ 300	△ 320	
* v8:00 10:15	We Fr x7:30	Sa Tu x7:30	0	Lv. MIAMI, Fla., U.S.A. ★ ..... EST Ar. Ar. HAVANA, Cuba ★ ..... " Lv.	Su We x17:10	Th Sa x17:10	
CNCA 370							

tu:45	tu:45	2521	Lv. ARICA, Chile★	60MT Ar.	t14:55
11:10	11:10	2730	Ar. LA PAZ, Bol.	" Lv.	13:35
	11:30		Lv. LA PAZ, Bol.	" Ar.	13:15
	12:40	2858	Ar. ORURO, Bol.	" Lv.	12:05
	12:50		Lv. ORURO, Bol.	" Ar.	11:55
	14:25	3039	Ar. UYUNI, Bol.	" Lv.	10:30
	14:35		Lv. UYUNI, Bol.	" Ar.	10:20
	16:45	3316	Ar. JUJUY, Arg.	" Lv.	8:10
	17:05		Lv. JUJUY, Arg.	" Ar.	7:50
	17:25	3354	Ar. SALTA, Arg.	" Lv.	7:30
	We				22
	t7:00		Lv. SALTA, Arg.	60MT Ar.	t17:00
	8:10	3495	Ar. TUCUMAN, Arg.	" Lv.	15:50
	8:20		Lv. TUCUMAN, Arg.	" Ar.	15:40



*We had a perfect trip by CLIPPER  
—enjoyed every minute of it...  
and here we are in England!*



**What you can see... and what you can expect in England today**

**1.** The time I spent by Clipper has been vital to my business negotiations in England—my wife Jane has been a big help to me as my secretary...

**2.** And how she loves the centuries-old charm of London! The famous Tower of London, for instance—it's really not one tower, but many towers—here's a picture of it...

**3.** We've even managed some time off for a bicycle trip through the English countryside! It's not easy to get accommodations of course, anywhere in England, and the food isn't too plentiful...

**4.** But since this is a business trip, we didn't mind a bit! Today I closed the contracts, and we're off for...

**5. Iceland!** The Clippers land at Shannon Airport, and we're going to spend some time in that lovely green land—take in an Irish horse race—then back home to New York by CLIPPER!

Even though travel in England at present is limited, the time is not far off when the British will again be ready to welcome visitors on pleasure trips. Now is the time to plan for that long deferred visit to the storied spots in the British Isles.

And when you go by Clipper, every flying hour will be a pleasure! You will enjoy the distinctive Pan American service that has been world-famous for 18 years... the extra something that makes "going by Clipper" a unique and delightful experience. You will ride in the normal, low-altitude comfort of huge Constellations that take you smoothly "above the weather," and land you only 14 miles from the center of London.

For rates and reservations see your Travel Agent or the nearest Pan American office.

**PAN AMERICAN  
WORLD AIRWAYS**

*The System of the  
Flying Clippers*

FIRST ACROSS THE ATLANTIC—FIRST ACROSS THE PACIFIC  
DIRECT THROUGHOUT LATIN AMERICA

If it isn't  
Pan American  
it isn't a Clipper



**Today hundreds  
see Mexico  
by television...**

Monday evenings over ABC's  
New York Station, WABC



## Tomorrow everybody can go to Mexico by CLIPPER

IN A WORLD WAR, all international routes are our routes—on the sea and in the air. Essential Clipper passengers can come pass through New Orleans, Brownsville, Nuevo Laredo, Los Angeles and Miami every day.

But the instant that conditions permit, Pan American service to Mexico City and Manila through the five air gateways mentioned above will be freed from our restrictions. And not long after that, new, larger, more comfortable Clippers will go into operation. Mexico City will then be less than 5 hours from Brownsville—10 hours from New Orleans—55 hours from Los Angeles.

### New, low rates

These giant 100 and 200-passenger Clippers are going to mean new, low rates—rates within reach of the average man and woman. The value, the Latin atmosphere and the good food of old Mexico will be yours overnight... The flying water-garden at Acapulco... all your "round

winter sports on snow-covered Mount Popocatepetl... The world-famous beach and shopping hotel at Acapulco... The rich art, music, sculpture and handicrafts served as only the people who invented these dishes can serve them!... Have evening, daylight, exquisite handwrought silver and handwoven serapes...

### What a place for a vacation!

And wherever you plan to fly after the war—Mexico, London, Paris, Alaska, Hawaii, Australia or China—remember that in the last 17 years Pan American World Airways has completed over 364,000,000 miles of overseas flight... A record unsurpassed by any other international airline.

**FIRST air service across the Pacific (1931)**  
**FIRST plane service across the North Atlantic (1939)**

For your partner Clipper trip—see your Travel Agent or

**PAN AMERICAN  
WORLD AIRWAYS**

*The System of the Flying Clippers*



**Today hundreds  
see Switzerland  
by television...**

Monday evenings over ABC's  
New York Station, WABC



## Tomorrow thousands will go to Europe by CLIPPER

TODAY space aboard the Flying Clippers is still limited over some of Pan American's world-wide routes. But as soon as more planes become available and space is unrestricted, thousands of Americans will want to go to Europe by Clipper.

They will be able to go because Pan American's postwar planes aboard 100 and 200-passenger Clippers, now on order, will be within their reach...

They will have time to go because a "two weeks' vacation" will mean trouble-free days on the Continent.

**New York to the Continent—  
Less than 14 hours**

Have you been buying War Bonds and holding them... Are you planning to "get away somewhere" as soon as conditions permit?

Would you like to visit Switzerland, where 15,000-foot mountains are reflected in mirror-like Alpine lakes and where an industrious and highly skilled people have built up a world business without raw materials or "natural advantages"? One major consideration is that Switzerland's hotel facilities are unsurpassed—and undamaged by war.

Here is a republic about twice the size of the state of Massachusetts which has earned for itself an international reputation for the precision manufacture of watches, machinery, instruments and lenses... Business men as well as tourists will want to visit Switzerland and Pan American's giant, 300-mile-an-hour Flying Clippers will bring Europe within 14 hours or less of New York.

Wherever you plan to fly—Europe, the Near East, India, Rio de Janeiro, Alaska, the South Pacific, China or Hawaii—remember that in the last 18 years Pan American World Airways has carried more than 3,250,000 overseas passengers... A record unsurpassed by any other international airline.

**FIRST air service across the Pacific (1931)**  
**FIRST plane service across the North Atlantic (1939)**

For your Clipper trip see your Travel Agent or—

**PAN AMERICAN  
WORLD AIRWAYS**

*The System of the Flying Clippers*



Since it was founded, Pan American World Airways has completed more than 370,000,000 miles of overseas flight—a total greater than that of any other international airline.

**FIRST air service across the Pacific (1931)**  
**FIRST plane service across the North Atlantic (1939)**





Through the magic of Pan Am's daily Jet Clippers, this is your year to visit Europe.

**Let yourself go! Europe by Jet Clipper...fastest way there, no extra fare**

Pan Am gives you the travel match of the century—the world's finest, fastest jetliners at the low economy fares.

Today, all the richness of Europe is well within the limits of a 2-week vacation and an

average vacation budget. Economy class from New York to Paris is only \$272 one way, \$489<sup>00</sup> round trip. And Pan Am offers you Jet Clipper<sup>®</sup> service to London and Rome. Deluxe President Special and economy-class Clipper

Thrift service on every flight. Find out how Pan Am tailors your time and budget to fit a Jet vacation in Europe. Call your Travel Agent or any of Pan Am's 61 offices in the U. S. and Canada.

\*Fares to Europe, Sep. 15, 1964, Pan. 006.



World's  
Most Experienced  
Airline

*Pan Am Jet Clippers...world's fastest airliners...the only economy-class Jet service...  
the only Jets to all three: London, Paris and Rome.*



**\$330 NEW YORK TO RIO—\$340 TO BUENOS AIRES**

**Save up to 30% with new Economy Fares**

Now you can fly Pan Am Jets to South America's most colorful, most exciting cities and save all along the way. New all-year Jet Economy Rainbow fares<sup>1</sup> are as much as 30% lower than former tourist fares.

Pan Am offers non-stop service New York to Rio and the fastest service from New York to Buenos Aires—only 11½ hours. In addition there are new direct Jet services to South America from San Francisco, Los Angeles, Houston, New Orleans and Miami.

<sup>1</sup>Subject to gov't approval.



**Enjoy the Priceless Extra of Experience**

Choose Pan Am for the assurance that comes with flying the World's Most Experienced Airline. You relax knowing that your Pan Am crew has been exactly trained; your plane has received expert maintenance; your meals have been imaginatively prepared. From the knowledge of Pan Am's experience comes a feeling of confidence to be enjoyed every moment of the way.

Call your Travel Agent or any of Pan American's 69 convenient offices in the U. S. and Canada.

**WORLD'S MOST EXPERIENCED AIRLINE—FIRST IN LATIN AMERICA... FIRST ON THE ATLANTIC... FIRST ON THE PACIFIC... FIRST 'ROUND THE WORLD**





**VINTAGE LUGGAGE STICKERS**





VINTAGE LUGGAGE STICKERS





CLIPPER CARGO  
  
PAA  
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.	
<b>MGA</b>		
TRANSFER AT	AIRLINE FLT. No.	
PSGR'S NAME		
<i>PAN AMERICAN WORLD AIRWAYS</i>		
<b>B- 01-39-33</b>		
 <i>PAN AMERICAN WORLD AIRWAYS</i> MEMBER OF INTERNATIONAL AIR TRANSPORT ASSN		
To	MANAGUA	
NO. CHECKED PCS.	SEE REVERSE SIDE	TOTAL WEIGHT
	BAGGAGE (CLAIM) TAG	
<b>B- 01-39-33</b>		


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

BAGGAGE		(STRAP) TAG
No. Checked Pcs.		Total Weight
SEE REVERSE SIDE		
To	ORIG. FLT.	
<b>TGU</b>		
TRANSFER AT	AIRLINE FLT. No.	
PSGR'S NAME		
<i>PAN AMERICAN WORLD AIRWAYS</i>		
<b>B- 00-64-63</b>		
 <i>PAN AMERICAN WORLD AIRWAYS</i> MEMBER OF INTERNATIONAL AIR TRANSPORT ASSN		
To	TEGUCIGALPA	
NO. CHECKED PCS.	SEE REVERSE SIDE	TOTAL WEIGHT
	BAGGAGE (CLAIM) TAG	
<b>B- 00-64-63</b>		



BAGGAGE		(STRAP) TAG
No. Checked Pcs.		Total Weight
SEE REVERSE SIDE		
To	ORIG. FLT.	
TRANSFER AT	AIRLINE FLT. No.	
PSGR'S NAME		
PAN AMERICAN AIRWAYS		
B - Nº 31451		
 <b>PAN AMERICAN AIRWAYS</b> MEMBER OF INTERNATIONAL AIR TRANSPORT ASSN		
To <b>SAN JOSE</b>		
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.	
PSGR'S NAME		
PAN AMERICAN WORLD AIRWAYS		
B • 02-16-85		
 <b>PAN AMERICAN WORLD AIRWAYS</b>		
To <b>SAN SALVADOR</b>		
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.	
PSGR'S NAME		
PAN AMERICAN WORLD AIRWAYS		
B - 00-22-15		
 <b>PAN AMERICAN WORLD AIRWAYS</b> MEMBER OF INTERNATIONAL AIR TRANSPORT ASSN		
To <b>PANAMA</b>		
SEE REVERSE SIDE		
NO. CHECKED PCS.	BAGGAGE (CLAIM) TAG	TOTAL WEIGHT
B - 00-22-15		



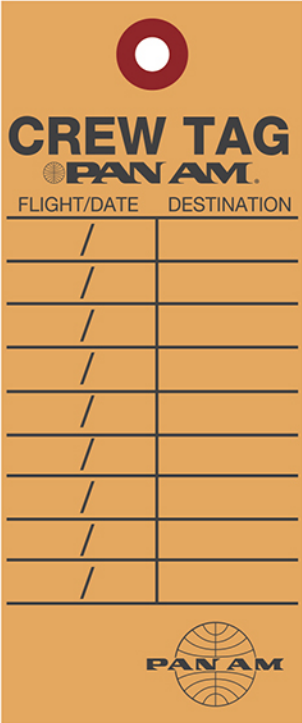
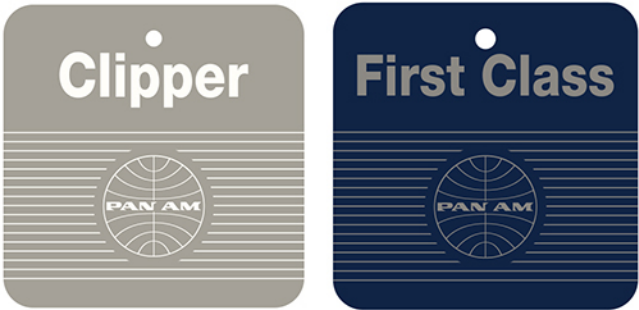


LUGGAGE TAGS











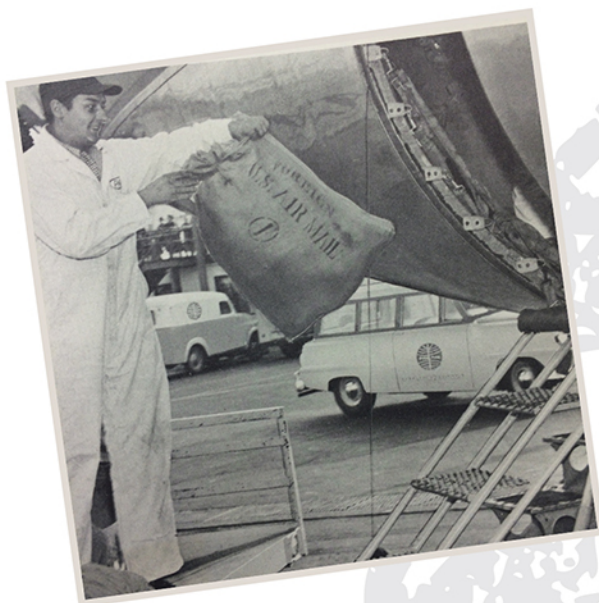
PAN AM STYLE GUIDE



LUGGAGE TAGS



# PAN AM STYLE GUIDE

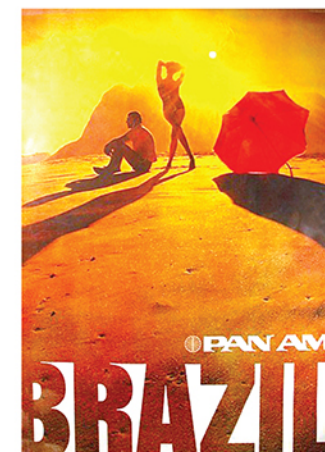


FIRST DC-8 JET AIR MAIL FLIGHT



FIRST FLIGHT







PAN AM STYLE GUIDE



CACHÉ COLLECTION



PAN AM STYLE GUIDE



CACHÉ COLLECTION









CACHÉ COLLECTION













HALFTONE COLLECTION





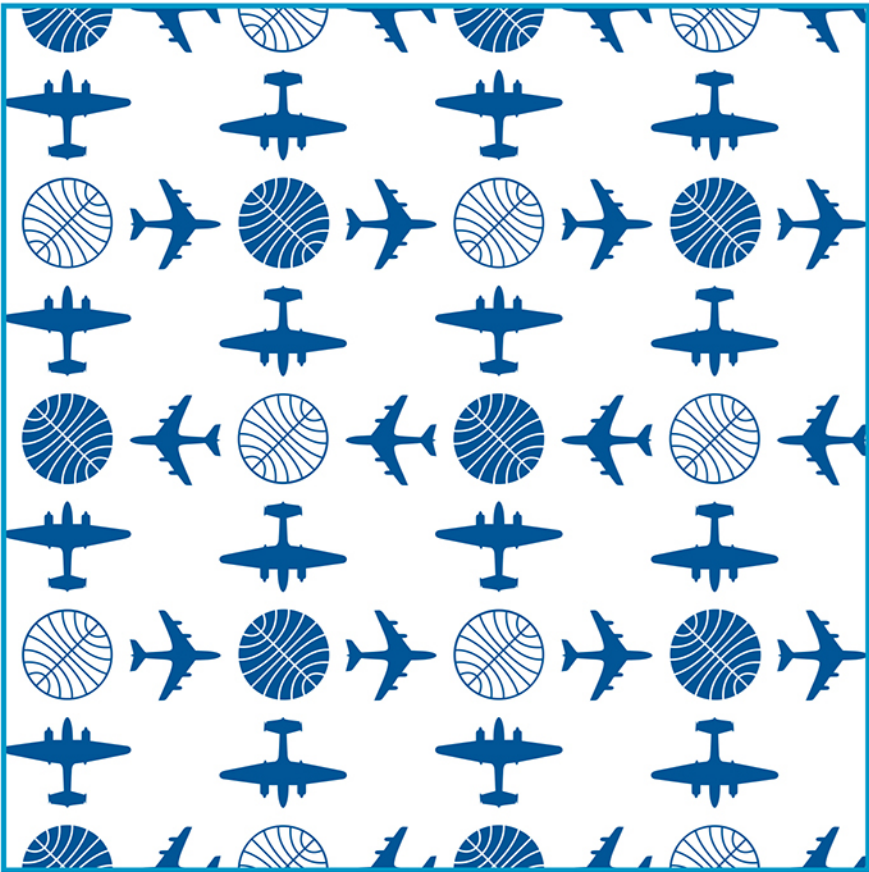
HALFTONE COLLECTION



## PANAM STYLE GUIDE

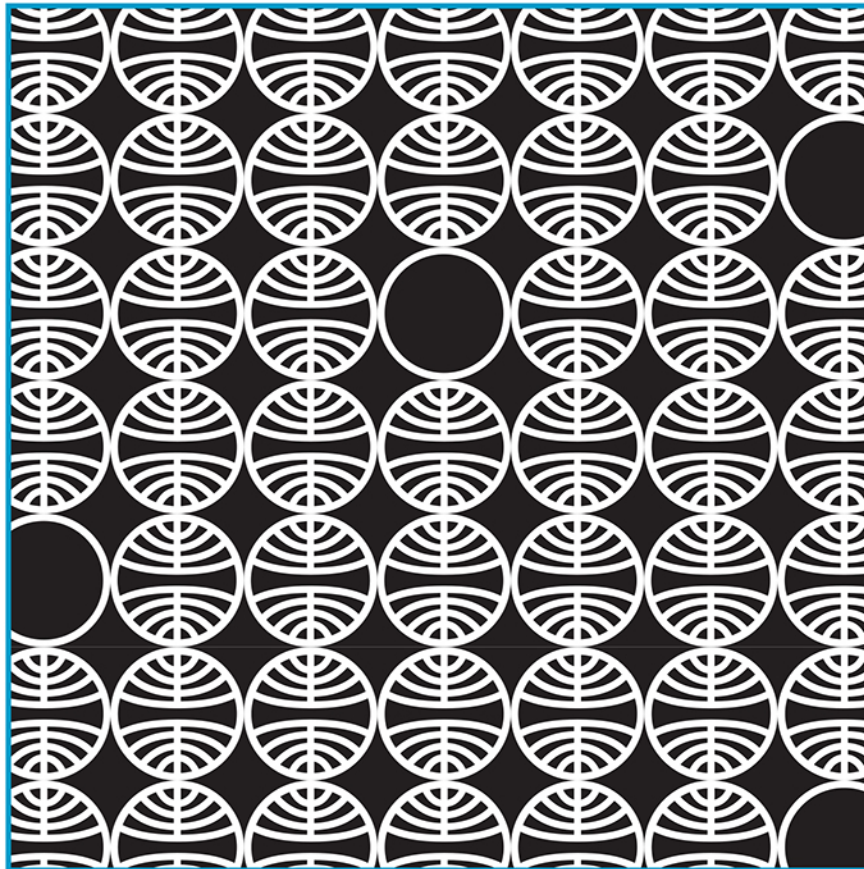
## FLIGHT PATTERNS



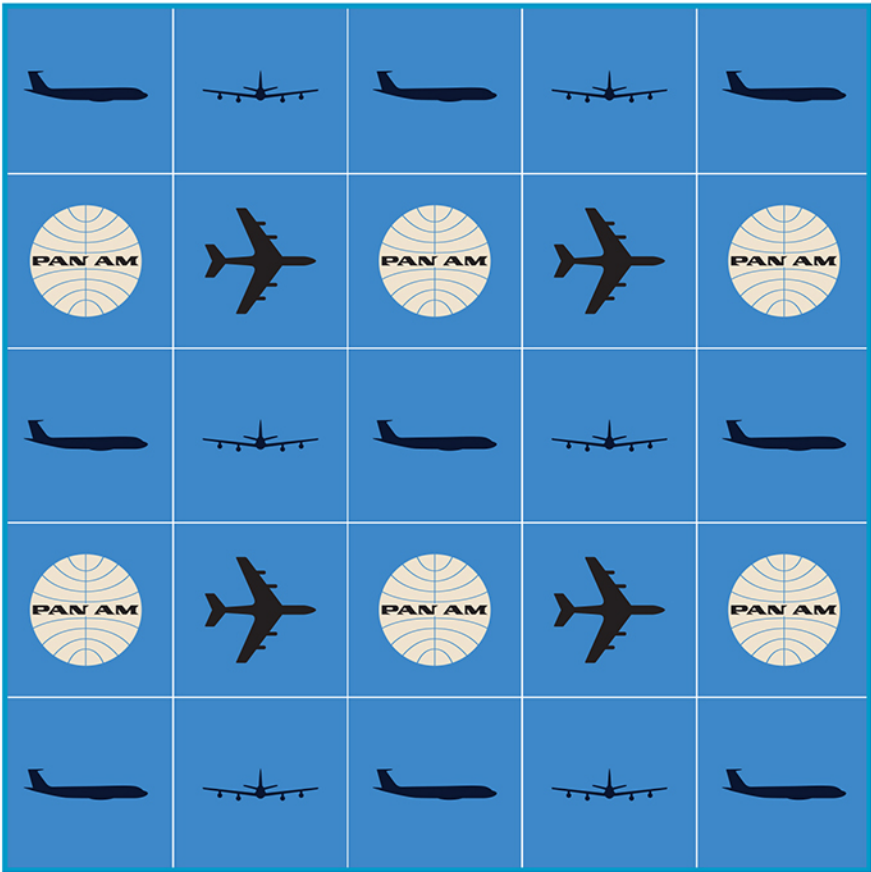


PATTERNS

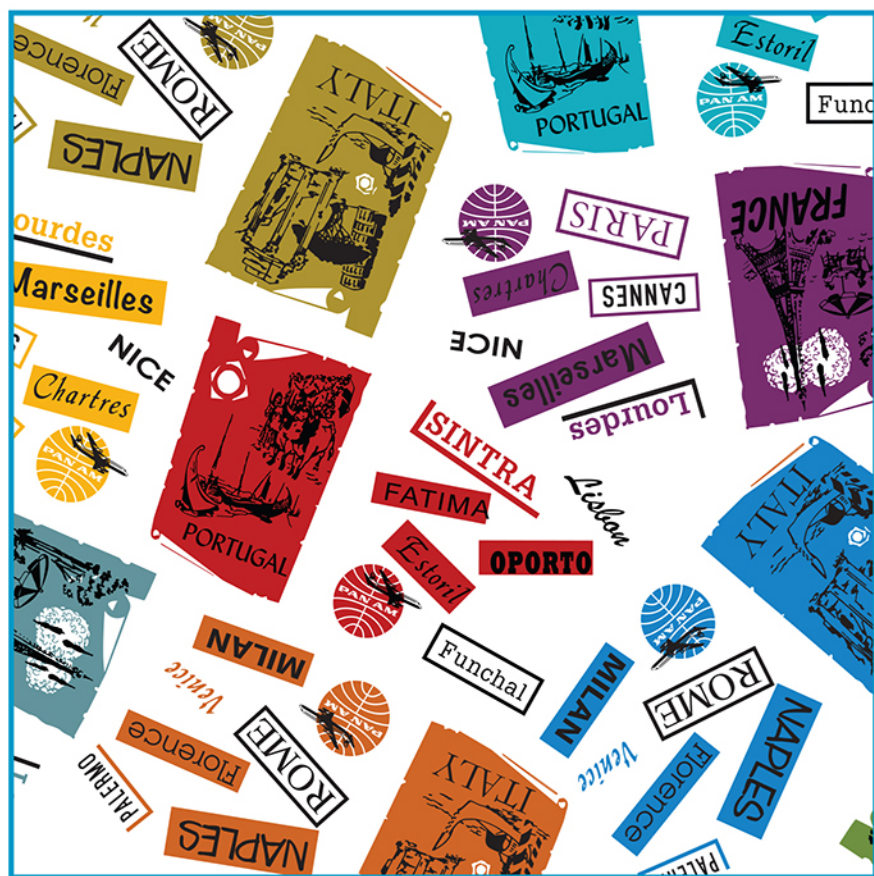




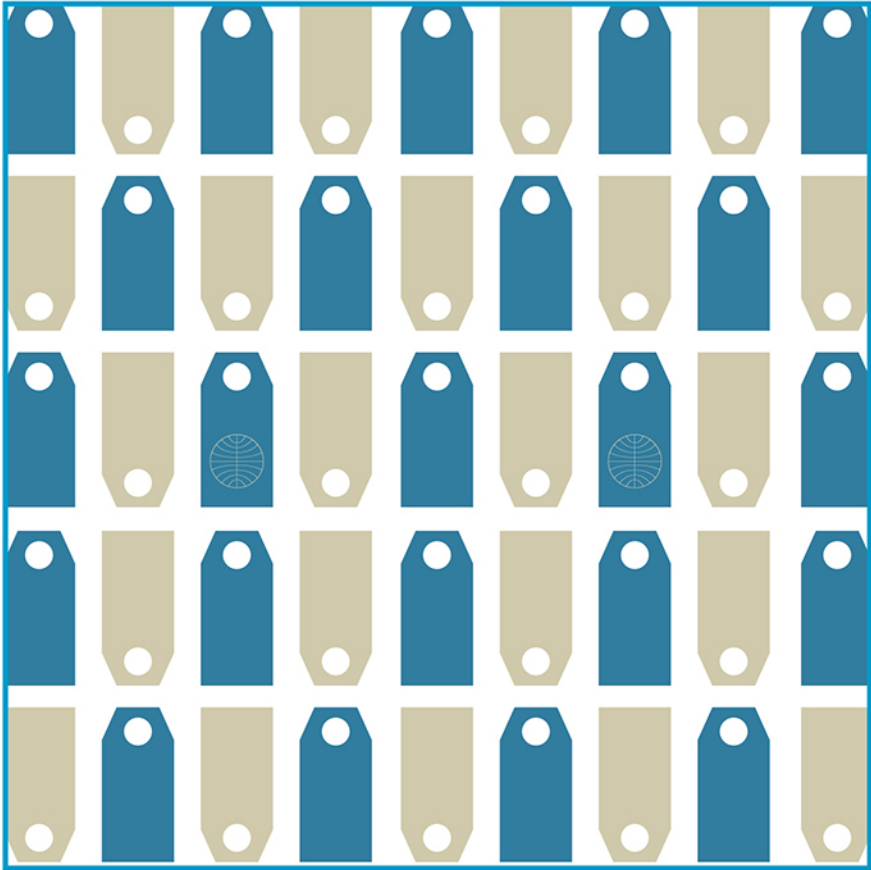
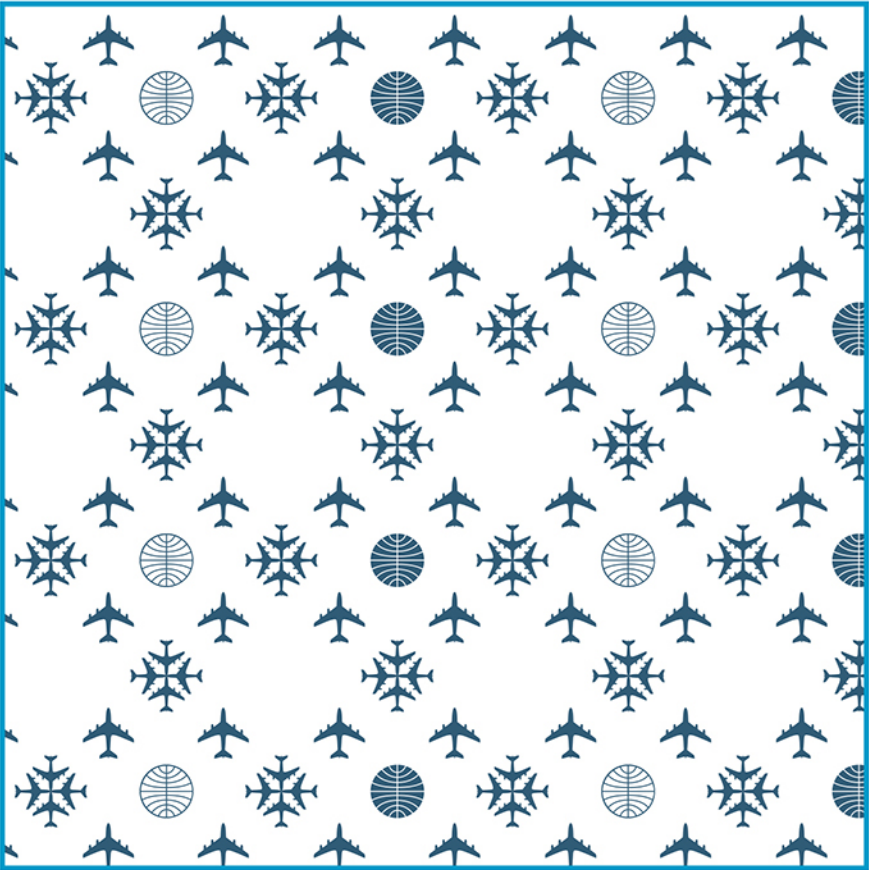




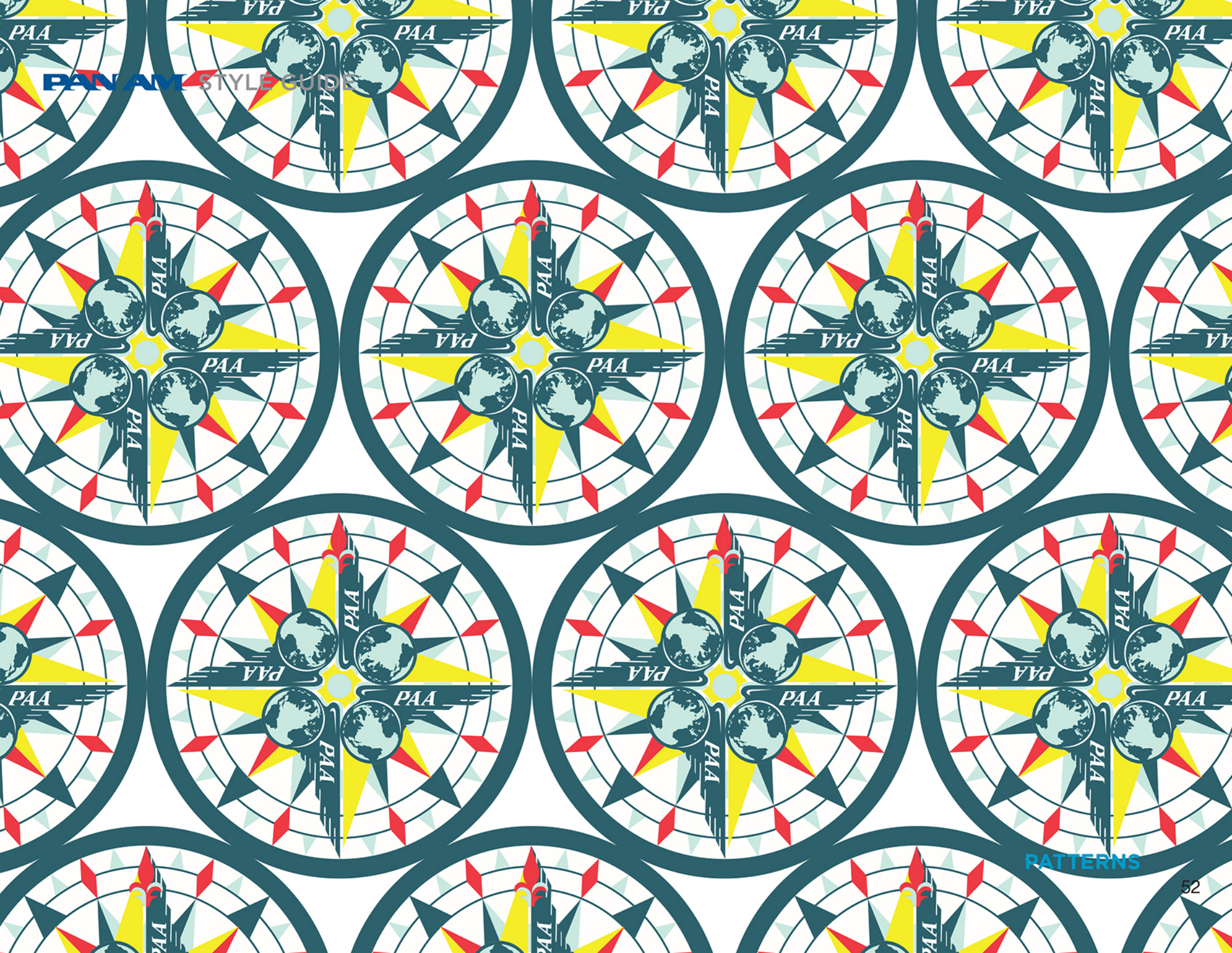








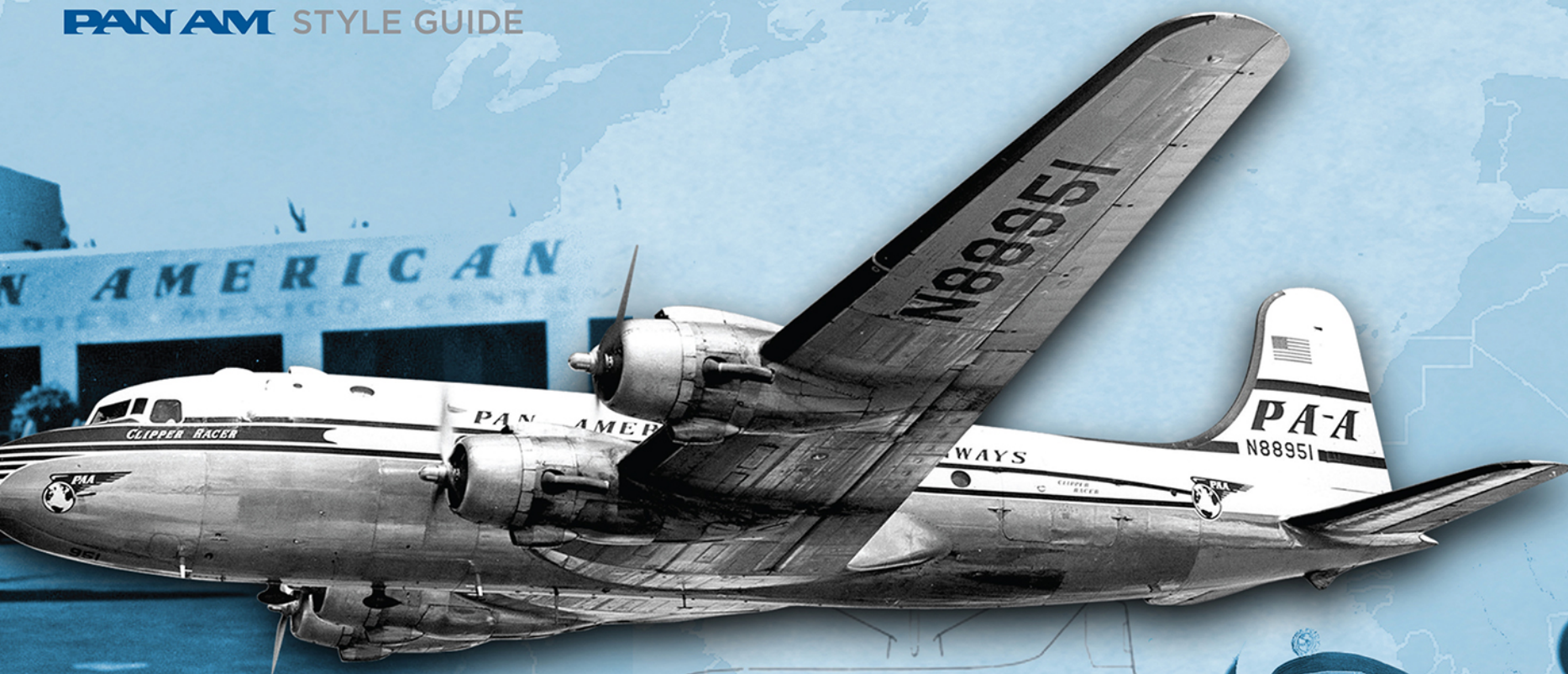




PAN AM STYLE GUIDE

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.





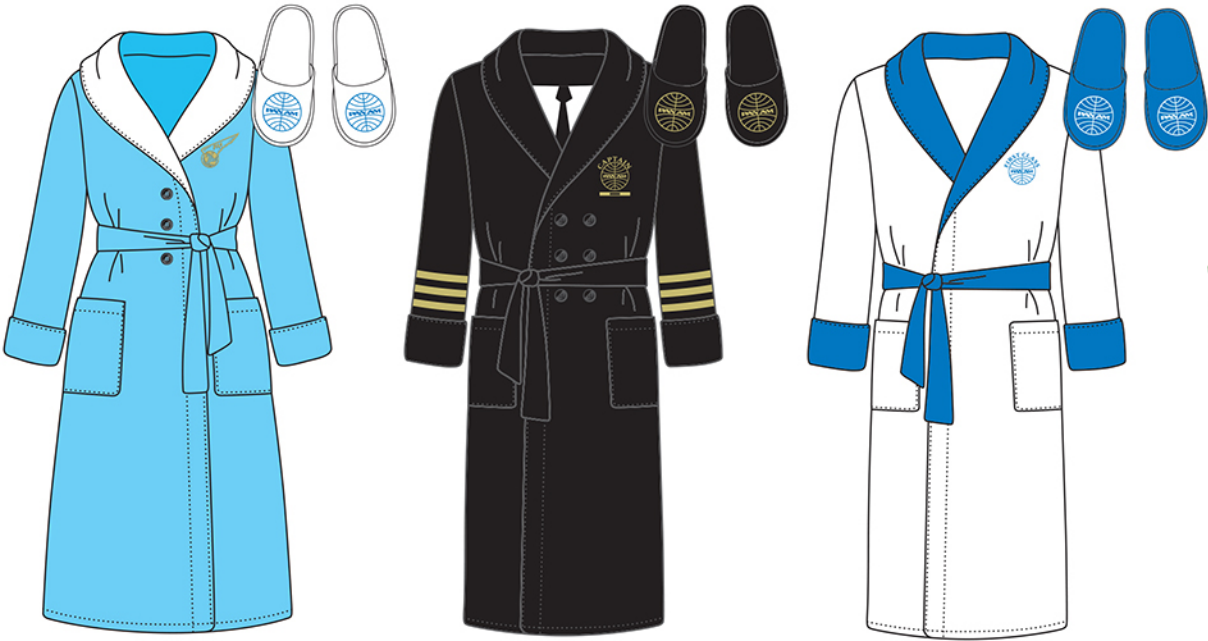
PAN AM STYLE GUIDE



CO-PILOT

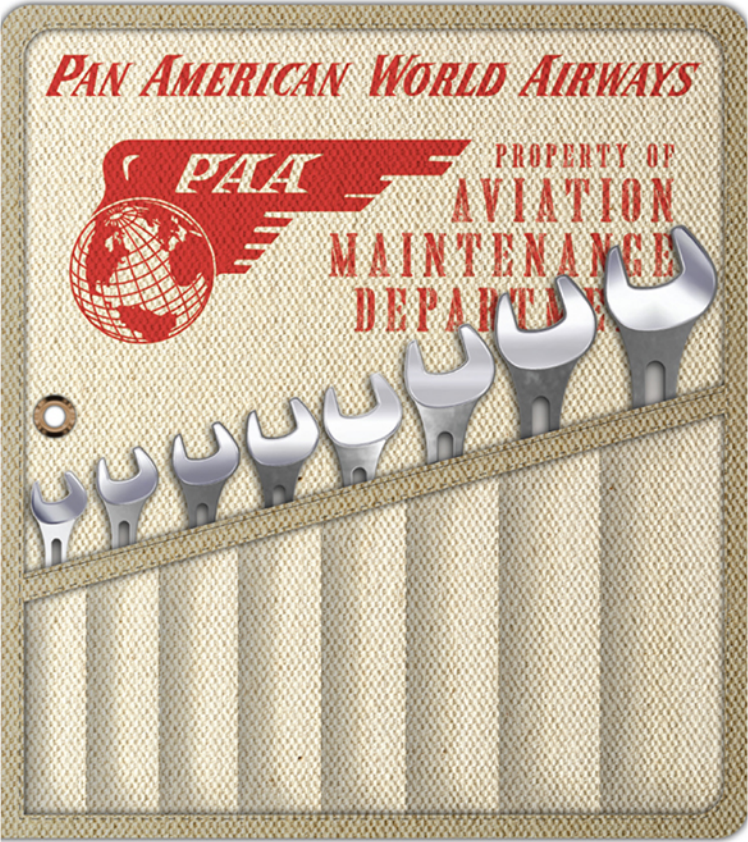


PAN AM STYLE GUIDE



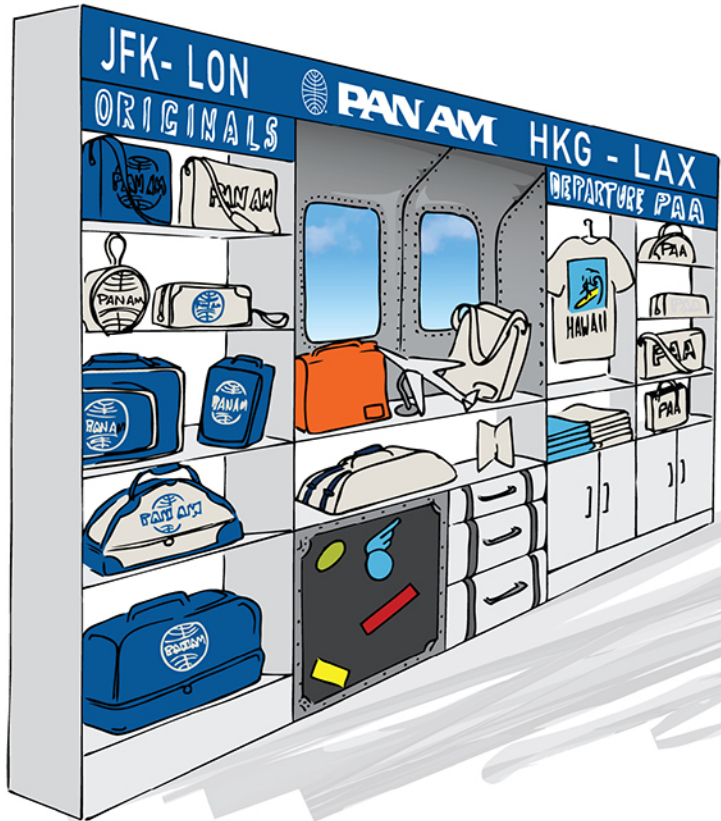
CO-PILOT







PAN AM STYLE GUIDE



RETAIL/MERCHANDISING





PAN AM IN RETAIL





**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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