



Ready  
to  
*take off*



with  
new enthusiasm  
new brand  
new feel

A background image of a bright blue sky filled with soft, white, fluffy clouds. The clouds are scattered across the upper two-thirds of the frame, with a clear blue sky visible between them. The overall tone is bright and airy.

**Pawan Hans Limited**



*Aiming high*

WE SERVE

enabling you to aim

HIGH



Identity

CORPORATE  
MANUAL

# Our Identity, Our Pride

Acquiring a new logo is more than just a change in our identity. It is a visual statement of what we stand for and what we aim to achieve. It has taken decades of hard work and milestones after milestones to reach a stage where we have taken a lead role in shaping the new age skies of next generation India. All along our name and our identity has been etched in the minds of all our stakeholders. Therefore, a new look and identity is indeed not a small decision. It is our collective statement that we are ready to raise the bar and set higher goals for us. It is a symbol of our belief that we have a greater role to play in the aviation industry and greater contributions to extend in the nation's growth.

Now it is important we put this statement in right perspective so we are able to achieve our corporate

objectives. Towards this it is important that we use our corporate identity in a manner that presents us as a forward looking and professionally managed. The Corporate Guidelines shall ensure a discipline in our communications and protect the physical hallmarks of the brand 'Pawan Hans'.

Read it carefully and ensure its total compliance in every sphere of our operations. Any violation of these guidelines must be reported immediately and be addressed in line with the guidelines laid down in this document.

All our stakeholders know us by our identity. It is our greatest pride and let's make sure it glows and grows as we achieve our corporate aspirations.

[Welcome to preserving our brand.](#)

# Identity Unit



—————▶ Monogram

**पवन हंस लिमिटेड**  
(भारत सरकार का उपक्रम)

**Pawan Hans Limited**  
(A Government of India Enterprise)

—————▶ Logogram/Logotype

## Brand Identity - Elements



The logo includes three key elements:

- Bird in flight
- Wings
- Sun
- PHL

All the above elements must always appear together in the specific colours and size proportions.

Pawan Hans is a name that rules the horizons of Indian skies,  
spreading its wings of leadership & dominance  
driven by the core values of service to the people and the nation.







# Brand Identity - Elements

## The Hans (Swan)

- The logo unit shall always be referred to as The Hans (Swan).
- The bird with its outstretched wings signifies our reach and dominance on the skies of India.
- Shades of green and blue in the wings, symbolize our commitment to environment and sustainable development.
- The Sun in the logo is our sign of our energetic spirits and also a sign of a new beginning.

### *Significance of our colours:*

-  Freshness, Prosperity, Growth, Youthful
-  Greenery, Environment, Sustainable Prosperity
-  Sky, Sea, Transparency, Endless Opportunities
-  Infinite Energy, Sun, Light, Life, Warmth, People

## Brand Identity - Elements



### **Font Style :**

**A mix of formal font, slightly modified to give it a human touch with a mix of points and curves.**

A stroke across the letters H and L.  
To add a graphic element and life.

# Brand Identity - Elements

## The thought behind

WE  FOR YOU

This is the corporate line we retain to supplement our new identity. It is a statement of our eagerness to serve with warmth and commitment.

Once supplemented with our new logo, it comes as our new spirits and energy with which we take on the challenges of the vast opportunities that await us.

**Visual Identity:** The new logo design is a visual composition encompassing the keys strengths and business of the company.

**Safety:** The bird flying across a circular graphic (Sun) represents the global standards of safety that come naturally to us.

**Environment:** The wings extending in shades of green also represent our commitment to sustainable growth and environment.

**Business:** The blue colour represents the open skies and aviation. The key highlight of the logo is a Swan (Hans) flying across the global expansion.

**Vision:** The expanse of wings also signifies the diversifications and expansions into MRO (Maintenance, Repair and Overhaul), Sea Planes and Small Aircraft Services, Skill Development and beyond.

# Usage Identity Unit



Logotype can be crafted in any language and should be placed with an alignment of baseline and proportionately stretched

# Complete Identity Unit

पवन हंस लिमिटेड  
(भारत सरकार का उपक्रम)



**Pawan Hans Limited**  
(A Government of India Enterprise)

WE *fly* FOR YOU

# Brand Identity - Elements

PHL  
in colour





	C 0 M 60 Y100 K0
	C 100 M 20 Y0 K0
	C 75 M 1 Y100 K5
	C 44 M 0 Y96 K0

पवन हंस लिमिटेड  
(भारत सरकार का उपक्रम)

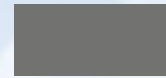
**Pawan Hans Limited**

(A Government of India Enterprise)

	C 0 M 60 Y100 K0
	C 0 M 0 Y0 K100

# Brand Identity - Elements

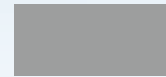
PHL  
in Grey mode



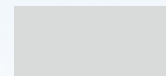
C 0 M 00 Y0 K70



C 0 M 00 Y0 K100



C 0 M 00 Y0 K60



C 0 M 00 Y0 K40

पवन हंस लिमिटेड  
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**Pawan Hans Limited**

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C 0 M 0 Y0 K100



# Brand Personalty & Tone of Voice

Pawan Hans brand is a new age service provider exuding movement, energy and charisma. It has an informal style that is contemporary, clean youthful and fun to engage with. The logo's 'Hans' in flight conveys its enthusiasm and its passion to serve reflects in the warmth of the shades and curves.

This brand personality of warmth, eagerness to serve and youthful enthusiasm must come out in wherever this logo is displayed.

## Tone of Voice

We are in service industry taking great pride in the way we serve our clients.

Therefore our brand personality is expressed through our tone of voice. Our clients and other stakeholders are going to interpret is going to be reinforced in everything we do and say.

We are committed to establish a close bond with our clients and that should start with the very first time they see our name or view any of our communication. Right from the smallest visiting card to a large signage or an advertisement, our tone must maintain this warmth and new age character that we have all aspired for.



# Brand Usage Guidelines

The brand identity of Pawan Hans is clearly one of our key assets. We have worked very hard to acquire the leadership status and prominence on the skies of India. We have earned the trust of our clients and other stakeholders who believe that Pawan Hans stands for reliability and service in the new generation India.

Now it is important that we maintain the same brand character and tone of voice in a uniform manner in all tools of communication. The intent is not to curb creativity but to provide a framework for consistent and focused usage of the brand identity across all forms of communication across all its touch points, with a view to create a distinct and enduring brand image.

The guidelines must be followed strictly without any compromise.

# Common Usage Violations

- Usage of Logos for products services not related to the company is not permitted.
- Any shift in shade or size of the log.
- Do not use the logo with any gradation of tone.
- Do not use the logo with poor reprodcction.
- The logo should not be touching an text or other visual element.
- Do not stretch logo with incorrect properties. An increase in size should be in right proportions.
- The logo should not be placed on any color similar to its design. The ground must be light and clear.

Always ensure that the logo must come out in a distinct prominence and visibility.

# Inappropriate Usages



# Pawan Hans With People

Since Pawan Hans Ltd. services are linked directly or indirectly to people.  
Use the photo/image with realistic effects.  
Do not use posed/unimaginative photographs.





IN SYNC WITH  
CULTURE, NATION  
FROM  
LOCAL TO GLOBAL

## Do not use

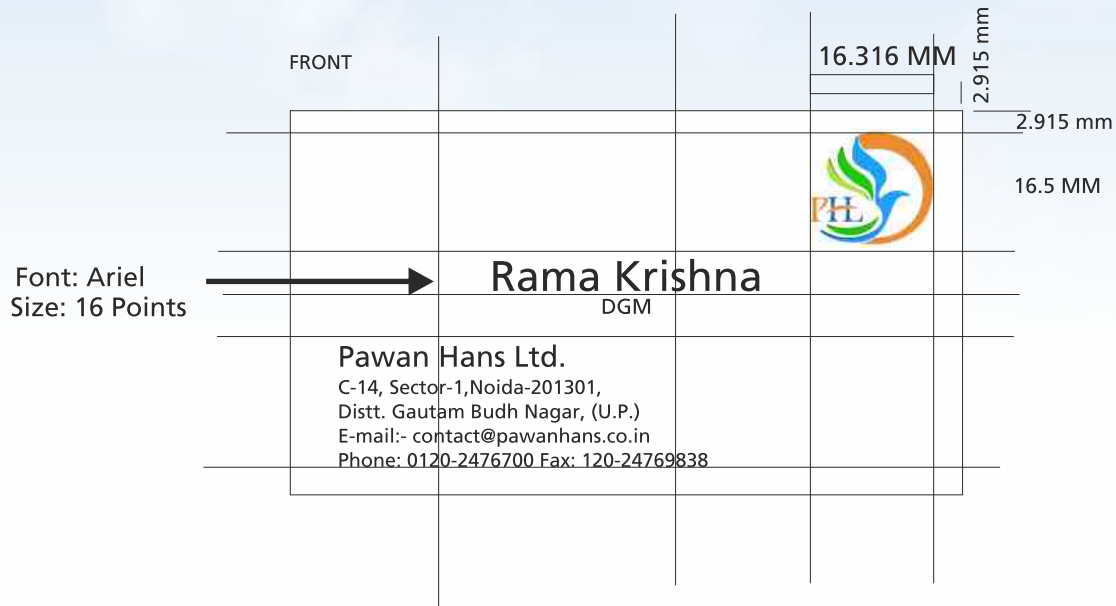
- pics with indirect meaning
- low quality resolution
- unrealistic people
- pics without focus
- uninspiring images





# Brand Usage

# Visiting Card



BACK

A GOVT. OF INDIA UNDERTAKING • A MINI-RATNA COMPANY



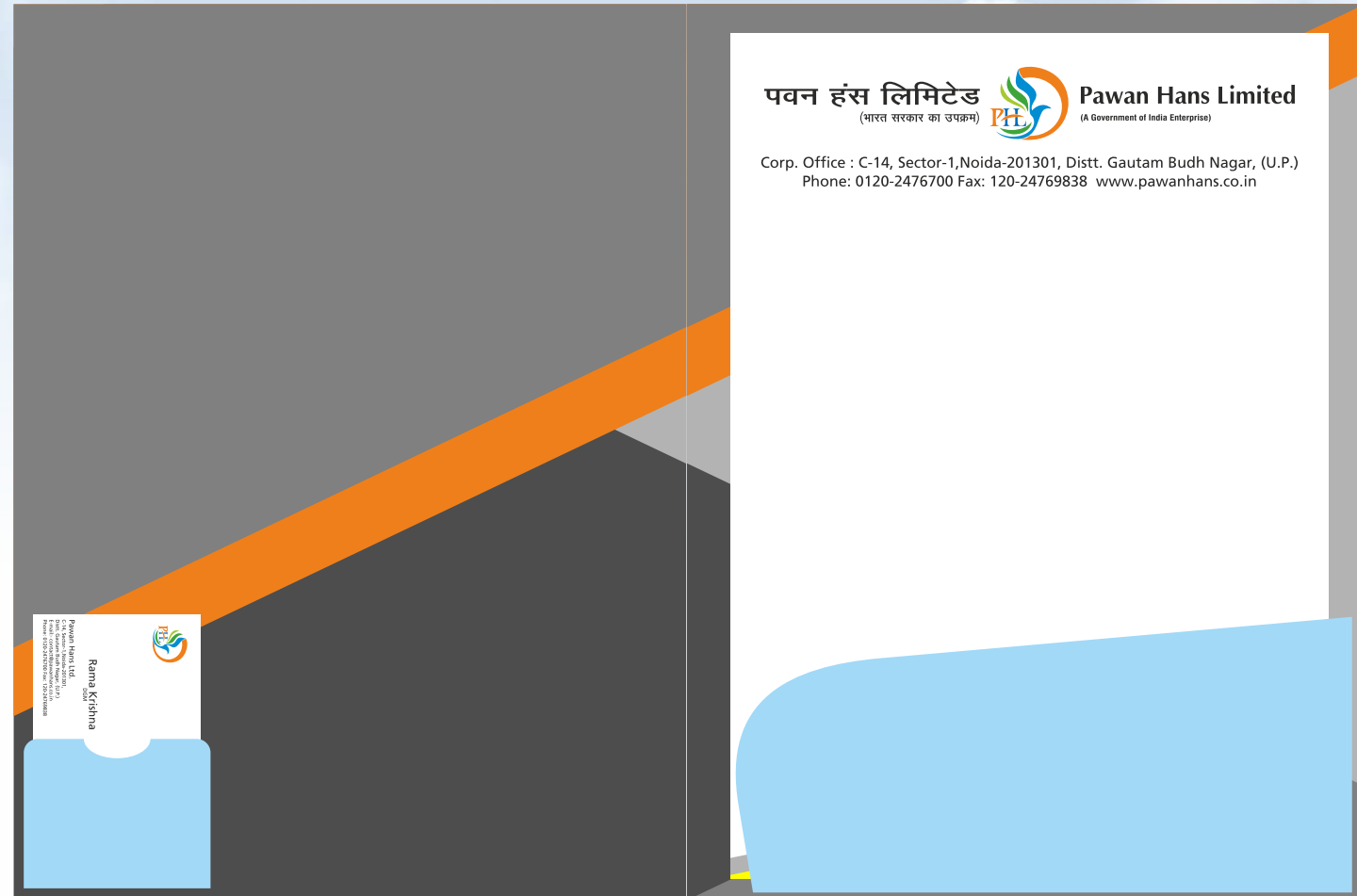
# Letter Head

पवन हंस लिमिटेड  
(भारत सरकार का उपक्रम)  Pawan Hans Limited  
(A Government of India Enterprise)

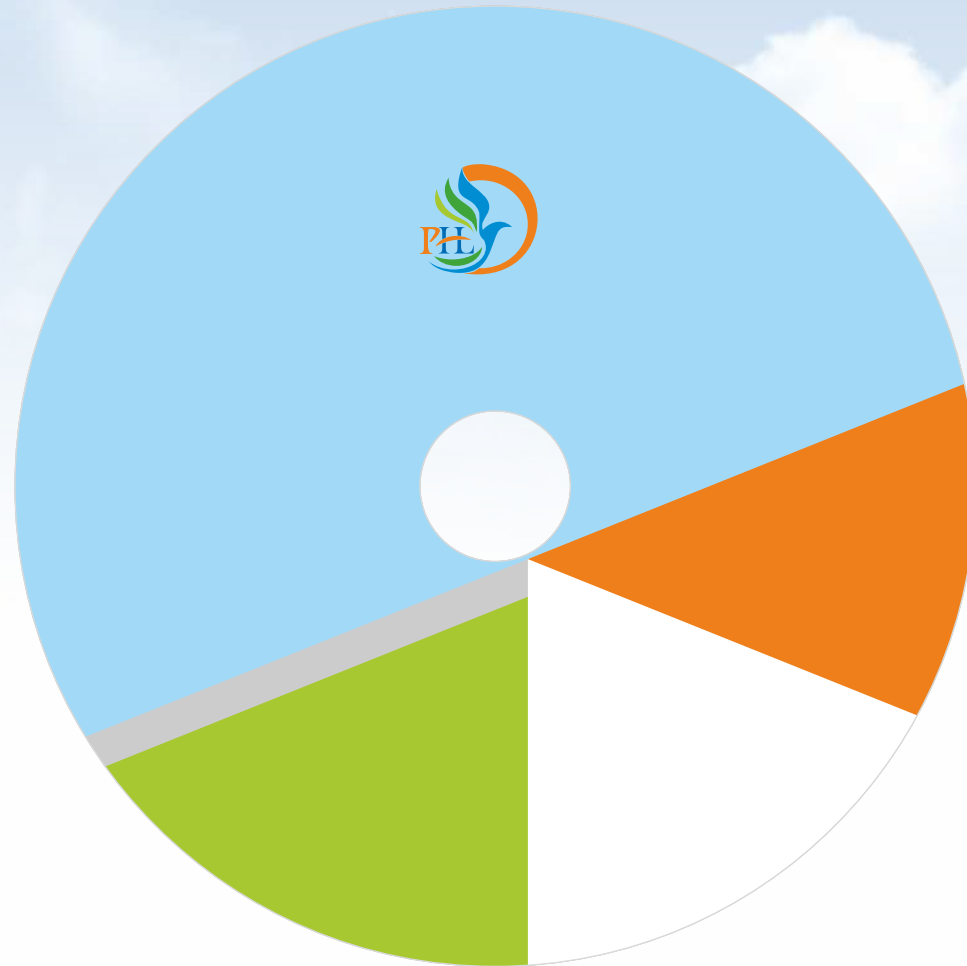
Corp. Office : C-14, Sector-1, Noida-201301, Distt. Gautam Budh Nagar, (U.P.)  
Phone: 0120-2476700 Fax: 120-24769838 [www.pawanhans.co.in](http://www.pawanhans.co.in)

WE  FOR YOU

# Docket Folder



CD

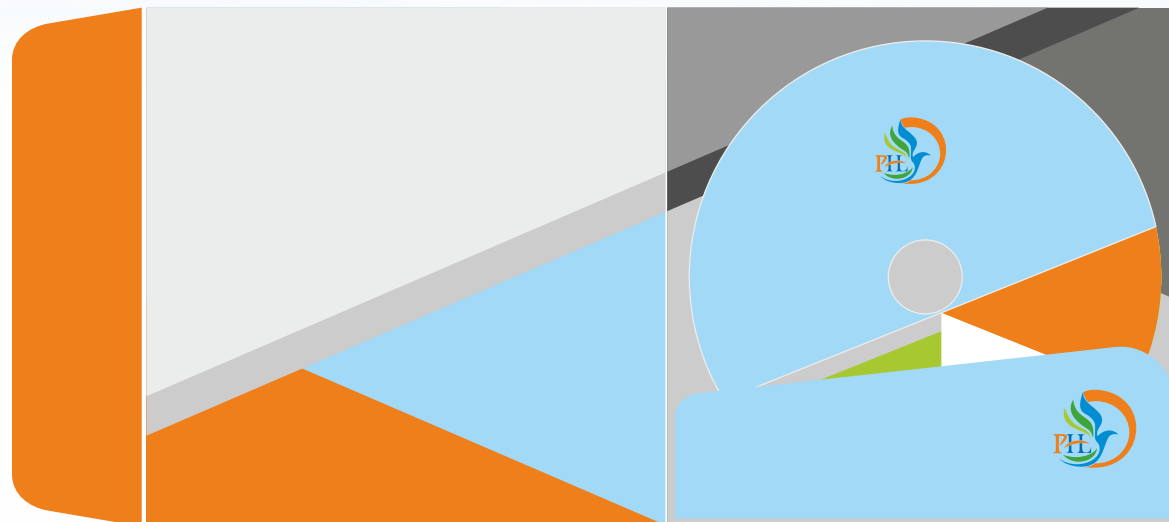


# CD Cover

Front outer



Back outer closed with seal

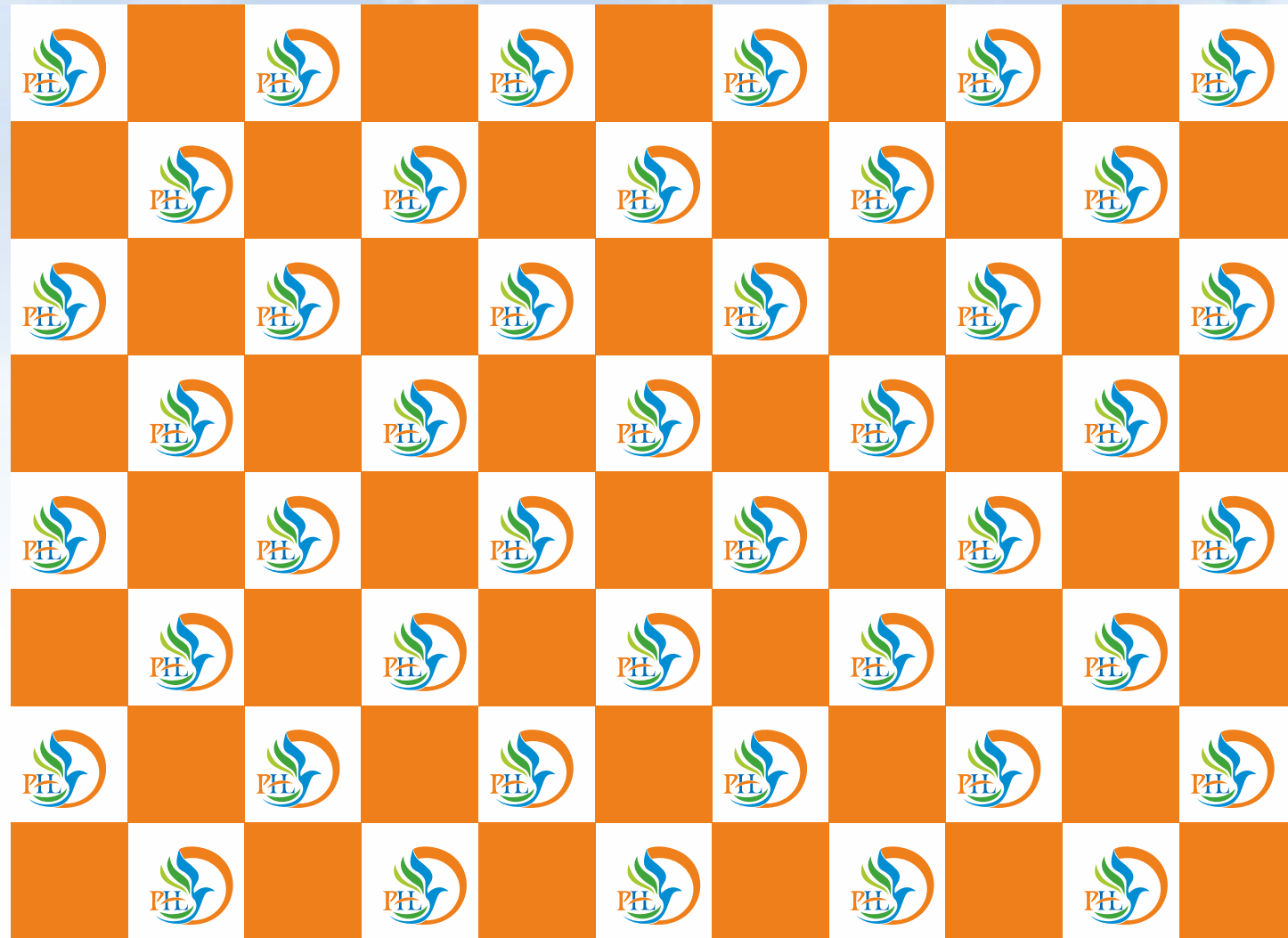
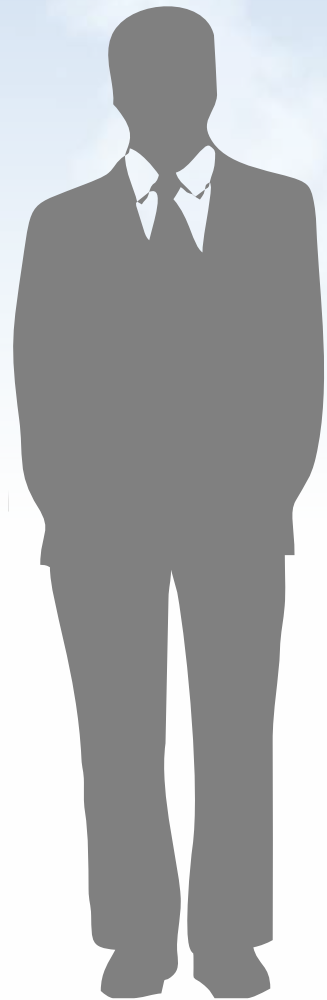


Inner open with DVD/CD

# Company Flag



# Press Backdrop



# Exhibit Specimen





# Envelope

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# Advertisement (A4)

WE  FOR YOU

## Pawan Hans

### *Rising to new challenges*

- Medical emergency
- Law & Order
- Charter services • Heli-Tourism
- Pipeline Surveillance
- Hotline Washing
- Off-shore transport services

- Heliports • Sea-planes
- Fixed Wing aircrafts • MRO

**30**  
Glorious Years  
*in service to the Nation*

**पवन हंस लिमिटेड**  
(भारत सरकार का उपक्रम)



**Pawan Hans Limited**  
(A Government of India Enterprise)

Corporate Office : C-14, Sector-1, Noida-201301, Distt. Gautam Budh Nagar, (U.P.) • Tel: 0120-2476703 | Fax: 0120-2534311 | corp.affairs@pawanhans.co.in | www.pawanhans.co.in

The logo must have blank space of at least 1.5 cm on all four sides.  
The name of the company must be displayed in due prominence.  
The address below must be clearly readable in 8 points.

# Uniform



# Guest House Crockery



# Office Crockery





# Office Stationery



# Merchandise



# Tender Design

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## **WALK-IN-INTERVIEW FOR VISITING DOCTOR**

Pawan Hans Limited, a premier Public Sector Undertaking and India's largest helicopter company is looking for a Visiting Doctor on retainership basis.

Date	Time	Venue
07/08/2015	Registration 1000 hrs to 1330 hrs	Pawan Hans Ltd., 3 <sup>rd</sup> Floor, Hotel Rajashree Inn, VIP Airport Road, Guwahati – 781015.

### **Qualification and Experience:**

MBBS degree from a recognized university with permanent registration certificate from Medical Council of India. "The Doctor should be available at the LGBI Guwahati Airport on short notice (not exceeding 15 minutes) and at frequent interval depending upon the requirement, since flying duty has to be carried out in time bound manner."

**Desirable: Retired doctors shall be preferred**

**For other details please visit our website: [www.pawanhans.co.in](http://www.pawanhans.co.in)**