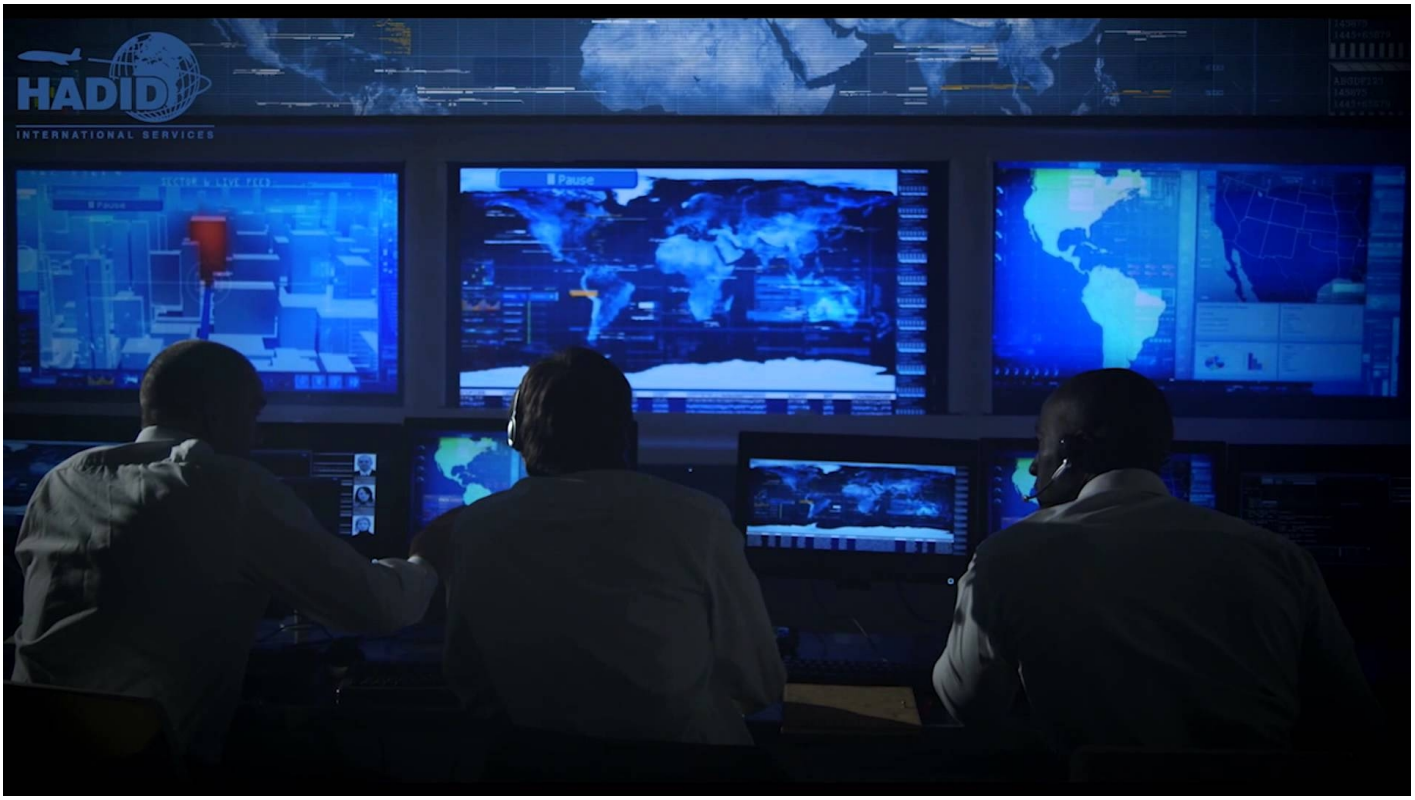
HADID UNVEILS NEW BRAND

News / Business aviation



Hadid, a specialized flight support company, has unveiled its new corporate identity and brand.

Hadid, one of the leading global flight support and service brands, has announced its new brand mark; the Hadid symbol. This new identity and branding correlates with Hadid's focus on change in management, evolution in corporate structure and business development plans.

The new Hadid brand emanates from the desire to inherit and capture the best of both earlier and new identities and legacies and consolidate them to create an even stronger one. The new Hadid brand is synonymous and consistent with the positive and transformative change that flight support services have had on general aviation, and to which Hadid has significantly contributed. For over three decades Hadid has evolved from a domestic flight support company associated with steady and reliable services to that of a first choice global flight support provider associated with some of the most, renowned businesses and general aviation clients. With the exceptional knowledge Hadid has developed of the industry, the company is now a dominant force in the market. In view of this, the logo had to reflect its accomplishments and therefore Hadid gave its vital corporate identity a significant transformation.

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Hadid has taken on a new direction with the launch of their redesigned website www.hadid.aero. The new website is designed with a fresh look and user-friendly online navigation reflecting the latest information regarding Hadid services.

“The new brand mark symbolizes Hadid's strength and expertise. Hadid's new identity indicates the innovative and forward-looking strategies of the company,” says Brian Culver, Hadid chief executive officer.

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