



ALSA

LIFE FIRST , MISSION ALWAYS !

AYUSHMAAN LIFE SUPPORT AMBULANCE®

Corporate Handbook

Company Profile | Brand Guidelines



This handbook is the property of Ayushmaan Life Support Ambulance. It contains proprietary information including the company's name, logo, profile and design assets.

By using them, **you agree** to comply with the terms outlined in this handbook.



“Meet Our Founder”

We don't just move ambulances. We move faster than fear, with the power of care.

At Ayushmaan Life Support, every second counts — and every life matters more. What started as a vision to bring critical care closer has grown into a trusted lifeline across cities, skies, and railways. Powered by purpose and precision, we move fast, but always with heart. As we grow, one promise remains: Life First. Mission Always.



Sandeep Kumar
Founder & CEO

- Speed with Sensitivity — Every moment counts, but every life matters more.
- Innovation with Intent — We adopt technology with a purpose: saving lives.
- Leadership with Heart — We build systems that serve, and teams that care.

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SUSTAINING CARE

CHAPTER ONE
INTRODUCTION

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Years Of Excellence

Care. Speed. Precision.

At Ayushmaan Life Support Ambulance, every detail reflects our unwavering commitment to timely, compassionate, and expertly delivered medical support.

Driven by purpose and guided by urgency, we stand for one mission above all:

Life First. Mission Always.



ALSA
Around the world

Preserving every
heartbeat with the
power of care.



MISSION

To serve humanity with swift, compassionate, and dependable emergency medical care, preserving life and dignity at every critical moment.

VISION

To build a world where timely and trusted medical support is accessible to all, guided by empathy, strengthened by precision, and committed to life above all.

| OUR VALUES



Life First

We exist to protect and prioritize life in every action we take.



Compassion in Motion

We move with purpose, led by empathy, care, and human connection.



Trusted Care

We hold ourselves to the highest standards of excellence in all we do.

CHAPTER TWO
WHAT WE DELIVER

02



OUR SERVICES



Road

On-ground emergency support with real-time dispatch and expert care.



Air

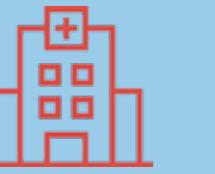
Fast and equipped for critical care across cities and remote areas.



Rail

Comfortable, long-distance medical transport via dedicated rail units.

Care that **connects** Systems, People, and Purpose.



Hospitals

Integrated patient transfers and emergency response for healthcare facilities.



Events & Gatherings

On-site ambulance and paramedic teams for crowd safety and rapid response.



Corporate Enterprises

Workplace medical support and readiness programs for organizations.



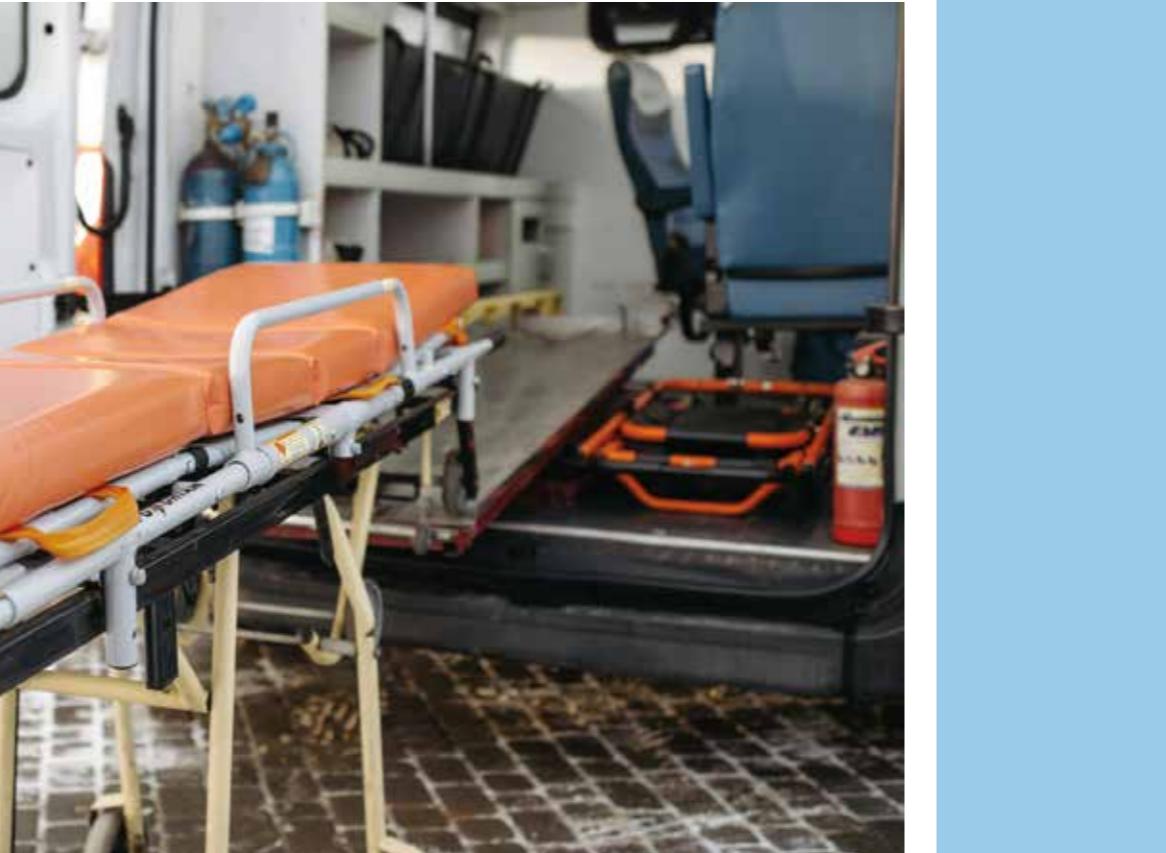
Government & Public Sector

Robust emergency infrastructure supporting public health initiatives.



CHAPTER THREE
OUR FLEET

03



| Our impact in mission



350K +
LIVES
ASSISTED



250 +
CITIES
REACHED



1000 +
FLEET
MOVEMENTS



50K +
COVID
EMERGENCIES
HANDLED



100 +
TEAM
MEMBERS

CHAPTER FOUR
OUR IDENTITY

04

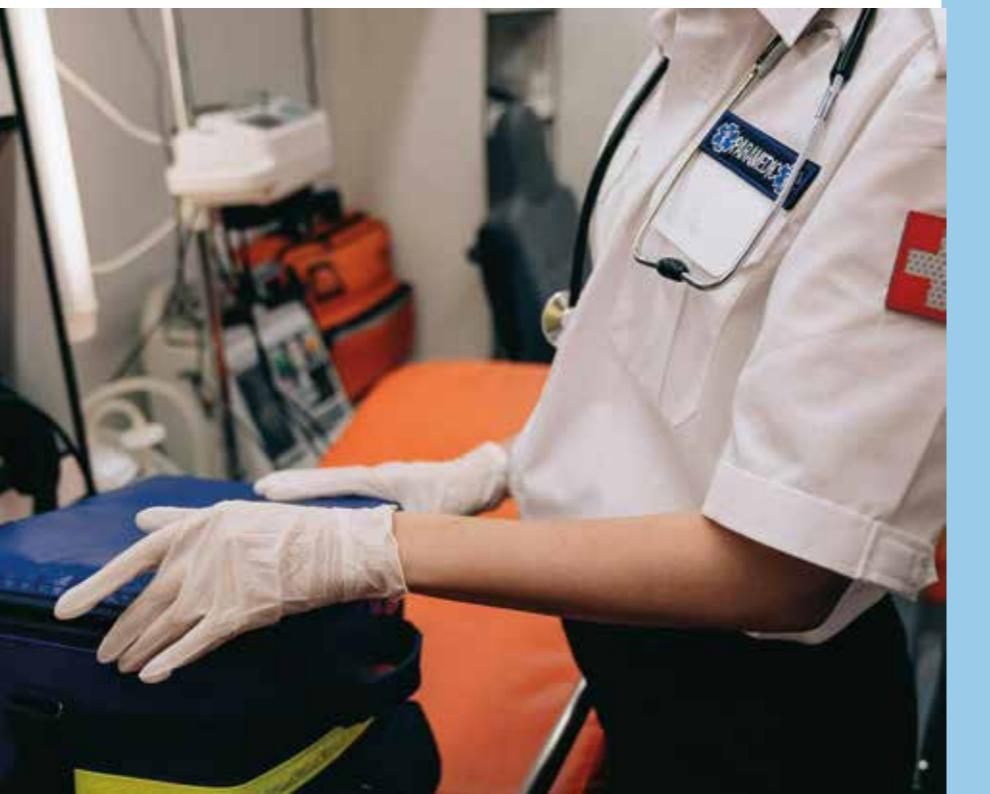
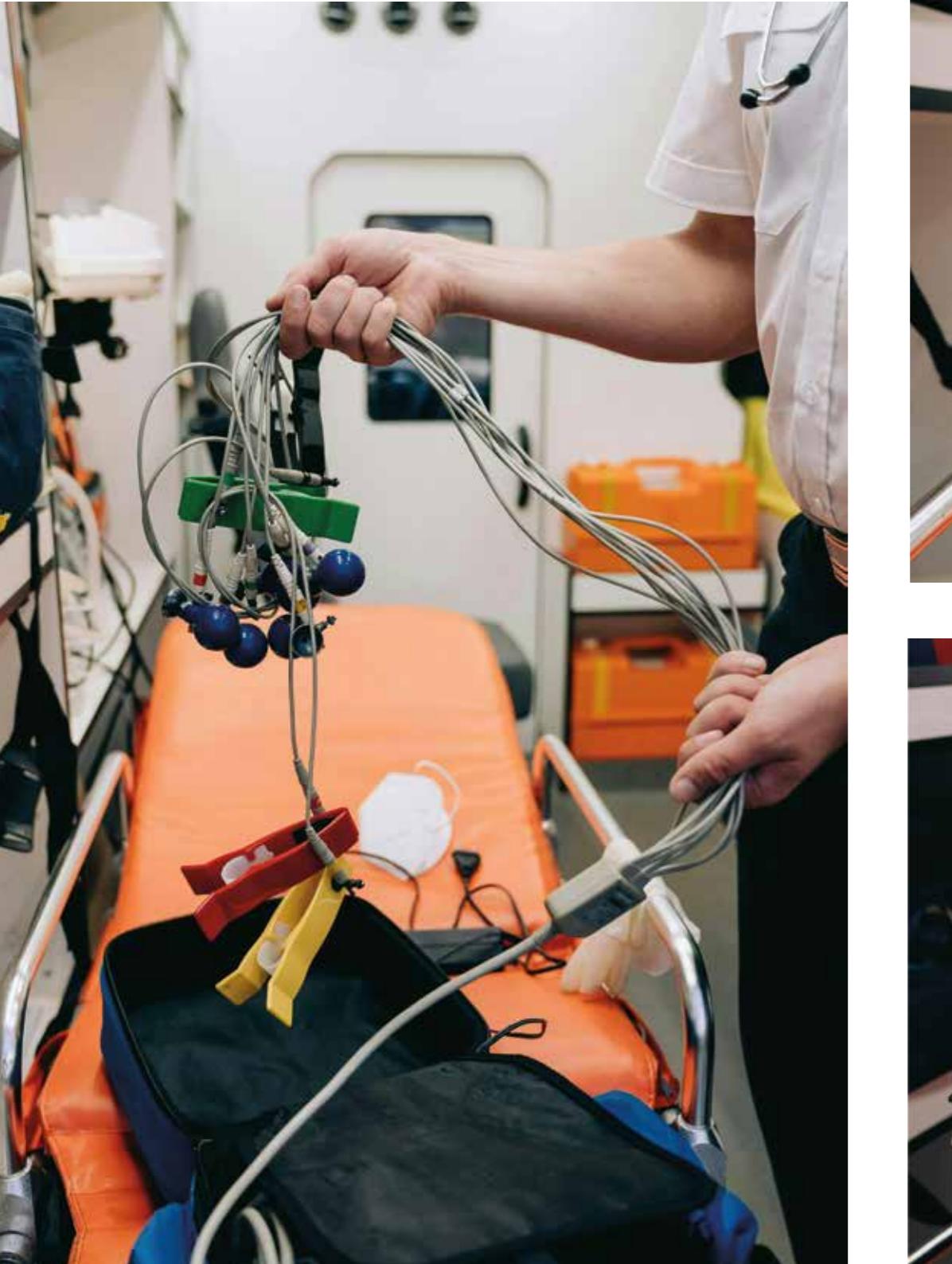


BRAND STORY

Speed saves lives. Compassion keeps them going.

Ayushmaan Life Support Ambulance began with one mission — to reach faster, care deeper, and serve better. We're more than a fleet; we're a lifeline that connects urgency with empathy. With every call we answer, we uphold a simple truth: life comes first, and our mission always follows.

The logo for Ayushmaan Life Support Ambulance (ALSA) features a red and green stylized hand icon above the acronym "ALSA". Below the acronym, the tagline "LIFE FIRST, MISSION ALWAYS!" is written in a serif font.



| Logo Wordmark Spacing

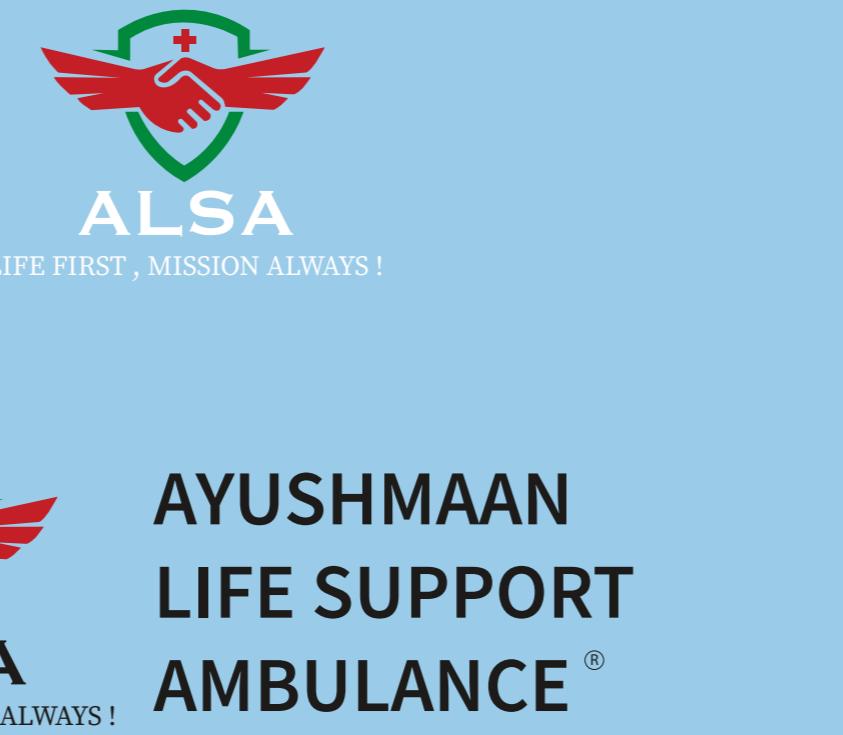
Maintain clear space around the wordmark to ensure visibility, impact, and brand clarity.



**AYUSHMAAN
LIFE SUPPORT
AMBULANCE®**

| Main Logo

The primary logo represents the core identity of Ayushmaan Life Support Ambulance and should be used across all key brand communications.

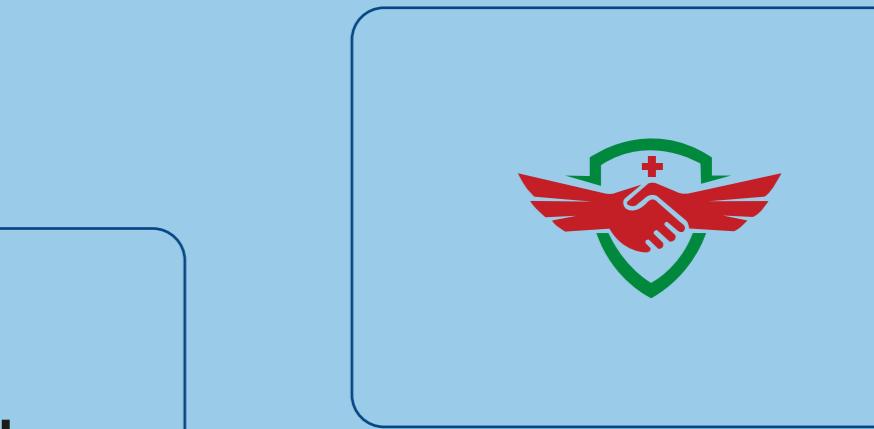


| Logo Variations

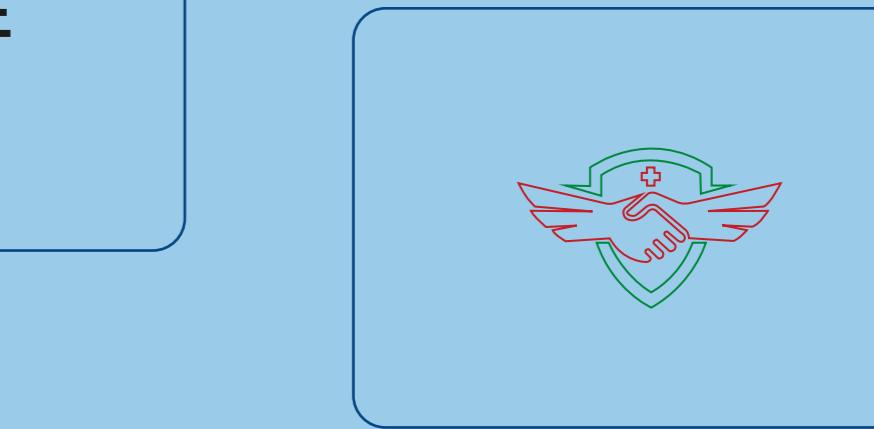
Symbol & Wordmark



Solid Colorway



Keyline Colorway



White
#FFFFFF



LIFE FIRST , MISSION ALWAYS !

Red
#B4312E



LIFE FIRST , MISSION ALWAYS !

Green
#328746



LIFE FIRST , MISSION ALWAYS !

| Logo Misuse

To protect the brand integrity, brand logo must never be altered or distorted.



| Color Palette

These define who we are; urgent, trusted, and life-saving.

Emergency Red

#C41F26

Healing Green

#00893D

Vital Black

#1C1B1A

| Secondary Color Palette

Supportive tones for backgrounds, layouts, and design balance.

Emergency Red

#BE3232

#C63938

#C94545

#D35353

#DB6665

Healing Green

#419654

#5BA69

#6CB476

#87BF8B

#9DC99F

Trust Blue

#27518C

#325C8E

#406D9B

#5281A8

#6C99B7

Neutral Pulse

#EFEFEF

#C1C2C3

#989899

#5F6060

#2D2D2D

| Primary Typeface

Copperplate is our primary display typeface. It reflects strength, legacy, and clarity — ideal for brand names, headings, and identity marks.

COPPERPLATE

AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU
VV Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () {} / ?

ABC12

ABC12

ABC12

| Secondary Typeface

Source Serif Variable complements the boldness of Copperplate with elegance and readability. It is used for taglines, supporting text, and formal communication materials.

Source Serif Variable

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * () {} / ?

ABC12

ABC12

ABC12

ABC12

ABC12

ABC12

ABC12

CHAPTER **FIVE**
IN PRACTICE

05



ID Card



Visiting Card

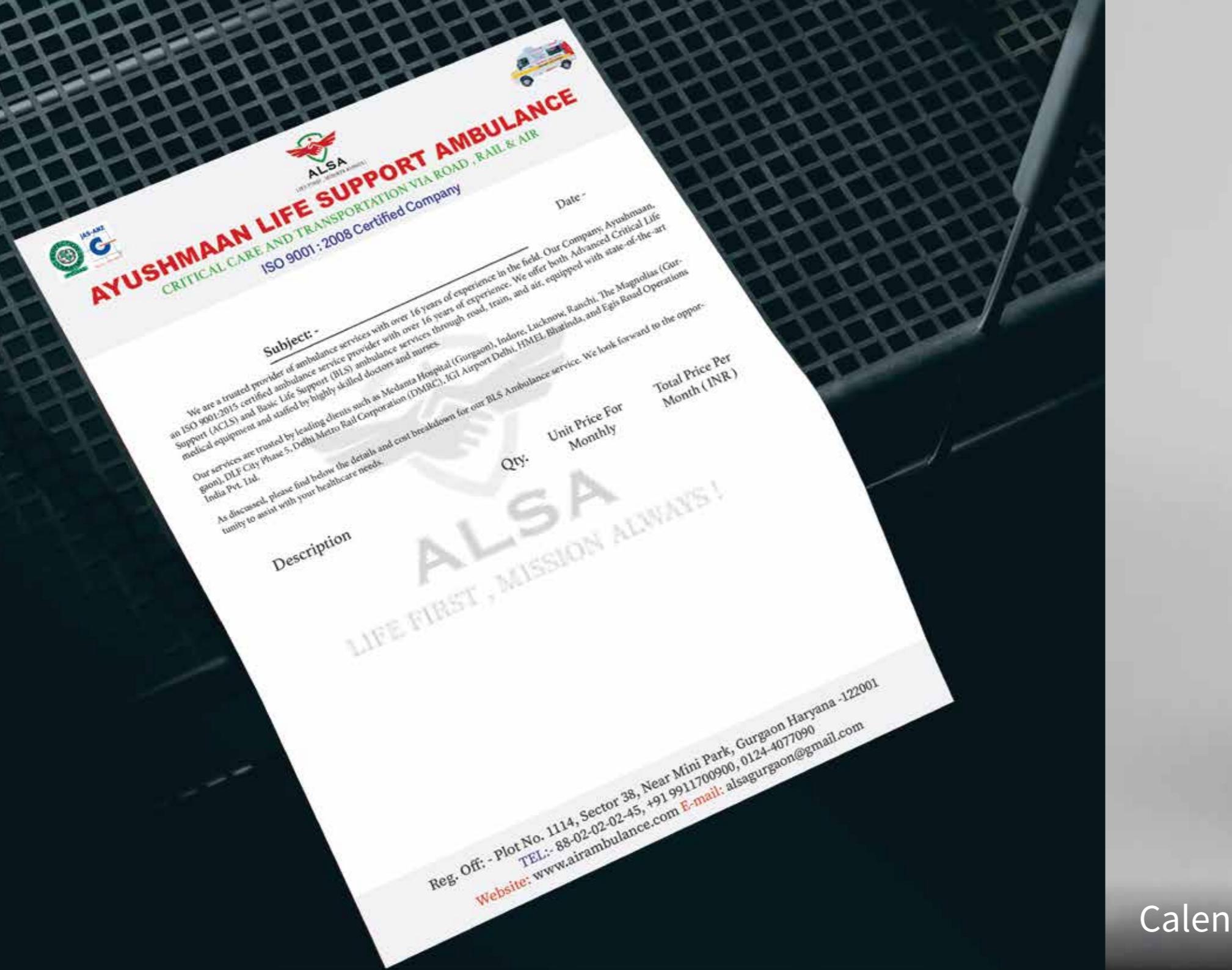


Visiting Card



Envelope

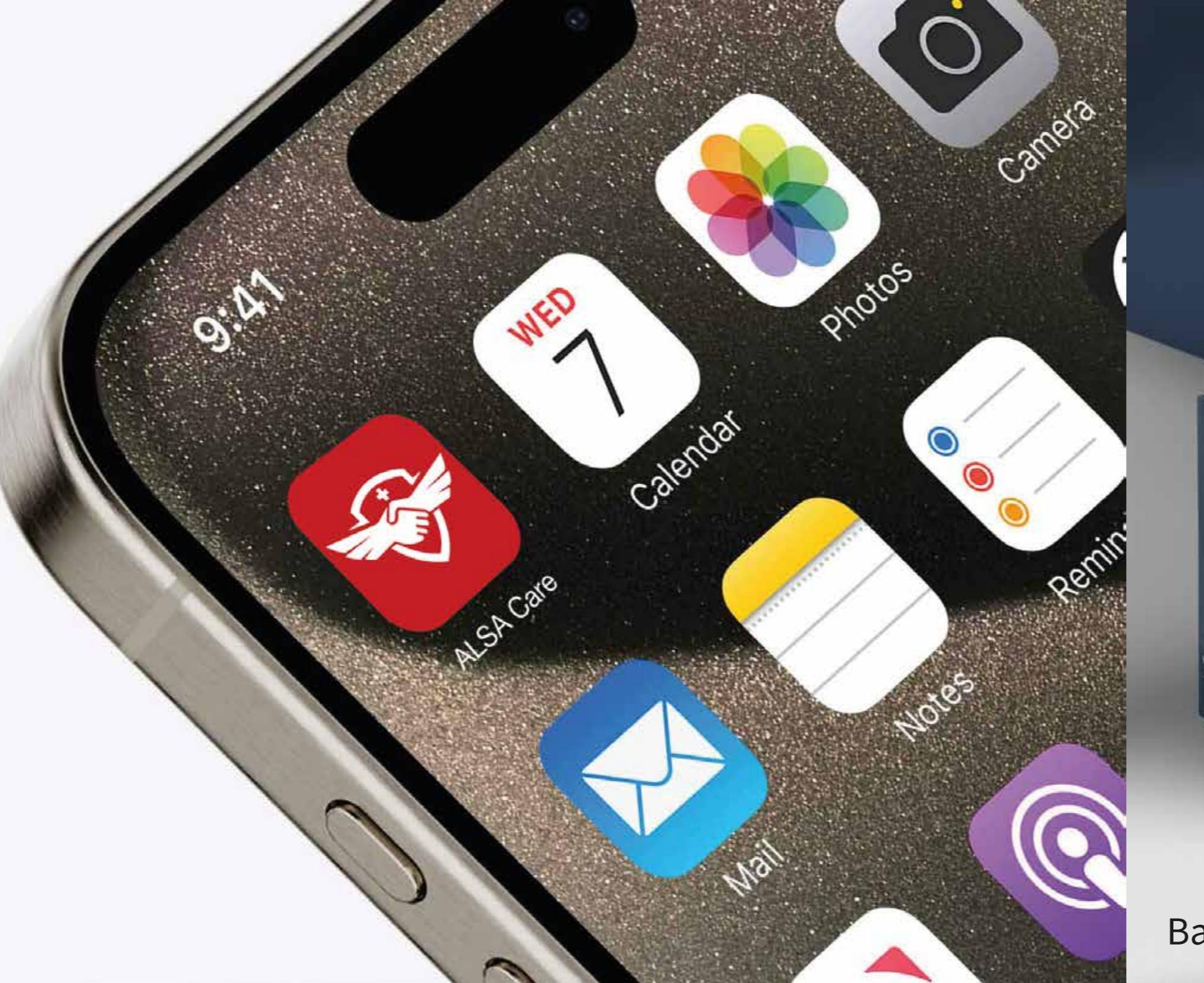
Letterhead



Calendar



App Icon



Bag

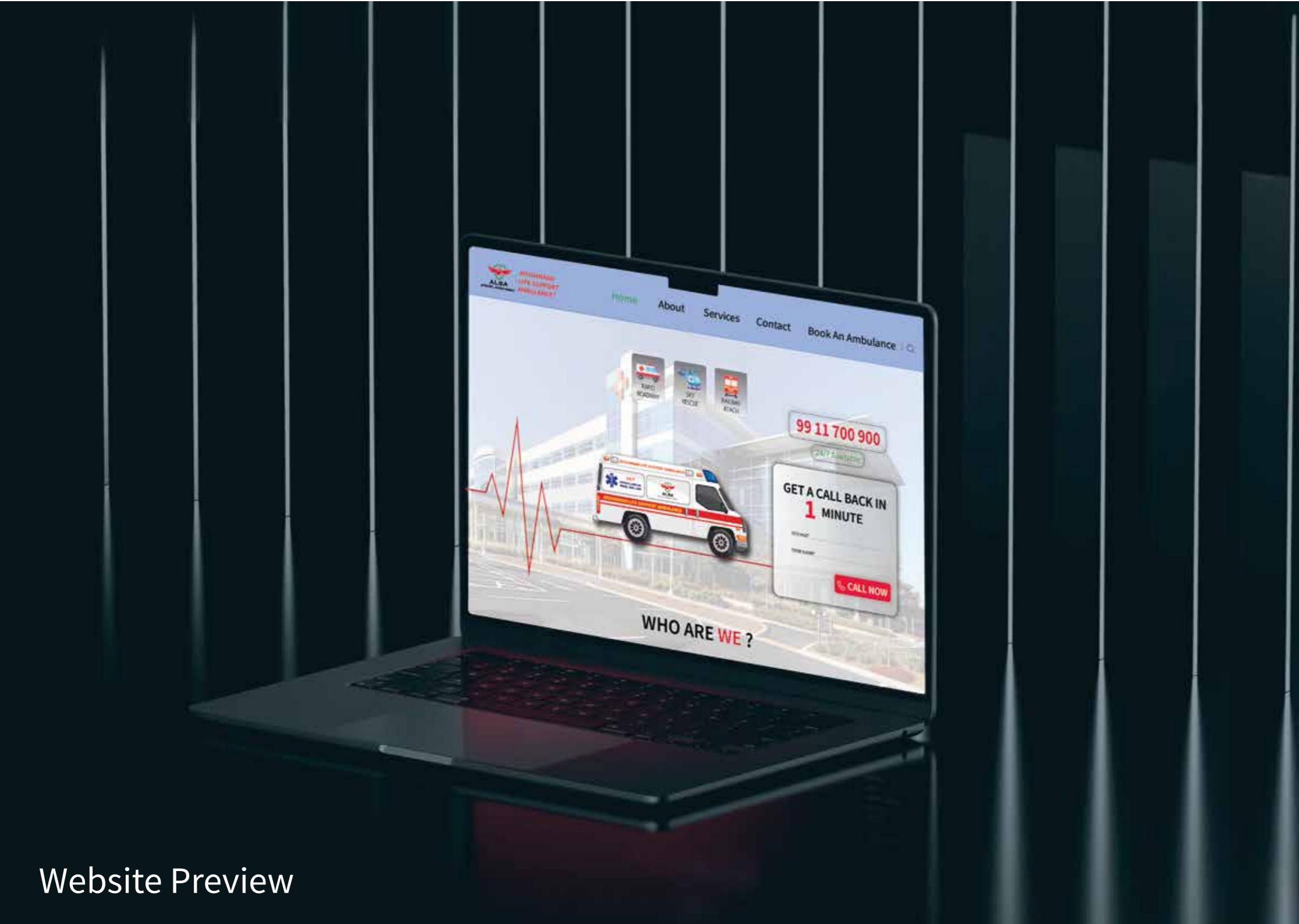




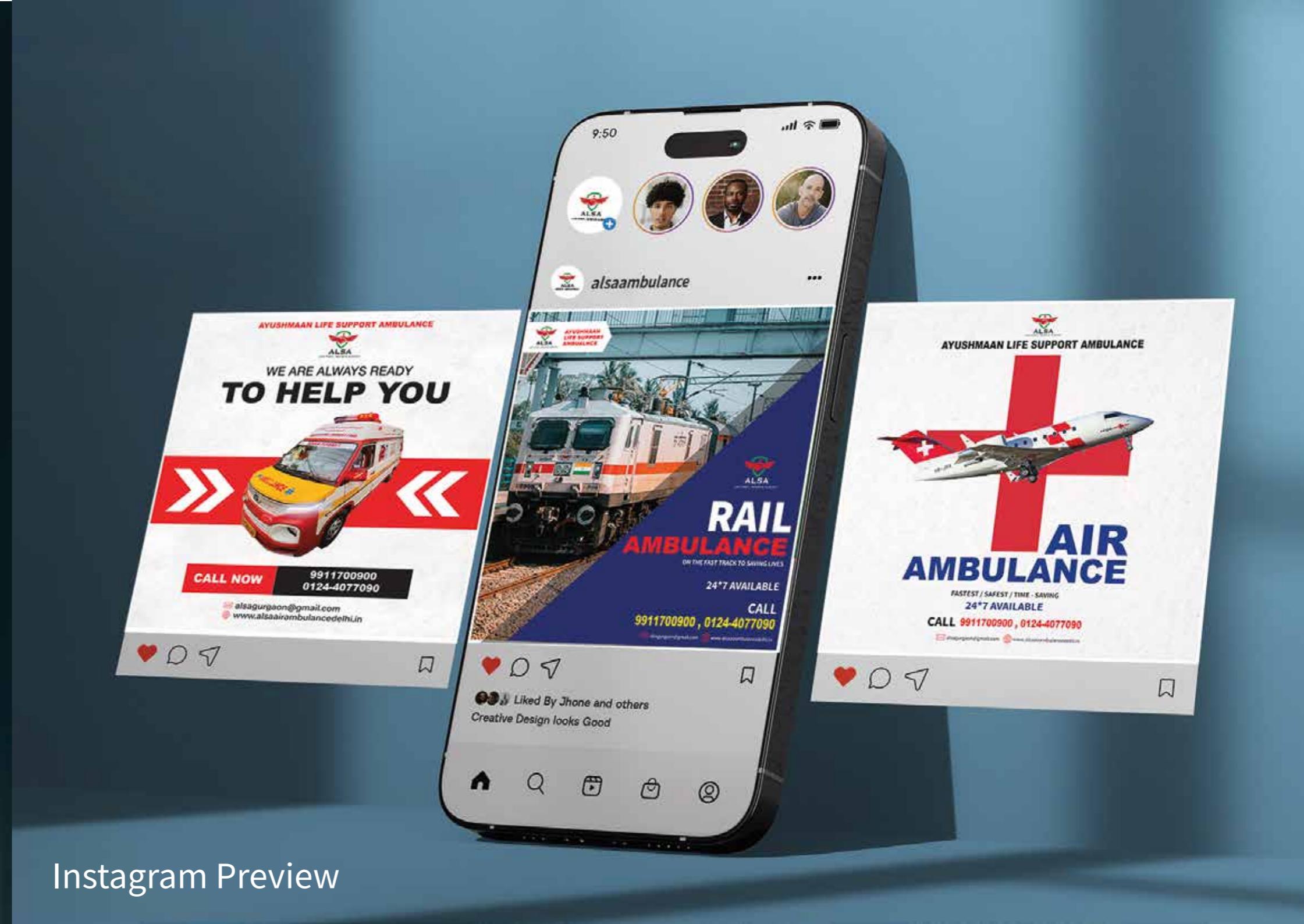
Banner



Bilboard



Website Preview



Instagram Preview

CHAPTER **SIX**
SUSTAINING CARE

06



At Ayushmaan Life Support, our mission doesn't stop at delivering critical care — it extends into how we deliver it. We believe that progress in healthcare must also protect the future.

From reducing our environmental footprint to contributing meaningfully to the communities we serve, we are committed to more than just movement — we're committed to mindful action. Our focus on fuel-efficient operations, ethical medical disposal, and equitable access is just the beginning.

Every ambulance we dispatch, every partnership we build, and every life we support is guided by a deeper responsibility — one that keeps people and the planet in mind.

| Tagline

A bold promise that puts every life at the heart of every mission—always, without compromise.

LIFE FIRST , MISSION ALWAYS !

Source Serif
Roman

| Contact & Helpline



Head Office

Ayushmaan, H.No. 1114 Sector 38
Near Medanta - The Medcity Hospital
Gurgaon, Haryana - 122001



24x7 Emergency Helpline

+91 88 02 02 02 45
+91 99 11 700 900



Email

alsagurgaon@gmail.com



Website

wwwayushmanairambulance.com



Social Media

/alsaambulance



+ 91 88 02 02 02 45
+ 91 99 11 700 900



www.ayushmanairambulance.com

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