

# 3. Administration materials

(Rev. Jan16)

Our stationery is an important, everyday expression of our brand. It should have the same look and feel as our other communications. This section provides detailed rules on typesetting and layout, together with specifications for producing materials. To achieve consistency, we should take as much care with our choice of paper stock as our choice of typeface.

# Stationery overview

Stationery items are highly visible components of our identity system. The consistent application of the Air Products signature, typefaces, colors, imagery, layout and approved paper stock—along with quality printing processes—is essential to a strong presentation of our brand.

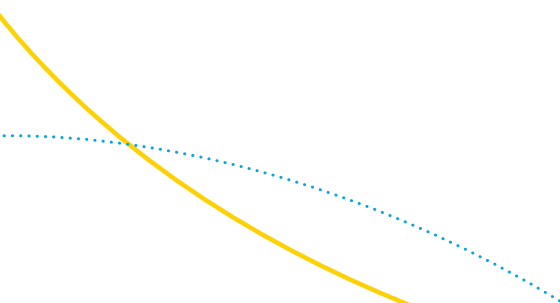
## Paper stock

Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text (letterhead and envelopes) or 100 lb/270 gsm cover (for business cards).

## Personalization

Personalization is restricted to Executive Letterhead only.

Only use the approved templates with preset layouts, colors, and type palettes to create administrative materials. Templates are available from Air Products' Corporate Communications team.



# Letterhead

## Sizes

ANSI — letter (8-1/2" x 11") or ISO – A4 (210mm x 297mm)

## Printing

Offset lithography.

(Do not use thermography or foil stamping.)

Only use the approved templates with preset layouts, colors, and type palettes to create letterhead. Templates are available from Air Products' Corporate Communications team.

## Paper stock

Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text.

A4

Letter

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Walton-on-Thames, Surrey KT2 4RZ UK  
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Air Products and Chemicals, Inc.  
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October 16, 2012

Mr. John C. Jones  
Vice President  
Lippincott Mercer  
499 Park Avenue  
New York, NY 10022

Dear Mr. Jones,

The communications potential of a letter goes beyond its content. Just as the frame of a picture can complement or detract from the picture itself, so the letterhead design plays its role at the personal communications level. Choice of typewriter face, paper stock and typing format also make a large contribution to the overall impression upon the reader.

This stationery format has been developed to reflect a look of expertise, stability and professionalism. This stationery "look" is unique and different from that of its competitors.

The unified, cohesive look for the stationery items will enable the company to benefit from a positive, organized impression made on all audiences who receive our correspondence. The success of the stationery system will depend largely on the consistency with which it is implemented. Adherence to the stationery guidelines will produce a consistent appearance that will project an image of high quality — an image that is reflective of how we want to be known.

Sincerely,

John L. Smith  
Vice President, Corporate Communications  
Air Products

# Business cards

Business cards and stationery make a lasting impression. The use of smooth, bright white paper communicates quality and professionalism. Highlighting the employee name creates a more personal touch, while clear contact information reinforces an approachable image.

## Typography

Use TheSans light and TheSans semi bold  
8.5 pt. type on 10 pt. line spacing.

## Typography Color

Use Air Products green and black.

## Size

ANSI — 3-1/2" x 2"  
(May vary by geographic location.)

## Printing

Offset lithography.  
(Do not use thermography or foil stamping.)

## Paper stock

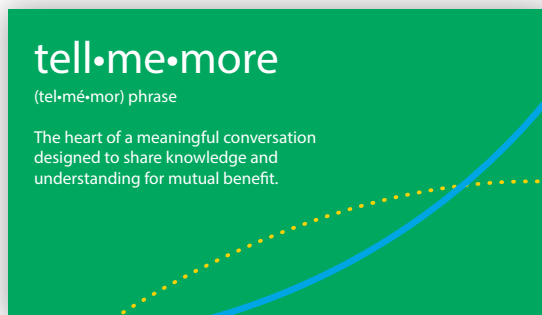
Mohawk Options 100% PC white, smooth,  
100 lb/270 gsm cover.

Only use the approved templates with preset layouts, colors, and type palettes to create business cards. Templates are available from Air Products' Corporate Communications team.

## Standard business card front



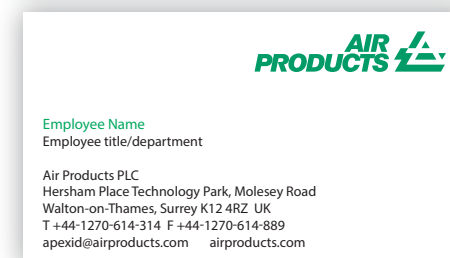
## Standard business card back



## Two-sided translation option



## Two-sided dual address option



# Envelopes

## Sizes

ANSI — #10 (9-1/2" x 4-1/8") or ISO – DL (220mm x 110mm)

## Printing

Offset lithography.

(Do not use thermography or foil stamping.)

Only use the approved templates with preset layouts, colors, and type palettes to create envelopes. Templates are available from Air Products' Corporate Communications team.

## Paper stock

Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text.

DL



Air Products PLC  
Hersham Place Technology Park, Molesey Road  
Walton-on-Thames, Surrey K12 4RZ UK

#10



Air Products and Chemicals, Inc.  
7201 Hamilton Boulevard, Allentown, PA 18195-1501

Mr. John Smith  
15 Highgate Road  
Town, City 78249

# Miscellaneous communications

3.6

## Sizes

ANSI — Letter (8-1/2" x 11") or ISO — A4 (210mm x 297mm)

## Printing

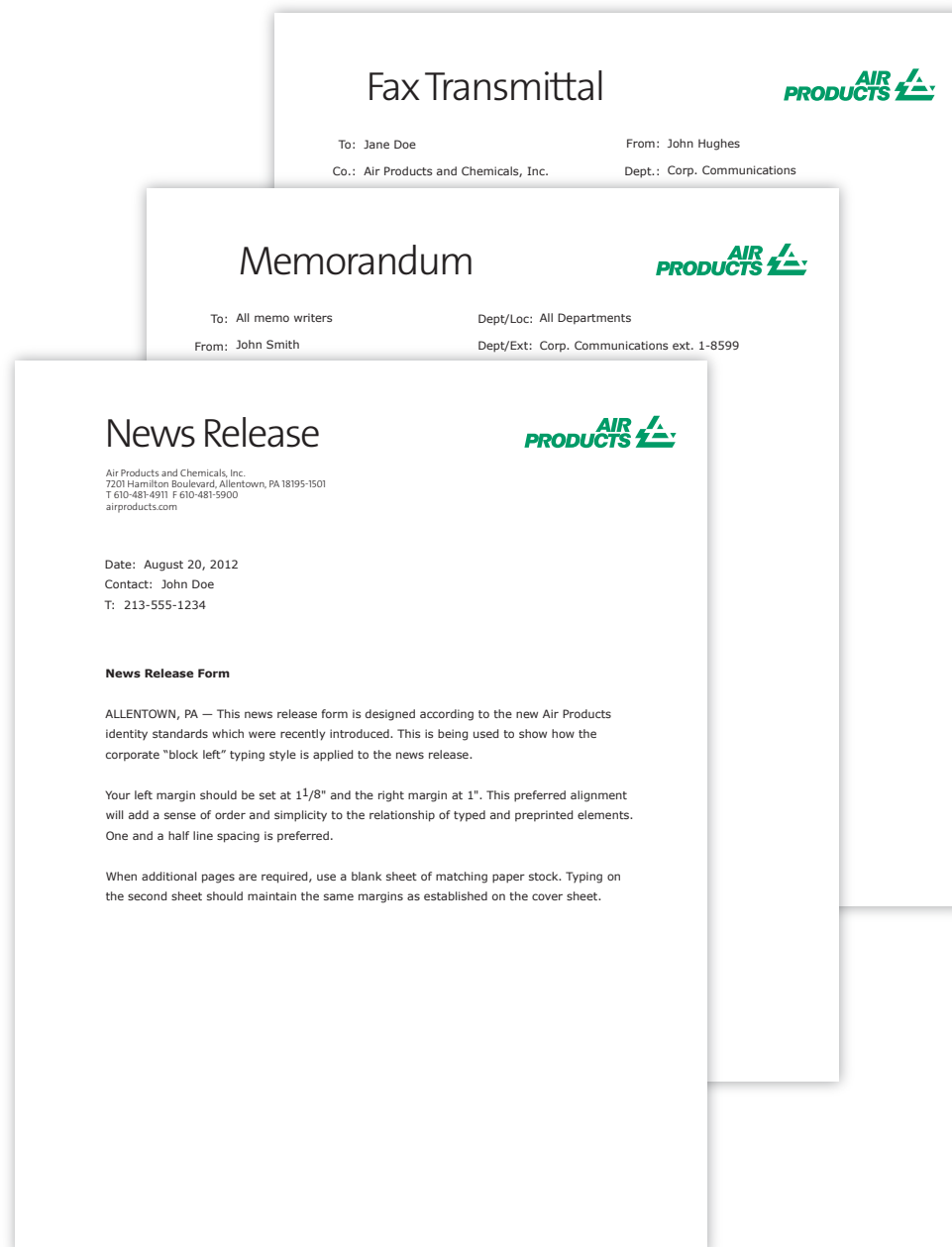
Offset lithography.

(Do not use thermography or foil stamping.)

Only use the approved templates with preset layouts, colors, and type palettes to create these communications materials. Templates are available from Air Products' Corporate Communications team.

## Paper stock

Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text.



# Miscellaneous envelopes

## Sizes

Assorted

## Printing

Offset lithography.

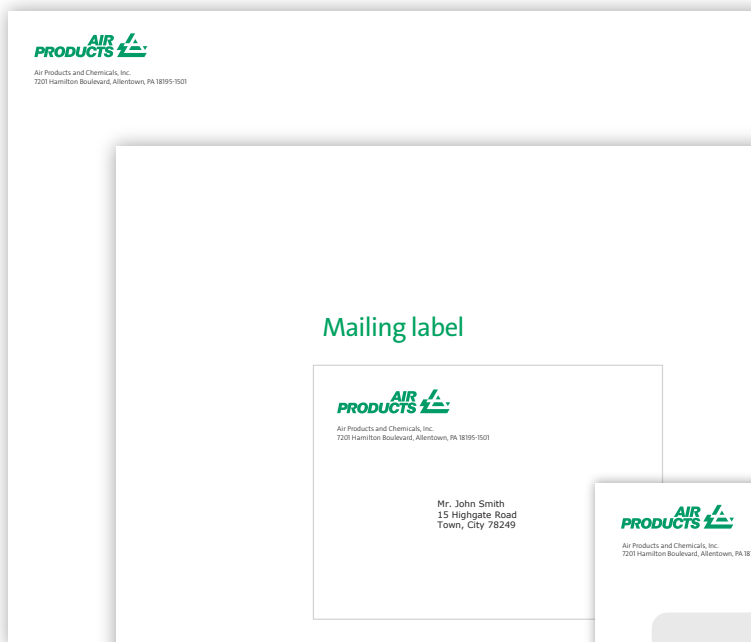
(Do not use thermography or foil stamping.)

Only use the approved templates with preset layouts, colors, and type palettes to create envelopes and mailing labels. Templates are available from Air Products' Corporate Communications team.

## Paper stock

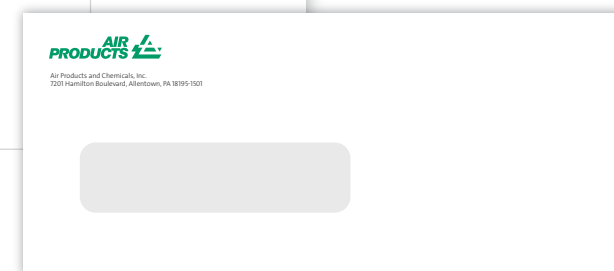
Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text.

## Open end (or side) envelope

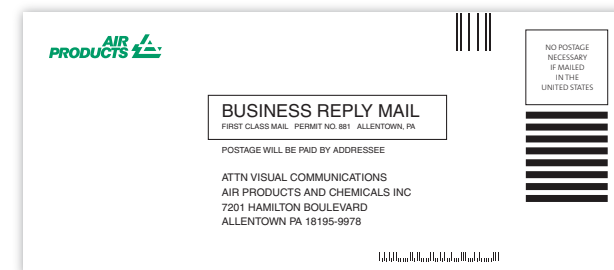


Mailing label

Window envelope



Business reply envelope



# Binders/proposal covers and title pages

## Sizes

Assorted

## Printing

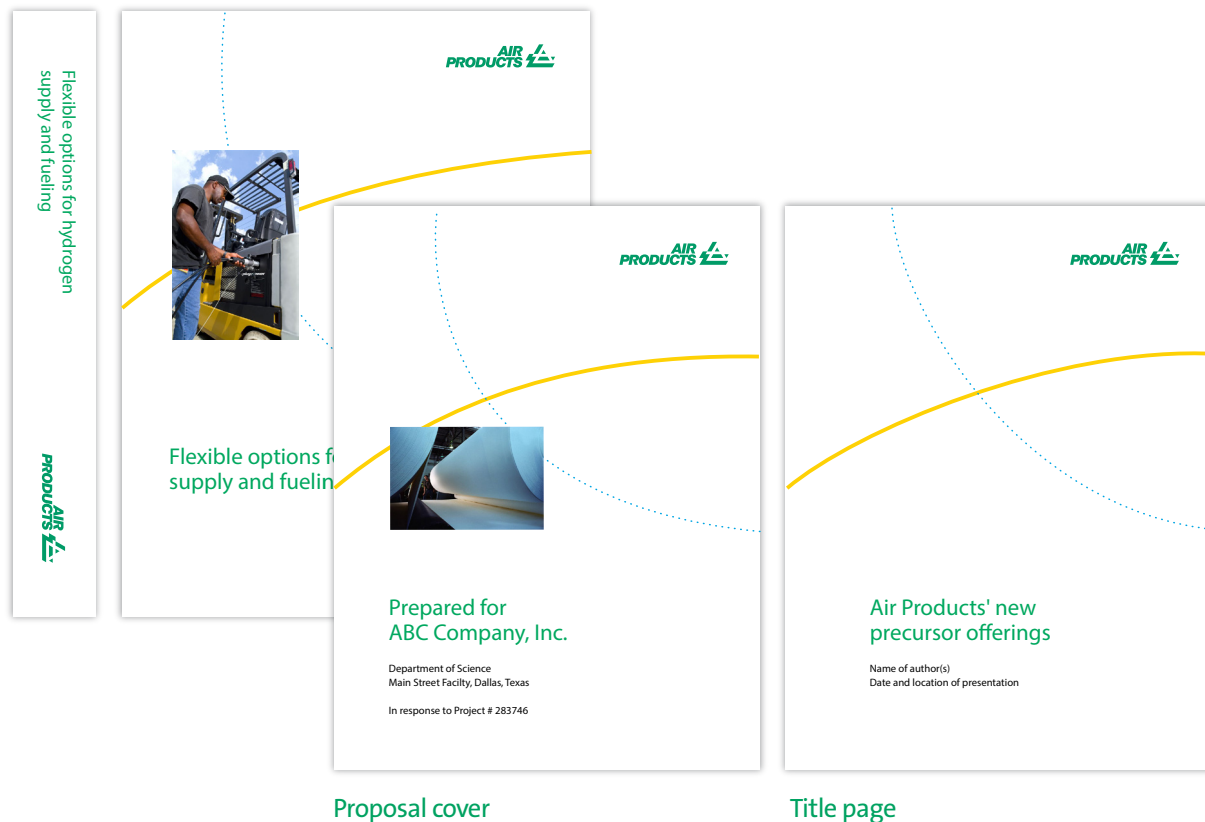
Offset lithography or digital.

Only use the approved templates with preset layouts, colors, and type palettes to create binders/proposal covers and title pages. Templates are available from Air Products' Corporate Communications team.

## Paper stock

Sappi 100 lb/270 gsm EuroArt Dull cover (for covers) or 80 lb/118 gsm text (for title pages).

## Three-ring binder inserts (cover and spine)



Proposal cover

Title page



# Certificates and awards

3.9

## Sizes

ANSI — letter (8-1/2" x 11") or ISO — A4 (210mm x 297mm)

## Printing

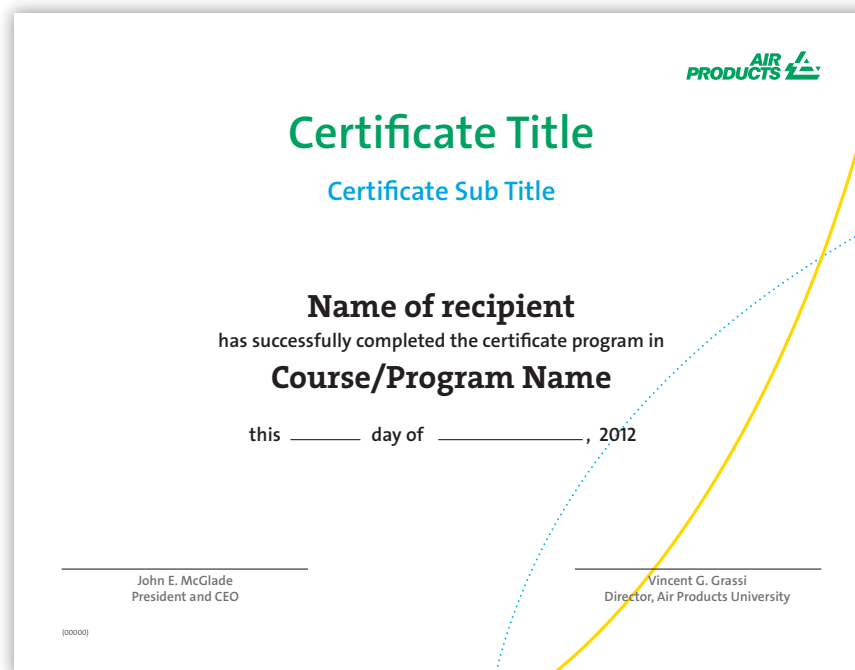
Offset lithography or digital.

(Do not use thermography or foil stamping.)

Only use the approved Adobe InDesign templates with preset layouts, colors, and type palettes to create certificates and awards. Templates are available from Air Products' Corporate Communications team.

## Paper stock

Sappi 100 lb/270 gsm EuroArt Dull cover.



## Sizes

Assorted

## Printing

Offset lithography, digital, or web.

Only use the approved templates with preset layouts, colors, and type palettes to create forms. Templates are available from Air Products' Corporate Communications team.

## Paper stock

Assorted

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**Personal Information / Informations Personnelles**

Name		Position Desired / Poste Demande		High or Salary Desired / Salaire Demande		Date Available / Date de Disponibilité	
Name/Nom		Last	First/Prénom	Middle/Prénoms			
Street Address / Adresse - Rue		City/Ville		Province	Postal Code / Code Postal		Phone No./No. Téléphone
Were you ever employed by Air Products before? / Avez-vous déjà été employé par Air Products?							

**Education and Skills / Éducation**

Grade last year completed - High School / École le dernier année complétée:		9	10	11	12	13	College/University / Collège/Université:	1	2	3	4	Class Rank or Grade / Avg. Moyenne Générale
High School / Secondaire		City/Ville					Courses/Cours					
Business / Technical School / École Technique / D'Artisan		City/Ville					Courses/Cours					
College / University / Collège / Université		City / Ville					Major and Degree / Diplôme ou Certificat					
Other education or training (Include Military) / Autre Éducation (Inclure Militaire)							Courses/Cours					
Types of Work / Types de Travaux		Other Types / Autres Types		What business machines did you operate? / Quels appareils de bureau avez-vous opérés?								

**Employment Experience / Expérience de Travail**

Start with newest or most recent employer. Include job title and description of work performed. Commencez avec l'employeur ou le plus récent employeur, donnez le titre et genre de travail.

Company/Compagnie				Position Title and Summary of Work Performed / Titre et Sommaire du Travail Accompli			
Phone Number / Numéro de Téléphone		Start Date / Date Début	Term Date / Date Termine	High Rate of Salary / Taux Horaire le Plus Élevé			
Supervisor's Name / Nom du Supérieur		Supervisor's Title and Department / Titre et Département du Supérieur		Reason for Leaving / Raison du Départ			
May we contact? / Peut-on le contacter?		Yes / Oui	No / Non				

Company/Compagnie				Position Title and Summary of Work Performed / Titre et Sommaire du Travail Accompli			
Phone Number / Numéro de Téléphone		Start Date / Date Début	Term Date / Date Termine	High Rate of Salary / Taux Horaire le Plus Élevé			
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May we contact? / Peut-on le contacter?		Yes / Oui	No / Non				

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May we contact? / Peut-on le contacter?		Yes / Oui	No / Non				