5. Literature system
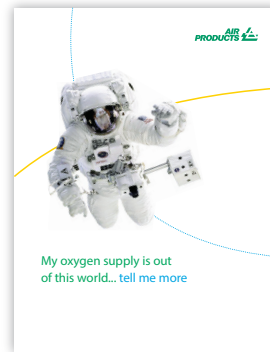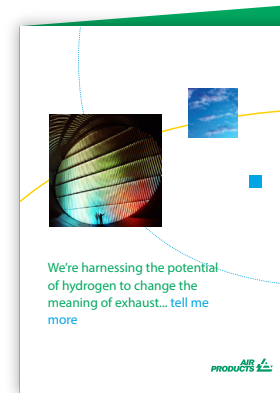
Our printed materials are often kept for reference. It is vital that our literature belongs to a coherent family, conforms to the same design standards and supports our key values of understanding, passion and integrity. This will provide a clear visual distinction between Air Products and our competitors.
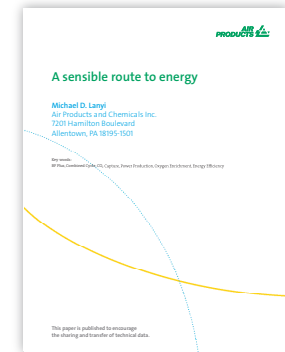
Literature matrix

This matrix shows how all Air Products literature works together. All company literature should fit into one of these segments. Attributes of each layout format should remain constant and not be mixed or combined with others.
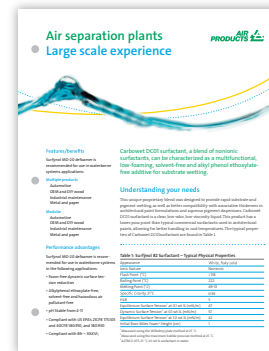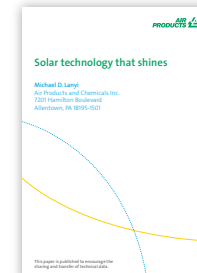

My oxygen supply is out of this world... tell me more

Large brochure

We're harnessing the potential of hydrogen to change the meaning of exhaust... tell me more

Large brochure with pocket

A sensible route to energy

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

This paper is published to encourage the sharing and transfer of technical data.

Technical paper

Solar technology that shines . . . tell me more

"Our relationship with the people at solar atmospheres over the years has been especially rewarding because we have a lot in common. They take care of their customers. So do we."
Shawn Smith, Sales Account Executive, Air Products

Case study

Air separation plants
Large scale experience

Data sheet

Solar technology that shines

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

This paper is published to encourage the sharing and transfer of technical data.

Knowledge paper

Materials innovation that drives performance. Knowledge advantage for a competitive advantage... tell me more
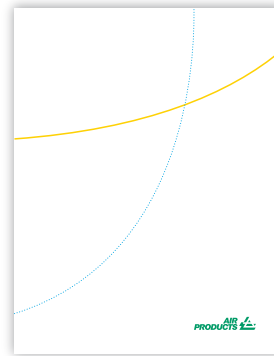
Small brochure

Momentum lines for literature

A common element shown throughout all literature examples in this manual are the Air Products momentum lines. This graphic element is a powerful component of our identity comprising of two soft curves that gracefully contrast the strong angles of our signature design. It is a dynamic element that communicates innovation, agility, and flexibility. This treatment gives our communication materials a unique look and feel.

Literature templates have been created with numerous options for the momentum lines built into them. These options are designed to provide maximum flexibility for placement of photos and text within the framework of our identity system. Consideration of which option will best suit your image and copy should always be given when working with Air Products literature templates. In most situations, the momentum lines should bleed off three edges of the page and never be altered.
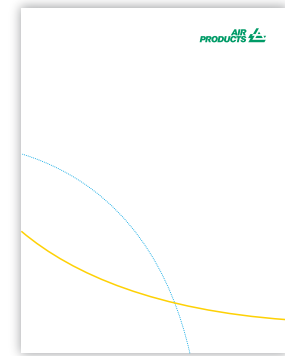
Use only the approved momentum lines options from the established literature templates available from Air Products' Corporate Communications team.
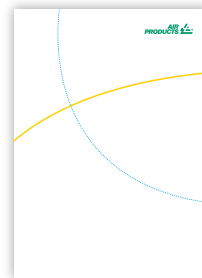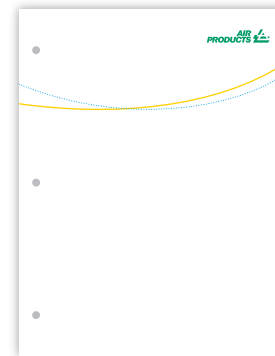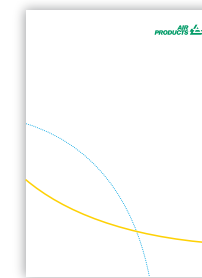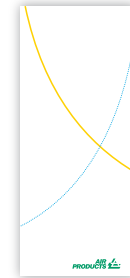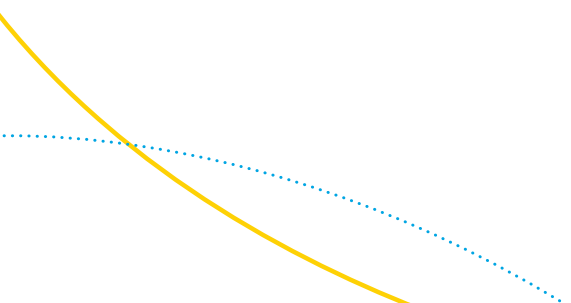
Large brochure

Pocket folder

Technical paper

Case study

Data sheet

Knowledge paper

Small brochure

Large brochure

The finished size of all large format brochures is based on ANSI Letter or ISO A4 size paper. An additional tuck-in panel can be used to accommodate additional content or white space.

ANSI size
(American National Standard Institute markets)

Folded: 8-1/2" x 11" (letter)

Flat: four panel — 17" x 11"

six panel — 25" x 11"

ISO size
(International Organization for Standardization markets)

Folded: 210 x 297 mm (A4)

Flat: four panel — 420 x 297 mm

six panel — 617 x 297 mm

Paper stock
Sappi 100 lb/270 gsm EuroArt Dull cover
Sappi 100 lb/140 gsm EuroArt Dull text

EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

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

Typography
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans typeface for headlines and the TheSerif light for body text.

Cover typography color
Use Air Products green and Air Products blue.

Graphic elements
The Air Products momentum lines should be used on all brochure covers. Line treatment color and position is restricted to the options available in the large brochure InDesign template. The momentum lines should always interact with the photography.

One Air Products accent square may be used when it enhances the visual interest of the brochure cover or interior spread. The mark should always be 1/4" square, never interfere with the breathing space of the signature, and never bleed off the page.

Photography
Photography can be used two ways — silhouettes or hard edged frames. Full color photography is preferred. Never use black and white imagery.

Use only the approved template with preset layouts, colors and type palettes to create brochures. Templates are available from Air Products' Corporate Communications team.

My oxygen supply is out of this world . . . tell me more
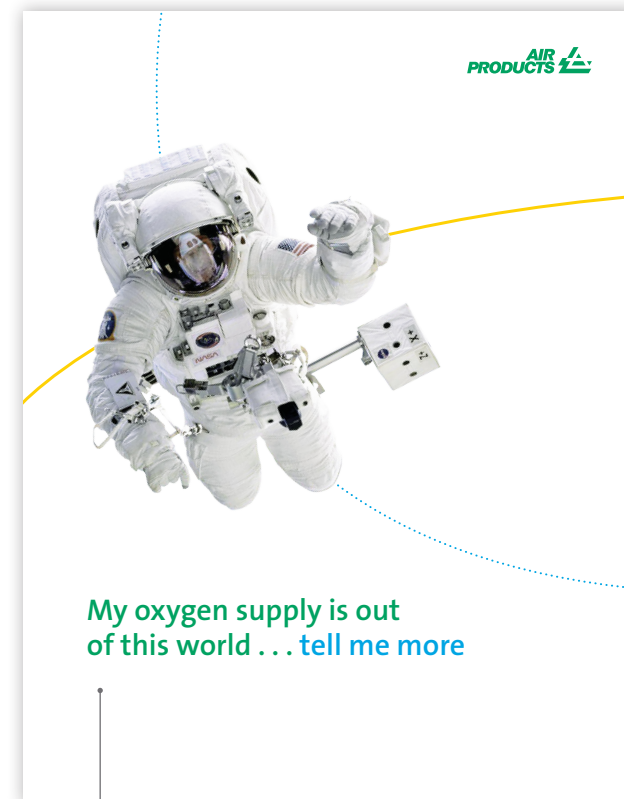
Headline
The headline plays off the image to create an enticing invitation to learn more.

Large brochure cover examples

Front covers should always be visually compelling, and messaging should be clear and concise. The overall tone of the cover should reflect the quality and service values of Air Products.

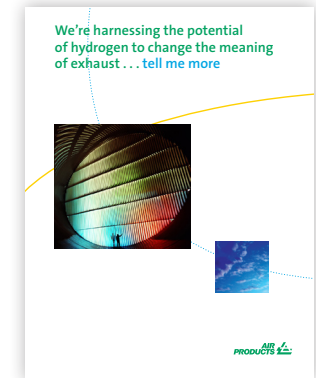The effective organization and presentation of information creates communication with impact.

Use only the approved template with preset layouts, colors, type palettes, and momentum lines to create brochures. Templates are available from Air Products' Corporate Communications team.
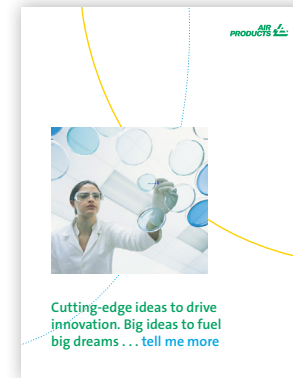

Silhouette images
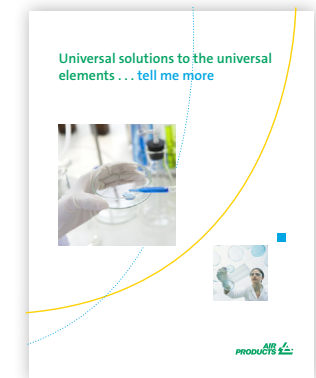

Silhouette product images

Multiple images

Photo along curved momentum line

Single image

Multiple images and colors with accent square

Large brochure interior layouts

Interior page layouts should reflect an intelligent use of white space. Typography should follow a simple layout. Use Air Products green or Air Products blue for headlines and subheadings.
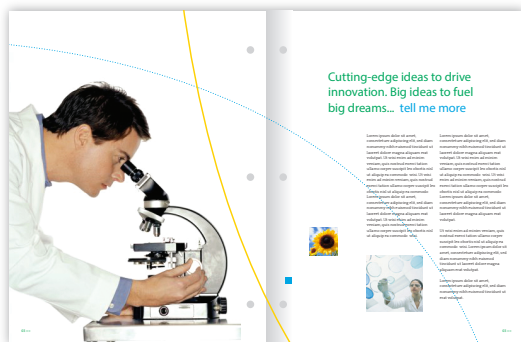
Layout options

Use callouts, quotes, column widths, and text placement to separate information and add visual interest.

Visualizing information through charts and tables helps to make comparisons and illuminate important points. The best chart is simple: less is more. Clearly convey the main point and present the data so that it tells a story.

Use Air Products magenta or orange to highlight callouts and footnotes.

Layout should use white space as a part of the design.

Relate imagery, typography, color, and language throughout the document to form a cohesive unit.

Use Air Products brand colors to separate pages and add visual interest.

Large brochure grid structure

Grid structure

Large brochures should follow a three-column internal grid with ample room for three hole drilling. This grid should function as a guide for the placement of all text, imagery, graphic charts, and callout paragraphs to create visual interest, pace, and readability throughout the document.

Remember that white space is an important part of our identity, creating a clean and contemporary look and feel.

3-column grid structure   Optional 3-hole drill   Spread with optional inside panel

Large brochure with pocket
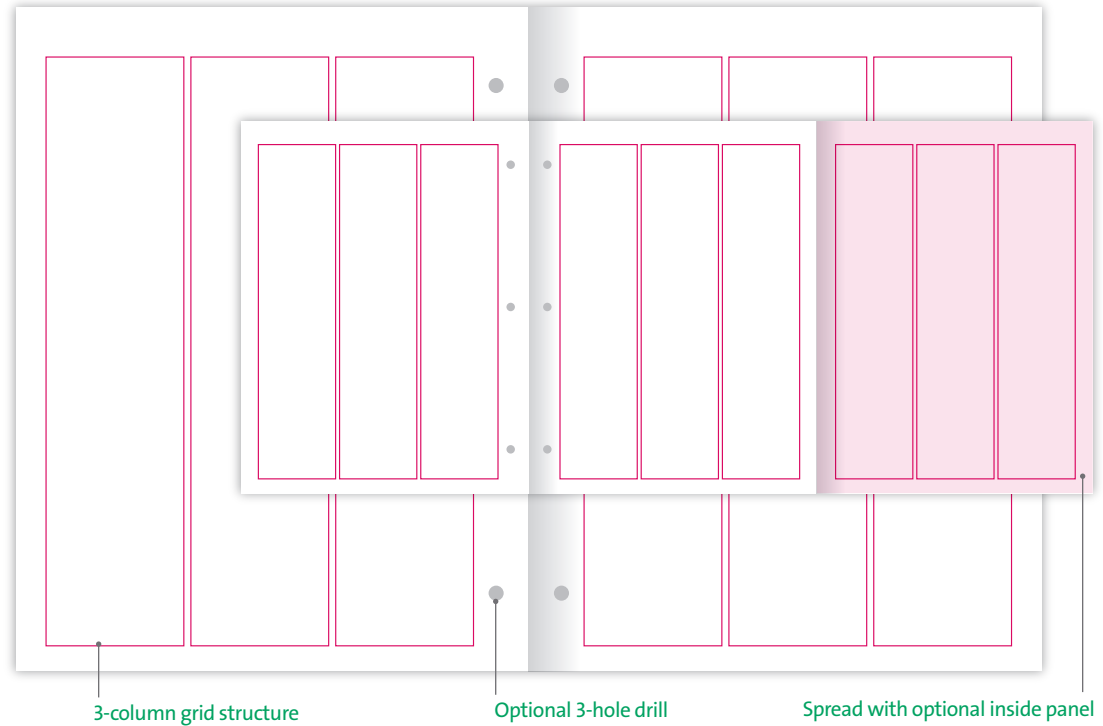
On a large brochure with pocket, you may tailor the number of pockets to meet your specific requirements. A die-cut may be used to hold a business card on the right pocket.

ANSI size
(American National Standard Institute markets)
Folded: 9" x 12"
Flat: 18" x 12" plus 4-1/2" pocket

ISO size
(International Organization for Standardization markets)
Folded: 229 x 324 mm
Flat: 458 x 324 mm plus 110 mm pocket

Paper stock
Sappi 129 lb/270 gsm EuroArt Dull cover

Sappi EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

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

Typography
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans typeface for headlines and the TheSerif light for body text.

Cover typography color
Use Air Products green and Air Products blue.

Graphic elements
The Air Products momentum lines should be used on all large brochure with pocket covers. Color and position of momentum lines are restricted to the options available in the large brochure with pocket folder InDesign template. The momentum lines should always interact with the photography.

One Air Products accent square may be used when it enhances the visual interest of the brochure cover or interior spread. The mark should always be 1/4" square, never interfere with the breathing space of the signature, and never bleed off the page.

Photography
Photography can be used two ways—silhouettes or hard edged frames. Full color photography is preferred. Never use black and white imagery.

Use only the approved template with preset layouts, colors, and type palettes to create large brochures with pocket. Templates are available from Air Products' Corporate Communications team.

My oxygen supply is out of this world . . . tell me more

We're contributing nothing to the environment . . . tell me more

Large brochure with pocket covers

Large brochure with pocket interior

Small brochure

Small format brochures may be developed in four-panel or six-panel (trifold) formats based on ANSI Letter or ISO A4 size paper.

ANSI size
(American National Standard Institute markets)
Four panel folded: 3-3/4" x 8-3/4"
Four panel flat: 7-1/2" x 8-3/4"

Six panel folded (trifold): 3-5/8" x 8-1/2"
Six panel flat: 11" x 8-1/2" (letter)

ISO size
(International Organization for Standardization markets)
Four panel folded: 95 x 222 mm
Four panel flat: 190 x 222 mm

Six panel folded (trifold): 100 x 210 mm
Six panel flat: 297 x 210 mm (A4)

Paper stock
Sappi 100 lb/140 gsm EuroArt Dull cover

Sappi EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

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

Typography
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans typeface for headlines and the TheSerif light for body text.

Cover typography color
Use Air Products green and Air Products blue.
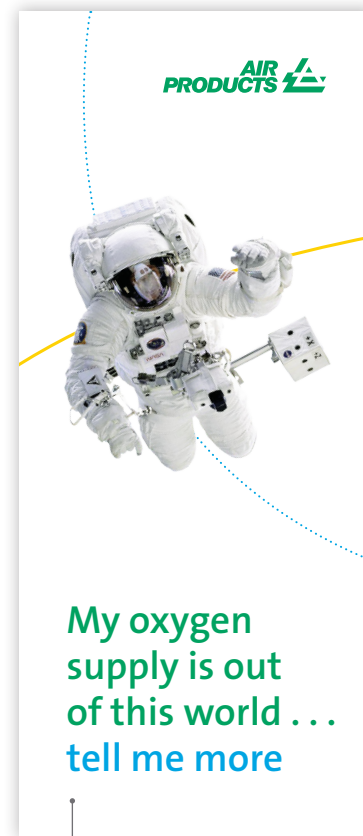
Graphic elements
The Air Products momentum lines should be used on all brochure covers. Color and position of momentum lines are restricted to the options available in the small brochure InDesign template. The momentum lines should always interact with the photography.

One Air Products accent square may be used when it enhances the visual interest of the brochure cover or interior spread. The mark should always be 1/4" square, never interfere with the breathing space of the signature, and never bleed off the page.

Photography
Photography can be used two ways—silhouettes or hard edged frames. Full color photography is preferred. Never use black and white imagery.

Use only the approved template with preset layouts, colors, and type palettes to create brochures. Templates are available from Air Products' Corporate Communications team.

My oxygen supply is out of this world . . .
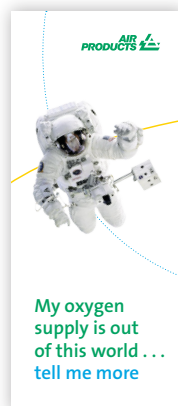tell me more

Headline
The headline plays off the image to create an enticing invitation to learn more.

Small brochure cover examples

Front covers should always be visually compelling, and messaging should be clear and concise. The overall tone of the cover should reflect the quality and service values of Air Products.

The effective organization and presentation of information creates communication with impact.

Use only the approved template with preset layouts, colors, type palettes, and momentum lines to create brochures. Templates are available from Air Products' Corporate Communications team.
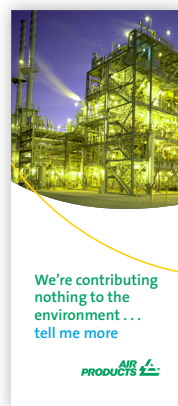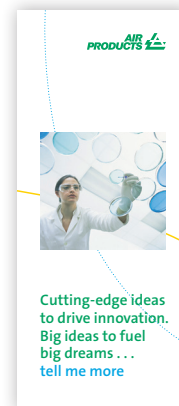

My oxygen supply is out of this world . . .
tell me more

Silhouette images

We're contributing nothing to the environment . . .
tell me more

Silhouette product images

We're harnessing the potential of hydrogen to change the meaning of exhaust . . .
tell me more

Multiple images

We're contributing nothing to the environment . . .
tell me more

Silhouette images

Cutting-edge ideas to drive innovation. Big ideas to fuel big dreams . . .
tell me more

Single image

Universal solutions to the universal elements . . .
tell me more

Multiple images and colors with accent square

Small brochure interior layouts

Interior page layouts should reflect an intelligent use of white space. Typography should follow a simple layout. Use Air Products green or Air Products blue for headlines and subheadings.

Layout options

Use callouts, quotes, column widths, and text placement to segregate information and add visual interest.

Visualizing information through charts and tables helps to make comparisons and illuminate important points. The best chart is simple: less is more. Clearly convey the main point and present the data so that it tells a story.

Use Air Products magenta or orange to highlight callouts and footnotes.

Layout should use white space as a part of the design.

Relate imagery, typography, color, and language throughout the document to form a cohesive unit.


Use Air Products green to separate pages and add visual interest.

Small brochure grid structure

Grid structure

Small brochures should follow the three-column internal grid as a framework for placing text, imagery, graphic charts, and callout paragraphs to create visual interest, pace, and readability throughout the document.

Remember that white space is an important part of our identity, creating a clean and contemporary look and feel.

3-column grid structure   Optional inside panel

Data sheet
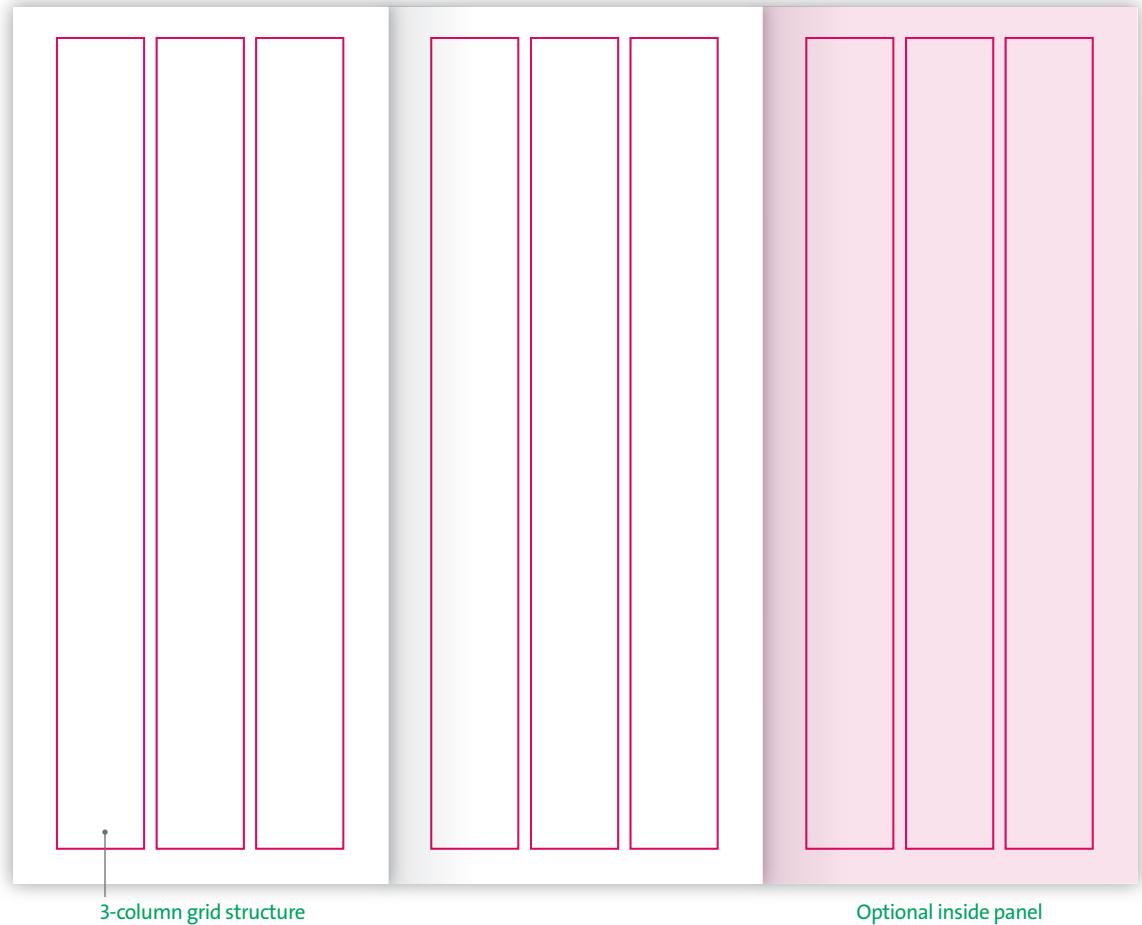
ANSI size
(American National Standard Institute markets)
8-1/2" x 11" (letter)

ISO size
(International Organization for Standardization markets)
210 x 297 mm (A4)

Paper stock
Sappi 100 lb/140 gsm EuroArt Dull text

Sappi EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

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

Typography
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans semi bold for headlines and sub-headlines. Use TheSerif light for body text.

Typography color
Use Air Products green, blue, and black as demonstrated in the examples below. Use Air Products magenta and orange for highlighting important information.

Graphic elements
The Air Products momentum lines are uniquely applied to data sheets. The blue and gold strokes should be contained to the image area below the main headline, intersect only one time, and bleed off the left and right sides of the page only (as illustrated below). See the Air Products data sheet template for specific direction.

Photography
Photography can be used two ways—silhouettes or hard edged frames. Full color photography is preferred. Never use black and white imagery.

Use only the approved template with preset layouts, colors, and type palettes to create data sheets. Templates are available from Air Products' Corporate Communications team.

Data sheet front

Data sheet inside spread

Data sheet grid structure

Grid structure

Data sheets should follow a three-column internal grid with ample room for three-hole drilling. This grid should function as a guide for the placement of all text, imagery, graphic charts, and callout paragraphs to create visual interest, pace, and readability throughout the document. The front left column of all data sheets is to be reserved for product and contact information.

Remember that white space is an important part of our identity, creating a clean and contemporary look and feel.
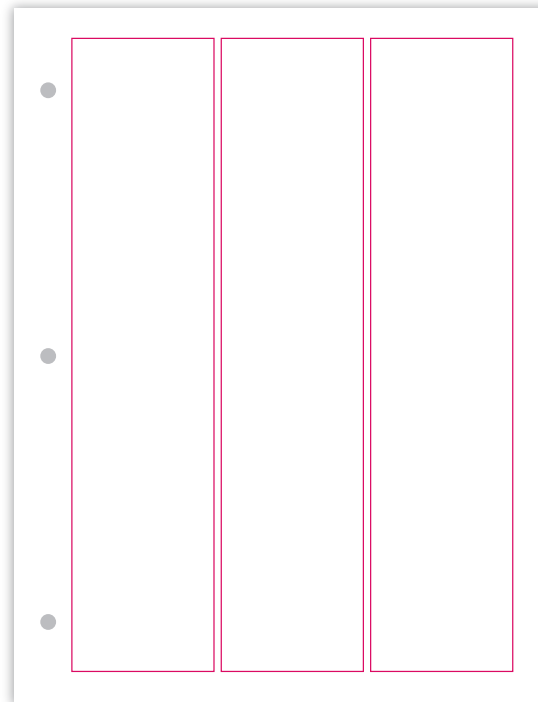
Data sheet front
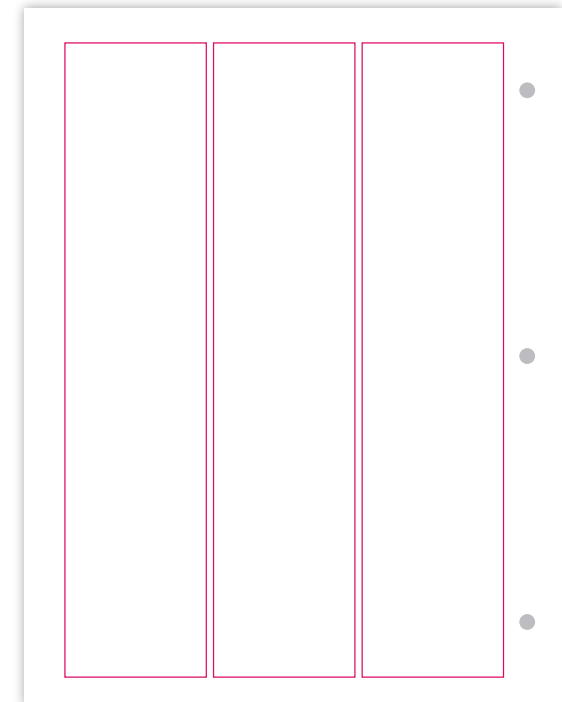
Data sheet back

Case study

Case studies should celebrate our working relationships with our customers, demonstrating our understanding, integrity, passion, meta-national agility, and focus on the future. Front covers should always be visually compelling, and messaging should be clear and concise.

ANSI size
(American National Standard Institute) markets
Folded: 5-7/8" x 8-1/2"
Flat: 11-3/4" x 8-1/2"

ISO size
(International Organization for Standardization) markets
Folded: 148 x 210 mm
Flat: 296 x 210 mm

Paper Stock
Sappi 100 lb/270 gsm EuroArt Dull cover
Sappi 100 lb/140 gsm EuroArt Dull text

Sappi EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

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

Typography
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans typeface for headlines and the TheSerif light for body text.

Cover typography color
Use Air Products green, blue, and gray as demonstrated in the example to the right.

Graphic elements
The Air Products momentum lines should be used on all case study covers. Color and position of momentum lines are restricted to the options available in the case study InDesign template. The momentum lines should always interact with the photography.

One Air Products accent square may be used when it enhances the visual interest of the brochure cover or interior spread. The mark should always be 1/4" square, never interfere with the breathing space of the signature, and never bleed off the page.

Photography
Photography can be used two ways—silhouettes or hard edged frames. Full color photography is preferred. Never use black and white imagery.

Use only the approved template with preset layouts, colors, and type palettes to create case studies. Templates are available from Air Products' Corporate Communications team.

AIR PRODUCTS

Solar technology that shines . . .
tell me more

"Our relationship with the people at solar atmospheres over the years has been especially rewarding because we have a lot in common. They take care of their customers. So do we."

Shawn Smith, Sales Account Executive, Air Products

Expert statement
A quotation related to the relevant product adds reader appeal and a preview of the case study content.

Air Products accent square

Case study interior layouts

Interior page layouts should reflect an intelligent use of white space. Typography should follow a simple layout. Use Air Products green or Air Products blue for headlines and subheadings.

Layout options

Use callouts, quotes, column widths, and text placement to separate information and add visual interest.

Use Air Products magenta or orange to highlight callouts and footnotes.

Body text may span two or three columns.
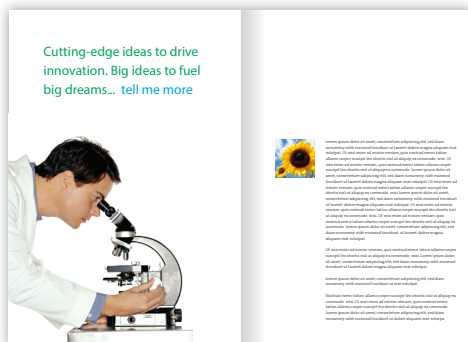
Layout should use white space as a part of the design.

Relate imagery, typography, color, and language throughout the document to form a cohesive unit.

Visualizing information through charts and tables helps to make comparisons and illuminate important points. The best chart is simple: less is more.

Knowledge paper

Knowledge papers celebrate our understanding and our openness to sharing and transferring technical knowledge. Covers should only contain basic brand elements such as the signature and momentum lines with essential descriptor text since knowledge papers are not intended for direct marketing use.

ANSI size
(American National Standard Institute markets)
Folded: 5-7/8" x 8-1/2"
Flat: 11-3/4" x 8-1/2"

ISO size
(International Organization for Standardization markets)
Folded: 148 x 210 mm
Flat: 296 x 210 mm

Paper Stock
Sappi 100 lb/140 gsm EuroArt Dull text

Sappi EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

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

Typography
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans typeface for headlines and the TheSerif light for body text.

Cover typography color
Use Air Products green, blue, and gray as demonstrated in the example to the right.

Graphic elements
The Air Products momentum lines should be used on all knowledge paper covers. The position and color of the momentum lines are fixed as illustrated to the right and in the knowledge paper InDesign template.

One Air Products accent square may be used when it enhances the visual interest of the brochure cover or interior spread. The mark should always be 1/4" square, never interfere with the breathing space of the signature, and never bleed off the page.

Photography
Photography with hard edge frames should be used only to communicate technical or product information. Full color photography is preferred. Only use black and white when necessary for technical reasons.

Use only the approved template with preset layouts, colors, and type palettes to create knowledge papers. Templates are available from Air Products' Corporate Communications team.

AIR PRODUCTS

Solar technology that shines

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

This paper is published to encourage the sharing and transfer of technical data.

Knowledge paper interior layouts

Interior page layouts should reflect an intelligent use of white space. Typography should follow a simple layout. Use Air Products green or Air Products blue for headlines and subheadings.

Layout options

Use column widths and text placement to separate information and add visual interest. The layout should use white space as a part of the design.

Use Air Products green for photo captions.

Visualizing information through charts and tables helps to make comparisons and illuminate important points. The best chart is simple: less is more.

Text may span one or two columns of the page. The column width of body text should remain constant throughout the document.

Case study/knowledge paper grid structure

Grid structure

Case studies and knowledge papers should follow a three-column internal grid. This grid should function as a guide for the placement of all text, imagery, graphic charts, and callout paragraphs to create visual interest, pace, and readability throughout the document.

Remember that white space is an important part of our identity, creating a clean and contemporary look and feel.
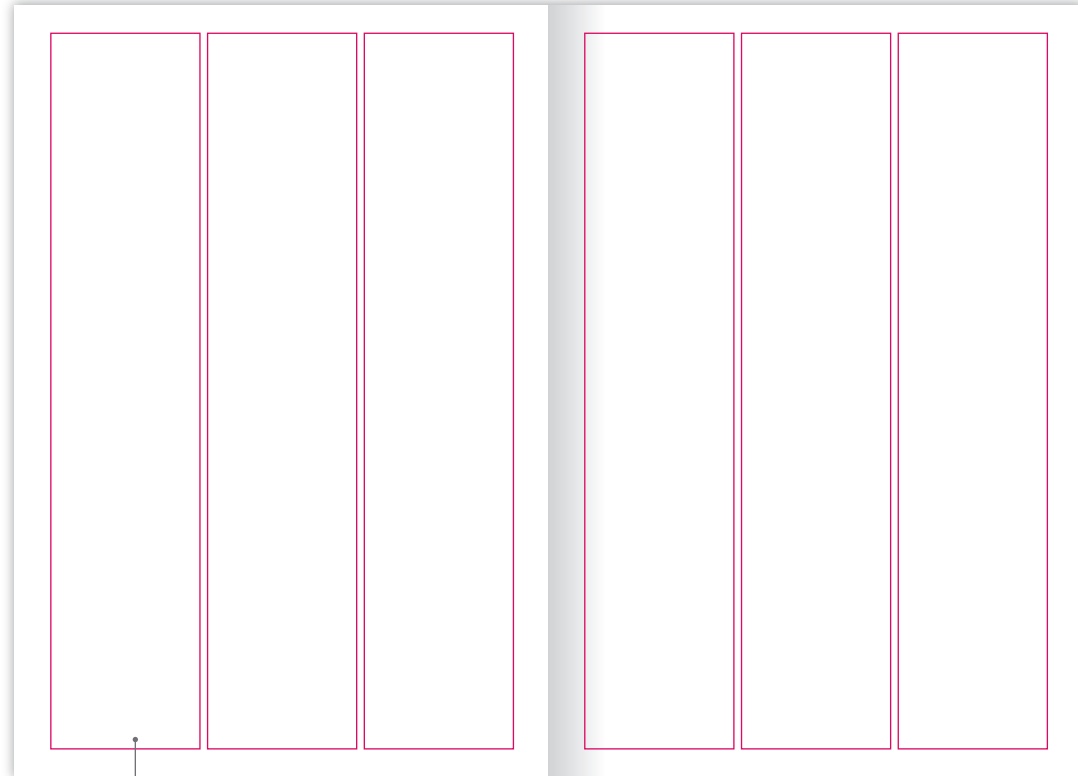
3-column grid structure

Technical paper

Technical papers celebrate our understanding and openness to sharing and transferring technical knowledge but also offer an extended area for content compared to the smaller knowledge paper format. Since technical papers are not intended for direct marketing use, covers should only contain basic brand elements such as the signature and momentum lines with essential descriptor text.

The finished size of all technical papers is based on ANSI Letter or ISO A4 size paper.

ANSI size
(American National Standard Institute markets)
Folded: 8-1/2" x 11" (letter)
Flat: 17" x 11"

ISO size
(International Organization for Standardization markets)
Folded: 210 x 297 mm (A4)
Flat: 420 x 297 mm

Paper stock
Sappi 100 lb/140 gsm EuroArt Dull text

Sappi EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

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

Typography
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans typeface for headlines and the TheSerif light for body text.

Cover typography color
Use Air Products green, blue, and gray as demonstrated in the example to the right.

Graphic elements
The Air Products momentum lines should be used on all technical paper covers. The position and color of the momentum lines are fixed as illustrated to the right and in the technical paper InDesign template.

Photography
Photography with hard edge frames should be used only to communicate technical or product information. Full color photography is preferred. Only use black and white when necessary for technical reasons.

Use only the approved template with preset layouts, colors and type palettes to create technical papers. Templates are available from Air Products' Corporate Communications team.

PRODUCTS AIR

A sensible route to energy

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

Key words:
BF Plus, Combined Cycle, CO_2 Capture, Power Production, Oxygen Enrichment, Energy Efficiency

This paper is published to encourage the sharing and transfer of technical data.

Technical paper interior layouts

Interior page layouts should reflect an intelligent use of white space. Typography should follow a simple layout. Use Air Products green or Air Products blue for headlines and subheadings.

Layout options

Use column widths and text placement to separate information and add visual interest. The layout should use white space as a part of the design.

Use Air Products green for photo captions.

Visualizing information through charts and tables helps to make comparisons and illuminate important points. The best chart is simple: less is more.

Text may span one or two columns of the page. The column width of body text should remain constant throughout the document.

Technical paper grid structure

Grid structure

Technical papers should follow a three-column internal grid with ample room for three-hole drilling. This grid should function as a guide for the placement of all text, imagery, graphic charts, and callout paragraphs to create visual interest, pace, and readability throughout the document.

Remember that white space is an important part of our identity, creating a clean and contemporary look and feel.

3-column grid structure

Optional 3-hole drill
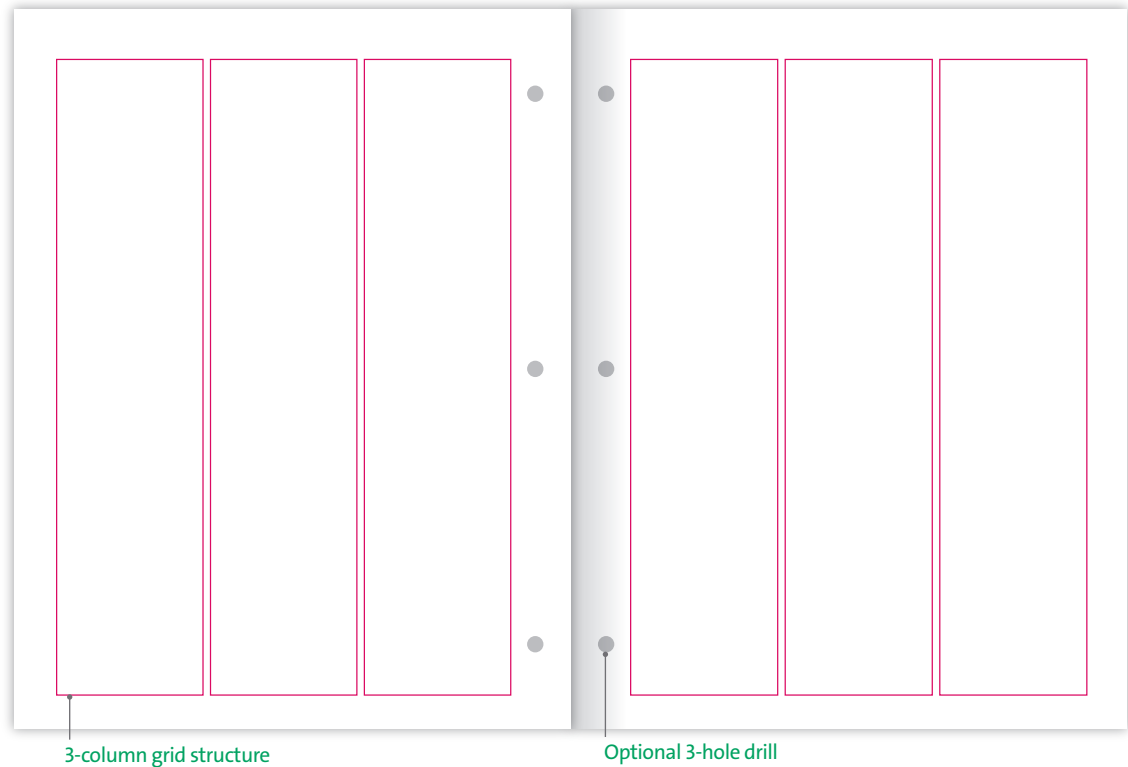
Signature sign-off

The sign-off must be added to the back cover of all literature. The sign-off always includes the signature and legal information.

Secondary information
Secondary information should always appear in the top left corner, aligned left on brochure back. Use TheSerif light.

Tell me more
'tell me more' should always appear below the secondary information, set flush right/ragged left, in lowercase with normal letterspacing.
Use TheSans semi bold.

Contact information
Mailing addresses, phone numbers, and URLs should always appear below any secondary information used on back covers, aligned left. Use TheSans semi bold and light.

Legal copy
Legal copy should be placed below
the signature, aligned left. Use TheSans light.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labcuntbore et dolore magna aliquyam erat.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod temuniiat por invidunt ut labore et dolore magna aliquyam erat.

For more information,
please contact us at:

Corporate Headquarters
Air Products and Chemicals, Inc.
7201 Hamilton Boulevard
Allentown, PA 18195-1501
T 610-481-4911
F 610-481-5900
info@airproducts.com
or visit www.airproducts.com

Regional Head Offices
Air Products PLC
Hersham Place Technology Park
Molesey Road
Walton-on-Thames
Surrey KT12 4RZ
UK
T +44-1932-249200
F +44-1932-249565

Air Products Chemicals Europe B.V.
Kanaalweg 15, P.O. Box 3193
3502 GD Utrecht
Netherlands
T +31-30-2857100
F +31-30-2857111

Air Products Asia, Inc.
1001, 10/F, Sunning Plaza
10 Hysan Avenue, Causeway Bay
Hong Kong
T +852-2527-1922
F +852-2527-1827

Air Products Asia, Inc.
2 International Business Park
#03-32 The Strategy
Singapore 609930
T +65-6494-2240
F +65-6334-1005

Air Products and Chemicals (China)
Investment Co. Ltd.
East Wing, Floor 1
Building #88, Lane 887
Zu Chongzhi Road
Zhangjiang Hi-Tech Park
Shanghai, 201203
P.R. China
T +86-21-38962000
F +86-21-50805555

The information contained herein is offered without charge for use by technically qualified personnel at their discretion and risk. All statements, technical information and recommendations contained herein are based on tests and data which we believe to be reliable, but the accuracy or completeness thereof is not guaranteed and no warranty of any kind is made with respect thereto.

tell me more
airproducts.com

© Air Products and Chemicals, Inc., 2012 (00000)   000-00-000-US

Multiple addresses

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labcuntbore et dolore magna aliquyam erat.
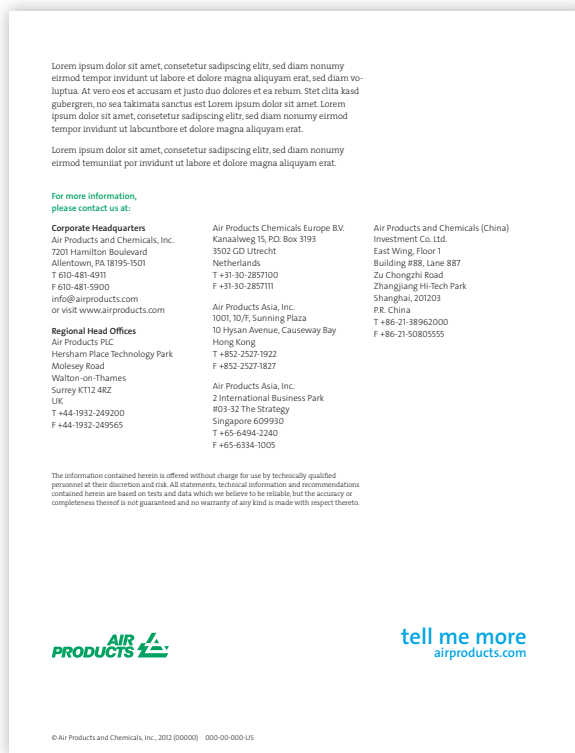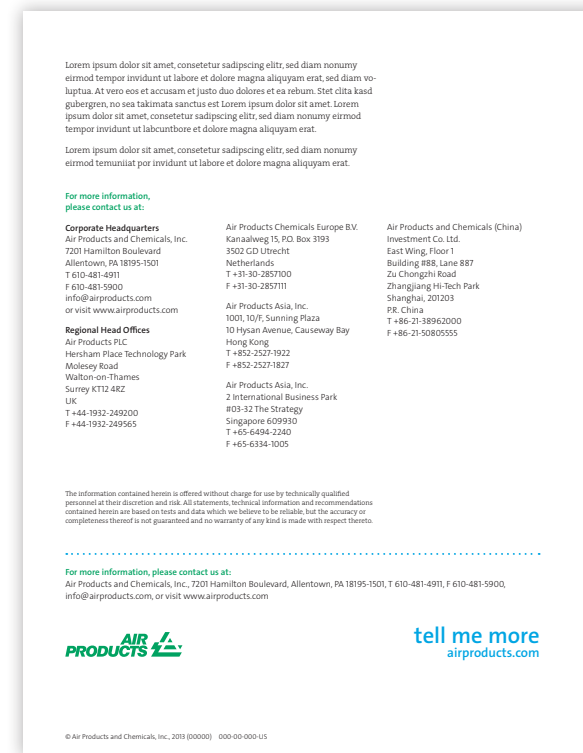
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod temuniiat por invidunt ut labore et dolore magna aliquyam erat.

For more information,
please contact us at:

Corporate Headquarters
Air Products and Chemicals, Inc.
7201 Hamilton Boulevard
Allentown, PA 18195-1501
T 610-481-4911
F 610-481-5900
info@airproducts.com
or visit www.airproducts.com

Regional Head Offices
Air Products PLC
Hersham Place Technology Park
Molesey Road
Walton-on-Thames
Surrey KT12 4RZ
UK
T +44-1932-249200
F +44-1932-249565

Air Products Chemicals Europe B.V.
Kanaalweg 15, P.O. Box 3193
3502 GD Utrecht
Netherlands
T +31-30-2857100
F +31-30-2857111

Air Products Asia, Inc.
1001, 10/F, Sunning Plaza
10 Hysan Avenue, Causeway Bay
Hong Kong
T +852-2527-1922
F +852-2527-1827

Air Products Asia, Inc.
2 International Business Park
#03-32 The Strategy
Singapore 609930
T +65-6494-2240
F +65-6334-1005

Air Products and Chemicals (China)
Investment Co. Ltd.
East Wing, Floor 1
Building #88, Lane 887
Zu Chongzhi Road
Zhangjiang Hi-Tech Park
Shanghai, 201203
P.R. China
T +86-21-38962000
F +86-21-50805555

The information contained herein is offered without charge for use by technically qualified personnel at their discretion and risk. All statements, technical information and recommendations contained herein are based on tests and data which we believe to be reliable, but the accuracy or completeness thereof is not guaranteed and no warranty of any kind is made with respect thereto.

For more information, please contact us at:
Air Products and Chemicals, Inc., 7201 Hamilton Boulevard, Allentown, PA 18195-1501, T 610-481-4911, F 610-481-5900,
info@airproducts.com, or visit www.airproducts.com

tell me more
airproducts.com

© Air Products and Chemicals, Inc., 2013 (00000)   000-00-000-US

One address option
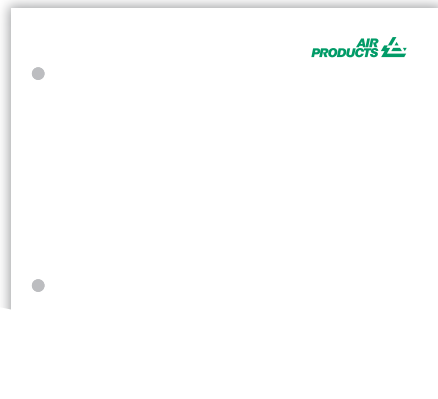
Signature placement for literature

Give careful consideration to the placement of our signature on all applications.

The preferred placement of the signature on brochure covers is in the top right corner, or the bottom right corner. When used on a back cover, it should always appear in the lower left corner.

When placing the signature, consider how the materials will be displayed. Keep the signature clearly visible whenever possible.

Avoid placing any copy or other graphic elements to the right of the symbol, because this creates a visual barrier that interrupts the movement of the symbol.
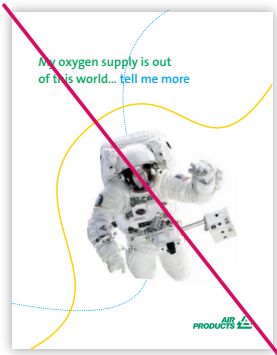
Brochure cover top right signature placement

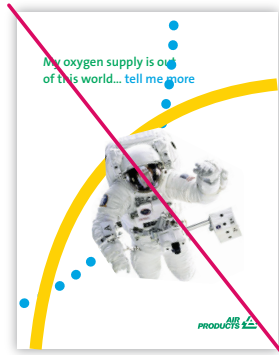Brochure cover, lower right signature placement

Brochure back cover, lower left corner placement
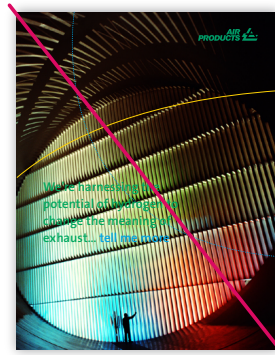
Unacceptable literature examples

The success of the Air Products brand relies on clear and consistent execution. Following the specified guidelines will increase the brand's impact and avoid confusion.

Don't create alternative versions of the momentum lines.

Don't change the thickness of the momentum lines.

Don't use full bleed images on brochure front covers.

Don't use multiple crops of the momentum lines.

Don't change the color of the momentum lines.

Don't place the momentum lines over images.

Don't use gradients.