7. Exhibitions <superscript>(Rev. Feb13)</superscript>

Exhibition signage should create a dynamic experience that clearly communicates our brand image and specific business and product messages. The environment we create should be inviting, engaging and stimulating, creating a lasting impression.

Tabletop exhibition displays should clearly communicate our brand voice and visual identity as well as specific business and product messages. Since our exhibition communication exists in the same environment as our competitors, it needs to be distinct and compelling. By producing an effective exhibition stand that builds on our values, we help differentiate ourselves and make our offer more memorable. Keep all core content above 9" for easy readability.
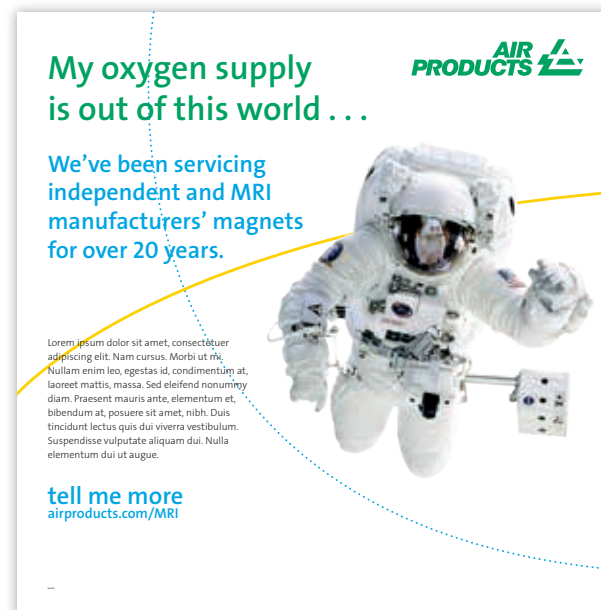
Typography
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans semi bold for headlines and sub-headlines. Use TheSans light for body copy.

Typography color
Use Air Products green, Air Products blue, and black.

Consult your local exhibition supplier and Corporate Communications for further direction on specific exhibition panel sizes.

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

My oxygen supply is out of this world . . .

PRODUCTS AIR

We've been servicing independent and MRI manufacturers' magnets for over 20 years.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam cursus. Morbi ut mi. Nullam enim leo, egestas id, condimentum at, laoreet mattis, massa. Sed eleifend nonummy diam. Praesent mauris ante, elementum et, bibendum at, posuere sit amet, nibh. Duis tincidunt lectus quis dui viverra vestibulum. Suspendisse vulputate aliquam dui. Nulla elementum dui ut augue.

tell me more
airproducts.com/MRI

Portable exhibition displays

Portable exhibition displays should clearly communicate our brand voice and visual identity, as well as specific business and product messages. Since it exists in the same environment as our competitors, our exhibition communication needs to be distinct and compelling. By producing an effective exhibition stand that builds on our values, we help differentiate ourselves and make our offer more memorable. Keep all core content above 36" for easy readability.

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 TheSans plain for body copy.

Typography color
Use Air Products green, Air Products blue, and black.

Consult your local exhibition supplier and Corporate Communications for further direction on specific exhibition panel sizes.

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

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

Ucimusciaerum facea doluptur, ut verumenimi, occum et arum volorum etusda volore voluptatia qui cuptis.

airproducts.com

AIR PRODUCTS

Modular exhibition panels should clearly communicate our brand voice and visual identity as well as specific business and product messages. Since our exhibition communication exists in the same environment as our competitors, it needs to be distinct and compelling. By producing an effective exhibition stand that builds on our values, we help differentiate ourselves and make our offer more memorable. Large areas of light color should be avoided on all backlit modular exhibition panels. Keep all core content above 8" for easy readability. Design decisions must be based on the whole of the display. Ensure that the logo is visible but not overused.

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 TheSans plain for body copy.

Typography color
Use Air Products green, Air Products blue, and black.

Consult your local exhibition supplier and Corporate Communications for further direction on specific exhibition panel sizes.

Use only the approved template with preset layouts, colors, and type palettes to create exhibition displays. Templates are available from Air Products' Corporate Communications team.
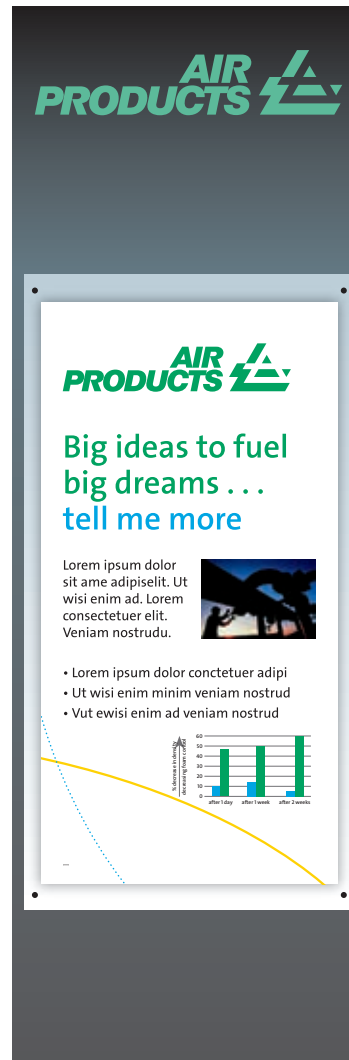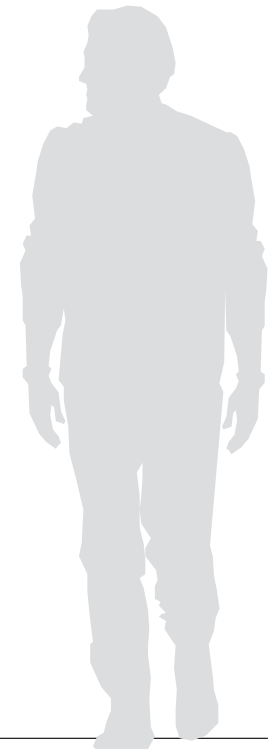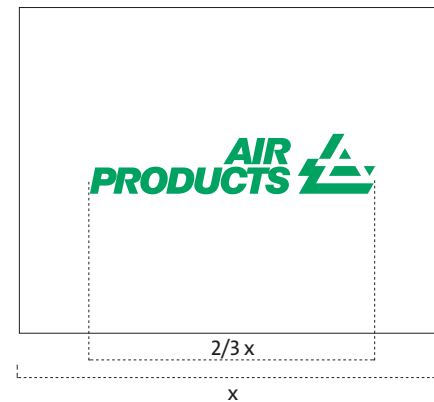
Most exhibitions allow for the use of overhead signs that ensure visibility from a distance. If a large logo panel is needed, the logo should be made as large and as visible as possible. Visually center the Air Products signature as shown here.

x

2/3 x

2/3 x

x

x

1/2 x

If a panel is long and thin, the minimum distance top and bottom is 1P.

Banner stands should clearly communicate our brand voice and visual identity as well as specific business and product messages. Since banner stands may be used in environments where competition for attention is fierce, communication needs to be distinct and compelling. By producing an effective banner stand that builds on our values, we help differentiate ourselves and make our offer more memorable. Keep all core content above 24" for easy readability.

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 TheSans plain for body copy and bullet points.

Typography color
Use Air Products green, Air Products blue, and black.

Consult your local exhibition supplier and Corporate Communications for further direction on specific exhibition panel sizes.

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

Posters

Posters should clearly communicate our brand voice and visual identity as well as specific business and product messages. Since posters may be used in environments where competition for attention is fierce, communication needs to be distinct and compelling. Posters may be horizontally or vertically oriented. The Air Products logo may be located in the upper or lower right corner.

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 plain for body copy.

Typography color
Use Air Products green, Air Products blue and black. Use Air Products magenta on a limited basis for highlighting important information.

ANSI dimensions/materials
(American National Standard Institute markets)
26" x 36", 30" x 40", 11" x 14", 8-1/2" x 11"
3 mil front lamination mounted on 1/4" black gator board

ISO dimensions/materials
(International Organization for Standardization markets)
A1, A0, or A4
3 mil front lamination mounted on 60 mm gator board

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

Layout options

Growing Green with Air Products

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tell me more

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

We're harnessing hydrogen to change the meaning of exhaust...

Product Benefits

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, corper suscipit lex obortis aliquip ea commodo wisi. Lorem ipsum dolor sit amet, consectetuer tincidunt ut laoreet dolore magna aliquam erat laoreet dolore magna magna volutpat.

Friday November, 23rd, 4:00 p.m.
Memorial Hall, Main Ballroom

tell me more