13. Equipment & product labeling (Rev. Jan16)

All of the equipment we manufacture and sell should represent the image of our brand and give reassurance of our commitment to quality. This section shows how a unique and globally consistent look can be achieved following our identity system.

Equipment labeling

Air Products equipment is manufactured at many facilities throughout the world. Equipment is manufactured in various styles and sizes, some of which are illustrated in this section. It is important that the labeling specifications outlined to the right be adhered to as closely as possible to ensure global consistency. All equipment should be painted white, and proper use of our signature and typography is required on all equipment labeling. As a general rule, all labeling should be readable from a distance of 10–15 feet.

Color specifications

White

Typography

TheSans semi bold Air Products green Left align

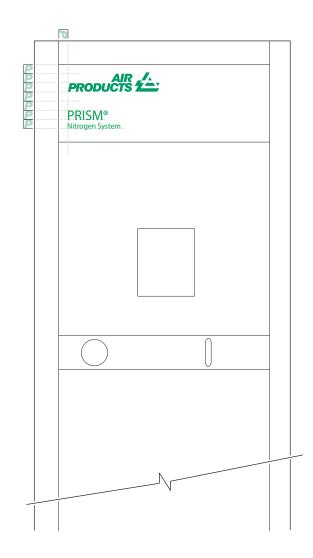
3M color specifications

Air Products green: Product # 180-6043 Air Products blue: Product # 180-7603

The decals should be placed on the most visible side of the customer station.

DuPont paint color specifications

White DuPont Imron 79131X Air Products green DuPont Imron GS345X Air Products blue DuPont Imron F1945X



Equipment labeling, continued

Color specifications

White

Typography

TheSans semi bold Air Products green Left align

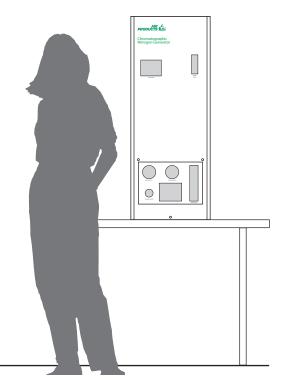
3M color specifications

Air Products green: Product # 180-6043 Air Products blue: Product # 180-7603

The decals should be placed on the most visible side of the customer station.

DuPont paint color specifications

White DuPont Imron 79131X
Air Products green DuPont Imron GS345X
Air Products blue DuPont Imron F1945X





Product labeling

Air Products manufactures a wide variety of products that have an immediate and direct impact on our customers; therefore, it is important that they reflect positively on the company. A consistent and coordinated product and packaging design system will make our products unique and help reinforce the Air Products brand globally. It is essential that all of our products be recognizable as Air Products and communicate a single company image to our customers.

The guidelines set forth in this section of the manual are consistent with other aspects of the corporate identity program and will provide a structure on which to build a consistent corporate image across a wide variety of products and packaging.

Basic guidelines are provided. However, detailed specifications need to be developed for each new product labeling and packaging project. Contact the Air Products Corporate Communications team for further direction.

