

Air Products
brand standards . . .
tell me more

The slide features two decorative lines. A solid yellow curve starts at the bottom left and curves upwards towards the right. A dotted blue curve starts at the bottom center and curves sharply upwards towards the top right.

1. Introduction (Rev. Nov18)

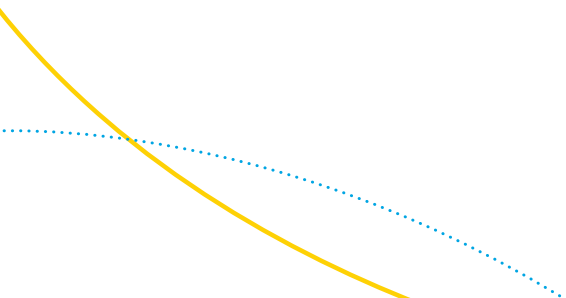


These guidelines have been created to establish and maintain a strong, consistent and distinctive brand language for Air Products.

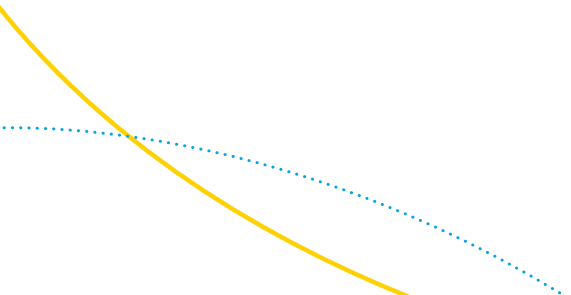
The most interesting brands, like people, have personality. And just like people, successful brands make an emotional connection that is lasting. Communicating our personality requires a clear, consistent and coherent expression across all customer touch points. Understanding, Integrity, Passion: these brand elements help us deliver a compelling offering and experience in the marketplace.

The consistent application of our identity, including the Air Products signature, typeface, colors and supporting graphic elements, is essential in building a strong presentation of our brand.

Following these guidelines will help introduce and reinforce our brand consistently wherever it is experienced. The result? A stronger connection in the minds of our customers and prospective customers—making our brand more memorable and building upon our recognition.



These guidelines are designed to help you establish and maintain a consistent, distinctive identity for the Air Products brand.



“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

Jeff Bezos, CEO, Amazon.com

The Air Products brand is the greatest asset we own. Our competitors may attempt to copy our products or services. But they can never imitate our brand.

Our brand is about much more than our logo, packaging or communications. It’s about the personality of our company.

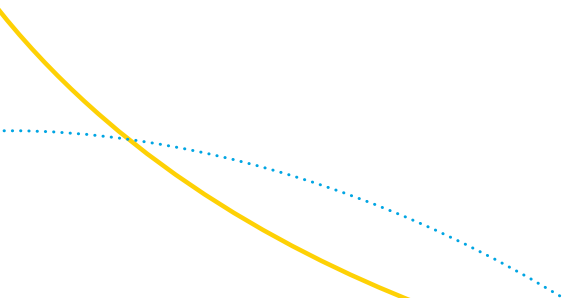
It’s about what people expect when they hear our name or see our logo.

Our brand has been created over decades of technological achievements, successful partnerships, great customer experiences and thriving community projects.

It captures the loyalty and goodwill that are invested in us.

Our brand, like all brands, is not an easy thing to measure in money terms.

But when a customer whom you have never met before says, “I trust you to do a good job for me,” that is the value of the Air Products brand.



Throughout our history, Air Products people have brought the best of who we are to our customers. Our behavior traits are core to our DNA and have helped us to build lasting relationships, which fueled our growth.

Image attributes

Image attributes describe the personality and spirit of the brand. They guide the appearance and tone of all communications, influencing everything from how a brochure or a product specification sheet is designed to how the phone is answered.

Air Products is:

Understanding

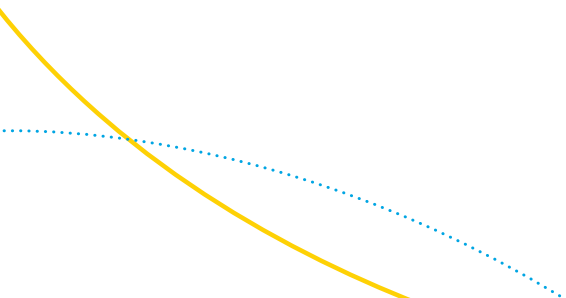
We will consistently anticipate customers' needs and provide what customers truly value.

Integrity

We will always be true to our words. Whenever we commit or promise, we will deliver.

Passion

We have a burning desire to exceed customer expectations for mutual gain.



“Products are made in the factory, but brands are created in the mind.”

Walter Landor, founder, Landor Associates

Branding is about the personality of our company.

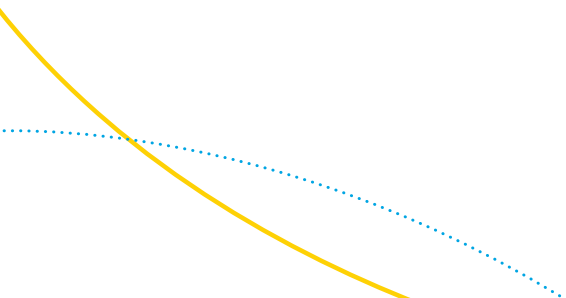
When we talk about the personality of our friends, we’re thinking about the way we expect them to look or behave. Consistency is central to our understanding of personality.

This is why corporate identity is so important: it provides consistency.

We want our customers to know that Air Products stands for the same high standards and the same values, whatever we do and wherever we are.

It ensures a coherent look and feel to all our communications, through our use of logotypes, corporate colors, typefaces and layouts.

It’s an expression of who we are. It helps you to capture our values of understanding, integrity and passion in your written and photographic styles.



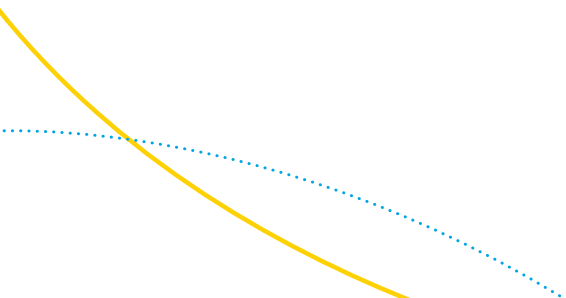
“Every advertisement should be thought of as a contribution to the complex symbol which is the brand image.”

David Ogilvy, founder, Ogilvy Group

Every day, Air Products carries out thousands of business transactions, from manufacturing, selling and supporting to advertising and promoting. Each one of these is an opportunity to reinforce the perceptions of our brand.

By following the guidelines in this manual, you will be better able to present our brand in a more consistent way.

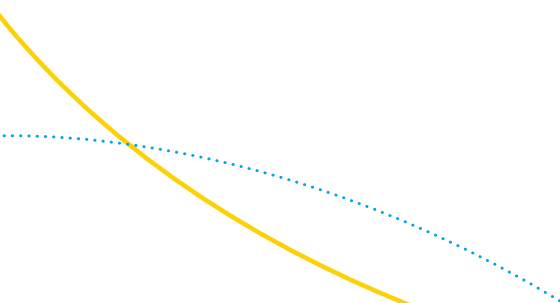
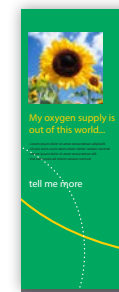
As a result, we will be able to make a stronger, more distinctive impression in the minds of existing and prospective customers, and build a more coherent, recognizable brand.



Air Products 360° overview

Our core brand elements set the foundation for the Air Products visual identity system. This combination of elements—including our signature, colors, typography, momentum lines, and overall presentation—helps us to powerfully and uniquely express the Air Products personality.

Used consistently, these elements help us to differentiate our brand in a highly competitive market and create preference in the hearts and minds of our audiences.



2. Basic elements (Rev. Jan16)

The Air Products basic elements have been designed with care and foresight. When applied in accordance with the following standards, the messages will clarify, reinforce and express the character of the Air Products brand.

The Air Products signature is a specially designed and distinctive graphic image that is a clear, strong and proprietary symbol of our organization.

Our signature is one of our most valuable assets. Always position it for maximum impact and give it plenty of room to “breathe.”

It is important to keep our corporate signature clear of any other graphic elements. To regulate this, an exclusion zone has been established. This exclusion zone indicates the closest any other graphic or element can be positioned in relation to the signature.



Corporate signature



Minimum size

In reproducing our signature, consider its size and legibility and use common sense. A signature that is too small ceases to serve any communicative function.



0.75"
or
19mm

Signature color versions

Color is a powerful means of visual identification. The combination of Air Products green and blue will build visibility and recognition for the Air Products brand and its personality.

Primary signature color

Air Products green is the primary signature color for all our marketing materials.

Single color options

When necessary, the signature may be reproduced in black on light-colored backgrounds or white on dark-colored backgrounds.



Unacceptable signature usage

The integrity of the Air Products signature must be respected at all times. Please don't stretch, squeeze, morph or manipulate it in any way. Any modification of our signature will dilute its presentation and weaken the power of its legal trademark.

We never link other elements to the Air Products signature. This includes names, logos and symbols.

Electronic art for the Air Products signature is available from Air Products' Corporate Communications team.



Don't rearrange any elements of the signature.



Don't alter the color of the logotype or symbol.



Don't place the signature at an angle.



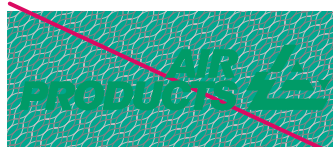
Don't alter the color of the logotype or symbol.



Don't lock up names, products or other messages to the signature.



Don't alter or replace the typography in any way.



Don't place the signature on colored backgrounds with insufficient contrast.



Don't distort or stretch the signature.



Don't use the logotype as an independent element.

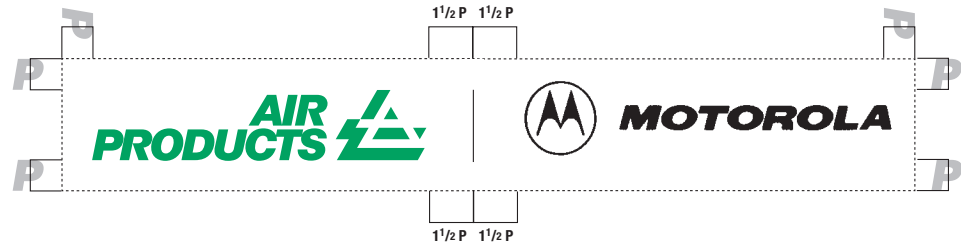


Don't use the symbol as an independent element.

Multiple logo usage

When the Air Products signature is used in combination with those of other companies, the signatures should be equal by visual mass.

The logos can be placed side-by-side or stacked vertically, as illustrated.



Typography plays a subtle but highly visible role in establishing and reinforcing the Air Products voice and look and feel.

A customized version of TheSans is the Air Products primary typographic voice. Creating a contemporary link to the Air Products signature, TheSans is a highly versatile sans-serif font family. Uncomplicated, modern, and highly legible, TheSans should be used for all headlines and short blocks of important text for promotional Air Products communications. Set all type flush left, ragged right. TheSans is a perfect partner to the typeface called TheSerif.

A customized version of TheSerif is a highly versatile serif typeface that is also highly legible. It should be used as the text font for all body copy and long blocks of text.

Office desktop and web applications

Use Verdana, a standard font on all computers, for all general office desktop and web applications, including PowerPoint® and Microsoft Word®. The use of Verdana for day-to-day PowerPoint presentations allows us to share our presentations, both internally and externally, without any conflicts or loss of quality from one desktop to another.

Note: Do not substitute any other typeface for the approved Air Products typefaces.

TheSans and TheSerif fonts should be purchased through LucasFonts, the type foundry who developed them.

Primary typeface

TheSans light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSans plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSans semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Supporting typeface

TheSerif light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSerif plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSerif semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSerif bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Office desktop and web applications

Verdana regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz






Verdana bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Typography use matrix

The following chart should be used as a quick reference guide for selecting the appropriate typeface for any application. This quick reference guide is an overview to provide general guidance that can be applied to applications not included in this guideline.

Use Verdana in place of TheSans for business communications created using desktop applications, such as Microsoft Word®, Excel®, PowerPoint®, and in Web applications.

Item	TheSans	TheSerif	Verdana
Stationery 	Light	—	—
Collateral 	Light, Plain, Semi Bold	Light, Plain, Semi Bold, Bold	—
PowerPoint® and general office desktop applications 	—	—	Regular, Bold
Charts (other than PPT) 	Light, Semi Bold	—	—
Website (HTML) and electronic communications 	Light, Plain, Semi Bold	—	Regular, Bold

The three enduring characteristics of our brand are **understanding, integrity and passion**. Our tone of voice should reflect these values.

Our written style must also be flexible. Obviously, the written style of a press release is very different from a product data sheet or an academic paper. But the general principles here will still hold good.

Whatever you are writing, you should always imagine that the reader is looking over your shoulder. You should ask yourself, “is this relevant?” and “is it believable?”

Understanding

We see things from our readers’ point of view. We focus on their needs and interests. We avoid barriers to understanding, such as buzzwords, jargon and legalese. We prefer plain words and short sentences. We write the way we speak. Or rather, as we would speak if we had time to compose our remarks.

Integrity

We are truthful in our communications. We are enthusiasts for our brand, but we never mislead. Our customers expect us to give information rather than withhold it, and we respect this. We are proud of our reputation for honesty and straight talking. And we never undermine our integrity with language that is too pushy or hard-sell.

Passion

We are passionate about helping our customers succeed. We know that we can have a dramatic effect on their quality, productivity and profitability. We are not afraid to say so. We should beware of language that is formulaic, clichéd or dull.

tell me more is at the heart of our brand. It's not a strapline. Nor is it a company descriptor.

It's more like a phrase dropped into a conversation. It reminds the reader that we are always open to dialogue. It's about a willingness to listen and respond. And a desire to build long-term relationships.

tell me more should generally be used with a mechanism that allows you to talk and listen, such as a designated website address or telephone number.

It can be used in text as part of a sentence that expresses the value we place on understanding. The **tell me more** student lectures, sponsored by Air Products, for example.

When it does appear as part of a sentence, it should be emphasized through use of color.

When used as a call for action or as a sign off, **tell me more** should appear in blue.

tell me more

point size:	example:
X	100 pt. tell me more
.58 X	58 pt. airproducts.com

point size:	example:
X	100 pt. tell me more
.58 X	58 pt. airproducts.com/
.58 X	58 pt. fabwest2012

The relative sizes of the “tell me more” and “web address” are shown above.

The “web address” type size should be 58% of the “tell me more” type size.

Typestyle:
TheSans SemiBold

Leading should be set “solid” (no additional space).
ie.: 58 point type on 58 point leading.

Long “web addresses” that require more than one line should also be set “solid” as shown above.

The momentum lines

The curved momentum lines are a key design element in our brand standards. They have been developed to bring a distinctive look to our communications.

The momentum lines represent the passion at the heart of the Air Products brand. One is solid and one is dotted, symbolizing the states of matter from solid to gaseous, inherent in our core products. They should be used to bring dynamism to layouts; to lead the eye through the page or direct the reader to important features like pictures and headlines.

When designing brand-building materials such as advertising or brochures, they should be used boldly to emphasize the Air Products look and feel strongly. In detailed information-based materials, such as data sheets, they can be used as a secondary element to support the brand in a more subtle, less intrusive way.



The combination of Air Products green and blue is proprietary to our brand, differentiating us in the industrial gases industry. To reinforce this point of differentiation, Air Products green and Air Products blue on a white background are the primary colors for all our marketing materials.

Our palette consists of a limited range of vibrant colors complementary to the green of the Air Products signature. When used with ample white space, this palette creates a bold, contemporary feel.

Tints of our colors may be used for background elements or for charts and graphs. Use black as the primary text color to ensure our material is easy to read.

To achieve color consistency across coated, matte coated and uncoated paper stocks, modify Pantone and CMYK formulations for printing on uncoated paper stock.

The colors, CMYK and RGB breakdowns shown on this page and throughout these standards have not been evaluated by Pantone, Inc. Accuracy may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition of the PANTONE formula guides. PANTONE® and PANTONE MATCHING SYSTEM® are the property of Pantone, Inc.

Primary colors

Air Products Green PANTONE® 347C C:100 M:0 Y:86 K:3 R:0 G:154 B:73 Hex: 009a49	80%	Air Products Blue PANTONE® 2995C C:90 M:11 Y:0 K:0 R:0 G:168 B:225 Hex: 00a8e1	80%
	60%		60%
	40%		40%

White

Secondary colors

Air Products Yellow PANTONE® 116C C:0 M:16 Y:100 K:0 R:255 G:203 B:0 Hex: ffc000	80%	Air Products Light Green PANTONE® 375C C:41 M:0 Y:78 K:0 R:143 G:212 B:0 Hex: 8fd400	80%	Air Products Gray PANTONE® Cool Gray 11C C:0 M:2 Y:0 K:68 R:77 G:78 B:83 Hex: 4d4e53	80%
	60%		60%		60%
	40%		40%		40%

Accent colors

Air Products Magenta PANTONE® 214C C:0 M:100 Y:34 K:8 R:207 G:3 B:96 Hex: cf0360	80%	Air Products Orange PANTONE® 158C C:0 M:61 Y:97 K:0 R:234 G:113 B:37 Hex: ea7125	80%
	60%		60%
	40%		40%

Using color

Our colors were chosen with care and consideration to convey the fresh, dynamic energy of the gases industry. The consistent use of a limited color palette will build strong recognition for Air Products.

Our palette consists of a limited range of vibrant colors complementary to the green of the Air Products signature. When used with ample white space, this palette creates a bold, contemporary feel.

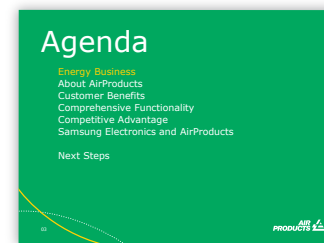
The use of the color white is a very important part of our color palette. White helps convey our integrity, accountability, and openness, and maintains a clear, readable, contemporary look and feel. When creating materials, use Air Products green and blue as the primary colors for headings, subheadings, charts and graphs. In addition, use tints of these colors for charts and graphs only.

In support of these core primary colors, Air Products yellow, bright green, black and gray can be used as supporting secondary colors.

Air Products magenta and orange should only be used as supporting accent colors to highlight callouts and footnotes.



Remember to use white space to create contemporary, dynamic communications.



Large fields of vibrant color help make our communications bold and impactful.



Use Air Products green and blue as the primary colors for headings, subheadings, charts, and graphs.

Selecting the right imagery is critical to supporting our brand's unique point of view. A powerful image helps us make an emotional connection with our audiences.

Our images should convey our attributes, including integrity, understanding, passion, agility, flexibility, meta-national and future focus. Images should be very much of the moment, without the use of models or contrived setups. This is a style of photography that captures the very essence of what we're about at Air Products.

The imagery chosen should always reflect the innovation of our people and products. To allow for maximum flexibility in selecting imagery, we have defined three categories.

The first category is "People and process." Select imagery that shows what our people can achieve for our customers all over the world, captured at decisive moments in their work.

The second category is "Plant and performance." Select imagery with an uncommon angle or focal point. Closeups reveal a focused attention to detail; a foreshortened depth of field adds drama that conveys our passion and future focus.

The third category is "End user and benefit." Select imagery that shows the end results of our customers' applications, demonstrating our understanding of the world our customers inhabit. People warm to human stories; they bring about a powerful sense of empathy in the viewer.

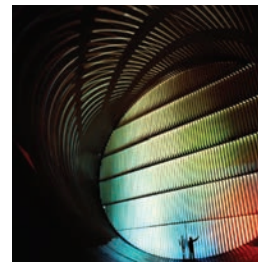
Told in photographs, these stories communicate quickly, going straight to the heart in a compelling and believable way.

Overall the response we want the viewer to have is simply [tell me more](#).

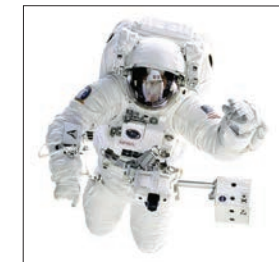
People and process



Plant and performance

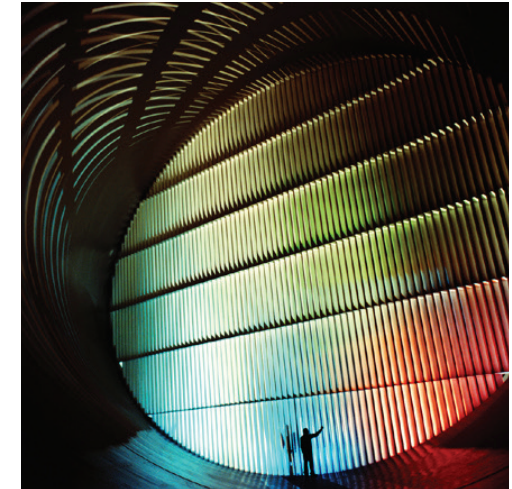


End user and benefit



How do we measure whether a photograph is on brand?

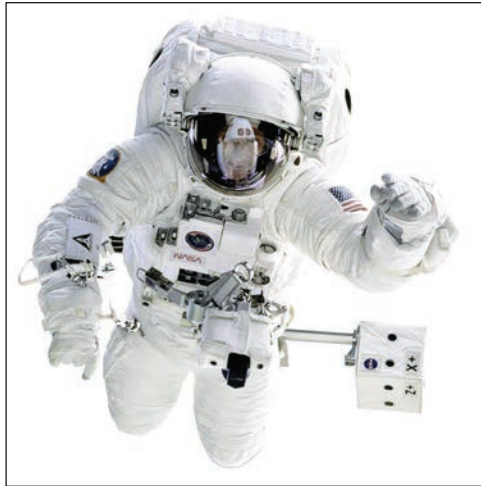
It is difficult to dictate in guidelines the exact content and style of a photograph, as there are so many variables due to different locations, types of subject and final usages. What we aim to provide here is a way of judging each photograph you use on a sliding scale. This shows why some are right and some wrong. Use this as a guide when judging the suitability of any photograph you may wish to use.



Understanding Does the shot capture a human moment and create a sense of empathy in the viewer?	✓
Integrity Does the shot avoid false setups?	✓
Passion Does the shot generate interest through the way the image is working in the frame? Does the shot seem part of a bigger story?	✓ ✓
Agile & Flexible Does the shot capture speed and dynamism?	✓
Meta-national Does the shot reflect our globally diverse organization and people?	✓
Focused on the future Does the shot capture new solutions and growth platforms?	✓
Overall, does it make me think tell me more?	✓

Understanding Does the shot capture a human moment and create a sense of empathy in the viewer?	✓
Integrity Does the shot avoid false setups?	✓
Passion Does the shot generate interest through the way the image is working in the frame? Does the shot seem part of a bigger story?	✓ ✓
Agile & Flexible Does the shot capture speed and dynamism?	✓
Meta-national Does the shot reflect our globally diverse organization and people?	✓
Focused on the future Does the shot capture new solutions and growth platforms?	✓
Overall, does it make me think tell me more?	✓

How do we measure whether a photograph is on brand, continued



<p>Understanding Does the shot capture a human moment and create a sense of empathy in the viewer? ✓</p>
<p>Integrity Does the shot avoid false setups? ✓</p>
<p>Passion Does the shot generate interest through the way the image is working in the frame? ✓ Does the shot seem part of a bigger story? ✓</p>
<p>Agile & Flexible Does the shot capture speed and dynamism? ✓</p>
<p>Meta-national Does the shot reflect our globally diverse organization and people? ✓</p>
<p>Focused on the future Does the shot capture new solutions and growth platforms? ✓</p>
<p>Overall, does it make me think tell me more? ✓</p>



<p>Understanding Does the shot capture a human moment and create a sense of empathy in the viewer? ✓</p>
<p>Integrity Does the shot avoid false setups? ✓</p>
<p>Passion Does the shot generate interest through the way the image is working in the frame? ✓ Does the shot seem part of a bigger story? ✓</p>
<p>Agile & Flexible Does the shot capture speed and dynamism? ✓</p>
<p>Meta-national Does the shot reflect our globally diverse organization and people? ✓</p>
<p>Focused on the future Does the shot capture new solutions and growth platforms? ✓</p>
<p>Overall, does it make me think tell me more? ✓</p>

Unacceptable imagery

Please avoid using imagery that is staged or unnatural, black and white imagery, overlapping or manipulated imagery, duotones, cartoons, clip art, characters or illustrations.



Don't use black and white imagery



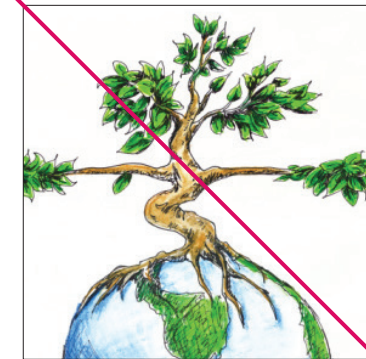
Don't use montage imagery



Don't use clip art or cartoons



Don't overlap or manipulate imagery



Don't use illustrations



Don't use more than one silhouette

Charts and graphs help us display complex data in a simple format.

The primary design of charts and graphs is visual and numerical, but be sure to use words—titles, callouts, and tables—wherever they might work to clarify the ideas expressed.

Choose your charts and graphs to visualize information, make comparisons and illuminate important points.

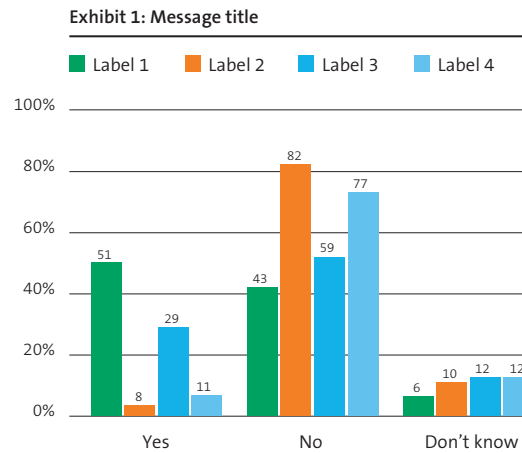
Color

Use black, white and various tints of Air Products green, Air Products blue, and Air Products orange.

Make exhibits flat—never 3-D. Keep the exhibits as simple and clean as possible.

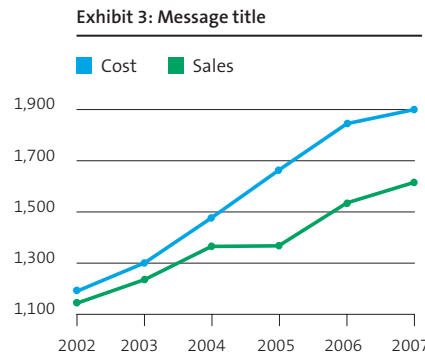
Typefaces

Use TheSans for charts appearing in printed literature. Use Verdana for charts appearing online and on screen in a presentation.



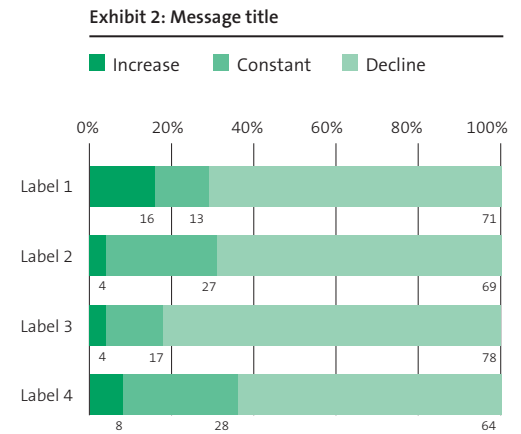
Column chart

Use a column chart to demonstrate change over a set period of time or to indicate increase, decrease, fluctuation, or constancy of level or magnitude. Use a limited number of data points for more impact.



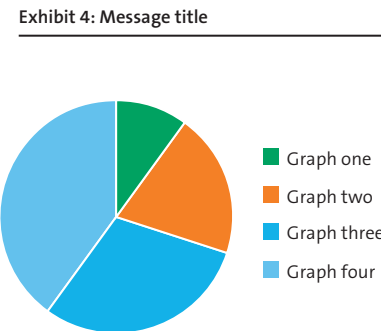
Line chart

Use a line chart to identify a trend or change over a long period of time or when charting a large number of data points.



Bar chart

Use a bar chart to compare items or to rank a sequence of items, i.e. from high to low or best to worst.



Pie chart

Use a pie chart to show a mix or a breakdown of components of a whole. (Never have more than eight slices in a pie chart.)

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

Air Products PLC
Hersham Place Technology Park, Molesey Road
Walton-on-Thames, Surrey KT2 4RZ UK
T +44 1932 249200
airproducts.uk



Air Products and Chemicals, Inc.
7201 Hamilton Boulevard, Allentown, PA 18195-1501
T 610-481-4911 F 610-481-5900
airproducts.com



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

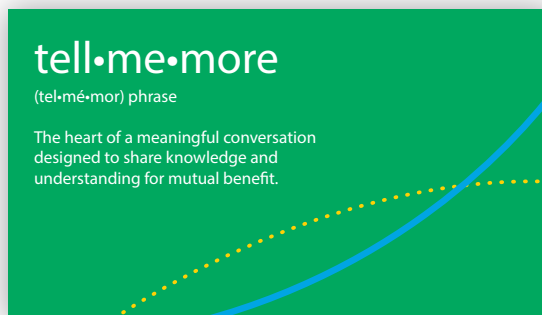
Mohawk Options 100% PC white, smooth,
100 lb/270 gsm cover.

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



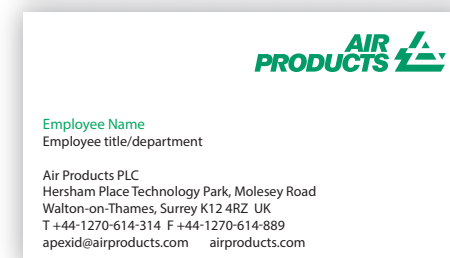
Standard business card back



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

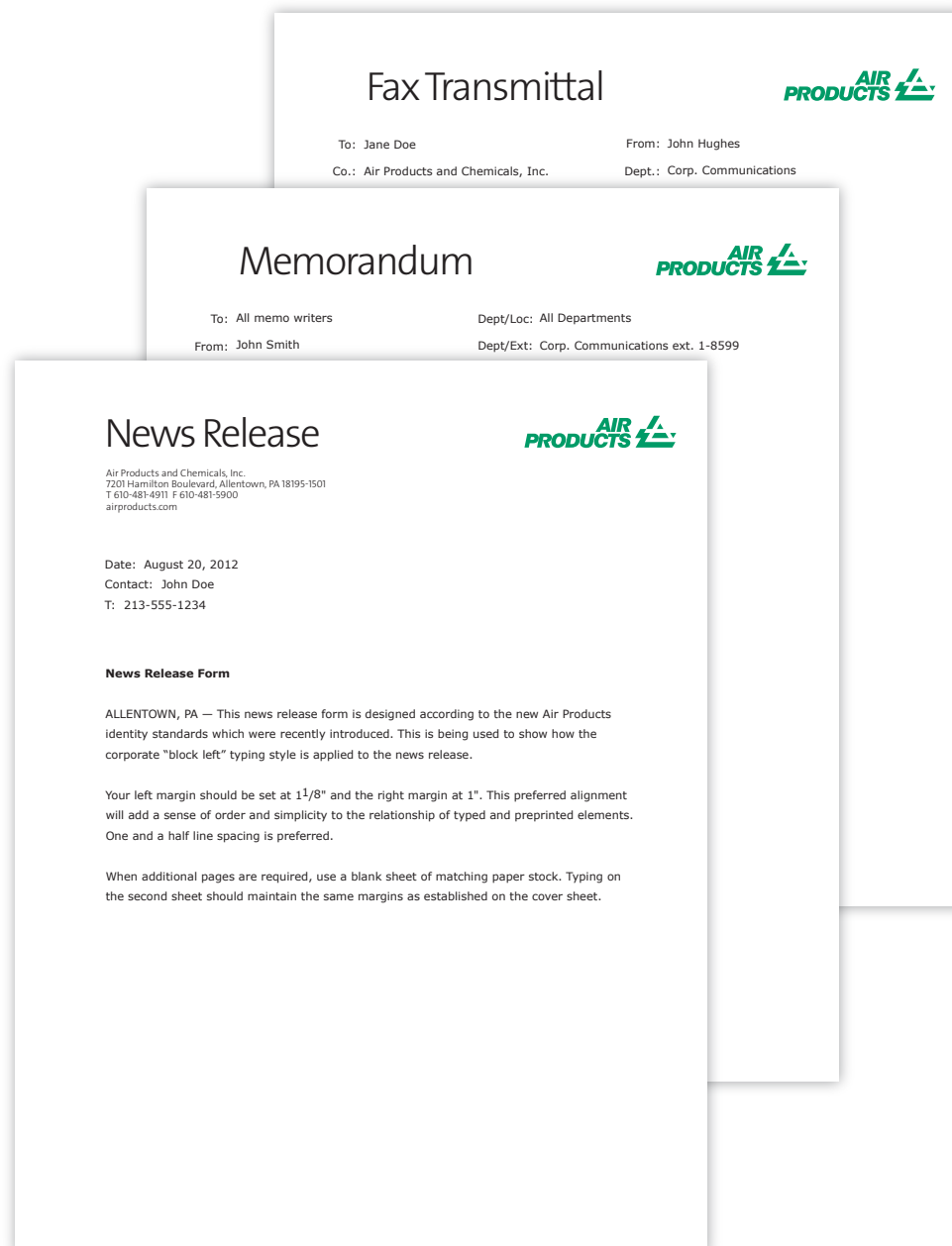
Offset lithography.

(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.

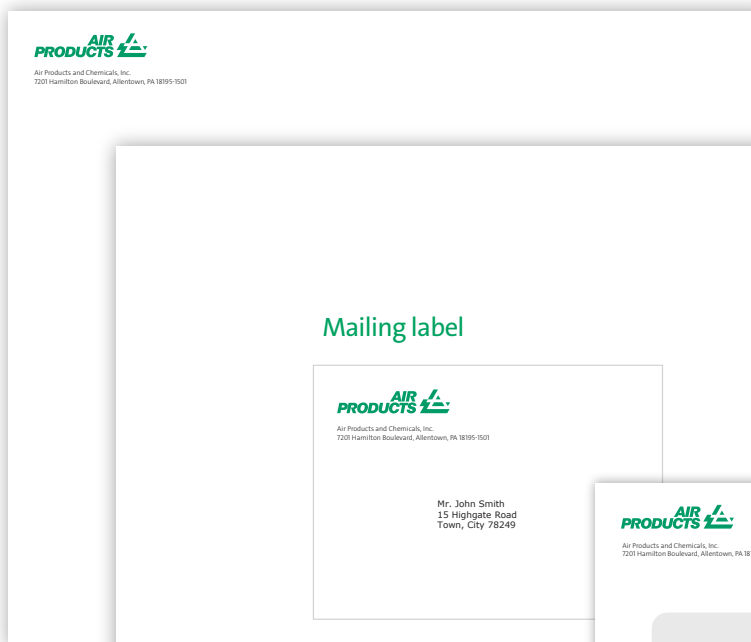
(Do not use thermography or foil stamping.)

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

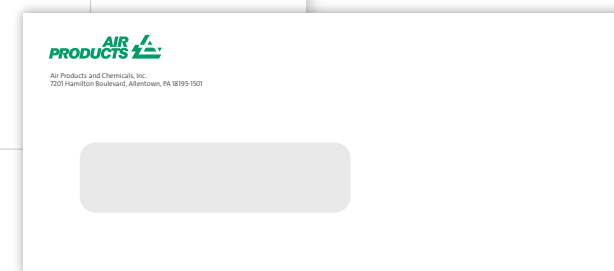
Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text.

Open end (or side) envelope

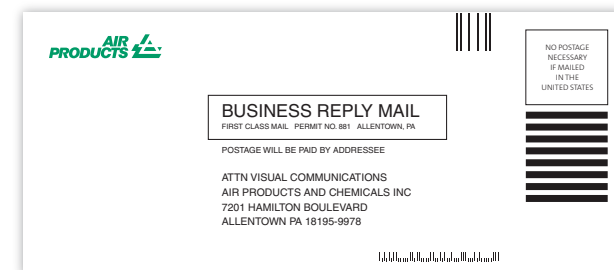


Mailing label

Window envelope



Business reply envelope



Binders/proposal covers and title pages

Sizes

Assorted

Printing

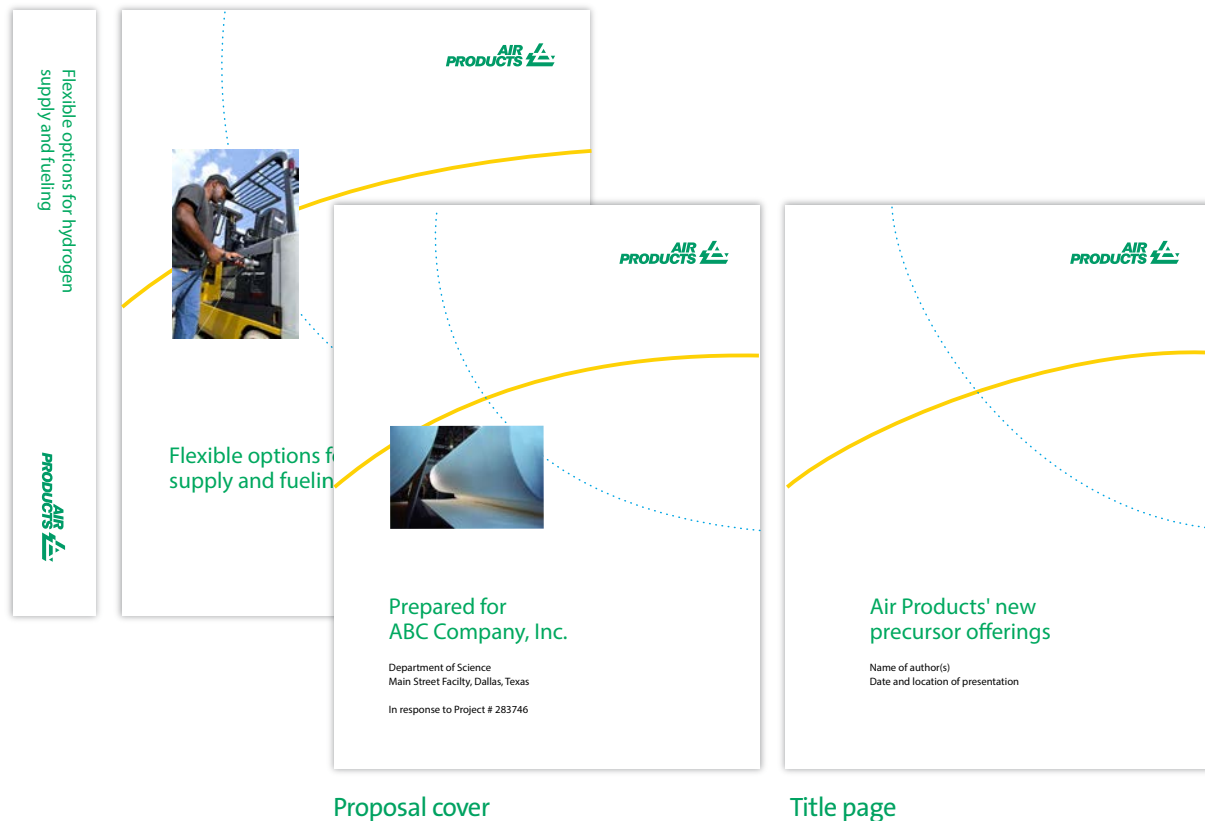
Offset lithography or digital.

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

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

Air Products and Chemicals, Inc.
7201 Hamilton Boulevard, Allentown, PA 18195-1501
T 610-481-4911 F 610-481-5900
airproducts.com



Air Products and Chemicals, Inc.
7201 Hamilton Boulevard, Allentown, PA 18195-1501
T 610-481-4911 F 610-481-5900
airproducts.com



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/Onyme	
Street Address / Adresse - Rue		City/Ville		Province		Postal Code / Code Postal	
						Phone No./No. Telephone	

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: Écoles 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'Affaires		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 / Vos Types de Travaux		Where Worked / Vos Lieux de Travail		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 ou Salaire			
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 ou Salaire			
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 ou Salaire			
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				

4. Presentations (Rev. Feb13)

Every presentation should clearly communicate the Air Products brand. Your presentation style should be confident, with the emphasis on clarity. Our understanding and openness will be communicated better by keeping things simple. Think about your audience and what they will take out of the presentation. Attention spans may be limited. Do the slides communicate clearly?

In slide presentations, brevity is essential. Slides should highlight the audio presentation, not record it word for word. Multiple points are best made with short, bulleted items or on multiple slides, revealed as the speaker makes each point. Simple, strong visuals are recommended for supporting graphics. The designs provided in the template's slide masters should be followed for font style, size and placement.

Typeface

Use Verdana for all internal and external presentations. Minimum type sizes have been established in our template; however, they can be proportionally enlarged if projecting in an auditorium or in a hotel setting.

Type sizes and weights have been built into the templates. Please refer to the font tool bar.

Only use the Microsoft PowerPoint electronic templates with preset layouts, colors and type palettes to create presentations. They are available from Air Products' Corporate Communications team.

Title slide

One column text slide

Two column text slide

Agenda slide

Agenda/divider slide

Two column slide

Bar chart example slide

Pie chart example slide

Thank you/tell me more slide

PowerPoint templates have been specifically developed for webcast presentations. Please adhere to these templates, as the dark green background provides a clean, simple and legible appearance for webcasts.

Typeface

Use Verdana for all internal and external presentations. Minimum type sizes have been established in our template; however, they can be proportionally enlarged if projecting in an auditorium or in a hotel setting.

Type sizes and weights have been built into the templates. Please refer to the font tool bar.

Only use the Microsoft PowerPoint electronic templates with preset layouts, colors and type palettes to create presentations. They are available from Air Products' Corporate Communications team.



Platform for growth

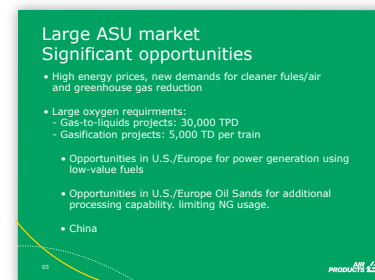
Presentation by
David J. Taylor
Vice President

Credit Suisse Chemicals Conference

November 22, 2008

AIR PRODUCTS

Title slide



**Large ASU market
Significant opportunities**

- High energy prices, new demands for cleaner fuels/air and greenhouse gas reduction
- Large oxygen requirements:
 - Gas-to-liquids projects: 30,000 TPD
 - Gasification projects: 5,000 TD per train
- Opportunities in U.S./Europe for power generation using low-value fuels
- Opportunities in U.S./Europe Oil Sands for additional processing capability, limiting NG usage.
- China

AIR PRODUCTS

One column text slide



**Air Products value proposition
Profitable growth**

- Stability
 - Long term contracts
 - Consistent and predictable cash flows
 - Strong balance sheet
- Growth
 - Solid project backlog
 - High bidding activity
- Improving returns
 - Margin improvement
 - Productivity
 - Increasing dividends



AIR PRODUCTS

Two column text slide



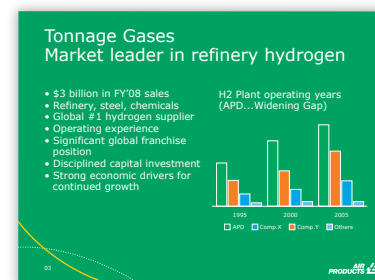
Agenda

- Energy Business
- About Air Products
- Customer Benefits
- Comprehensive Functionality
- Competitive Advantage
- Samsung Electronics and Air Products

Next Steps

AIR PRODUCTS

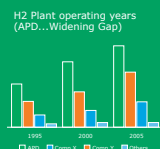
Agenda/divider slide



**Tonnage Gases
Market leader in refinery hydrogen**

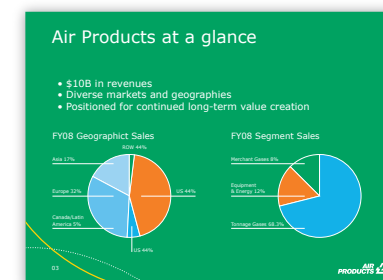
- \$3 billion in FY08 sales
- Refinery steel chemicals
- Global #1 hydrogen supplier
- Operating experience
- Significant global franchise position
- Disciplined capital investment
- Strong economic drivers for continued growth

H2 Plant operating years (APD...Widening Gap)



AIR PRODUCTS

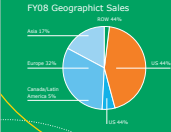
Bar chart example slide



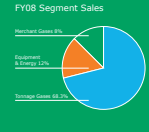
Air Products at a glance

- \$10B in revenues
- Diverse markets and geographies
- Positioned for continued long-term value creation

FY08 Geographict Sales



FY08 Segment Sales



AIR PRODUCTS

Pie chart example slide



Thank you...
tell me more

AIR PRODUCTS

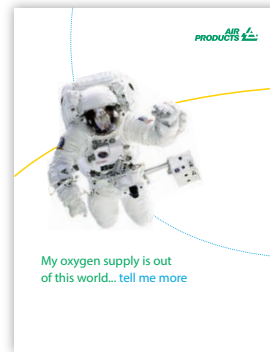
Thank you/tell me more slide

5. Literature system (Rev. Jan16)

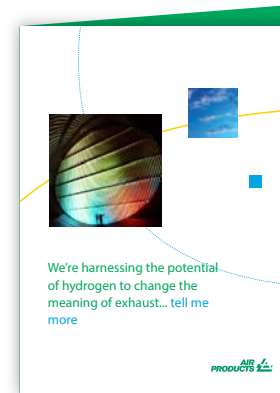
Our printed materials are often kept for reference. It is vital that our literature belongs to a coherent family, conforms to the same design standards and supports our key values of understanding, passion and integrity. This will provide a clear visual distinction between Air Products and our competitors.

Literature matrix

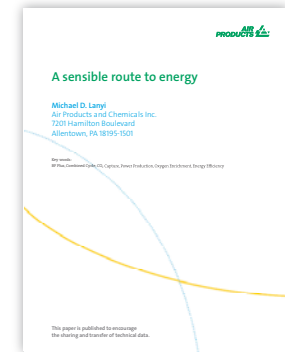
This matrix shows how all Air Products literature works together. All company literature should fit into one of these segments. Attributes of each layout format should remain constant and not be mixed or combined with others.



Large brochure



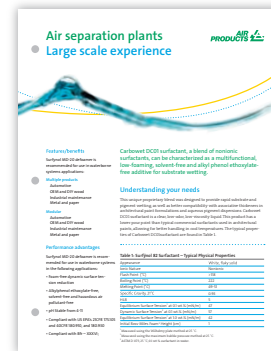
Large brochure with pocket



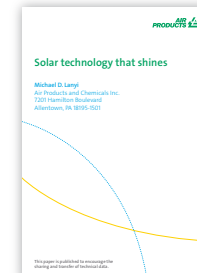
Technical paper



Case study



Data sheet



Knowledge paper

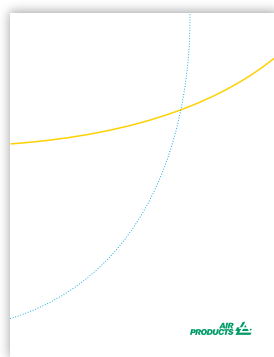


Small brochure

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.



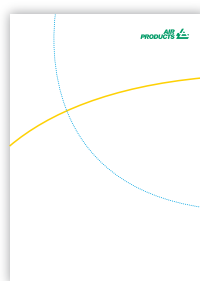
Large brochure



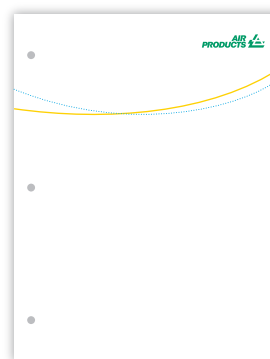
Pocket folder



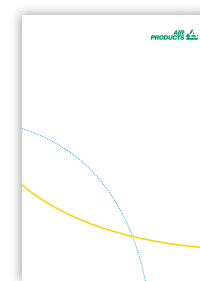
Technical paper



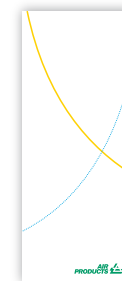
Case study



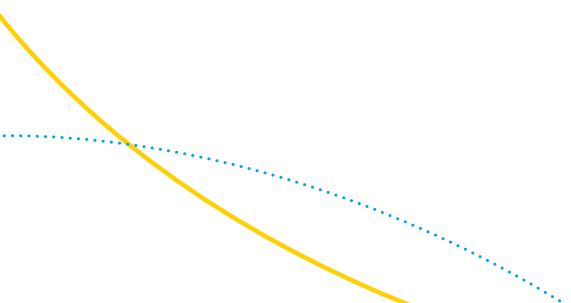
Data sheet



Knowledge paper



Small brochure



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.



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.

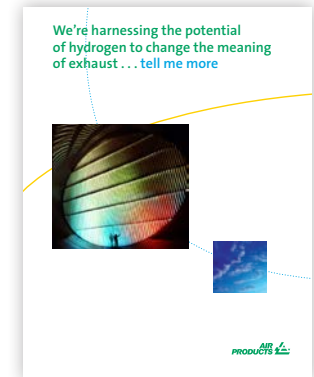
Use only the approved template with preset layouts, colors, type palettes, and momentum lines to create brochures. Templates are available from Air Products' Corporate Communications team.



Silhouette images



Silhouette product images



Multiple images

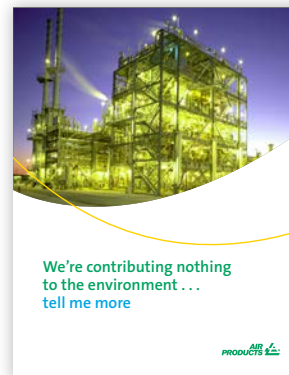
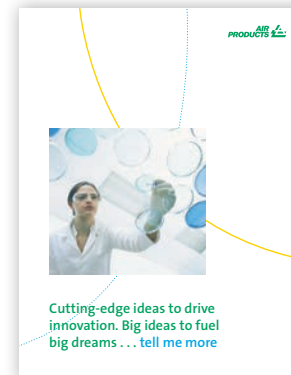
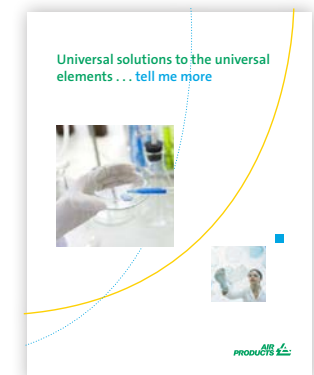


Photo along curved momentum line



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



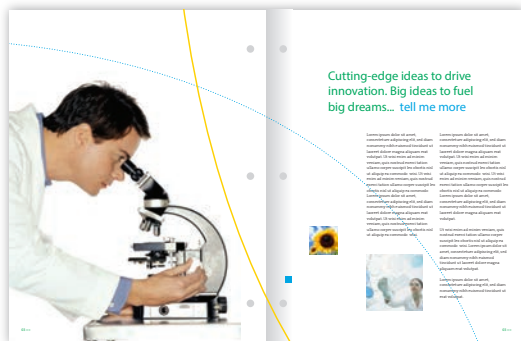
Use callouts, quotes, column widths, and text placement to separate information and add visual interest.



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.

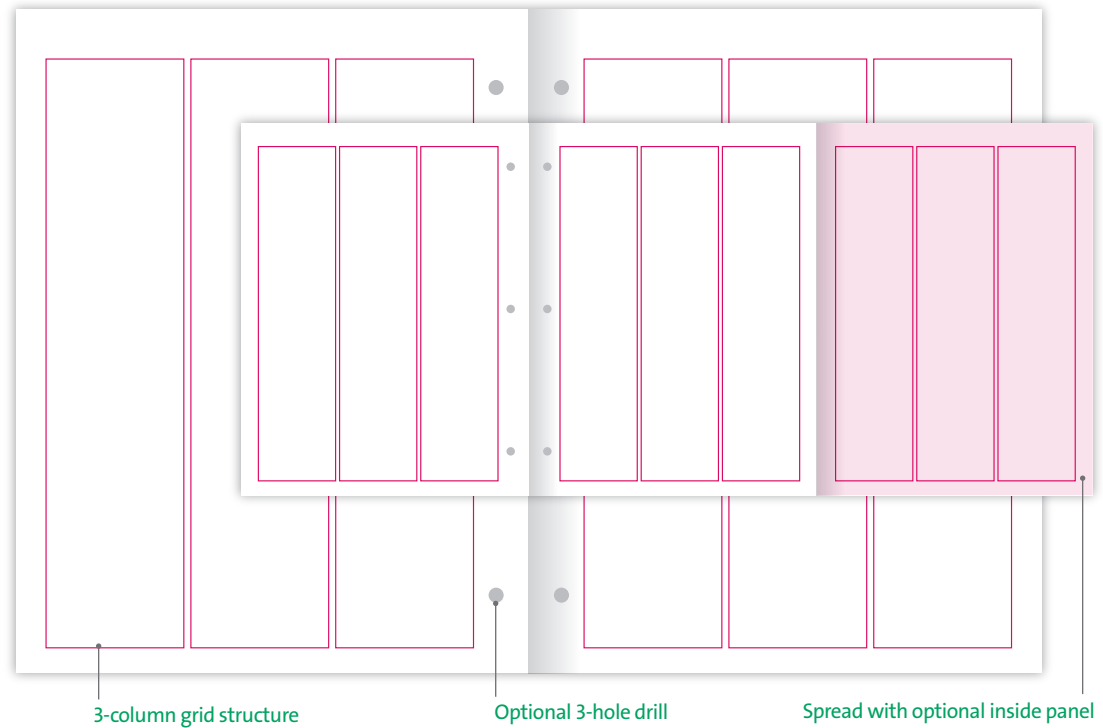


Use Air Products brand colors to separate pages and add visual interest.

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.



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.



Large brochure with pocket covers



Large brochure with pocket interior



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

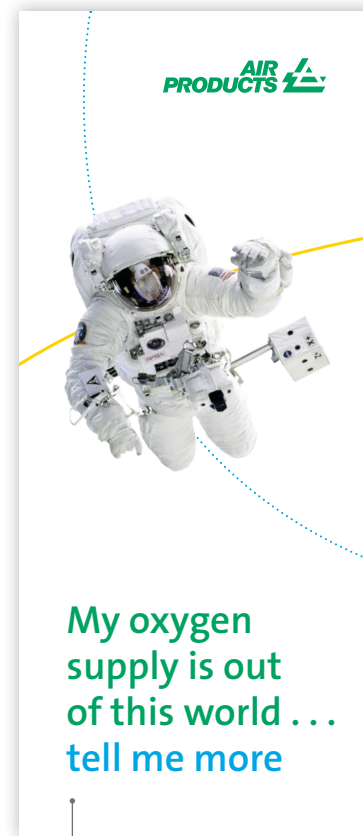
The Air Products momentum lines should be used on all brochure covers. Color and position of momentum lines are restricted to the options available in the small brochure InDesign template. The momentum lines should always interact with the photography.

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.



Headline

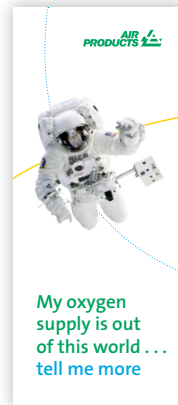
The headline plays off the image to create an enticing invitation to learn more.

Small brochure cover examples

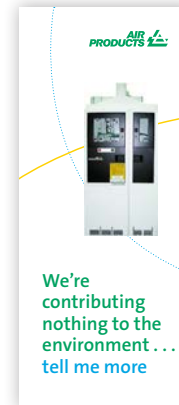
Front covers should always be visually compelling, and messaging should be clear and concise. The overall tone of the cover should reflect the quality and service values of Air Products.

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

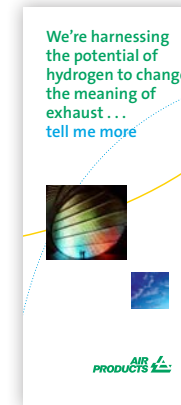
Use only the approved template with preset layouts, colors, type palettes, and momentum lines to create brochures. Templates are available from Air Products' Corporate Communications team.



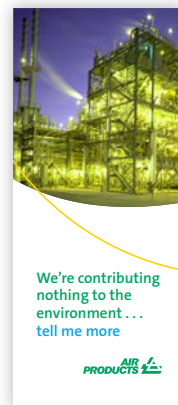
Silhouette images



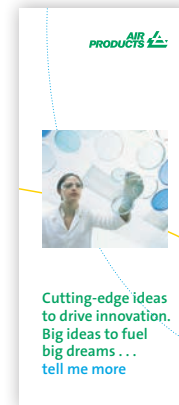
Silhouette product images



Multiple images



Silhouette images



Single image



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.

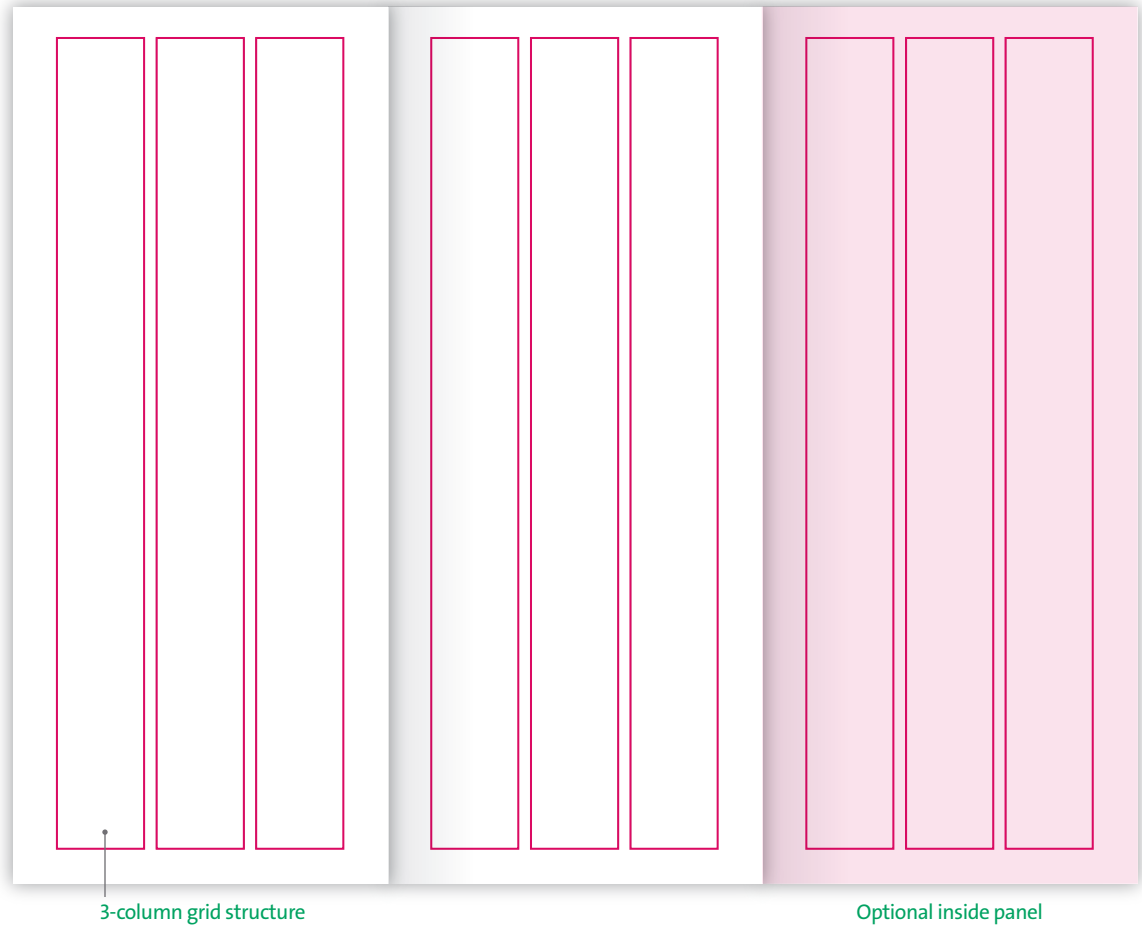


Use Air Products green to separate pages and add visual interest.

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.



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.

Air separation plants

Large scale experience



Features/benefits
Surfrol MD-20 defoamer is recommended for use in waterborne systems applications.

Multiple products
Automotive
OEM and OTR wood


Industrial maintenance
Metal and paper

Marine
Automotive
OEM and OTR wood

Industrial maintenance
Metal and paper

Performance advantages
Surfrol MD-20 defoamer is recommended for use in waterborne systems in the following applications:

- Foam-free dynamic surface tension reduction
- High-purity ethylene feed, solvent-free and hazardous air pollutant-free
- High stable foam in air
- Compliant with US EPA 207E, 207E-5, and 40 CFR 180.970 and 180.975
- Compliant with BIF – 1000V1
- Compliant with BIF – 1000V1/2



Carbowet DCO1 surfactant, a blend of nonionic surfactants, can be characterized as a multifunctional, low-foaming, solvent-free and alkyl phenol ethoxylate-free additive for substrate wetting.

Understanding your needs
This unique proprietary blend was designed to provide rapid substrate and pigment wetting, as well as better compatibility with associative thickeners in architectural paint formulations and aqueous pigment dispersions. Carbowet DCO1 surfactant is a clear, low-viscosity, low-solubility liquid. This product has a lower pour point than typical commercial surfactants used in architectural paints, allowing for better handling in cool temperatures. The typical properties of Carbowet DCO1 surfactant are found in Table 1.

Delivering innovative technology

Wetting

Water-based systems, like architectural coatings, have high surface tension due to the high surface tension of water (72 dynes/cm). As a result, surfactants are required to lower the surface tension of the system in order to achieve good pigment wetting. For efficient grids and consistent substrate wetting for good aesthetic appearance of the coating film. Good wetting performance in these systems, as demonstrated by low dynamic surface tension values, occurs when a surfactant can rapidly migrate to the newly created interface.

When compared to typical commercial surfactants, Carbowet DCO1 surfactant exhibits superior equilibrium and dynamic surface tension reduction capabilities, as shown in Table 2. Low dynamic surface tension promotes excellent wetting on chalky and glossy surfaces and efficient pigment grinding. This leads to improved coverage, reduced grid times and enhanced color development.

Foam control
Foam generated during the production of decorative coatings causes handling problems. Pinholes and poor coverage can result from foam formed during paint application. As shown in Figure 1, Carbowet DCO1 surfactant can reduce foaming tendencies compared to other commercially used surfactants. This low foaming characteristic will promote efficient grids and consistent substrate wetting for good aesthetic appearance of the coating film. Good wetting performance in these systems, as demonstrated by low dynamic surface tension values, occurs when a surfactant can rapidly migrate to the newly created interface.

Appearance	White, fatty solid
ISO Name	Nonionic
Flash Point (°C)	158
Boiling Point (°C)	222
Viscosity (cP)	40-5
Specific Gravity (20°C)	0.99
PID	9
Equilibrium Surface Tension (at 1.0 wt.%, 20°C)	42
Dynamic Surface Tension (at 0.1 wt.%, 5 min)	13
Dynamic Surface Tension (at 1.0 wt.%, 1 min)	42
Initial Break Minus Foam Height (cm)	1

Measured using the Wilhelmy plate method at 20°C.
*Measured using the maximum bubble pressure method at 20°C.
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Measurable environmental benefits
Wetting
Water-based systems, like architectural coatings, have high surface tension due to the high surface tension of water (72 dynes/cm). As a result, surfactants are required to lower the surface tension of the system in order to achieve good pigment wetting. For efficient grids and consistent substrate wetting for good aesthetic appearance of the coating film. Good wetting performance in these systems, as demonstrated by low dynamic surface tension values, occurs when a surfactant can rapidly migrate to the newly created interface.

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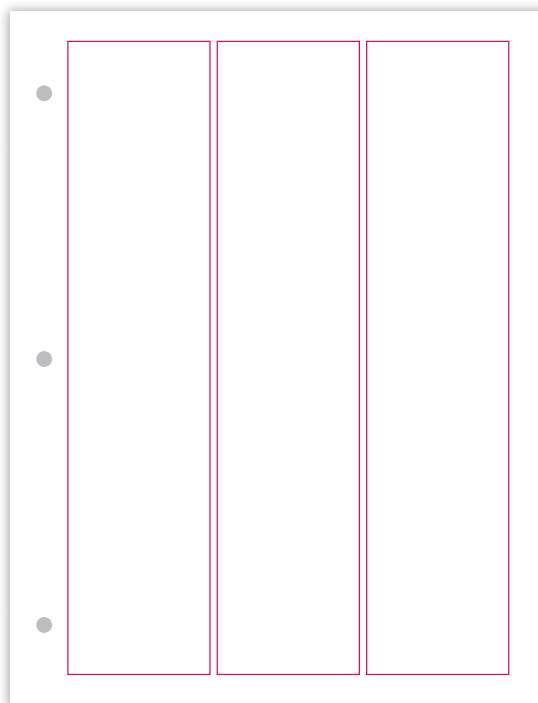
Data sheet front

Data sheet inside spread

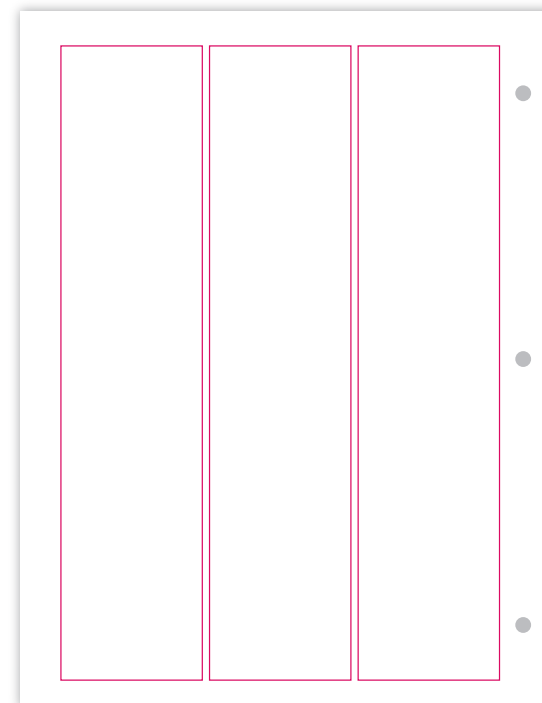
Grid structure

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 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

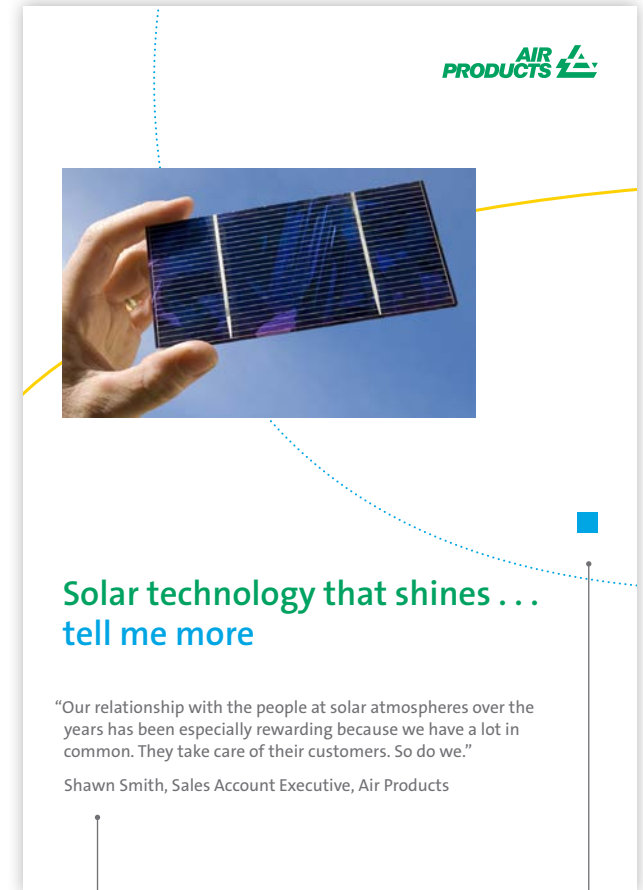
The Air Products momentum lines should be used on all case study covers. Color and position of momentum lines are restricted to the options available in the case study InDesign template. The momentum lines should always interact with the photography.

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.



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

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



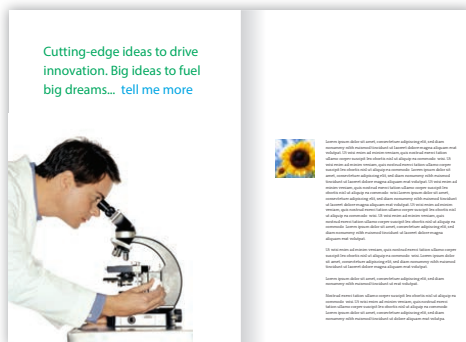
Use callouts, quotes, column widths, and text placement to separate information and add visual interest.



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



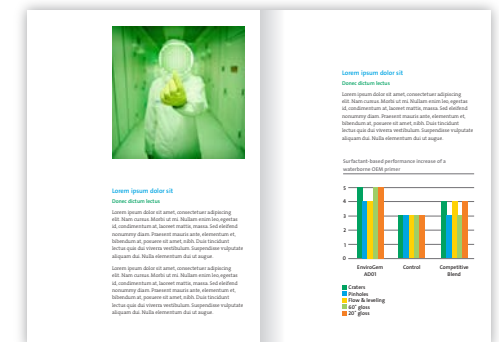
Body text may span two or three columns.



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 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

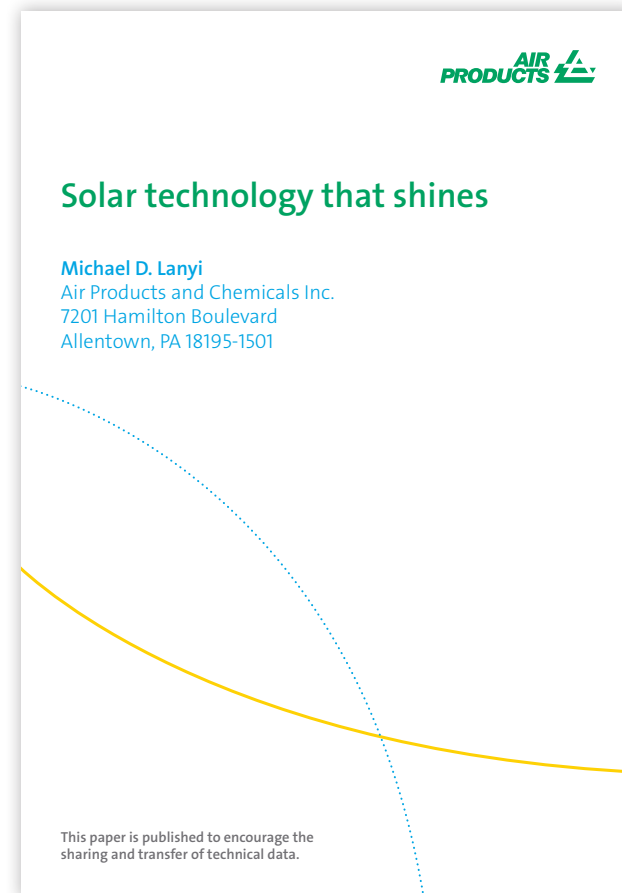
The Air Products momentum lines should be used on all knowledge paper covers. The position and color of the momentum lines are fixed as illustrated to the right and in the knowledge paper InDesign template.

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.



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.

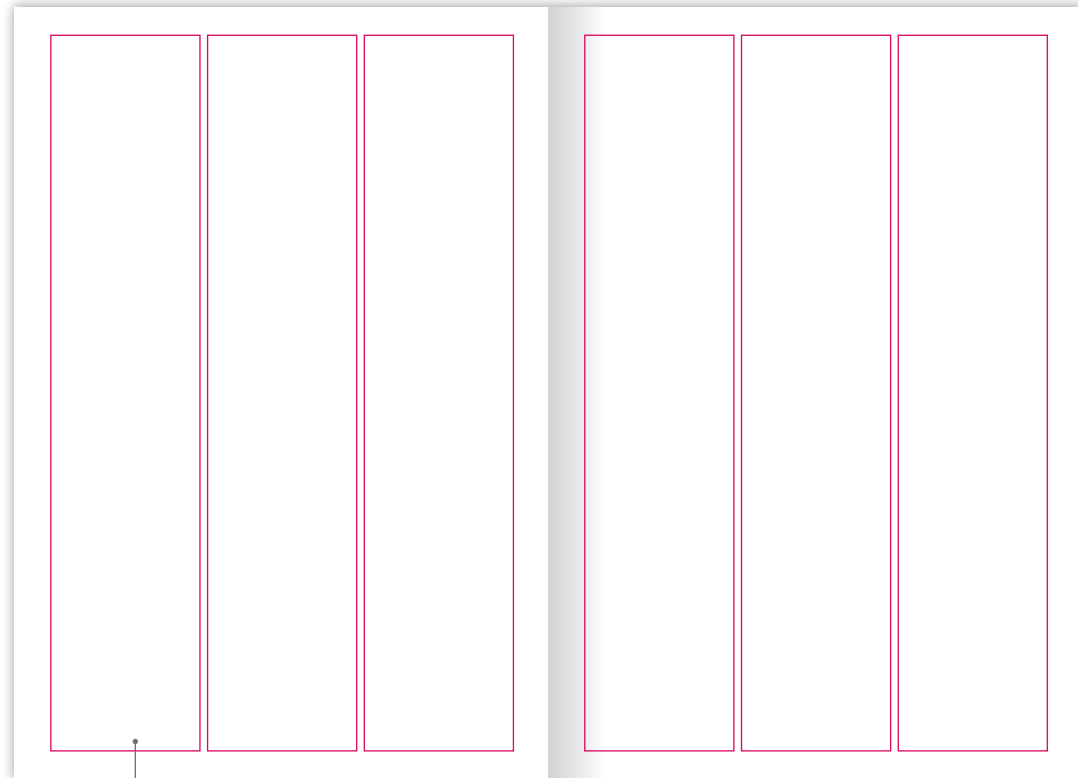


Text may span one or two columns of the page. The column width of body text should remain constant throughout the document.

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 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.

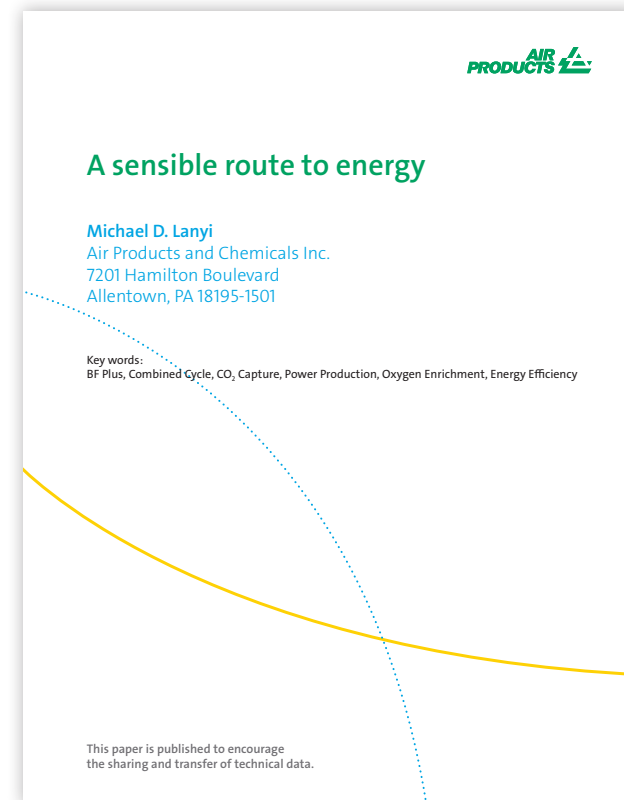
Graphic elements

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.



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.

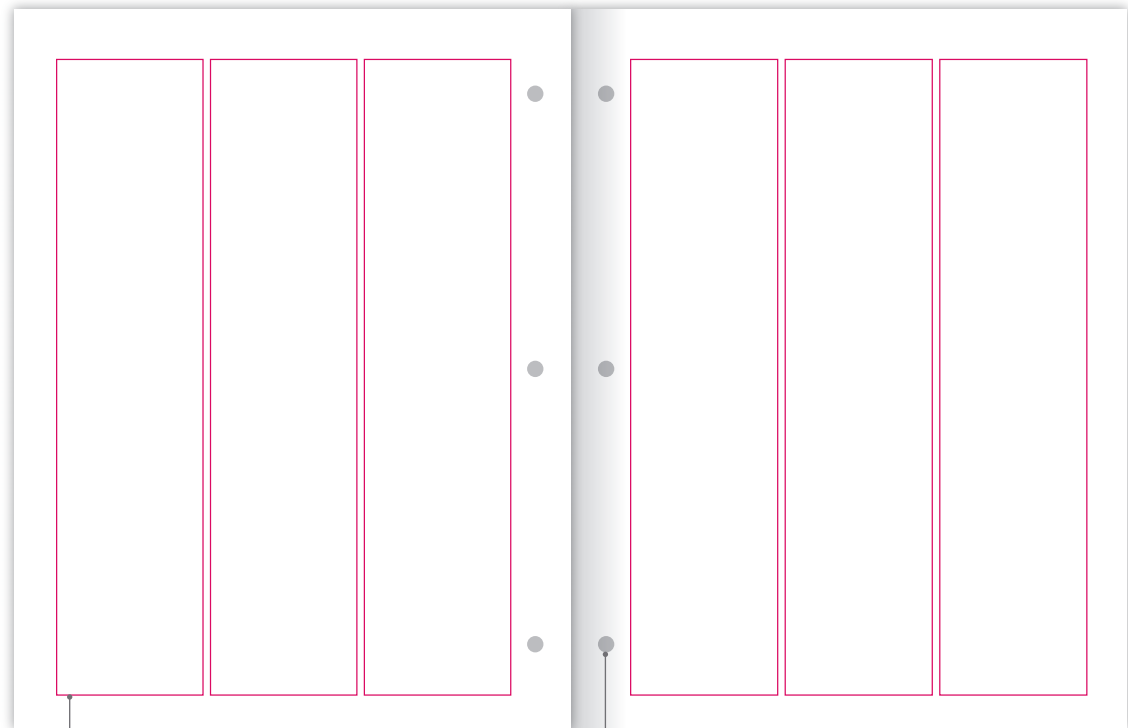


Text may span one or two columns of the page. The column width of body text should remain constant throughout the document.

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

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

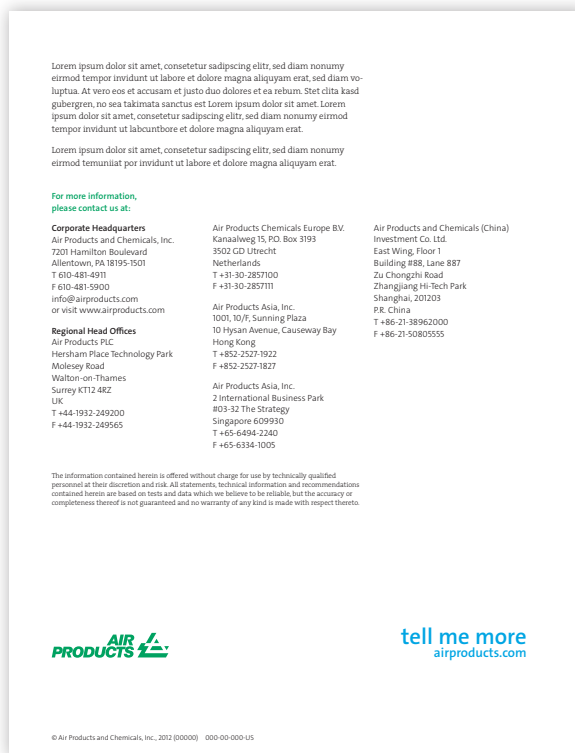
'tell me more' should always appear below the secondary information, set flush right/ragged left, in lowercase with normal letterspacing. Use TheSans semi bold.

Contact information

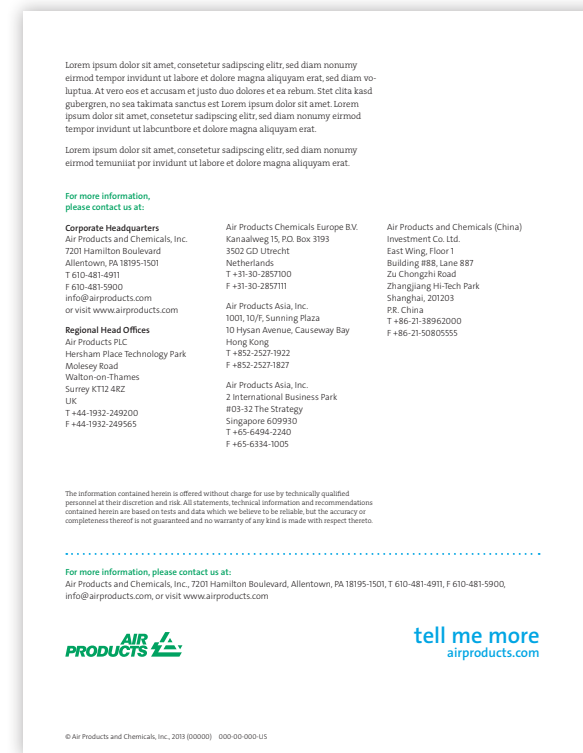
Mailing addresses, phone numbers, and URLs should always appear below any secondary information used on back covers, aligned left. Use TheSans semi bold and light.

Legal copy

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



Multiple addresses



One address option

Signature placement for literature

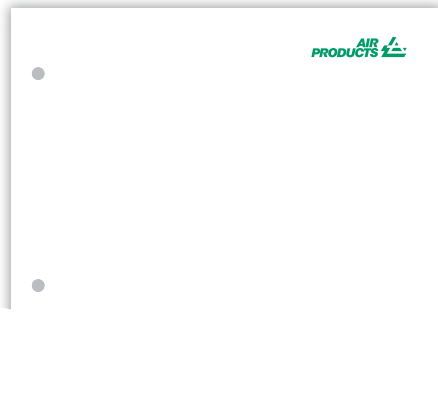
Give careful consideration to the placement of our signature on all applications.

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



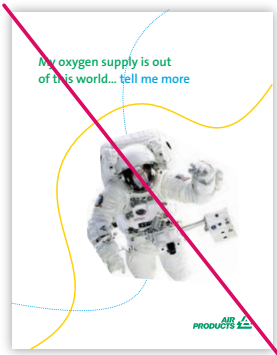
Brochure cover, lower right signature placement



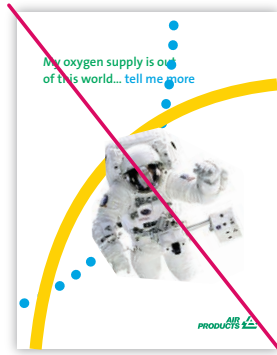
Brochure back cover, lower left corner placement

Unacceptable literature examples

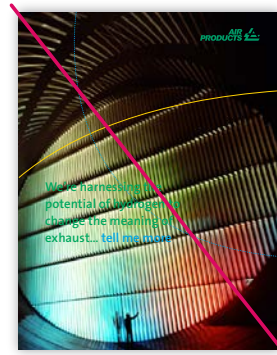
The success of the Air Products brand relies on clear and consistent execution. Following the specified guidelines will increase the brand's impact and avoid confusion.



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.

6. Marketing materials (Rev. Apr13)

Direct marketing, sponsorship and newsletters are important tools for us. Our communications can be lively and topical, yet still support the image of a coherent and consistent brand.

Our direct mail should strive to follow the day-to-day literature design system.

Required elements include:

- Air Products signature
- Momentum line treatment
- Typefaces
- Colors and white space

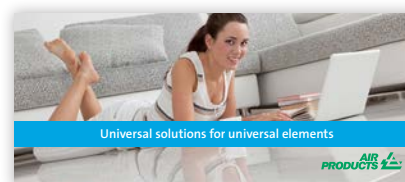
Flexible elements include:

- Size of headline copy, text, and imagery
- Size/shape/dimensions of materials
- Use of color and secondary colors

We have identified the required elements that should be included in all direct mail in order to build strong recognition of our materials with our customers. Unique designs can be created by varying size, shape and imagery, and using color boldly.

Only use the approved template with preset layouts, colors and type palettes to create direct mail. They are available from Air Products' Corporate Communications team.

Cover options



Suggested Layout Options for Direct Mail

Inside spread options

Customized page
Share the direct mail message.

Placeholder text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Placeholder text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Placeholder text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Placeholder text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Placeholder text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Placeholder text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Placeholder text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Placeholder text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Customized page
Share the direct mail message.

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Custom engineered solutions for your temporary gas supply needs.



Significant applications experience

24/7/365 immediate delivery

From hydrogen to boost refinery production to liquid nitrogen to make snow, when it comes to temporary industrial gas supply, the team at Air Products' APEX Services has done it all. We're well known among refineries, steel and chemical plants, pipelines, power plants, and LNG terminals. We'll use our practical experience and technical knowledge to deliver a cost-effective supply solution geared specifically to meet your particular needs.

We have you covered with safe, reliable, economical gas supply for temporary applications in refineries, chemical plants, pipelines, power plants, and LNG terminals.


Call us for a quote at 800-APEXGAS or visit airproducts.com/APEX.

tell me more

AIR PRODUCTS

Count on Air Products' APEX Services

tell me more



Jane Doe
Senior applications specialist
Air Products and Chemicals, Inc.

Call us for a quote at 800-APEXGAS or visit airproducts.com/APEX.

From hydrogen to boost refinery production to liquid nitrogen to make snow, when it comes to temporary industrial gas supply the team at Air Products' APEX Services has done it all. We're well known among refineries, steel and chemical plants, pipelines, power plants, and LNG terminals. We'll use our practical experience and technical knowledge to deliver a cost-effective supply solution geared specifically to meet your particular needs.

We have you covered with safe, reliable, economical gas supply for temporary applications in refineries, chemical plants, pipelines, power plants, and LNG terminals.

Complete and return the enclosed survey by the date noted and have a chance to win an iPad® mini!

RELIABILITY

24/7/365 immediate delivery

Get to know Air Products' APEX services

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Temporary gas supply you can trust for peace of mind

Committed to safe performance



At Air Products, we take pride in our outstanding safety record. When you call Air Products' APEX Services, you'll be working with operators with Safety Council certification. In addition, our equipment is designed with a host of safety features, including pressure relief valve protection and emergency shut-downs.

We deliver reliable, safe, economical supply of nitrogen, helium, hydrogen, and oxygen for temporary applications in refineries, chemical plants, pipelines, power plants, and LNG terminals. Contact us today to find out how our commitment to safety can benefit your operations.



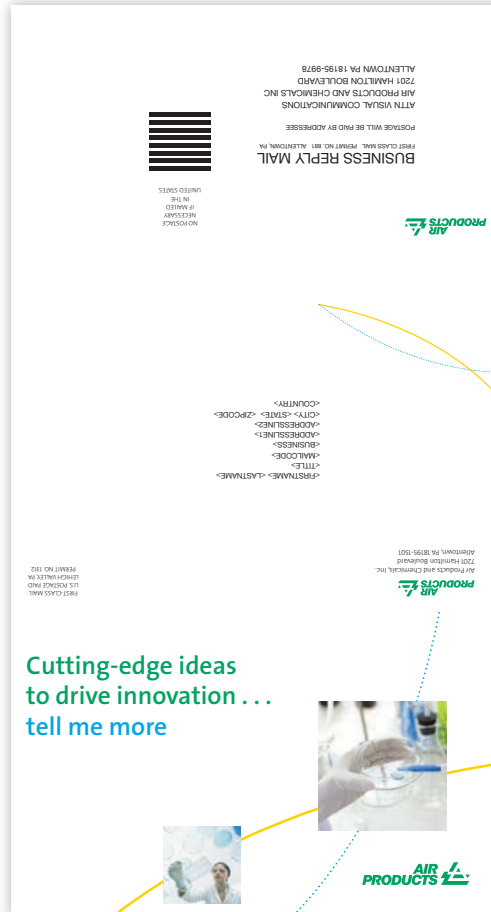
Call us for a quote at 800-APEXGAS or visit airproducts.com/APEX.

SAFETY

AIR PRODUCTS

Suggested Layout Options for Direct Mail

Back options



Company newsletters express the Air Products family look through a common title area, use of the Air Products USA 8-1/2" x 11" grid, typographic style, and consistent use of the signature. Newsletters should be customized for different audiences and countries. The position of the area is consistent on all Air Products newsletters and magazines. The corporate sign-off is not required on newsletters. The layouts should be consistent with the Air Products style.

Required elements include:

- Air Products signature
- Momentum line treatment
- Typefaces
- Colors and white space

Flexible elements include:

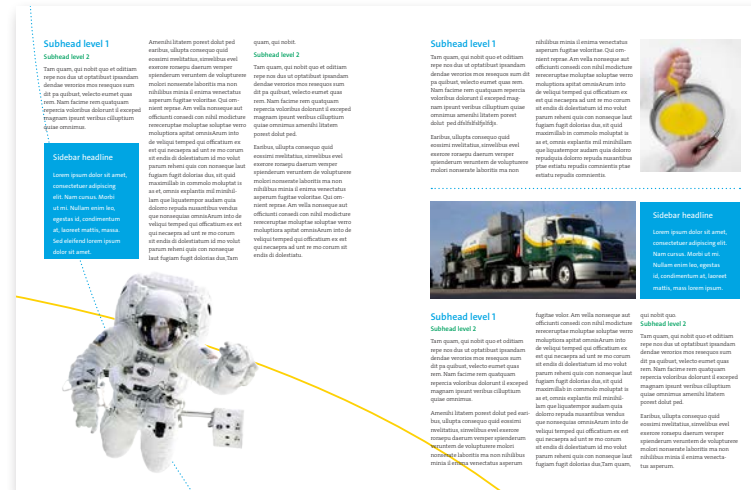
- Size of headline copy, text, and imagery
- Size/shape/dimensions of materials
- Use of color and secondary colors

We have identified the required elements that should be included in all newsletters in order to build strong recognition of our materials with our customers. Unique designs can be created by varying size, shape and imagery, and using color boldly.

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



Cover masthead options



Inside spread

Flags, banners, events

All banners, plaques, multiple sponsor displays, and unusual applications should comply with the basic corporate identity guidelines when possible. Follow the guidelines for the exclusion zone around the Air Products signature.

Basic guidelines are provided. However, detailed specifications need to be developed for each new flag or banner project. Contact the Air Products Corporate Communications team for further direction.



We have identified the required elements that should be included in all invitations in order to build strong recognition of our materials with our customers. Unique designs can be created by varying size, shape and imagery, and using color boldly.

Sizes

Assorted

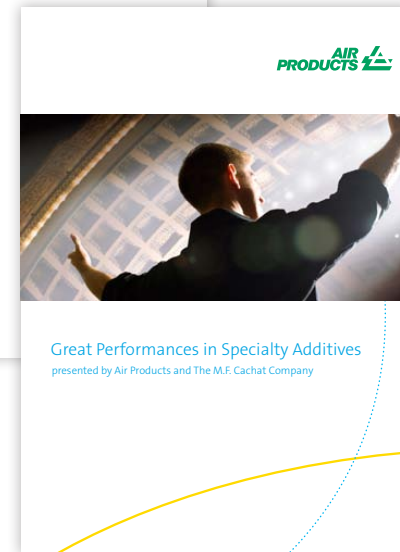
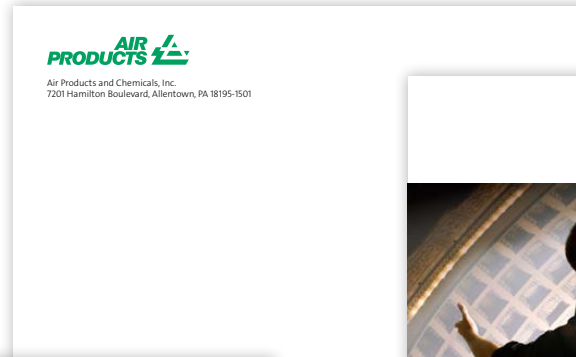
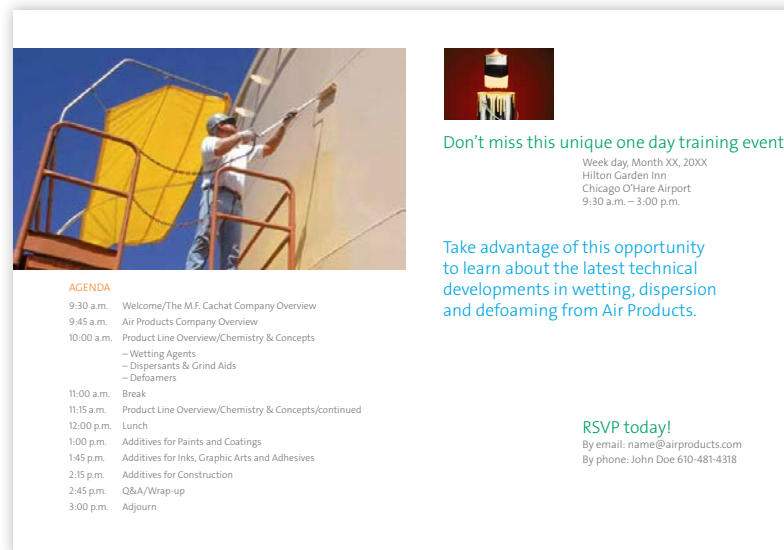
Required elements include:

- Air Products signature
- Momentum line treatment
- Typefaces
- Colors and white space

Flexible elements include:

- Size of headline copy, text, and imagery
- Size/shape/dimensions of materials
- Use of color and secondary colors

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

The image shows an RSVP form. It includes the Air Products logo in the top right corner. The text "RSVP by Month XX, 20XX" is at the top. Below are fields for "Name", "Spouse's Name", "Company Name", "Company Address", and "Phone", each followed by a line for text entry. To the right of each field are two checkboxes: "Will attend" and "Will not attend".

AGENDA

9:30 a.m.	Welcome/The M.F. Cachat Company Overview
9:45 a.m.	Air Products Company Overview
10:00 a.m.	Product Line Overview/Chemistry & Concepts
	– Wetting Agents
	– Dispersants & Grind Aids
	– Defoamers
11:00 a.m.	Break
11:15 a.m.	Product Line Overview/Chemistry & Concepts/continued
12:00 p.m.	Lunch
1:00 p.m.	Additives for Paints and Coatings
1:45 p.m.	Additives for Inks, Graphic Arts and Adhesives
2:15 p.m.	Additives for Construction
2:45 p.m.	Q&A/Wrap-up
3:00 p.m.	Adjourn

7. Exhibitions (Rev. Feb13)

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

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

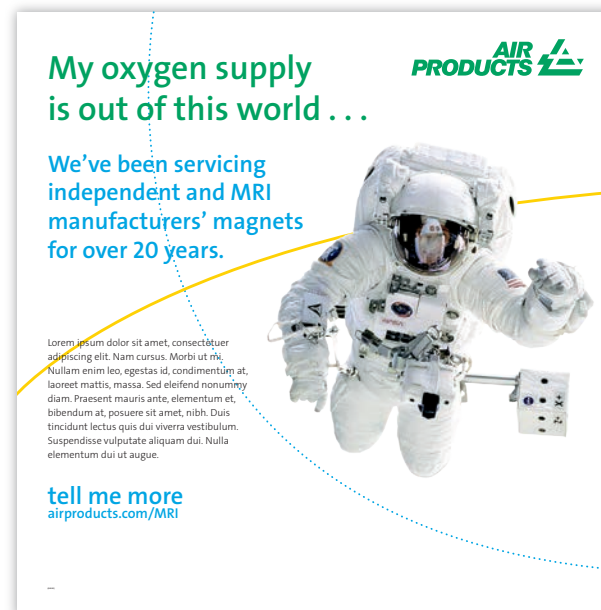
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans semi bold for headlines and sub-headlines. Use TheSans light for body copy.

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.



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.



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

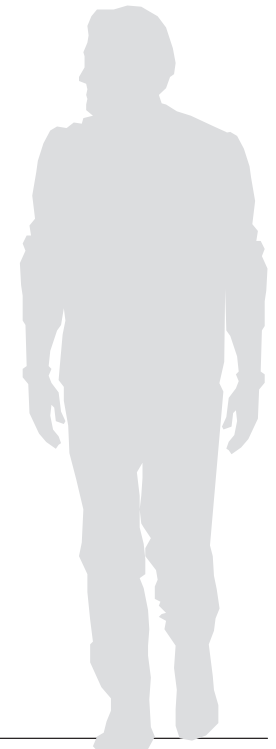
Use Air Products green, Air Products blue, and black.

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.

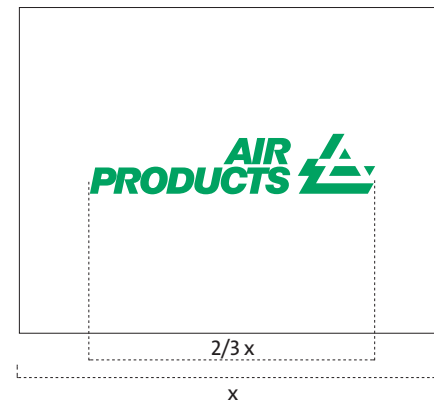


8"



Overhead signs

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.



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

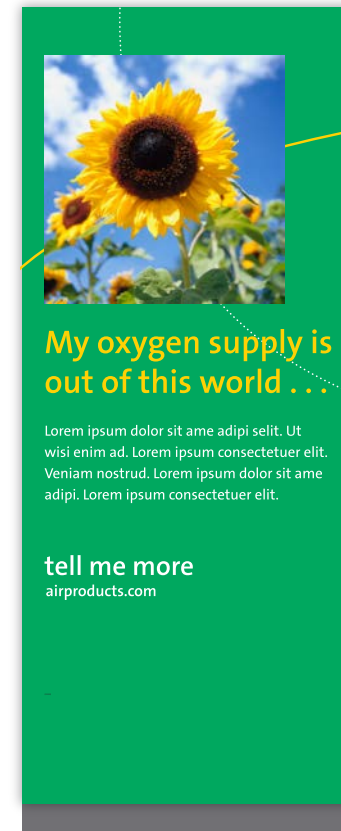
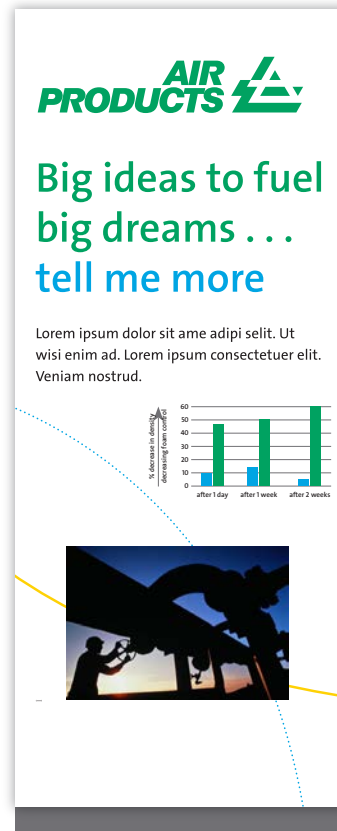
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans semi bold for headlines and sub-headlines. Use TheSans plain for body copy and bullet points.

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 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

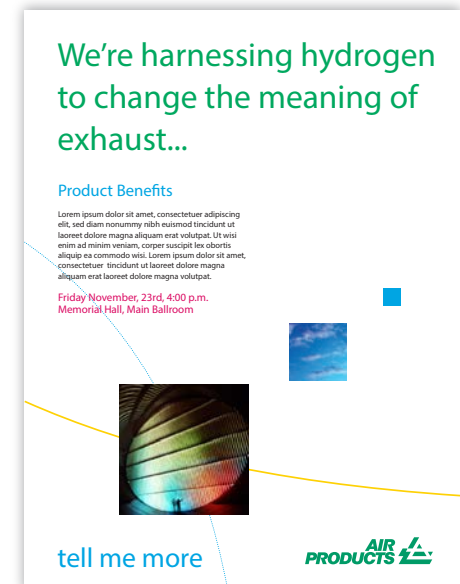
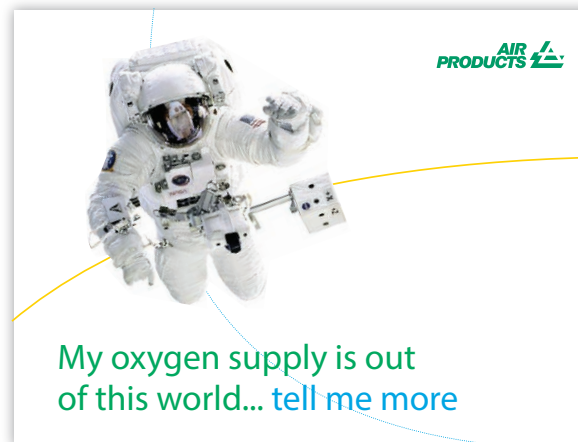
(International Organization for Standardization markets)

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



8. Advertising (Rev. Jan16)

We aim to create powerful advertising that also raises awareness of the Air Products brand. These guidelines are designed to help you achieve consistency with other Air Products communications while offering the flexibility to accommodate your most creative ideas.

Advertising always has a dual role. It is an ambassador for the brand. But it must also convey a specific message in the most direct, dramatic and simple way possible.

When you assess an advertisement, there are five important questions to ask.

- 1 Will this grab attention? An advertisement cannot begin to do its job unless it gains attention. Successful advertising is highly visible and different.
- 2 Is it relevant to the target audience? It is easy to gain attention by bizarre images or famous faces. The important point is relevance to the product and the target market.
- 3 Is it clearly branded? Every advertisement should be instantly recognizable as the work of Air Products.
- 4 Is it part of a coherent, long-term campaign? And does it reinforce the values of our brand?
- 5 Does it promise a benefit? Customers do not buy products, they buy benefits. Every successful advertisement should answer the question, “What’s in this for me?”

Imagery in advertising

Advertising is different from other forms of marketing communications.

Imagery must gain attention within visually noisy media. And it must communicate an idea in seconds, in a way that engages the reader. It must therefore be intrusive in style. This is different from a brochure, for example, where the audience is “captive” and images are used to support copy points or create a contextual mood.

To achieve this, visual scandals, set-ups and dramatic compositions are encouraged, although proven techniques such as customer testimonials and stories can also be used.

If the reader thinks, “what’s going on here?” then the ad is probably working!



The preferred layout

To maximize the consistency of our advertising, we have developed a preferred style for our layouts. It uses the Air Products “white page” look in a consistent way, while allowing for design variation through flexible positioning of some elements.


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.

No other hydrogen company supplies so much.



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[tell me more](#)
airproducts.com/abcde1234



High-performance welding without high costs . . . tell me more

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

[airproducts.com/abcde1234](#)

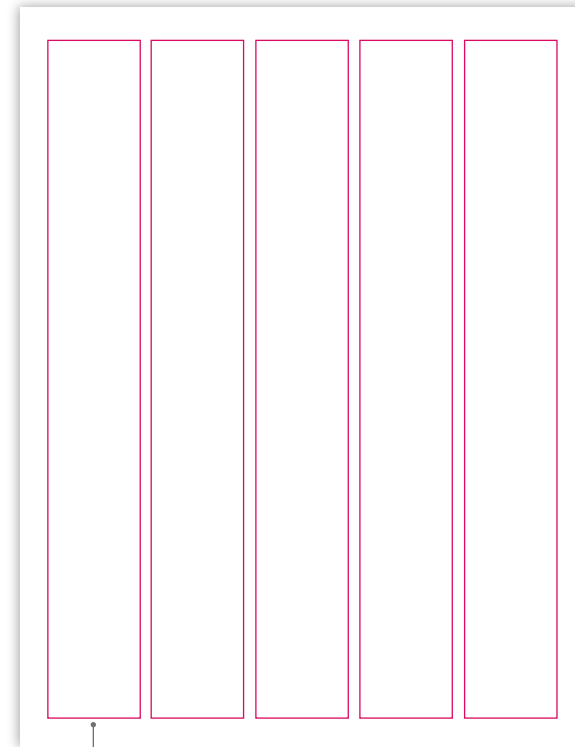


Advertising grid structure

Grid structure

Ads should follow a five-column grid. This grid should function as a guide for the placement of all text and imagery to create visual interest and readability.

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



5-column grid structure

Main features:

8.6

- Focal point through strong use of the momentum lines in conjunction with main image and headline
- Large green display headline
- Small non-bleed image
- Five-column grid for layout flexibility
- Asymmetric typography layout between headline and body text
- Short copy, maximum 600 characters—long enough to cover the key points, short enough not to detract from the impact of the picture and headline
- Body copy is flush left
- Call for action, including telephone number, appears at the end of the copy
- Clear use of [tell me more](#) with relevant website URL, in blue and in two lines; align right with body copy
- Simple use of corporate logo at bottom right of the page as sign-off

No other hydrogen company supplies so much.

WORLD LEADERSHIP

YEARS ROTTERDAM EXPERIENCE

Uptat la augait lum quat iniure cortie dolortie dolortie facilla et doms consed tet voluptat alit lorem irit utation sequisil exeros augue tats des ipis ent lore magna amet prat. Bor sectem num estrud magnim et del iure faciliquisi tem vulla praesse vero consequi bla et faciduis amets augiat num vel dionsectem vero exer aliquam, sim nim essi quamcon dom sequat. For more information, call 01234567 or visit our website.

tell me more
airproducts.com/abcde1234

©2011 Air Products and Chemicals, Inc.

AIR PRODUCTS

To maintain consistency, always:

- Keep headline and picture toward the top of the layout
- Keep body text and **tell me more** toward the bottom of the layout in a single column
- Position the corporate logo in the bottom right-hand corner
- Use the graphic lines boldly, but avoid clashes with the body text and the corporate logo
- Avoid any single element over-dominating the white page layout

To bring creative flexibility:

- Headline goes above, below or alongside picture
- Text is set in a single column and can be positioned across two, three or four grid columns
- Momentum lines can be placed in different positions to complement the overall design
- Squared-up images can be used if necessary
- **tell me more** may be incorporated into an advertising headline as shown. If this approach is used, headlines should be simple and benefit-lead



An alternative layout has been developed for situations when the preferred layout does not provide the best creative solution, specifically when a complete, squared-up image is called for.

Reasons for this include:

- The photograph relies on background context for clear communication
- The main image does not lend itself to be silhouetted (e.g., shallow depth of field with varying degrees of focus, dark subject matter, natural or moving elements such as fire or rushing water)
- Removal of background context would appear unnatural

You may also use a white headline reversed out of the photograph

- You should only do this when a photo/headline marriage is necessary to complete the communication (i.e., when the headline directs attention to a specific detail within the photograph)

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.



We wouldn't let a flood put out Pilkington's furnace.

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tell me more
airproducts.com/abcde1234



Main features:

- Large image which bleeds off three edges; the remaining edge is “curved off” rather than squared off in the shape of a brand line
- Use of a single momentum line in conjunction with the curved off picture edge to create the twin curve effect
- Landscape and portrait image formats available
- Picture is positioned at top of page for landscape or square format images, with headline and body text below
- Picture is positioned to the left of the page for vertical format images, with headline and body text to the right
- Corporate logo is always positioned in the bottom right-hand corner of the page
- If it strengthens the idea, the headline can be positioned inside the picture



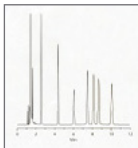
Main features:

A layout has been created for situations when it is important to tell a long story in print, rather than refer the reader to the website or elsewhere for more information. Space for the headline and copy has been maximized, and all other elements have been reduced to achieve this.

- Headline is the strongest attention-getting device on the page and is positioned directly above the copy in order lead the eye and aid reading
- Body copy should be between 2000 and 2200 characters, set in two columns and arranged asymetrically with the headline; subheadings can be included in green if required
- Pictures should be kept small and only used to support points made in the copy; captions may be used where appropriate
- The momentum lines are used as a supporting element and are positioned near the logo as a framing device

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.

Why you get a better result with Air Products' analytical gases.



>Lorem ipsum dolor sit amet, consectetur 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. Aliquam vehicula mi at mauris. Maecenas placerat, nisl at consequat rhoncus, sem nunc gravida justo, quis eleifend arcu velit quis lacus. Morbi magna magna, tincidunt a, mattis non, imperdiet vitae, tellus. Sed odio est, auctor ac, sollicitudin in, consequat vitae, orci. Fusce id felis. Vivamus sollicitudin metus eget eros.



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et netus et malesuada fames ac turpis egestas. In posuere felis nec tortor. Pellentesque faucibus. Ut accumsan ultricies elit. Maecenas at justo id velit placerat molestie. Donec dictum lectus non odio. Cras a ante vitae enim iaculis aliquam. Mauris nunc quam, venenatis nec, euismod sit amet, egestas placerat, est. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras id elit. Integer quis urna. Ut ante enim, dapibus malesuada, fringilla eu, condimentum quis, tellus. Aenean porttitor eros vel dolor. Donec convallis pede venenatis nibh. Duis quam. Nam eget lacus. Aliquam erat volutpat. Quisque dignissim congue leo est nunc, venenatis in, tristique eu.

Imperdiet nisl cum sociis natoque
penatibus et magnis dis parturient montes, nascetur ridiculus mus. In iaculis facilisis massa. Etiam eu urna. Sed porta. Suspendisse quam leo, molestie sed, luctus quis, feugiat in, pede. Fusce tellus. Sed metus augue, convallis et, vehicula ut, pulvinar eu, ante. Integer orci tellus, tristique vitae, consequat nec, porta vel, lectus. Nulla sit amet diam. Duis non nunc. Nulla rhoncus dictum metus. Curabitur tristique mi condimentum orci. Phasellus pellentesque aliquam enim. Proin dui lectus, cursus eu, mattis laoreet, viverra sit amet, quam. Curabitur vel dolor ultrices ipsum dictum tristique. Praesent vitae lacus. Ut velit enim, vestibulum non, fermentum nec, hendrerit quis, leo. Pellentesque rutrum malesuada neque.

Nunc tempus felis vitae urna
Vivamus porttitor, neque at volutpat rutrum, purus nisi eleifend libero, a tempus libero lectus feugiat felis. Morbi diam mauris, viverra in, gravida eu, mattis in, ante. Morbi eget arcu. Morbi porta, libero id ullamcorper nonummy, nibh ligula pulvinar metus, eget consectetur augue nisi quis lacus. Ut ac mi quis lacus.



tell me more
airproducts.com/abcdet234



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

In some executions it is desirable to include a supporting story. For example, an ad featuring a new product might benefit from the inclusion of the story of the Air Products person behind it.

Or an ad featuring an Air Products service might benefit from the inclusion of the product behind it.

For this purpose a small squared-up picture and short copy, no longer than 120 characters, can be added to the left of the main body text in either of two ways.

- Position the support story within the five-column grid, immediately to the left of the body text, level with the first line, and with the caption below

or

- Position the support story within the five-column grid, loosely to the left of the body text, in an area contained by a momentum line
- In vertical version of the alternative layout, position the support story under the body text

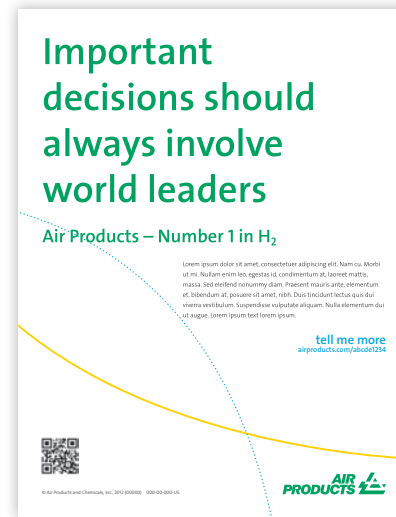


Type-only executions can be based either on the preferred layout or the alternative layout style, whichever is most appropriate to the situation.

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.

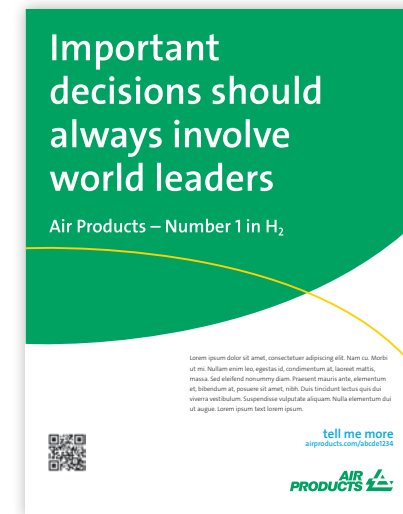
The preferred typographic layout:

- Enlarge the headline so that it dominates the space at the top of the page
- Position the momentum lines between the headline and body text, in a way which draws the eye to the headline
- The momentum lines can interact with the headline, but not to the degree that they inhibit legibility



The alternative typographic layout:

- Create a color field by replacing the image with a primary or secondary color from the Air Products color palette
- Enlarge the headline and position it within the color field
- The headline should appear either reversed out in white, or in a palette color which is complementary to the color field
- Use the momentum line in the same way as you would if you were using an image

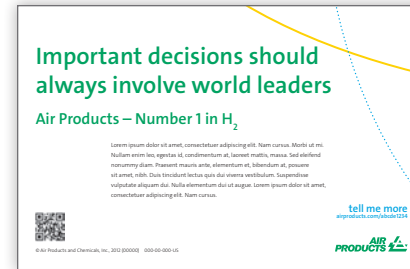


This matrix shows how all Air Products fractional ads work together. All fractional ads should fit into one of these segments. Attributes of each layout format should remain constant and not be mixed or combined with others.

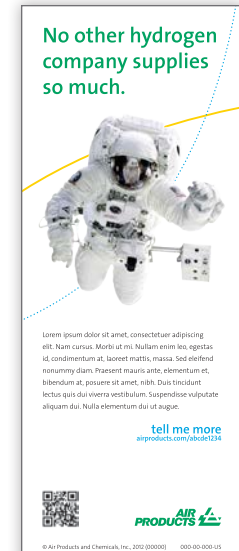
Use only the approved template with preset layouts, colors, and type palettes to create full page and fractional ads. Templates are available from Air Products' Corporate Communications team.



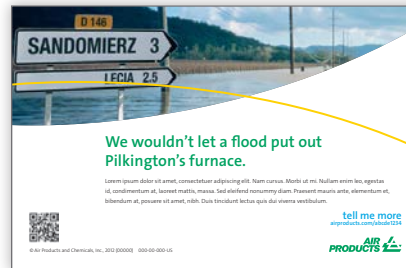
Half page horizontal - silo



Half page horizontal - text only



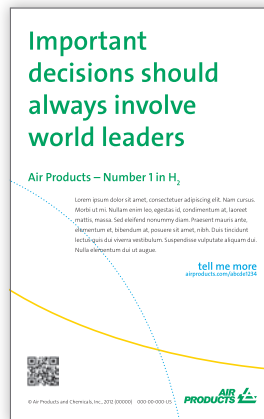
Half page vertical - silo



Half page horizontal - image along curve



Half page horizontal - headline white



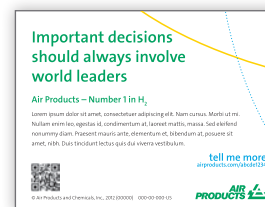
Half page vertical - text only



Quarter page horizontal - silo



Quarter page vertical - square finish



Quarter page horizontal - text only

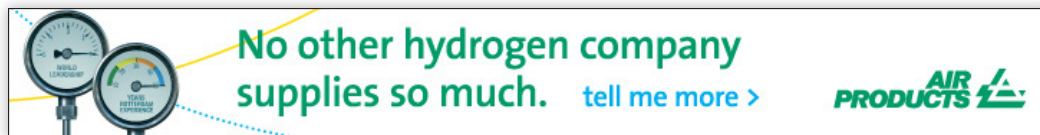
Preferred layout – white background and silhouetted photo

To maintain consistency, always:

- Keep headline and photo toward the top of the layout
- Position the corporate logo in the bottom right-hand corner (or centered in skyscraper sizes)
- Use the momentum lines boldly, but avoid clashes with text and logo
- Avoid any single element over-dominating the white page layout
- [tell me more](#) and arrow should be in blue—arrow can flash
- When appearing on white Web pages, add a thin gray or stroke (d7d7d7) around ad

Alternate layouts – squared finish photo or type-only

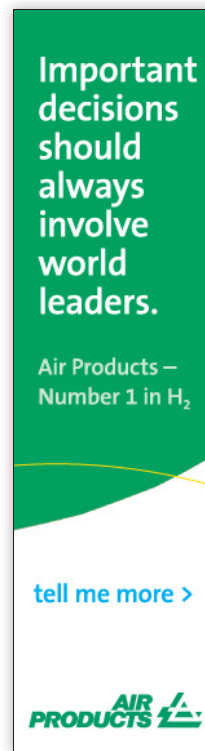
An alternative layout has been developed for situations when the preferred layout does not provide the best creative solution, specifically when a large squared-up image is called for or no image is used.



Leaderboard



Rectangular



Skyscraper

9. Promotional materials

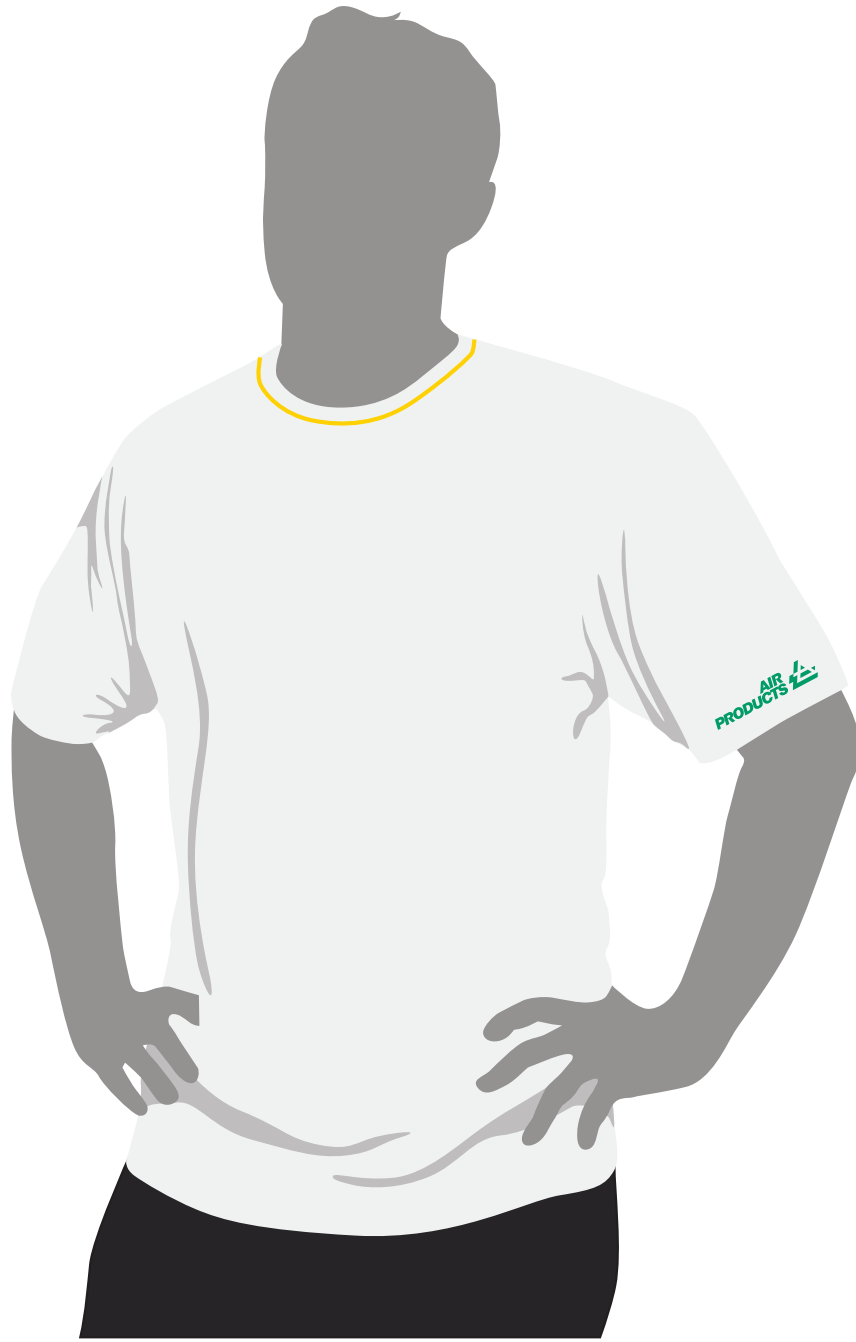
(Rev. Feb13)

The Air Products signature or symbol can be used on a variety of merchandising items, including shirts, lapel pins, hats and pens. Always take care to use the highest production standards. Poor quality items create a negative impression of the brand.

Promotional material samples

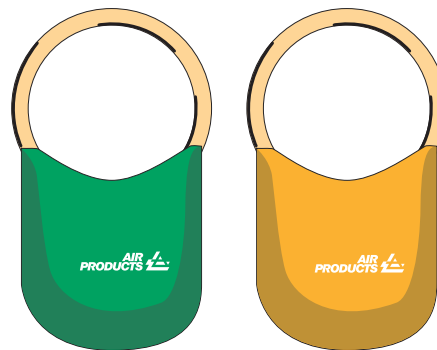
Because promotional materials are gifts that we give to our friends, partners and clients, they should all reflect the standards and values of Air Products. We should not give anything that we would not be pleased to receive. Guidelines and specifications for most of these important items are provided in this section. Carefully follow the basic identity standards in the design and production of all promotional items.

As a number of outside vendors are typically involved in these activities, it is essential that they be familiar with the standards for signature reproduction control, including the area surrounding the signature, color usage, sizing, and all other standards relevant to their promotional work. The preferred color is Air Products green, but the secondary color palette should be used when appropriate.



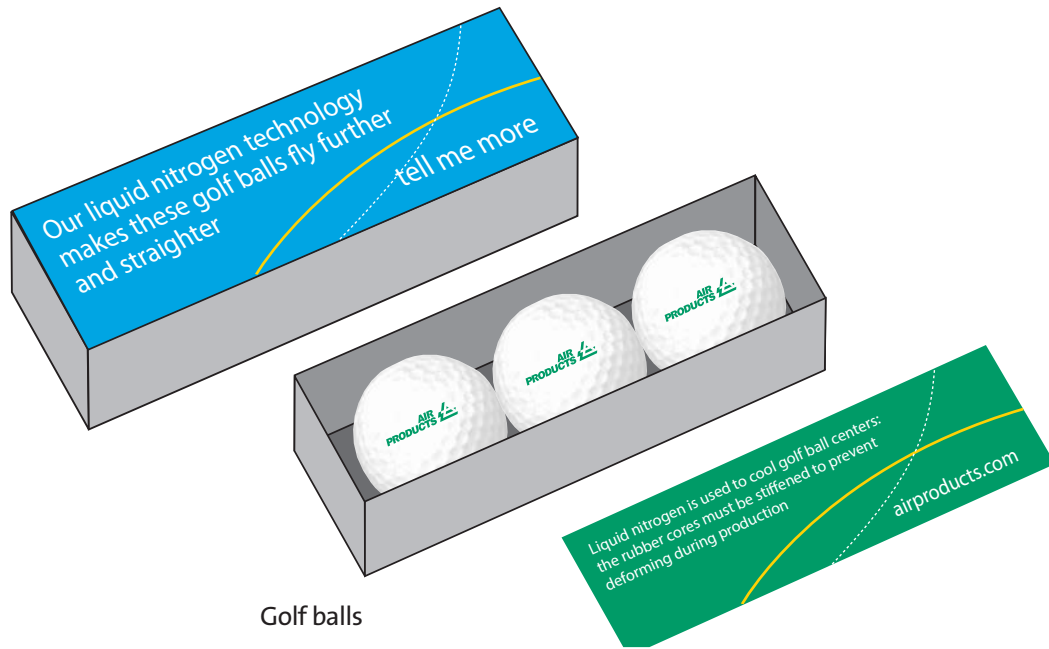


Coffee mugs

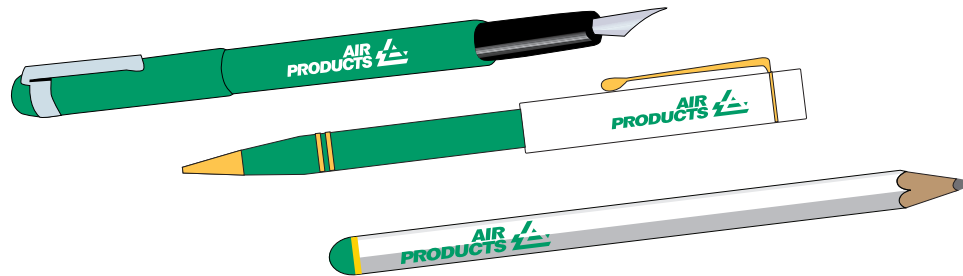


Key rings





Golf balls



Stationery items



Baseball caps

10. Website (Rev. Feb13)

Air Products' websites are a key point of contact for both internal and external audiences. They act as interactive touch points between us and our customers and are an integral part of the dialogue that invites conversation and builds understanding.

As such, content should be kept brief and concise, and the tone of voice and design should be completely consistent with our communications elsewhere. This section provides guidance on the structure of sites and on the presentation of information and imagery.

Website main home page

10.2

Our website provides us with an efficient and timely channel for projecting our brand. The basic elements of the visual identity system should be applied to any website created in support of the Air Products brand to ensure a strong connection across all media.

The main navigation guides you through the site. The primary feature area consists of two dynamic, connected graphics that change once the page is refreshed. The support features area consists of three buckets and one text area where you can feature current developments. We also have links to all the country sites on this page.

Size

The actual page size of our site is 962 pixels wide.

Typography

All text should appear in Verdana. Air Products green and Air Products blue should be used to highlight headlines, subheads or any key copy points. All other text should appear gray.

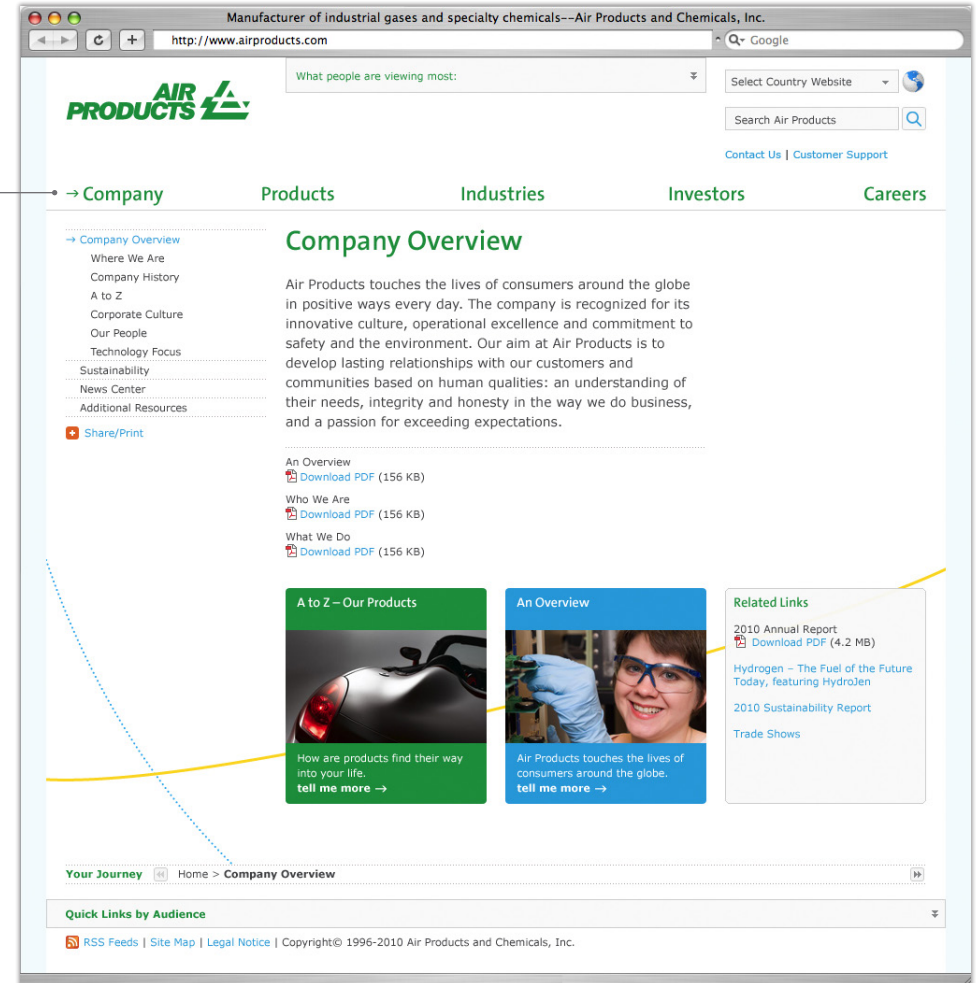
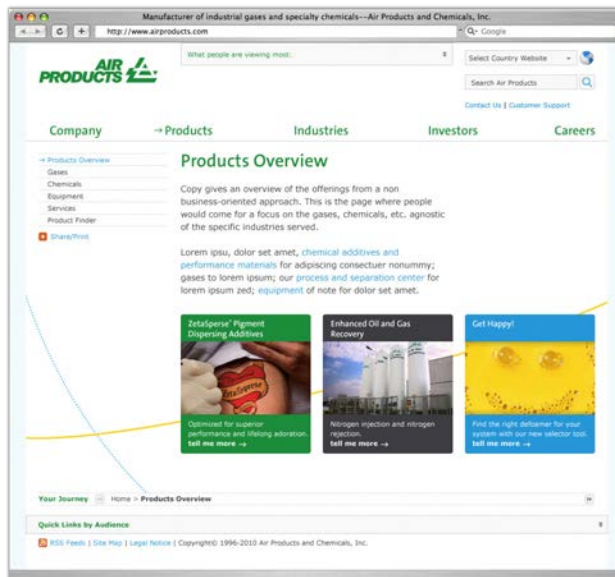
See website typography, bucket style guide, and Web page templates for more information.

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

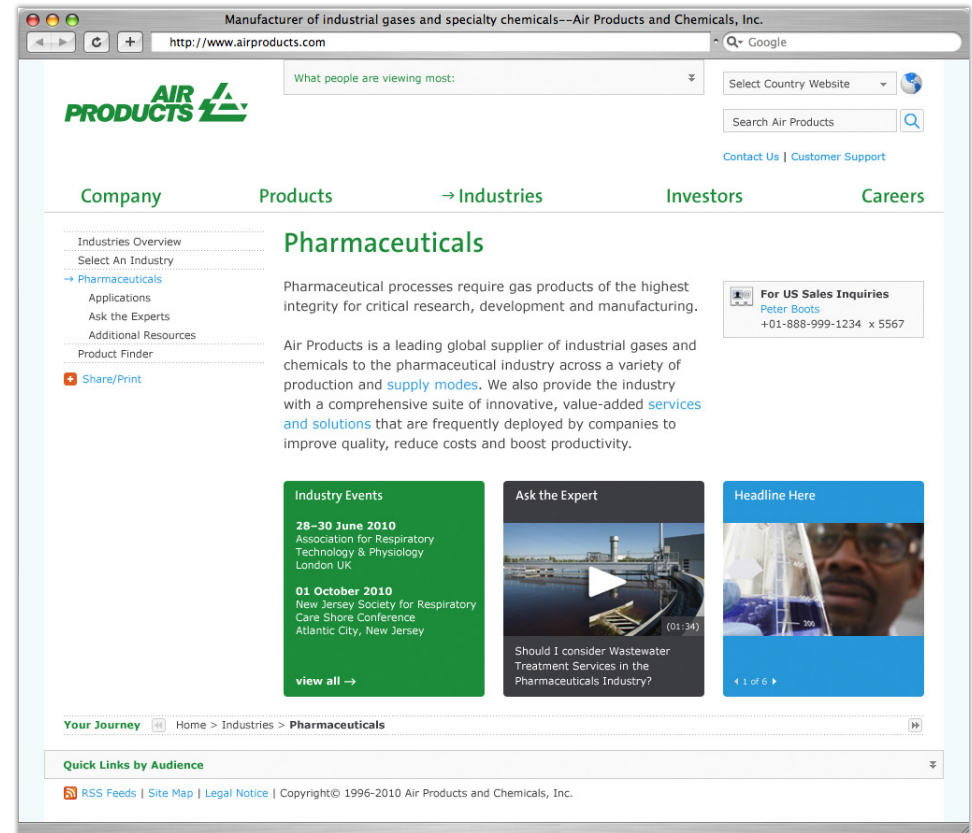
The screenshot shows the Air Products website main home page. The browser address bar displays 'www.airproducts.com'. The page features a search bar at the top right with the text 'Search AirProducts...' and a 'Search' button. Below the search bar is a navigation menu with links for 'Company', 'Products', 'Industries', 'Investors', and 'Careers'. The main content area includes a large graphic with the text 'On-site gas supply options for oil, gas and energy processes' and a 'tell me more' link. Below this is a 'Latest news releases' section with a headline 'From Our News Center Air Products Launches OxyForce™ Cellular Acti...'. The 'Support features' section includes three buckets: 'A new look for airproducts.com', '2013 Annual Report', and '2013 Sustainability Report'. The footer contains social media links (Facebook, Twitter, YouTube, LinkedIn, RSS Feed, Legal Notice), a copyright notice 'Copyright © 1996 – 2014 Air Products and Chemicals, Inc.', and four columns of secondary links: 'For Customers', 'For the Press', 'For Suppliers', and 'For Potential Employees'. A stock ticker is located at the bottom right of the page, showing 'APD - NYSE \$121.15 -0.61 03 April 2014 3:04 PM'. Annotations with lines pointing to various elements include: 'Search', 'Countries & languages', 'Main navigation', 'Primary features', 'Latest news releases', 'Support features', 'Expandable quick links menu', 'Footer & secondary links', and 'Stock ticker'.

There are five Primary pages. These pages are all in the main navigation: Company, Products, Industries, Investors, and Careers. There should be intro text and three buckets as shown. The momentum lines are seen only on Primary pages of our website. Shown are two examples of Primary pages, the Company Primary page and the Products Primary page.

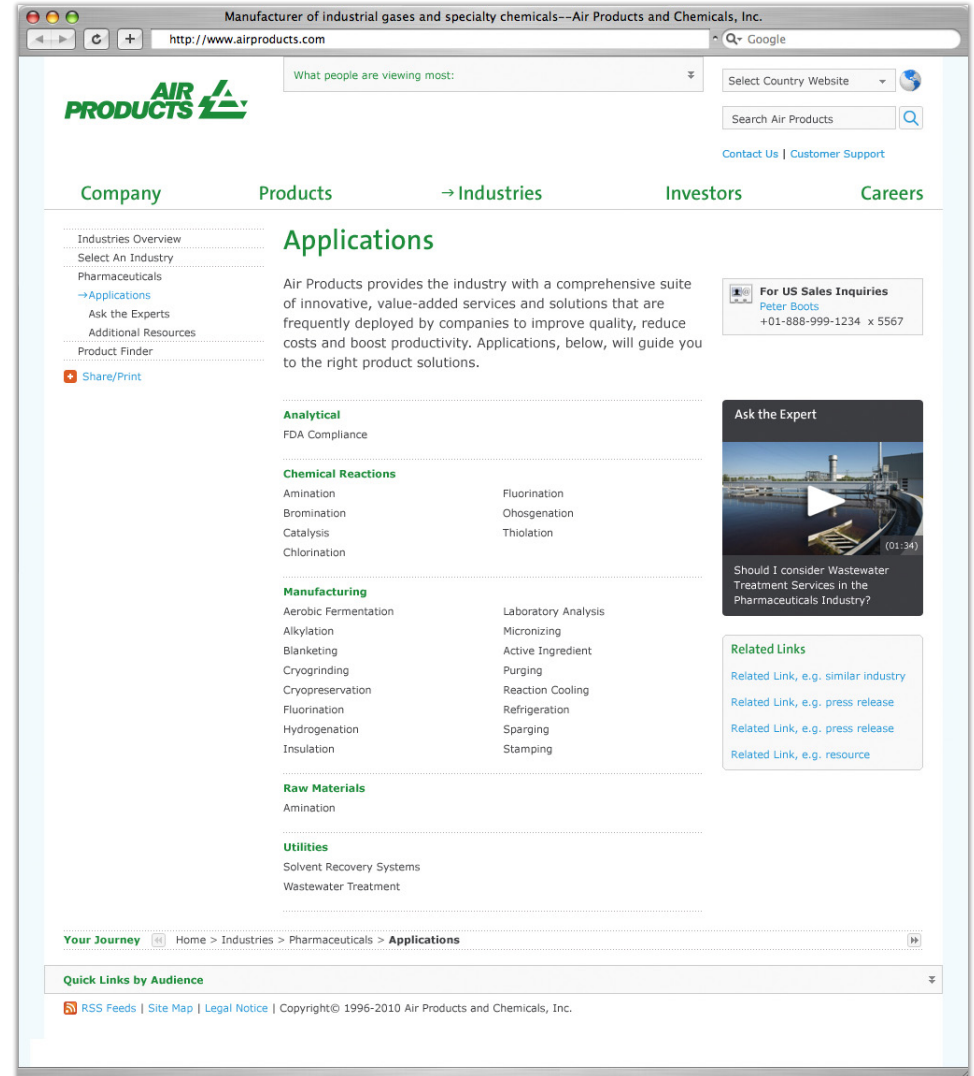
Main navigation consists of primary pages



Overview/site home pages are one level below Primary pages. To the right is an example of how the page can look. The layout may consist of intro text and three buckets. The buckets are in a three-column format and are all a fixed height. You can also have links and contact information if needed.



Detail pages are one level below Overview/site home pages. To the right is an example of how the page can look. The buckets reside in the right column only, and you can have two buckets maximum. The height of the white buckets can fluctuate on these pages only.



Products application pages follow Detail pages and are used to provide specific product and service information to our customers.

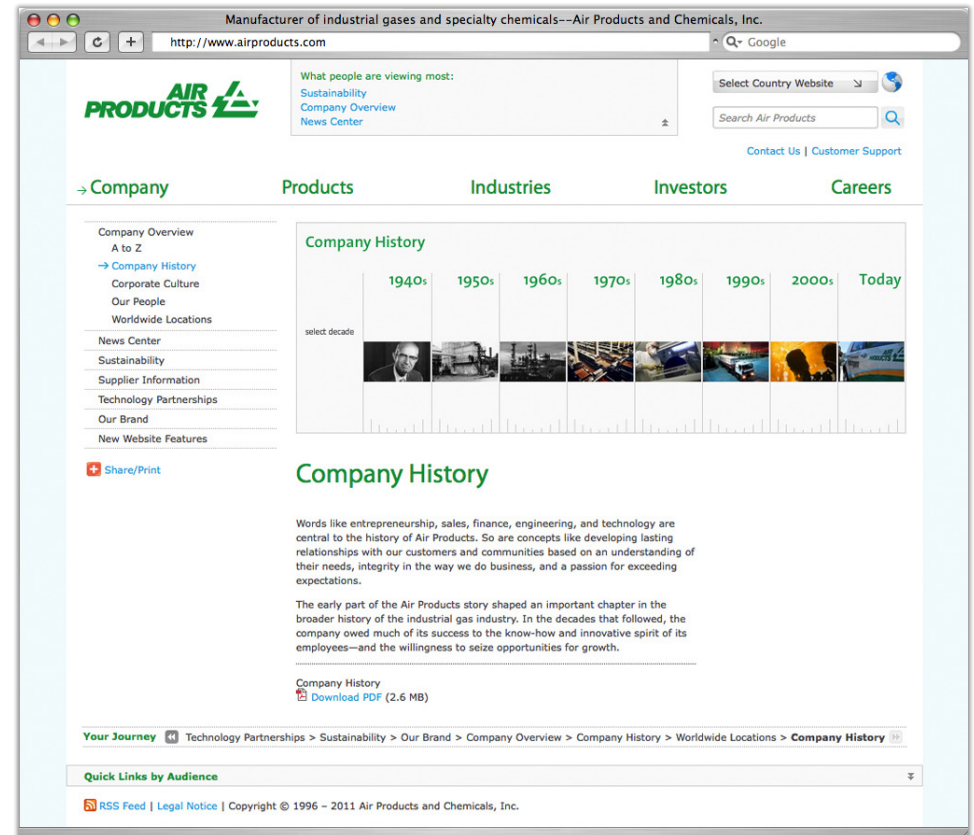
The screenshot shows a web browser window displaying the Air Products website. The page title is "Manufacturer of industrial gases and specialty chemicals--Air Products and Chemicals, Inc." and the URL is "http://www.airproducts.com". The navigation menu includes "Company", "Products", "Industries", "Investors", and "Careers". The "Products" menu is expanded, showing "Products Overview", "Gases", "Specialty Gases", "Service Plus", "Gas Mixtures", "Welding/Cutting Gases", "Supply Options", and "Gases Resource Center". The "Specialty Gases" sub-menu is selected, and the "Analytical Gases" page is displayed. The page features a sidebar with a "Share/Print" button, a main content area with a "What people are viewing most:" section, and a table of products with descriptions and download links.

Analytical Gases

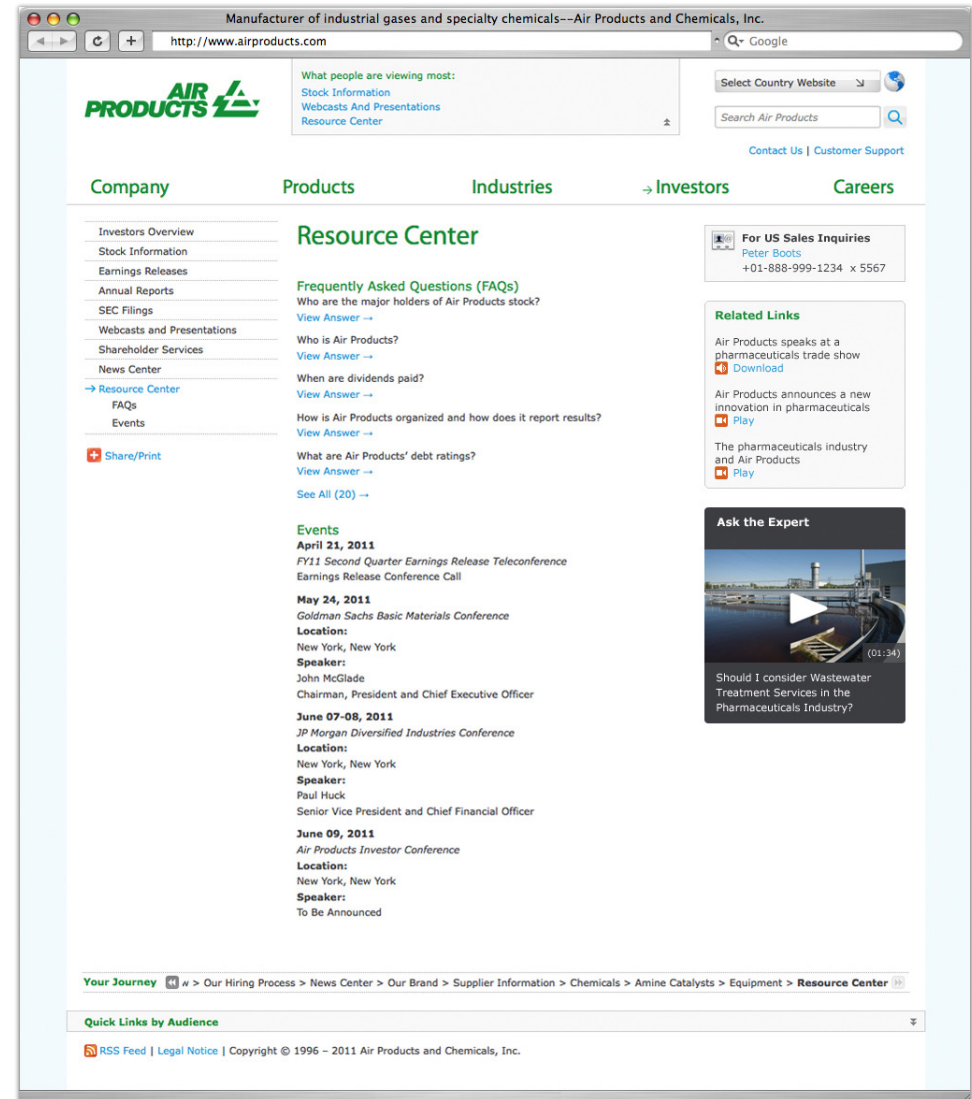
Specialty Gases needed by Analytical users are gases with ultra low levels of critical impurities. Air Products' Experis[®] Ultra High Purity gases have been developed so that the Analytical user can achieve more consistent and accurate analyses. Air Products' unique BIP[®] technology guarantees you the highest level of gas purity securing the accuracy of your results and giving you peace of mind so you are free to concentrate on your business.

Product Name	Description/Benefits	Downloads
Acetylene Premier/Premium	Used as a fuel gas, Acetylene Premier/Premium contains low levels of PH ₃ and H ₂ S to ensure a cleaner flame, less interference and better analytical results.	
Argon BIP [®] gas	Argon BIP [®] or BIP [®] PLUS gas with its ultra low levels of Oxygen, Water and Hydrocarbon impurities is the ideal gas for many processes to ensure accurate analyses at low concentrations.	Data Sheet
Argon Premier/Premium	Argon is valued both as a gas and a liquid for its inert properties. Argon Premier is the perfect gas for applications such as ICP.	Data Sheet
Carbon Dioxide Premier Liquid	Used to rapidly cool the first GC column, Carbon Dioxide Premier Liquid is ideal for this application.	Data Sheet
Carbon Dioxide UltraPure Liquid	Carbon Dioxide UltraPure Liquid with its low levels of impurities is ideal for Supercritical Fluid Chromatography.	Data Sheet
Helium BIP [®] gas	Helium supplied using our patented BIP [®] technology contains ultra low levels of Oxygen, Hydrocarbons and Water making it an ideal carrier and makeup gas for many laboratory applications as it minimises column bleed and baseline noise for more accurate analyses.	MSDS Data Sheet
Helium BIP [®] PLUS gas	Due to the sensitivity of the AED detector, manufacturers recommend a minimum 6.0 purity making Helium BIP [®] PLUS gas the ideal carrier gas to help achieve accurate analyses.	Data Sheet

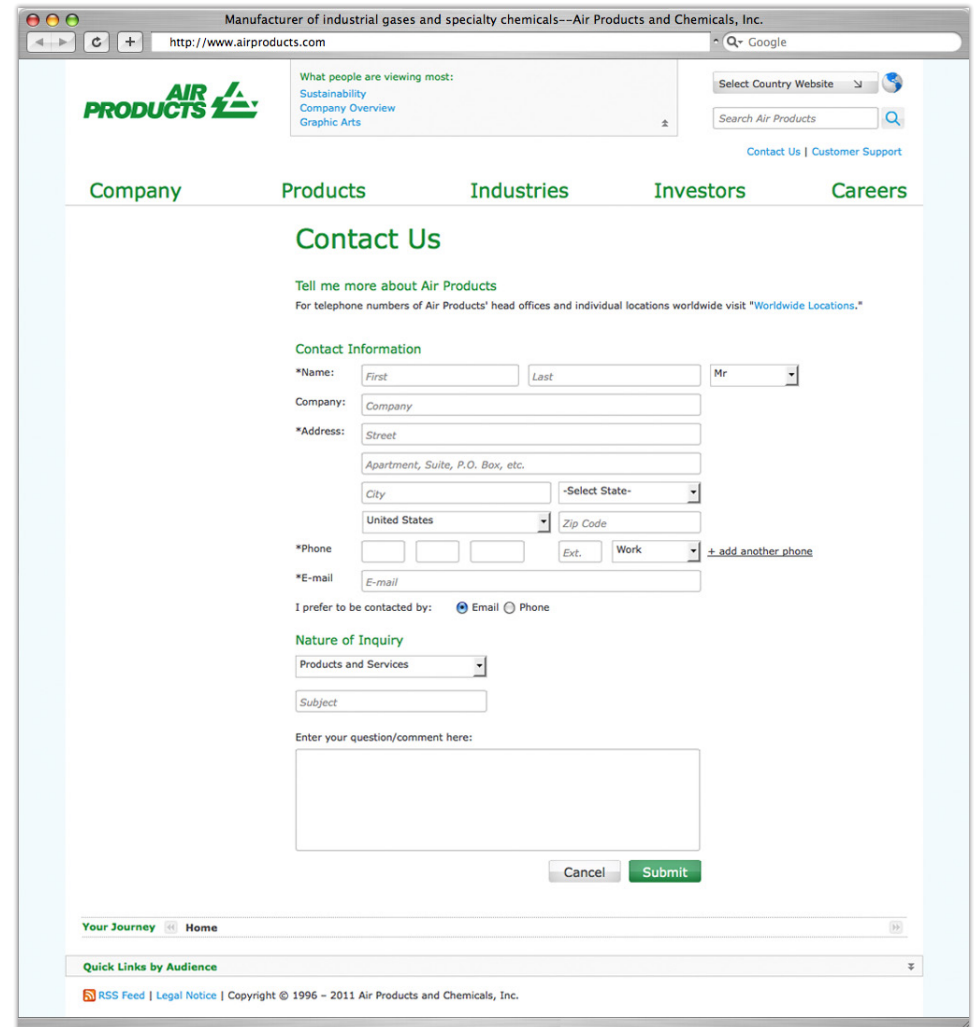
Feature pages are one level below Detail pages. This style is used when a large visual is needed for aesthetics. The graphic can animate or be a static graphic.



Resource Center pages are created to house relevant information and media for our products and services, such as videos, podcasts, narrated presentations, events, FAQs, and related literature.



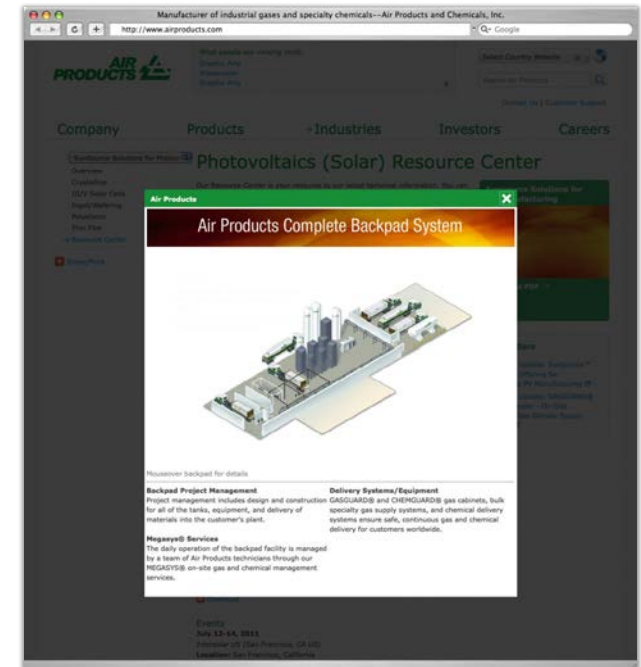
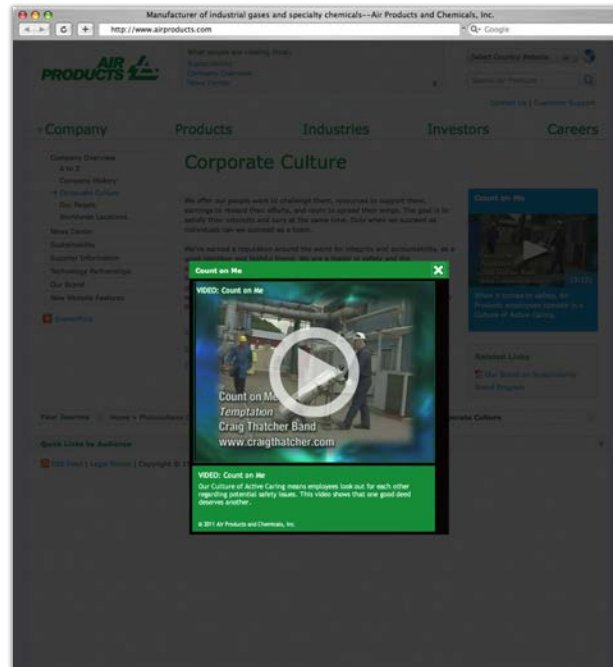
Standard contact page that is used to channel inquiries and requests for information from within the website. This form can be customized for specific needs.



Video/graphic pop-up/modal windows

10.10

Pop-up/modal windows are used to feature videos and static or animated graphic content that needs to be enlarged for readability.



Microsites are created as mini website portals designed to promote a specific product, service, or event. They can be used to capture data and to channel viewers to other areas of our main website. When developing microsites, the basic elements of our brand identity should be adhered to.

Size

The actual page size of our microsite is 962 pixels wide.

Typography

Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use Verdana light and bold.

Typography color

Use Air Products green, Air Products blue and Air Products gray.

Use only the approved templates to create microsites. Templates are available from Air Products' Corporate Communications team.

The screenshot shows a microsite for Air Products' EnviroGem 360 Surfactant. At the top left is the Air Products logo. The main heading is "EnviroGem 360® Surfactant". Below this is a large green headline: "Don't let tighter VOC regulations put the squeeze on product performance. See how EnviroGem 360 works in your formulation. tell me more →". To the right of the headline is an image of a bucket of EnviroGem 360 Surfactant. Below the headline is a "FREE SAMPLE" section with a sub-heading "FREE SAMPLE" and a description: "See how EnviroGem 360 works in your formulation. order sample →". To the right of this is a placeholder for introductory copy. Below the "FREE SAMPLE" section are two columns of content. The left column has a sub-heading "Features/Benefits" and a description: "What can EnviroGem 360 do for your low VOC coatings system. tell me more →". The right column has a sub-heading "Videos" and two video entries: "Electronics Spotlight" with a "Play →" button, and "A Day in the Life of an Air Products Driver" with a "Play →" button. At the bottom left are two links: "Surfynol Home →" and "Air Products Home →". At the top right is a "Contact Information" section. At the bottom right is an "Electronics Spotlight" section with a video thumbnail showing a person in a white protective suit working in a cleanroom, with a duration of "(04:57)". Below the video thumbnail is a placeholder for descriptor text: "Descriptor text will go here. This is fake text to show how it'll look. tell me more →".

11. Multimedia (Rev. Feb13)

Multimedia and interactive media allow us to communicate with diverse audiences in an imaginative and memorable way. The message and benefit should be clearly communicated with a consistent and recognizable Air Products style.

E-direct mail pieces are developed to communicate important messages or promote our products and services. They are generally developed for websites that are promoted through links provided in e-mail or print communication materials. When developing e-direct mail, the basic elements of our brand identity should be adhered to.

Size

The actual page size is 727 pixels wide.

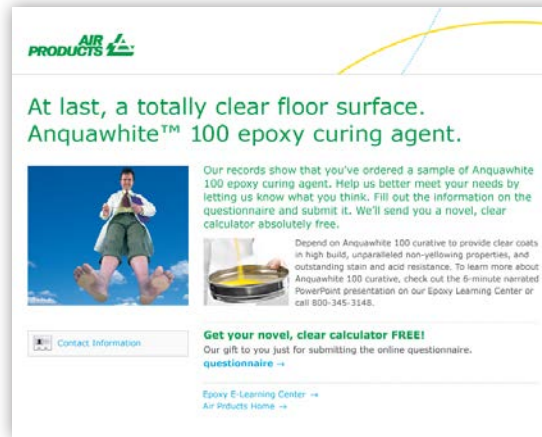
Typography

Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use Verdana light and bold.

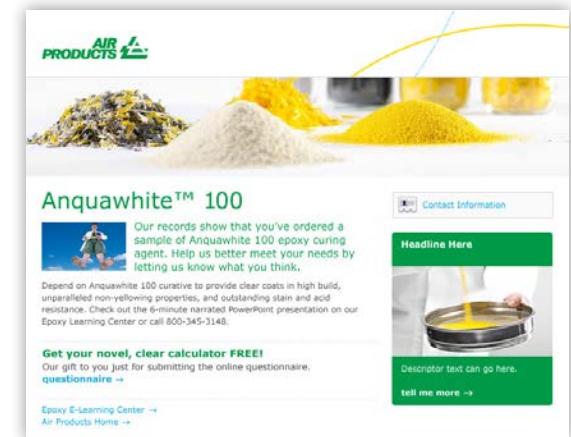
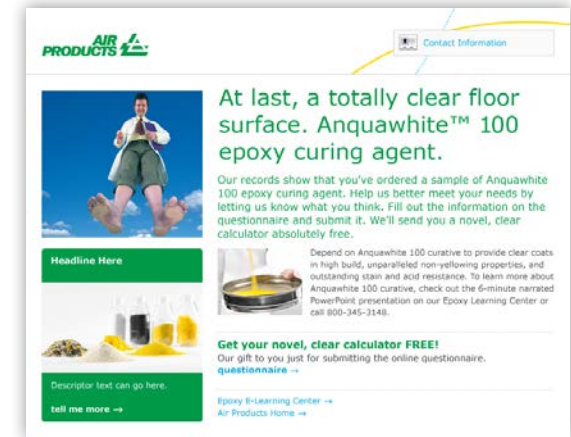
Typography color

Use Air Products green, Air Products blue and Air Products gray.

Use only the approved templates to create e-direct mail. Templates are available from Air Products' Corporate Communications team.



Layout options



E-mail graphics are developed to be copied or inserted into standard Outlook e-mail messages and should be used only when necessary to communicate important messages or to promote our products and services. They are created as static graphics. When developing e-mail graphics, the basic elements of our brand identity should be adhered to.

Size

The minimum size for an e-mail graphic is 727 p x 80 p. Your graphic can be deeper than 80 pixels if necessary.

Typography

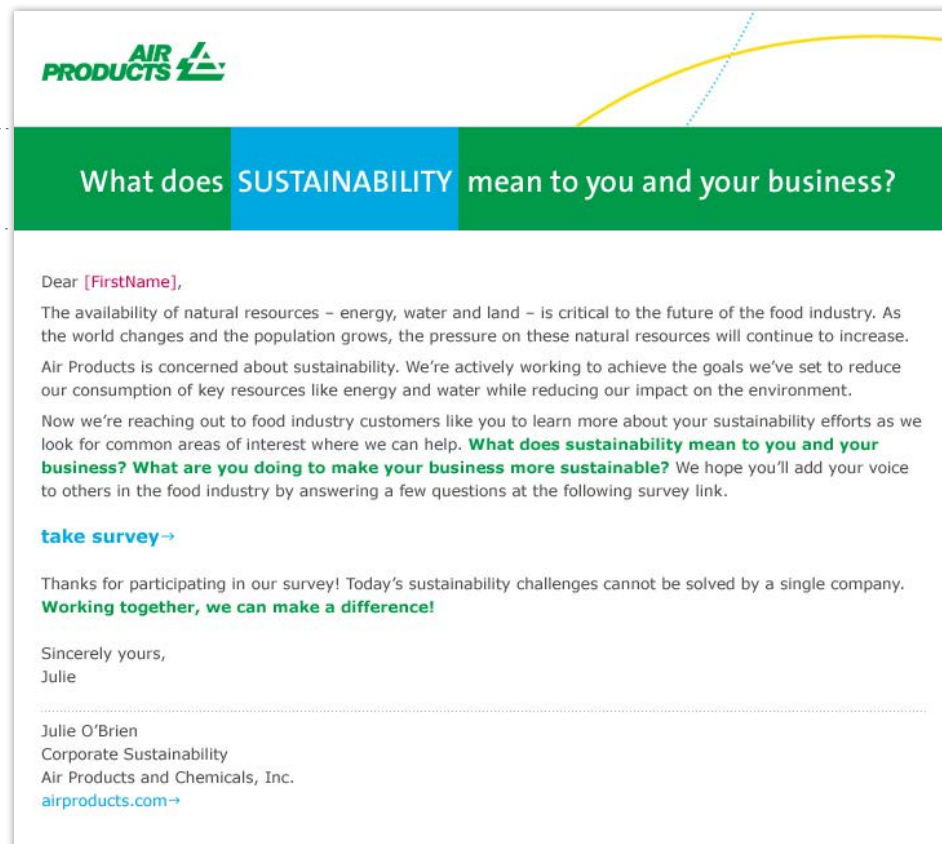
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use Verdana light and bold.

Typography color

Use Air Products green, Air Products blue and Air Products gray.

Use only the approved templates to create e-mail graphics. Templates are available from Air Products' Corporate Communications team.

E-mail graphic



E-newsletters are developed as html Web pages or MS Office templates that are embedded and viewed directly through an e-mail message. Most of the functionality of a website can be included, such as graphics and links. E-newsletters should be used when necessary to communicate important messages or promote our products and services. When developing e-newsletters, the basic elements of our brand identity should be adhered to.

Size

The actual page size is 600 pixels wide.

Typography

Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use Verdana light and bold.

Typography color

Use Air Products green, Air Products blue and Air Products gray.

Use only the approved templates with preset layouts, colors and type palettes to create E-newsletters. They are available from Air Products' Corporate Communications team.



Basic e-newsletter layout options



E-newsletter with navigation layout options

Signature sizing for video and Flash animations should approximate the examples shown here. Generally, reverse signatures are preferred over positive with the exception of the green and black signature on a white field. Photo or illustrative images are appropriate for background use. Avoid displaying the signature against active, contrasting background images. Signature use in video and Flash applications must comply with the basic elements of our brand identity manual. Special effects may be used when appropriate legibility is maintained.

16:9 ratio



Preferred positive signature on light value field



Preferred reverse signature on dark field



Preferred intro screen



Video example small

CDs are developed for communications that include large amounts of information that can be delivered to the intended audience with ease in a medium other than a website. When developing CDs and packaging, the basic elements of our brand identity should be adhered to.

Size

CD sleeve

5" x 5"

127 x 127 mm

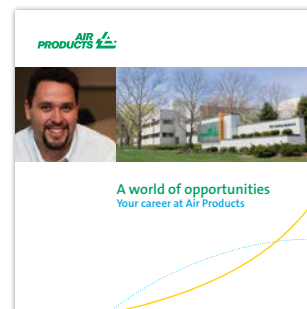
Typography

Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use Verdana light and bold.

Typography color

Use Air Products green, Air Products blue and Air Products gray.

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



CD sleeve front cover




CD sleeve back cover



CD label options

12. Signage (Rev. Feb13)

Thousands of our clients and potential clients enter through our doors every day, drive by our locations, and visit our offices worldwide. Good, clear, easy-to-follow signage demonstrates our core value of understanding.



The Air Products monument signage is the main site identifier. A sign is a high visibility communication device and plays an important role in the expression of our brand. Single or double face.

Color

Air Products green and black.

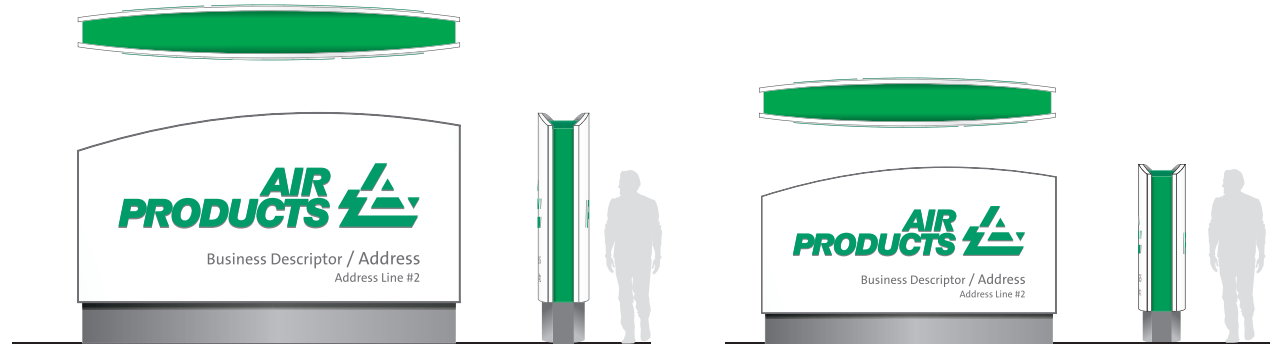
Typefaces

TheSans light and semi bold.

Ordering information:

In North America—Air Products has a contract with a national supplier to build and install our primary signs. Working with our preferred supplier ensures consistency and quality and ensures adherence to our brand standards. Signage can be ordered through Air Products Buyer.

In Europe and Asia—Contact your Corporate Communications representative for general signage questions.



Illuminated

M1 DF Monument/double face
M1 SF Monument/single face
7'10" high x 13'0" long/sq ft = 102.0

Illuminated

M2 DF Monument/double face
M2 SF Monument/single face
6'1" high x 10'1" long / sq ft = 61.3

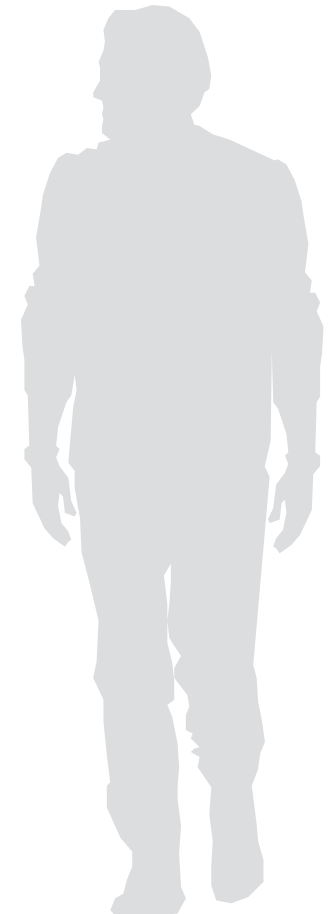
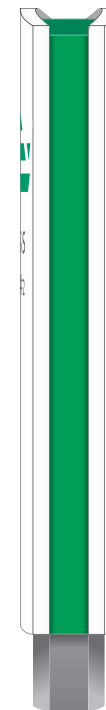
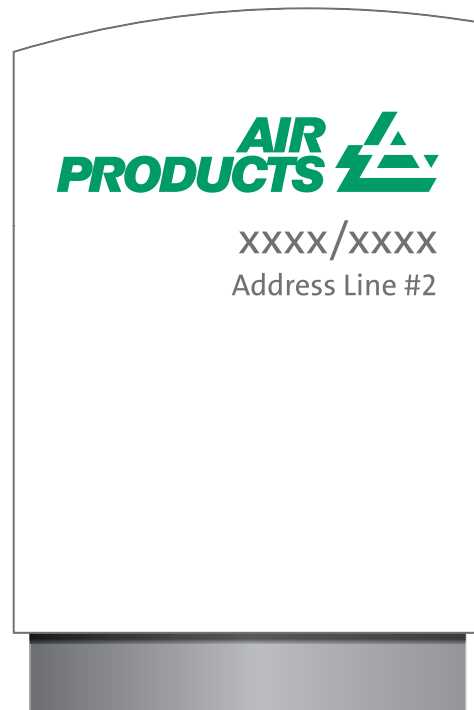


Non-illuminated

M3 DF Monument/double face
M3 SF Monument/single face
5'0" high x 6'8" long/sq ft = 33.3

Exterior—site marker

Site markers can be used to identify a major building or facility entrance. Single or double face.



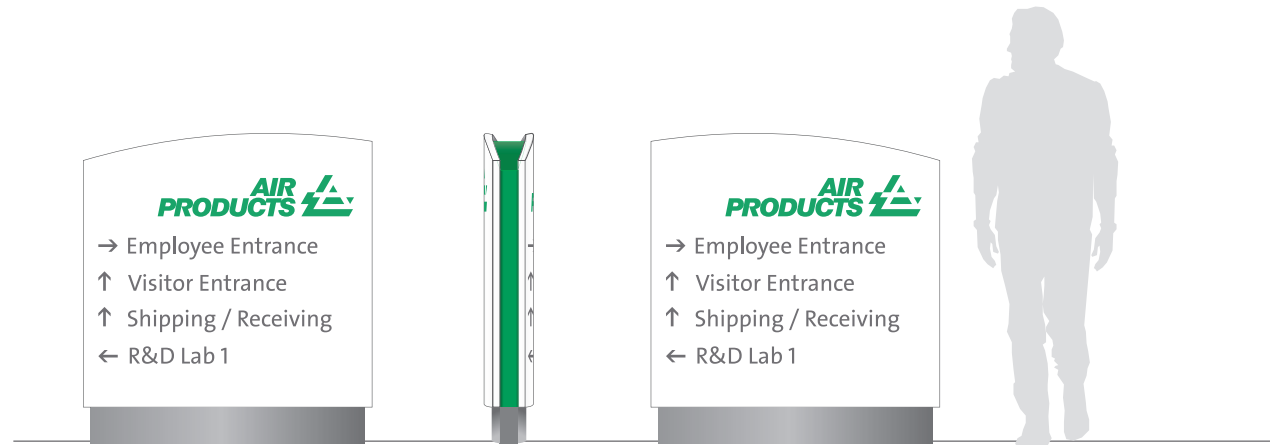
Non-illuminated

- SM1 DF Site marker/double face
- SM1 SF Site marker/single face
- 4'6" high x 3'0" wide/sq ft = 13.5

Exterior—way finding

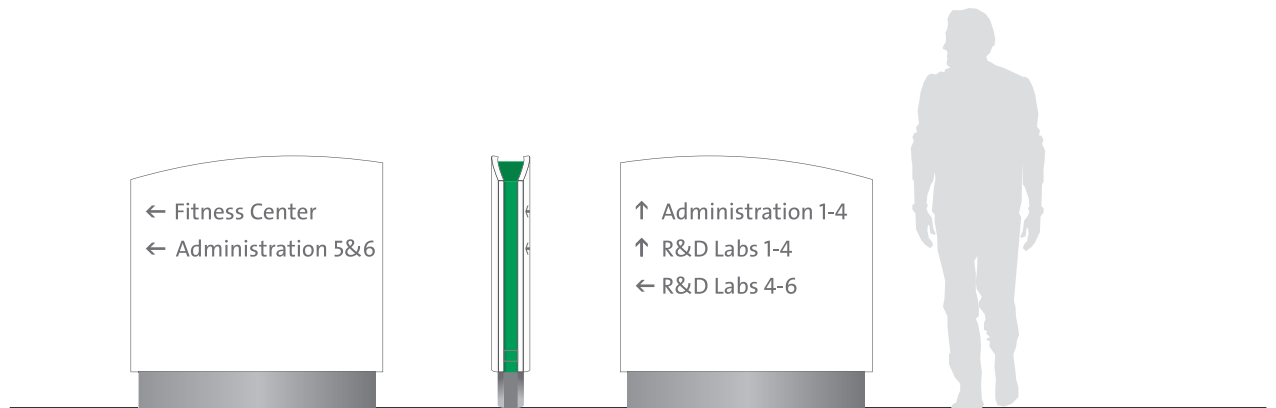
Large way-finding signs are used near entrances or at roadway intersections where 4–5 messages are required. Single or double face.

Small way-finding signs are used near entrances or at roadway intersections where 1–3 messages are required. Single or double face.



Non-illuminated with logo—Large

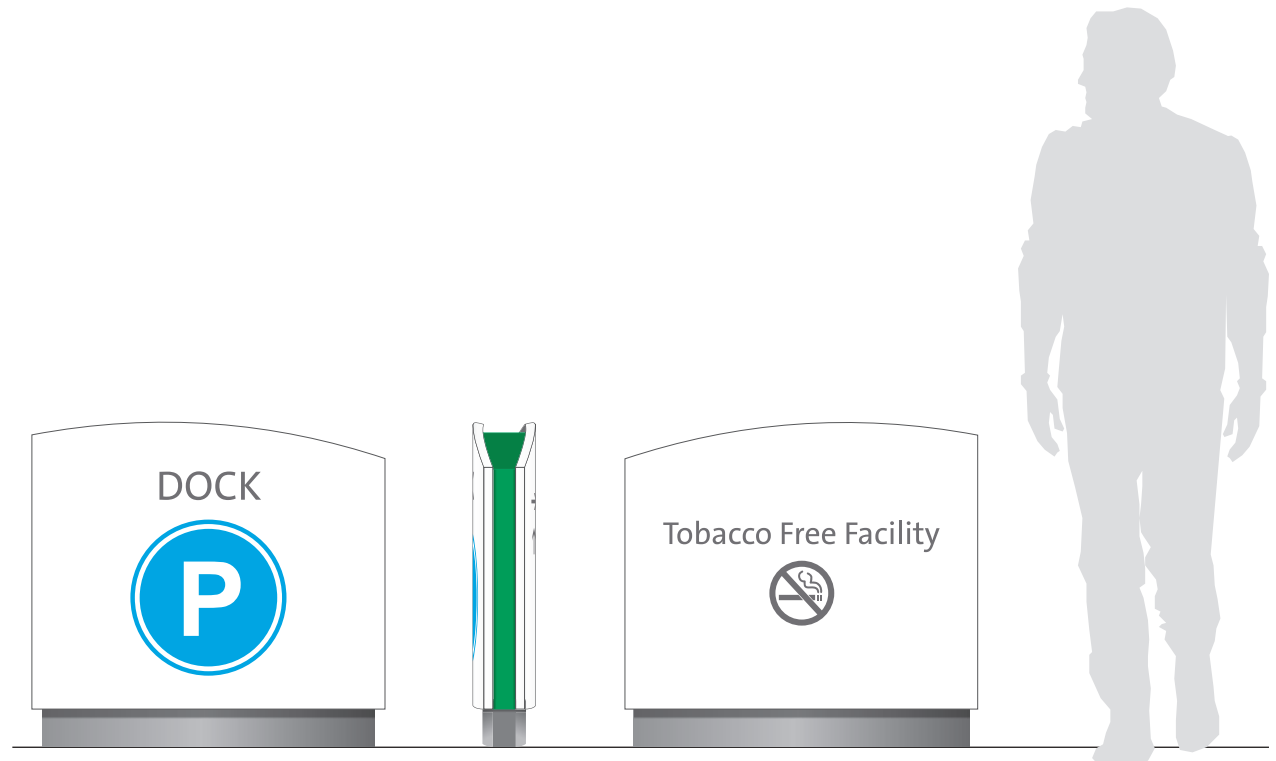
EW1 DF Exterior way-finding/double face
EW1 SF Exterior way-finding/single face
4'3-1/2" high x 4'0" wide/sq ft = 17.2



Non-illuminated without logo—Small

EW2 DF Exterior way-finding/double face
EW2 SF Exterior way-finding/single face
3'6" high x 3'6" wide/sq ft = 11.5

Small informational signs are used near entrances or at roadway intersections where 1–3 messages are required. Single or double face.



Non-illuminated without logo—Small

EIN DF Exterior way-finding/double face

EIN SF Exterior way-finding/single face

2'6" high x 2'8-5/8" wide/sq ft = 6.80

Exterior—wall signs

Exterior wall signs can be placed to prominently identify a main building or facility entrance. Single face.



Illuminated—Large

WS1 Wall sign with push thru letters and logo
6'5-3/8" high x 13'0" wide/sq ft = 83.8

WS3 Wall sign with push thru letters and logo
5'0" high x 10'1" wide/sq ft = 50.4

Non-illuminated—Large

WS2 Wall sign with flat aluminium letters and logo
6'5-3/8" high x 13'0" wide/sq ft = 83.8

WS4 Wall sign with flat aluminium letters and logo
5'0" high x 10'1" wide/sq ft = 50.4



Illuminated—Small

WS5 Wall sign with push thru letters and logo
3'11-5/8" high x 8'0" wide/sq ft = 31.8

WS7 Wall sign with push thru letters and logo
2'11-11/16" high x 6'0" wide/sq ft = 17.8

Non-illuminated—Small

WS6 Wall sign with flat aluminium letters and logo
3'11-5/8" high x 8'0" wide/sq ft = 31.8

WS8 Wall sign with flat aluminium letters and logo
2'11-11/16" high x 6'0" wide/sq ft = 17.8

Exterior face-lit signs can be used on the facades of buildings and facilities where large and prominent branding is required.



Illuminated—Standard

FL1 Face-lit remote wired letterset—green
10'10-1/2" wide x 2'3-3/8" high/sq ft = 24.8

FL3 Face-lit remote wired letterset—green
16'3-3/4" wide x 3'5-1/8" high/sq ft = 55.8

FL5 Face-lit remote wired letterset—green
21'9" wide x 4'6-3/4" high/sq ft = 99.3



Illuminated—Alternate

FL2 Face-lit remote wired letterset—white
10'10-1/2" wide x 2'3-3/8" high/sq ft = 24.8

FL4 Face-lit remote wired letterset—white
16'3-3/4" wide x 3'5-1/8" high/sq ft = 55.8

FL6 Face-lit remote wired letterset—white
21'9" wide x 4'6-3/4" high/sq ft = 99.3

Exterior—regulatory signs, door & window vinyl

Standard regulatory or custom informational signs can be used to control traffic and parking patterns and identify streets.

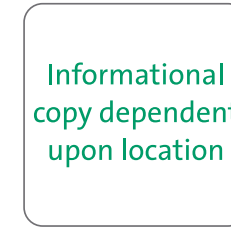
Custom vinyl lettering can be used to identify buildings or hours of operations.



RG2 Regulatory—Do not enter
2'0" high x 2'0" wide



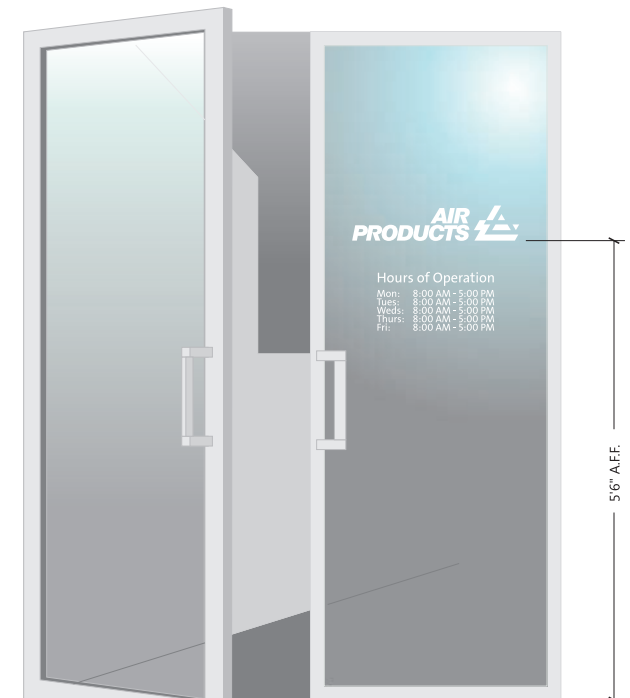
RG3 Regulatory—No parking
1'6" high x 1'0" wide



RG4 Regulatory—Informational
2'0" high x 2'0" wide



RG1 Regulatory—Stop
2'0" high x 2'0" wide/sq ft = 55.8



V1 Vinyl
2-3/16" copy height x 2'0" wide/Air Products
1-3/8" copy height/hours of operation
1" copy height/day & hour copy

Interior—plaques

The quality of materials and the design implementation reflect on our people, our products and services. Care and attention should be given to every detail when planning and installing our signage.

Internal plaques are designed to be used outside large department entrances, identifying the room number and function.

- Keep the department sign as clean and simple as possible.
- Allow maximum flexibility to meet site impact visibility opportunities.
- Present a strong, integrated image through use of form, color and materials.
- Can include braille for ADA compliance.

Color

Air Products green and black.

Typefaces

TheSans light and semi bold.

Ordering information:

In North America—Air Products has a contract with a national supplier to build and install our primary signs. Working with our preferred supplier ensures consistency and quality and ensures adherence to our brand standards. Signage can be ordered through Air Products Buyer.

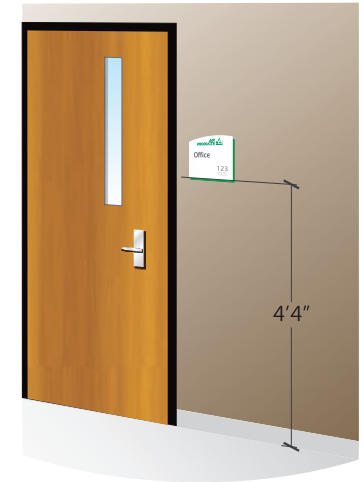
In Europe and Asia—Contact your Corporate Communications representative for general signage questions.



iP1 Interior plaque—ADA compliant
7" high x 8" wide



iP2 Interior plaque—ADA compliant
5-1/4" high x 6" wide



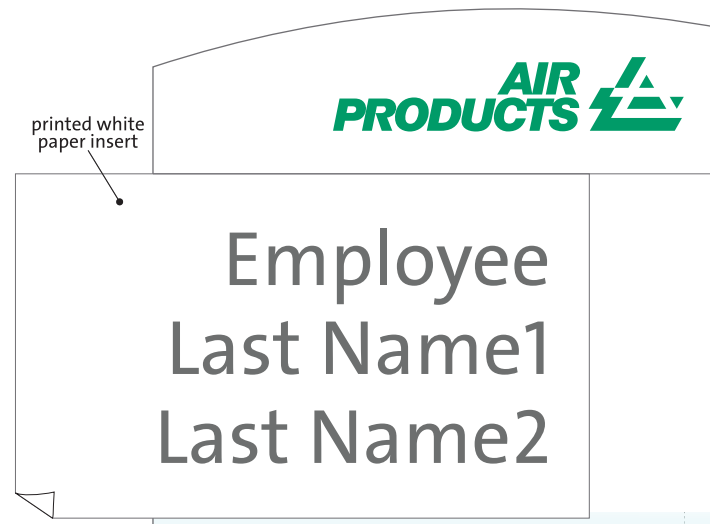
iP3 Interior plaque—non-ADA compliant
7" high x 8" wide



iP3 Interior plaque—non-ADA compliant
5-1/4" high x 6" wide

Interior—acrylic name holders

Interior name holders are used to identify offices and cubicles with occupant's name and department.



ANH Acrylic name holder
4-1/2" high x 5" wide



The Air Products interior reception is visually inviting and arresting. The combination of branding elements along with the option of LCD screens displaying a welcoming message with the latest Air Products innovations and news create an atmosphere of professionalism and confidence.



Non-illuminated—Standard

LSS1 Interior letterset—green
5'5-1/4" wide x 1'1-3/4" high

LSS2 Interior letterset—green
7'3" wide x 1'6-1/4" high

LSS3 Interior letterset—green
9'3/4" wide x 1'10-7/8" high

Non-illuminated—Alternate

LSA1 Interior letterset—brushed aluminum
5'5-1/4" wide x 1'1-3/4" high

LSA2 Interior letterset—brushed aluminum
7'3" wide x 1'6-1/4" high

LSA3 Interior letterset—brushed aluminum
9'3/4" wide x 1'10-7/8" high



Non-illuminated with background panel

LSB1 Interior letterset with background panel
4'7-1/16" wide x 1'11-11/16" high

LSB2 Interior letterset with background panel
6'10-9/16" wide x 2'11-9/16" high



Desk treatment & momentum lines

DT White refinished desk panel
ML Yellow line
DML Blue line

Interior—restroom signs

Used to identify restrooms. Can include braille for ADA compliance.



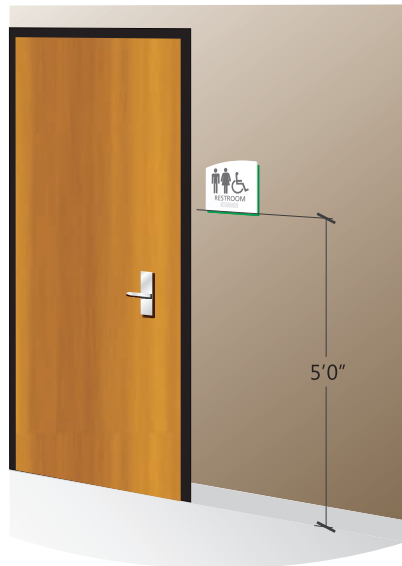
RS1 Unisex restroom/handicapped accessible—ADA compliant
7" high x 8" wide



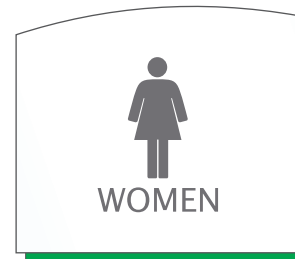
RS2 Women restroom/handicapped accessible—ADA compliant
7" high x 8" wide



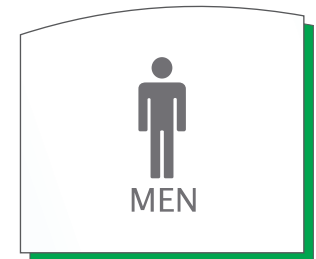
RS3 Men restroom/handicapped accessible—ADA compliant
7" high x 8" wide



RS1 Unisex restroom—non-ADA compliant
7" high x 8" wide



RS2 Women restroom—non-ADA compliant
7" high x 8" wide

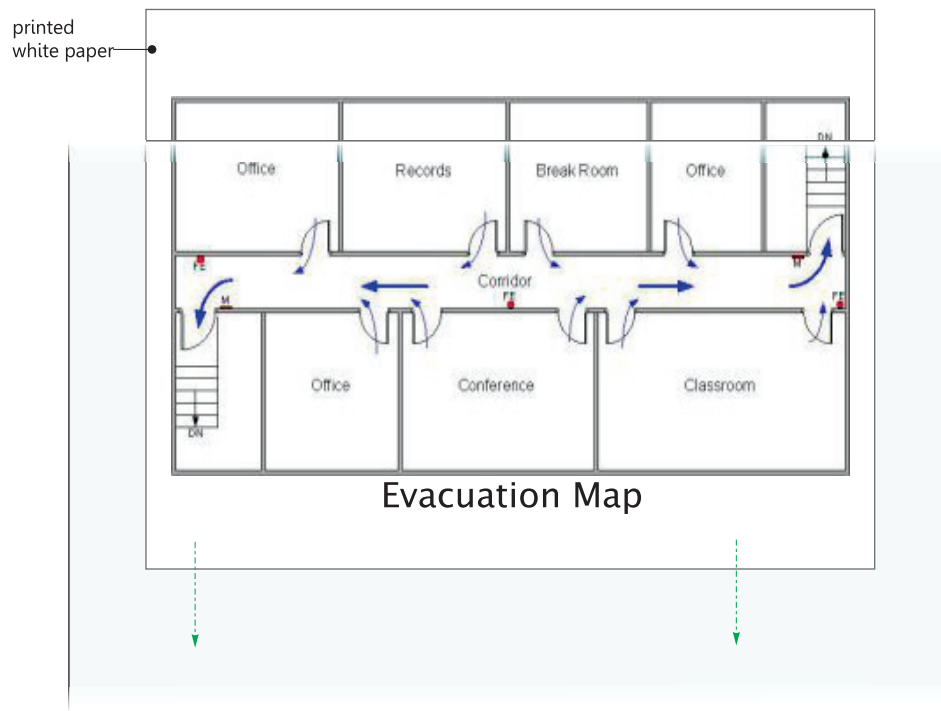


RS3 Men restroom—non-ADA compliant
7" high x 8" wide

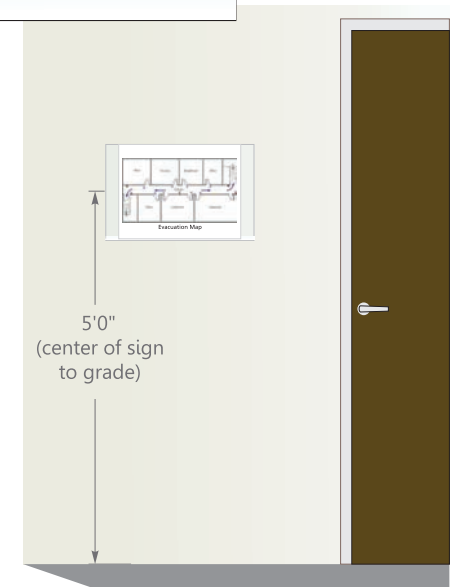
Interior–location map holder

Location map holders are designed to hold 11" x 17" prints of emergency exits and facility location maps.

Contact your Corporate Communications representative to design inserts for map holders.



LMH Map holder
11" high x 17" wide



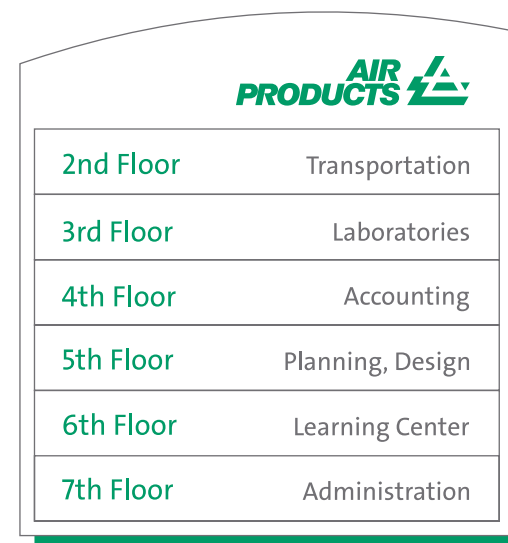
Interior-way-finding

Large interior way-finding signs are used to direct occupants to destinations within buildings where 4–6 messages are required. Single face.

Small interior way-finding signs are used to direct occupants to destinations within buildings where 2–3 messages are required. Single face.



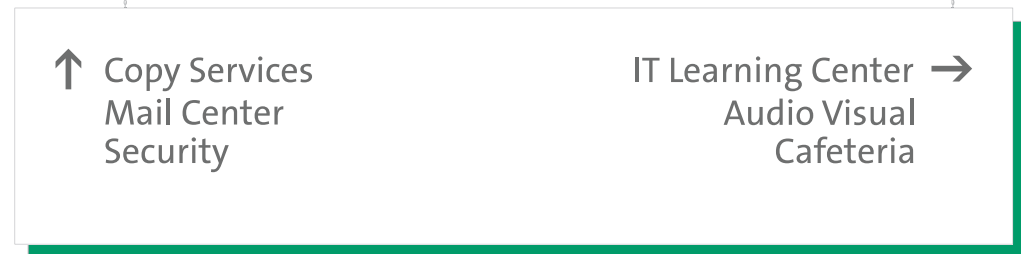
IWF1 Way-finding—Large
1'6-1/2" high x 1'5-1/2" wide



IWF2 Wayfinding—Small
11-3/4" high x 1'5-1/2" wide



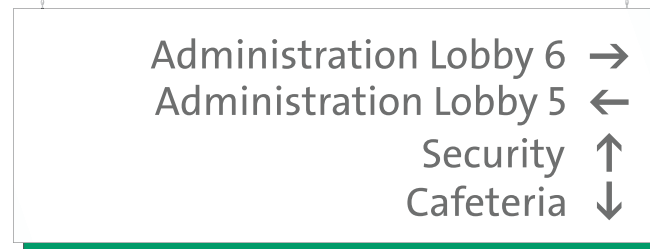
Large or small interior way-finding signs where overhead location is necessary for visibility; 2-4 messages. Single or double face.



Large

OWF1 DF Overhead way-finding/double face
12" high x 4'8-3/4" wide (suspended)

OWF1 SF Overhead way-finding/single face
12" high x 4'8-3/4" wide (suspended)



Small

OWF2 DF Overhead way-finding/double face
10" high x 2'8" wide (suspended)

OWF2 SF Overhead way-finding/single face
10" high x 2'8" wide (suspended)



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.

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

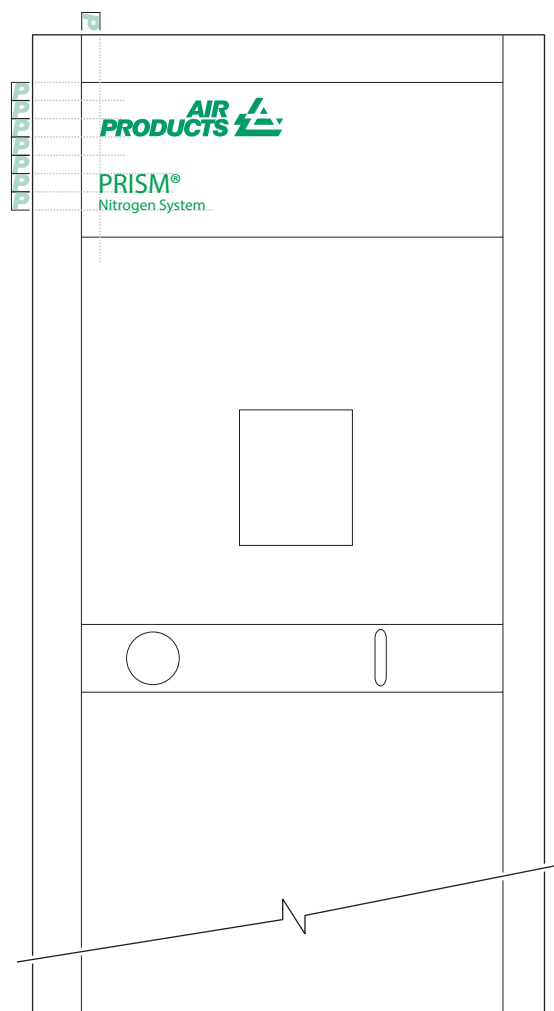
The decals should be placed on the most visible side of the customer station.

DuPont paint color specifications

White DuPont Imron 79131X

Air Products green DuPont Imron GS345X

Air Products blue DuPont Imron F1945X



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 G5345X

Air Products blue DuPont Imron F1945X



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.

AIR PRODUCTS

Precision Check and Calibration Gas

Warning – Do not handle cylinder or use contents until you have read the Safety Data Sheet(s) for this product and are trained to use the cylinder and its contents, including the emergency procedures. Do not breathe the contents of this cylinder. Store and use with adequate ventilation. Avoid contact with eyes, skin and clothing. Use equipment rated for cylinder pressure.

Danger – Contents under pressure do not puncture or incinerate container. Do not refill. Do not expose to heat or store at temperatures above 54°C (130°F). Keep out of the reach of children.

First Aid – If inhaled, or suspicion of any exposure, remove casualty to fresh air and seek medical attention.

Operating instructions

1. Ensure control valve is off by turning clockwise.
2. Screw valve onto cylinder. Do not over tighten regulator. Hand tight only – do not use tools. Where regulator is fitted with a pressure gauge tighten only until the gas pressure inside the cylinder registers on the gauge.
3. Turn control valve anti-clockwise until gas flows. If using Mini-Flo valve, regulate using flow indicator.
4. Remove valve from cylinder after use.

Traceability
This calibration gas standard is manufactured by Air Products PLC within the scope of their ISO-9001 2008 Quality Management System. BSI Certificate No. FS 28667. Traceable to National Standards. Do not remove this label.

Mini-Flo Valve
Control valve: Off
Flow indicator
Turn valve clockwise to stop

Precision Regulator
Control valve

tell me more airproducts.com Air Products PLC, Warndon Business Park, Worcester WR4 9RH, UK
Tel +44 (0)1905 752299 Email oneuse@airproducts.com

AIR PRODUCTS

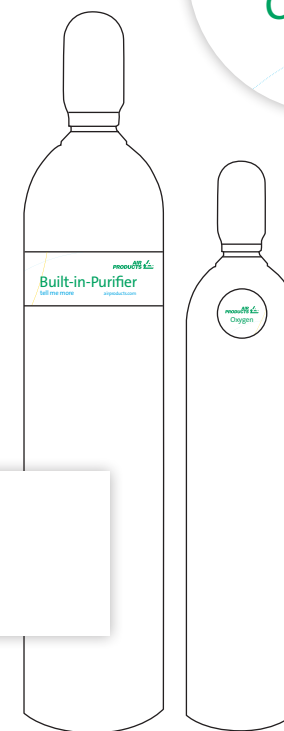
Airflex® Dispersion

airproducts.com

AIR PRODUCTS

Built-in-Purifier

tell me more airproducts.com



14. Vehicles (Rev. Jun14)

Our vehicles travel all over the world representing Air Products and provide us with a unique and free advertising space. A consistent identity on our fleet communicates a confident company.

Our vehicles present a unique opportunity to communicate the Air Products brand to thousands of people through roadside visibility. Our fresh, vibrant design and unique colors create an immediate and favorable impression that makes people aware that we are local and part of their community.

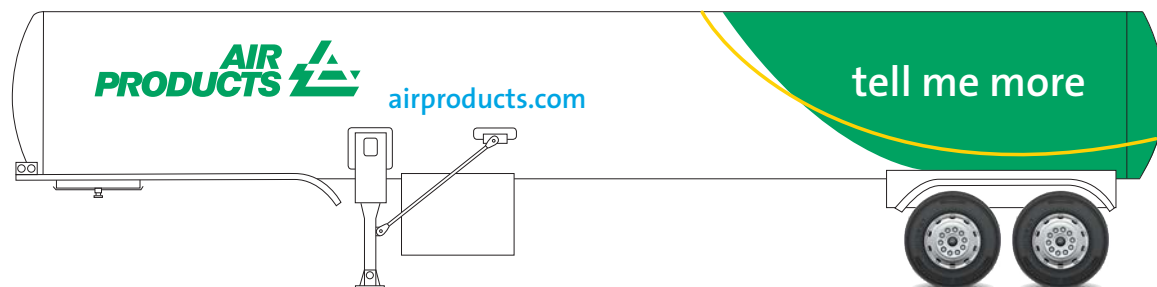
Care and attention should be given to every detail in planning and execution of vehicle signage. Vehicles and graphics must always be kept clean and in good mechanical repair.

The signature should always be placed at the front of all vehicles on both sides.

Paint and vinyl color specifications

Paint and vinyl colors should match our brand PMS colors as closely as possible. Manufacturing specifications and colors are unique to each region and supplier and should be approved by Global Operations for all vehicles.

- Air Products green (PMS 347)
- Air Products blue (PMS 2995)
- Air Products yellow (PMS 116)



Trailer



Microbulk cab/trailer



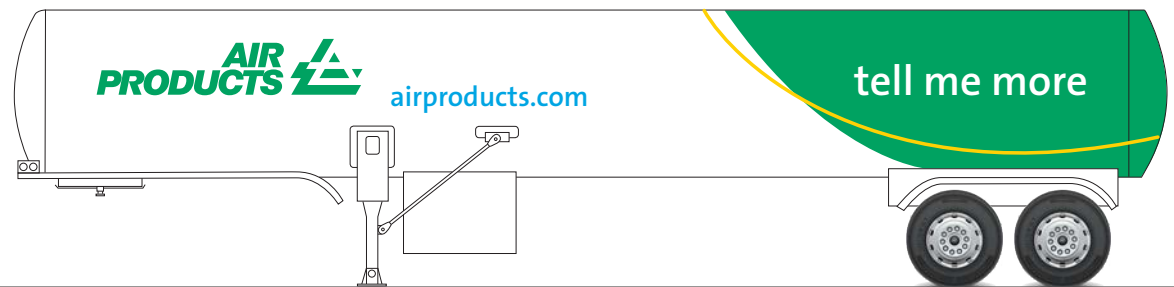
Standard van

Our Air Products' tankers are among the best designed and maintained vehicle fleets, and a widely recognized communications asset for our company globally.

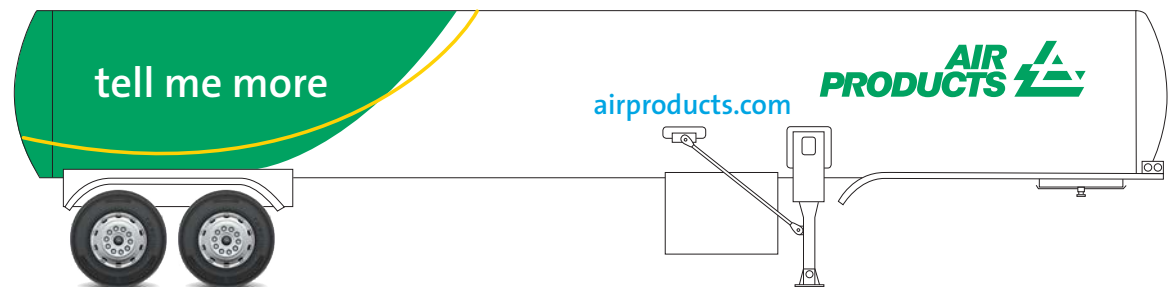
Guidelines and specifications for most of these important vehicles are provided in this section. Trailers which are not covered in this section will require a slightly different interpretation due to the shapes and forms of each vehicle, but they should conform to the basic design principles.

Detailed specifications and design direction for branding of all vehicles should be obtained through Corporate Communications and Global Operations.

Contact your Corporate Communications representative for general branding questions.



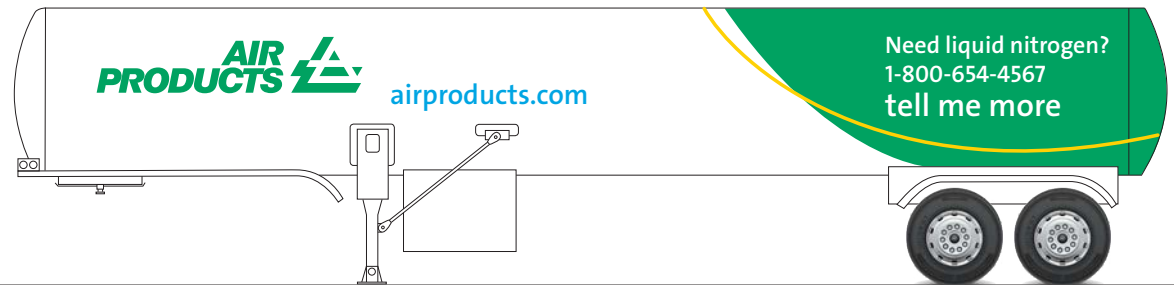
Left side



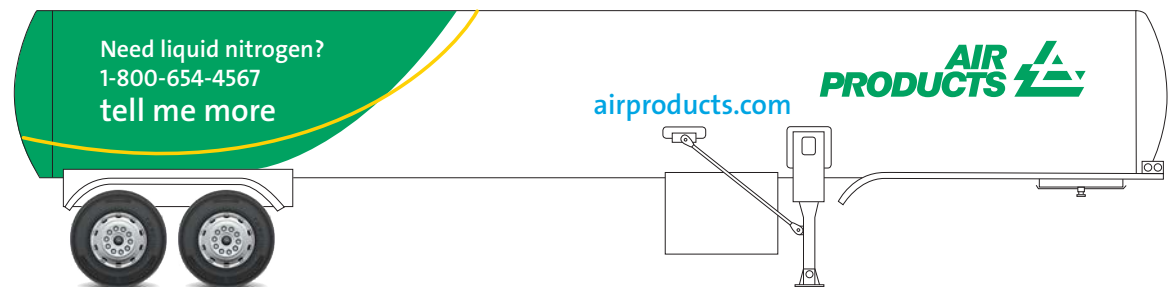
Right side

Trailers with marketing message branding

Any vehicles that would include a marketing message would need to be approved by Marketing Communications in conjunction with a business marketing strategy. Production and implementation would need to be approved and coordinated through Global Operations. The examples shown are for illustrative purposes only.



Left side

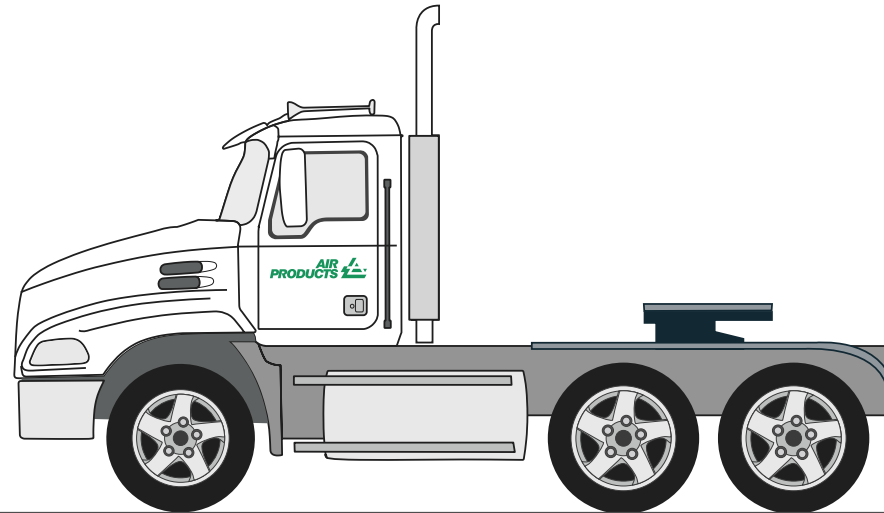


Right side

Air Products green (PMS 347)
Air Products blue (PMS 2995)
Air Products yellow (PMS 116)

Detailed specifications and design direction for branding of all vehicles should be obtained through Corporate Communications and Global Operations.

Contact your Corporate Communications representative for general branding questions.



Cab

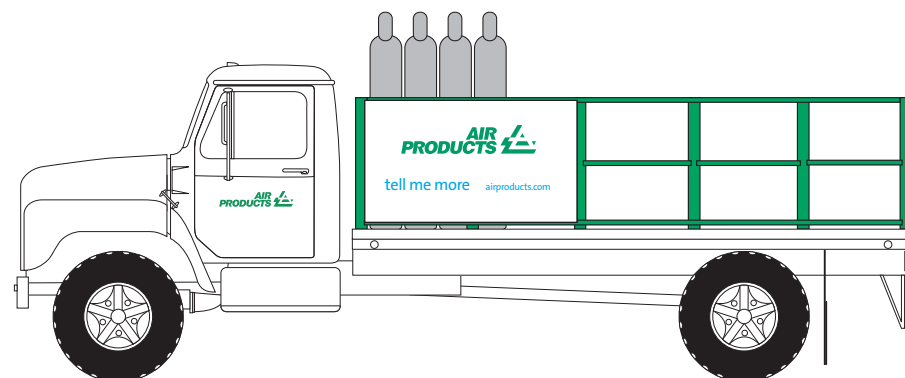
Brand identity standards established for our trailers are retained and extended to all miscellaneous vehicles where possible. The examples shown provide some basic guidelines that will need to be developed specifically for each vehicle.

Detailed specifications and design direction for branding of all vehicles should be obtained through Corporate Communications and Global Operations.

Contact your Corporate Communications representative for general branding questions.



Standard van



Panel truck



Tube trailer

Miscellaneous vehicles with marketing message branding

Any vehicles that would include a marketing message would need to be approved by Marketing Communications in conjunction with a business marketing strategy. Production and implementation would need to be approved and coordinated through Global Operations. The examples shown are for illustrative purposes only.



Standard van

15. Tanks & coldboxes (Rev. Feb13)

Air Products storage tanks and coldboxes present a unique opportunity to establish our brand in an impactful and prominent fashion.

One Air Products signature and an accompanying brand message should be positioned on the face that offers maximum visibility to the viewing public.

Color specifications

Customer stations are white.

Signature

Use the alternative two color signature.

Typography

TheSans semi bold

Air Products green and Air Products blue

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.

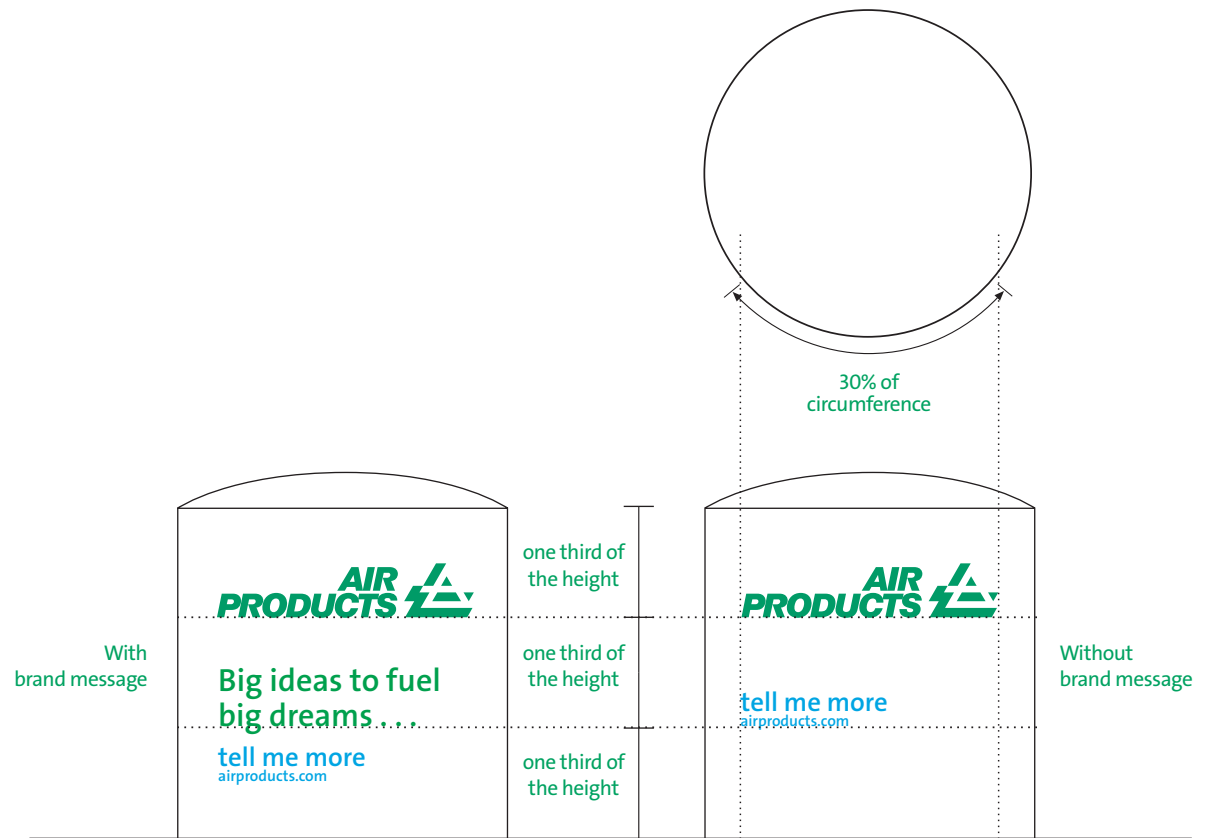
DuPont paint color specifications

White DuPont Imron 79131X

Air Products green DuPont Imron G5345X

Air Products blue DuPont Imron F1945X

Electronic art for the Air Products signature is available from Air Products' Corporate Communications team.



On coldboxes, the signature should be positioned on the face that offers maximum visibility to the viewing public. Give it plenty of room to “breathe.” This clear space is equal to the height of the cap “P” in Air Products.

Color specifications

Customer stations are white.

Signature

Use the alternative two color signature.

Typography

TheSans semi bold

Air Products green and Air Products blue

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.

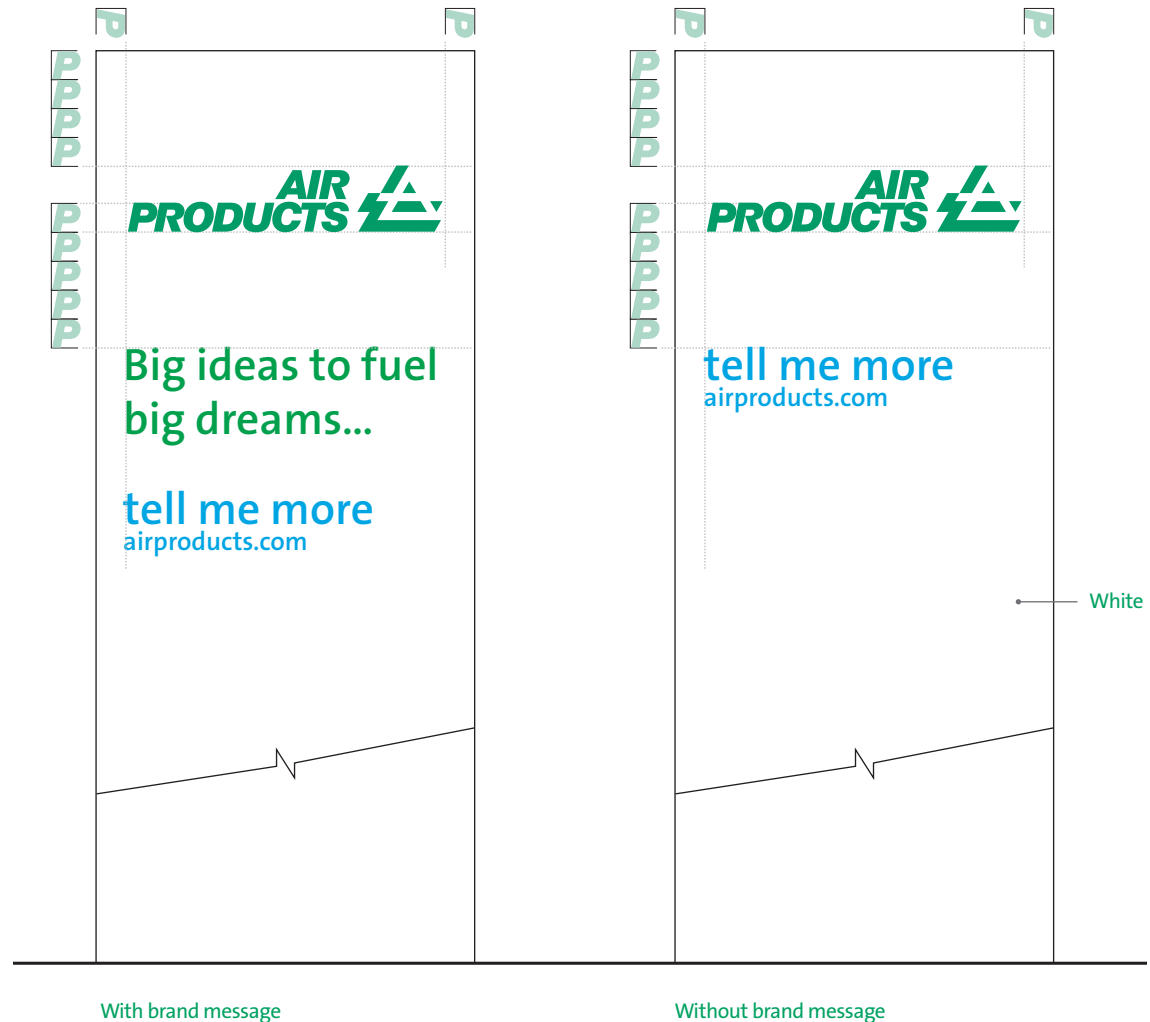
DuPont paint color specifications

White DuPont Imron 79131X

Air Products green DuPont Imron GS345X

Air Products blue DuPont Imron F1945X

Electronic art for the Air Products signature is available from Air Products' Corporate Communications team.



Color specifications

Customer stations are white.

Typography

TheSans semi bold

Air Products green and Air Products blue

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.

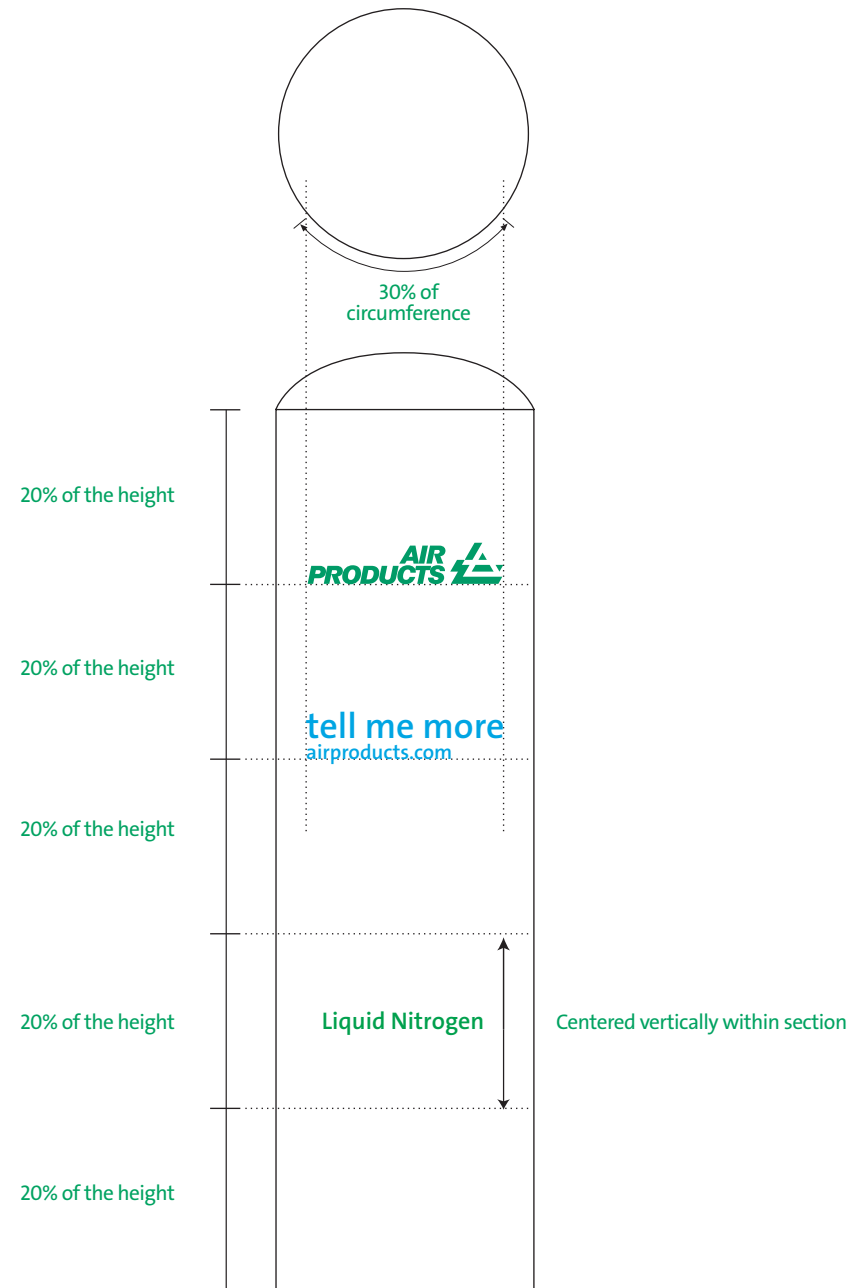
DuPont paint color specifications

White DuPont Imron 79131X

Air Products green DuPont Imron GS345X

Air Products blue DuPont Imron F1945X

Electronic art for the Air Products signature is available from Air Products' Corporate Communications team.



16. Uniforms (Rev. Feb13)

Staff uniforms are an important signal of our presence. They are what make Air Products people recognizable to our customers. Consistent use of our signature, corporate colors and typography reinforces our professionalism and attention to detail, and safety standards.

Hard hats and caps

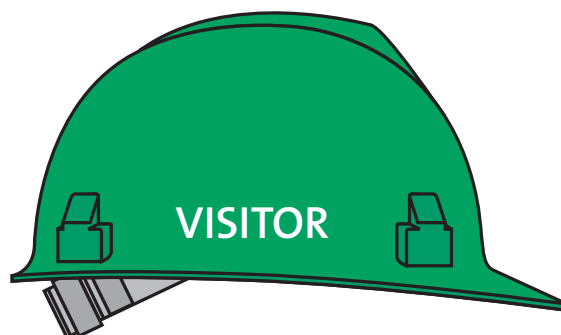
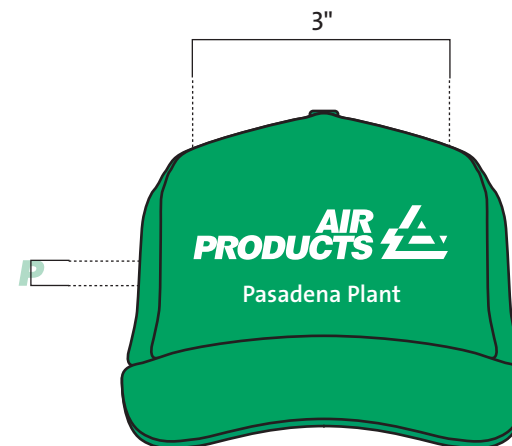
The recommended color for all hard hats, caps, jackets, pants, and shirts is white or Air Products green, but other colors are acceptable if required by customer or safety guidelines. The signature and text are Air Products green on a white background, or reverse to white on an Air Products green background. The use of black text is also acceptable. The colors of all materials should be chosen to match Air Products green as closely as possible.

If text needs to be incorporated onto any item, preferred typography guidelines should be adhered to and the area around the signature should be kept to one "P" height as specified in the Basic Standards section.

These guidelines should be adhered to unless specific safety guidelines dictate otherwise.

Preferred production processes are either silk screening or embroidery. If a label is required, it should be placed in the upper left corner and be embroidered.

Basic guidelines are provided. However, detailed specifications need to be developed for each new uniform. Contact the Air Products' Corporate Communications team for further direction.



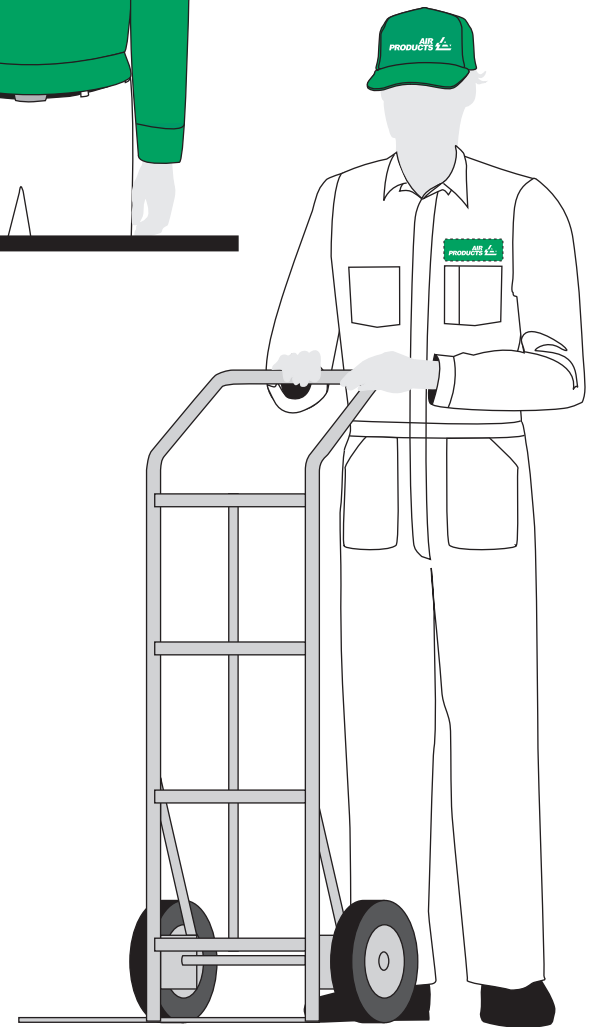
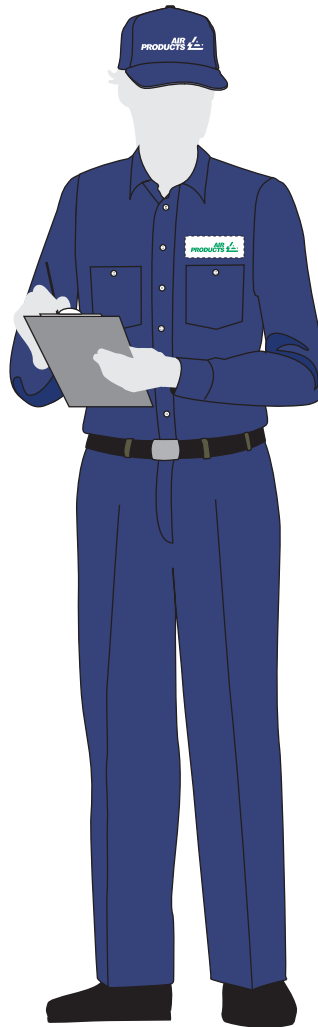
Clothing

Signature Size:
with text – 2"
without text – 3"

Preferred Typography:
TheSans plain. Use of Verdana is also acceptable.

Use only approved reproduction art for signature.

Signature Colors:
Air Products green (Pantone® 347) and white.
Black text is acceptable.



Labeling

Signature Size:

with text – 2"

without text – 3"

Preferred Typography:

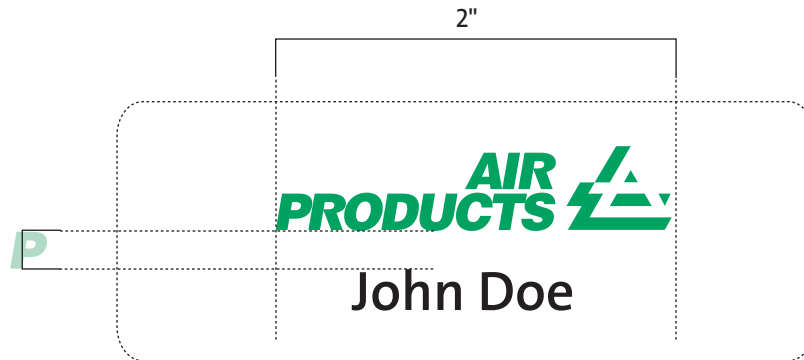
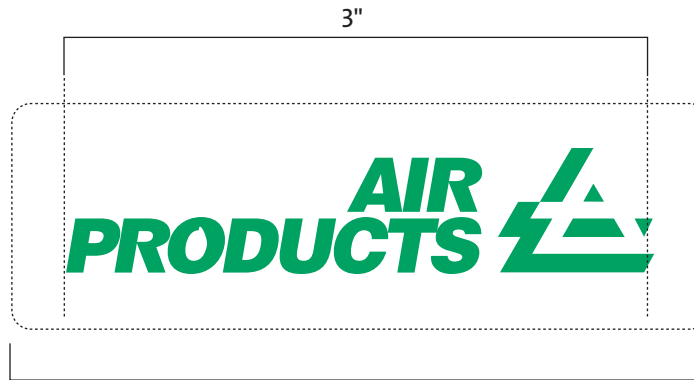
TheSans plain. Use of Verdana is also acceptable.

Use only approved reproduction art for signature.

Signature Colors:

Air Products green (Pantone® 347) and white.

Black text is acceptable.



17. Brand architecture

(This section is under development.)

The slide features a solid teal background. A solid yellow curve starts from the bottom left and curves upwards towards the right. A dotted white curve starts from the bottom right and curves upwards towards the top right, crossing the yellow curve.

18. Internal communications

(Rev. Jul14)

Good internal communications can help our staff understand the importance of clear, distinctive branding. This section provides guidance on producing internal communications that can, in their turn, help create ambassadors for the Air Products brand.

Guidelines for creating other internal or external identities

Having a consistent visual identity builds equity. It makes Air Products instantly recognizable and enhances our image as a global player in the market. We all have a responsibility to ensure that the visuals we use internally and externally comply with our corporate identity standards. Upholding our corporate identity allows us to project a consistent, powerful image across our diverse audiences.

In the retail industry, a variety of logos are used to brand and differentiate products from competitive products. However, Air Products competes in the business-to-business space, so our corporate brand is built on a single-logo foundation.

Visit the 'Products' section of airproducts.com, and you'll notice that none of our product or service offerings are associated with a logo. We “pitch” our products by demonstrating our deep understanding of our product, industry's use of the product, and by communicating the benefit(s) of the product and our know-how.

The same approach used for our product and service promotion is also most effective for employee communication. And this is why internal logo creation is not supported.

If you are developing a new corporate or internal program initiative or a new product, please contact the Corporate Communications team, who will work with you to develop an appropriate solution for your communications and marketing needs.



Glossary of branding terms

Brand attributes

Help define the tone, manner, personality and style of a brand; often the differentiating factor between similar products and services.

Brand identity

The visible elements that can be used to identify a company, product or service (name, logotype, symbol, product configuration, service offering and packaging).

Brand image

The complete bundle of perceptions about an organization, product or service offering developed through communications and experience, including the distinguishing “human” characteristics of a brand personality (e.g., warm and friendly, strong and reliable).

Brand personality

The attribution of human personality traits to a brand. These traits inform brand behavior through both communications materials and the people who represent the brand.

Brand positioning

Provides the underlying platform for communications, reflecting the brand’s value proposition. It includes:

- Definition—how the brand is defined
- Differentiation—what makes the brand special
- Deliverable—benefit delivered to customers

Brand strategy

Long-term plan for the brand, including a determination of key audiences and an understanding of what those audiences need to know about the brand and the experience.

Logotype

A unique group of letter forms that represent the brand.

Messages

The information that is most relevant to priority audiences, serving as the content for communications in support of the brand positioning.

Signature

Any symbol and/or logotype that officially represents a brand.

Symbol

A non-typographic element of an abstract or representational nature.

Trademark

A distinguishing name, sign, symbol, design, or a combination of them, intended to identify the source of the goods or services, or one seller or group of sellers, and to differentiate them from those of competitors.

Visual identity or core design elements

The visible elements that are used to identify a company, product or service (name, logotype, symbol, color palette, typography, product configuration, service offering and packaging).

Visual system

A planned method of identification, including the use of the brand name, logotype, color palette and secondary typography; the graphic “look and feel” of the brand, applied to a wide cross section of media to create a cohesive brand presentation.