

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



Exclusion zone

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.

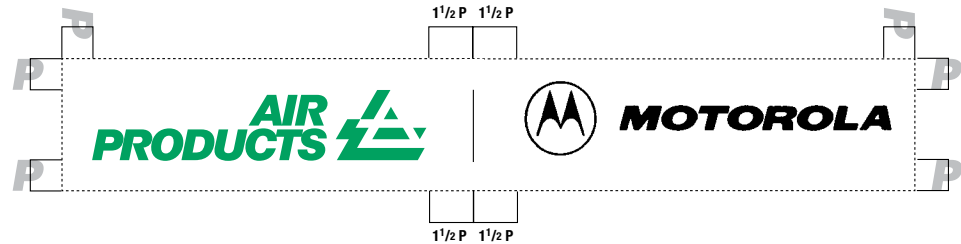


Don't use the symbol as an independent element.

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.

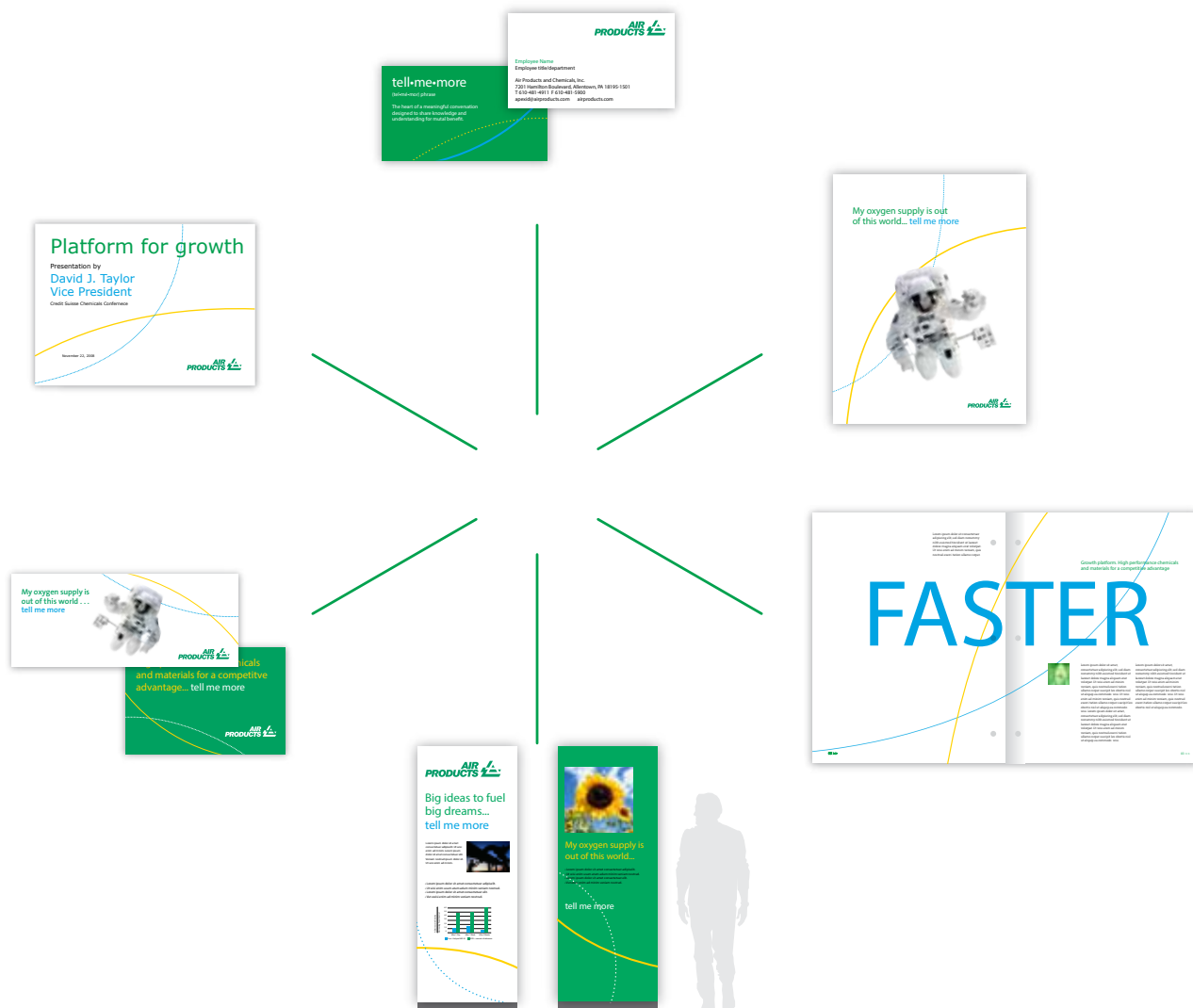
Long “web addresses” that require more than one line should also be set “solid” as shown above.

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% |

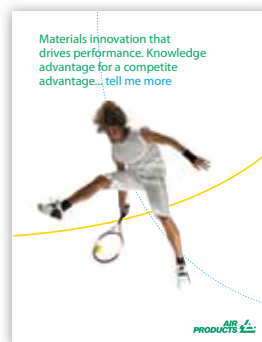
Our colors were chosen with care and consideration to convey the fresh, dynamic energy of the gases industry. The consistent use of a limited color palette will build strong recognition for Air Products.

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.

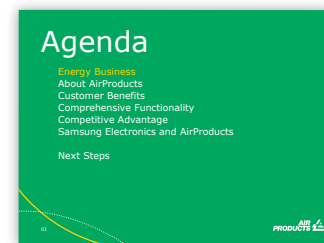
The use of the color white is a very important part of our color palette. White helps convey our integrity, accountability, and openness, and maintains a clear, readable, contemporary look and feel. When creating materials, use Air Products green and blue as the primary colors for headings, subheadings,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

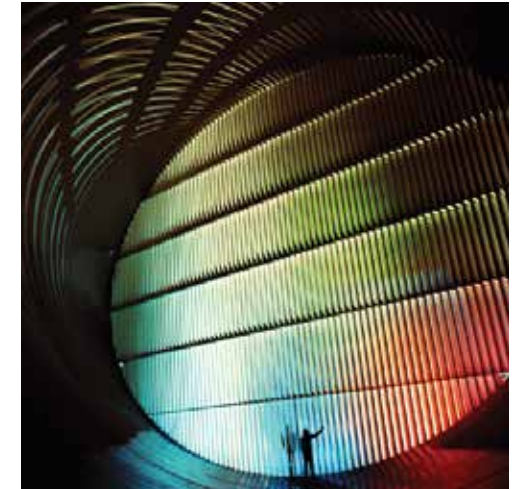


End user and benefit



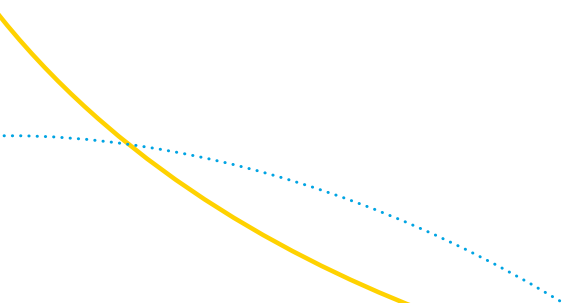
How do we measure whether a photograph is on brand?

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.

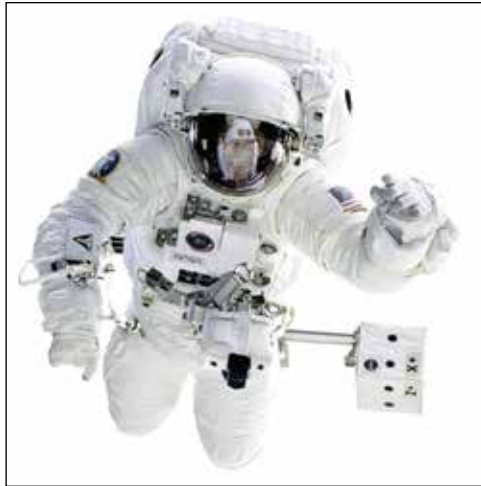


| | |
|--|------------|
| Understanding Does the shot capture a human moment and create a sense of empathy in the viewer? | ✓ |
| Integrity Does the shot avoid false setups? | ✓ |
| Passion Does the shot generate interest through the way the image is working in the frame? Does the shot seem part of a 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



| |
|--|
| 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? ✓ |

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



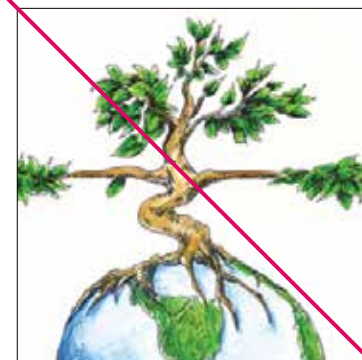
Don't use montage imagery



Don't use clip art or cartoons



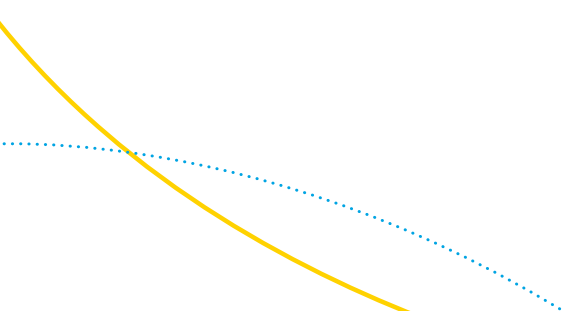
Don't overlap or manipulate imagery



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.

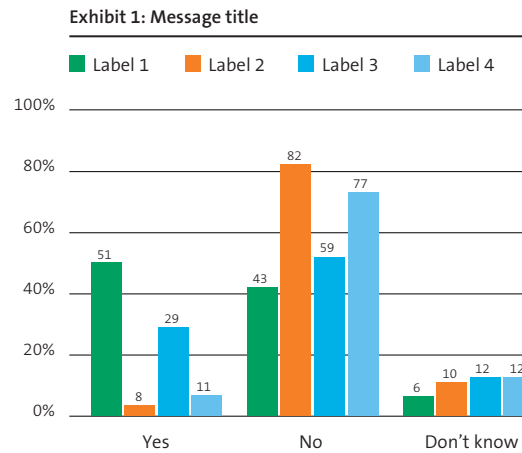
Color

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.

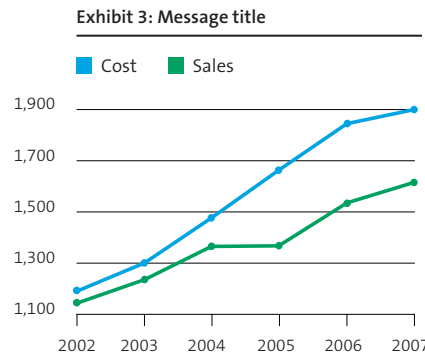
Typefaces

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



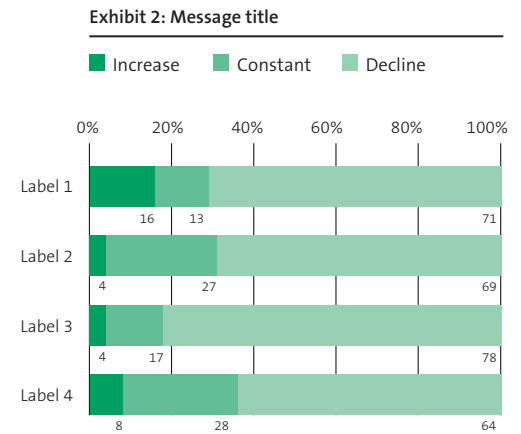
Column chart

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.



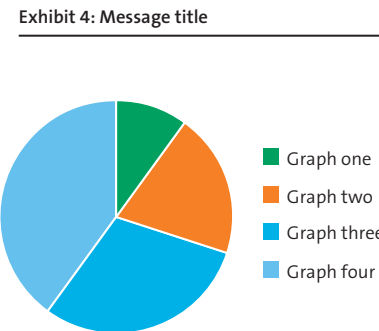
Line chart

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.)