

Tanks and Coldboxes (rev. 8/06)

A special version of the Air Products signature has been developed for use on tanks and coldboxes, that should only be used on these applications. Do not overuse the signature: multiple usage is not recommended.

If you have any questions, contact our corporate communications team.

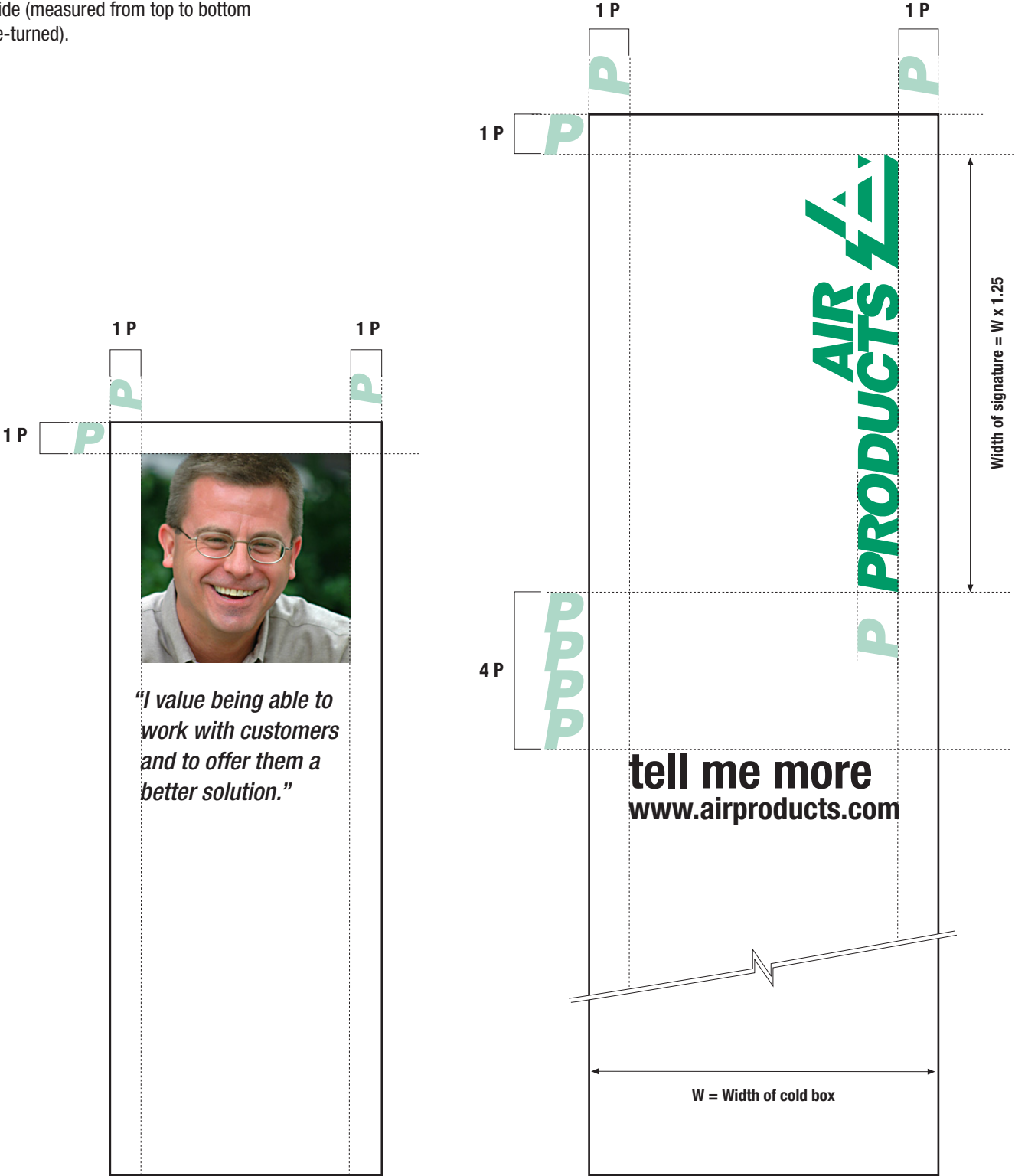
Please refer to section 2 for our identity basic elements.

Tanks and Coldboxes 17.1

On coldboxes, the signature should be placed on the face that offers maximum visibility to viewing publics. If this face cannot be used because of railing or other encumbrances, select another visible face.

The width of the signature should be 125% of the width of the coldbox. For example, a cold box 24 feet wide would require a signature 30 feet wide (measured from top to bottom when side-turned).

P is a measurement of a particular part of the symbol, which correlates with the letter height of the Air Products logotype.



Tanks and Coldboxes 17.2

The following guidelines have been established to determine size and placement of decals on vertical customer stations.

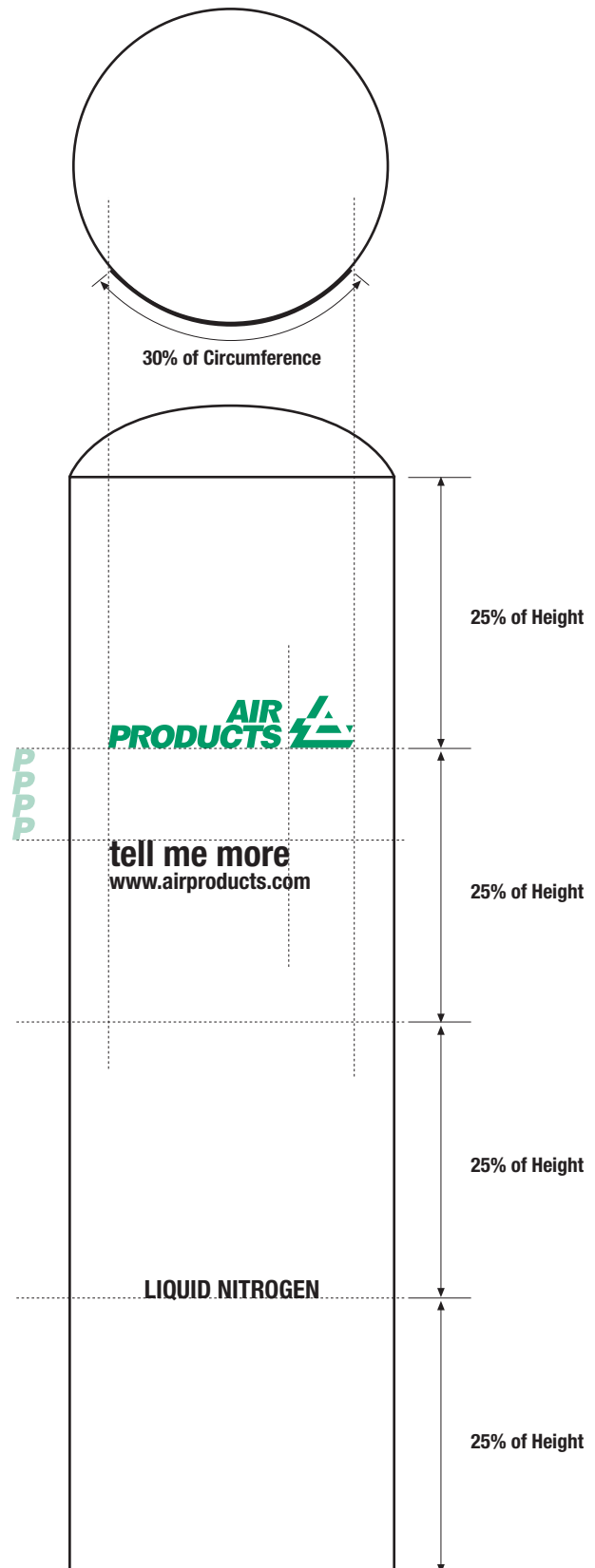
Color Specifications: Customer stations are white, Air Products signature is green and the typography is black.

Size Determination: Calculate or measure the circumference of the customer station (circumference = diameter x 3.14). Once the circumference is known, multiply by 0.3, pick from decal sizes available the length that comes closest to your calculated requirement. An analysis of existing customer stations showed that six sizes would meet our needs. Those sizes are: 28 inches, 49.5 inches, 62 inches, 88 inches, 101 inches, and 111 inches long.

Placement of Decal: The bottom of the decal should rest on an imaginary horizontal line that is 25% of the way down from the top of the tank. Other information that is required on the customer station should be placed on an imaginary horizontal line that is 75% of the way down from the top of the tank. If impractical, place as near this imaginary line as possible.

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

If a customer should object to the size decal recommended for a specific customer station, simply downsize as appropriate.



The relative sizing of the signature and "tell me more/website address" are shown at right.

Please see section 2 for additional specifications for our identity basic elements.

Typography:
All additional information should be typeset in caps, Helvetica Bold Condensed Neue.

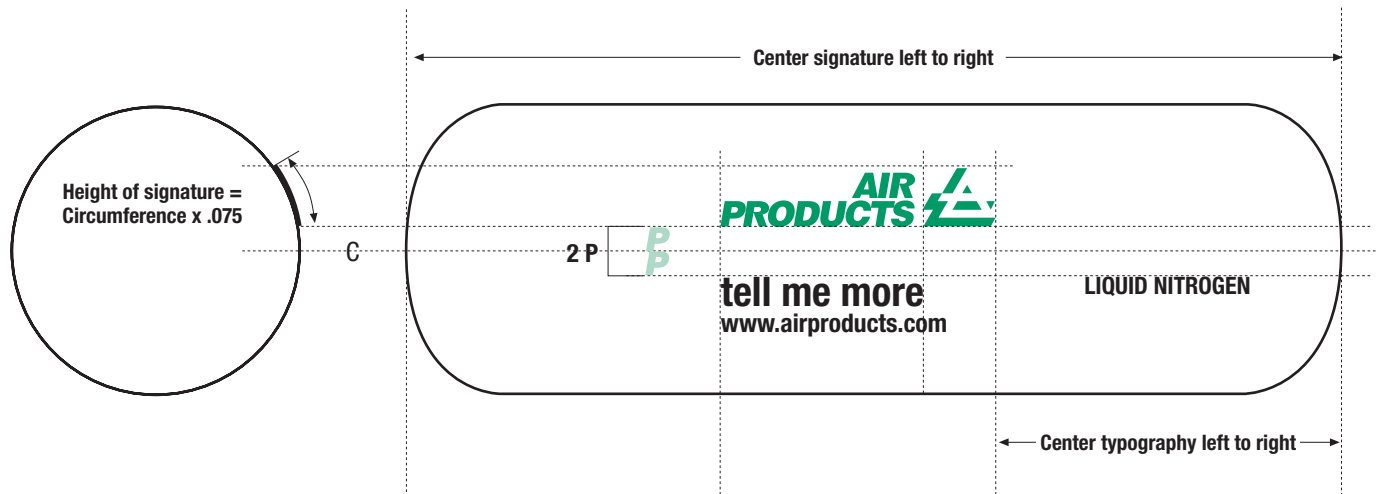
The following guidelines have been established to determine size and placement of decals on horizontal customer stations.

Color Specifications: Horizontal customer stations are white, Air Products signature is green and the typography is black.

Size Determination: Calculate or measure the circumference of the customer station (circumference = diameter x 3.14). Once the circumference is known, multiply by .075, pick from decal sizes available the length that comes closest to your calculated requirement.

The sizes available are (approximate): 10 inches, 13 inches, 18.5 inches, 21.25 inches, and 33 inches high. (These heights correspond to the decal sizes noted for vertical customer stations, with the exception of the 33 inch signature which is available only as a spray mask.)

Placement of Decal: The bottom of the decal should rest on an imaginary horizontal line that bisects the tank vertically, and should be centered left to right. Additional information that needs to appear on the tank should be placed on the side of the tank nearest the end where the piping enters the tank. That copy should be placed “2 P” below the center line and centered between the end of the tank and the beginning (or end) of the signature. If there are two or more lines of information, they should be aligned at the left.



P is a measurement of a particular part of the symbol, which correlates with the letter height of the Air Products logotype.

The relative sizing of the signature and “tell me more/website address” are shown above. Please see section 2 for additional specifications for our identity basic elements.

Typography: All additional information should be typeset in caps, Helvetica Bold Condensed Neue.

The following guidelines have been established to determine size and placement of our signature on vertical storage tanks.

Color Specifications: Vertical storage tanks are white, Air Products signature is green and the typography is black.

Size Determination: Calculate or measure the circumference of the storage tank (circumference = diameter x 3.14). Once the circumference is known, multiply by 0.25 to determine required width of signature.

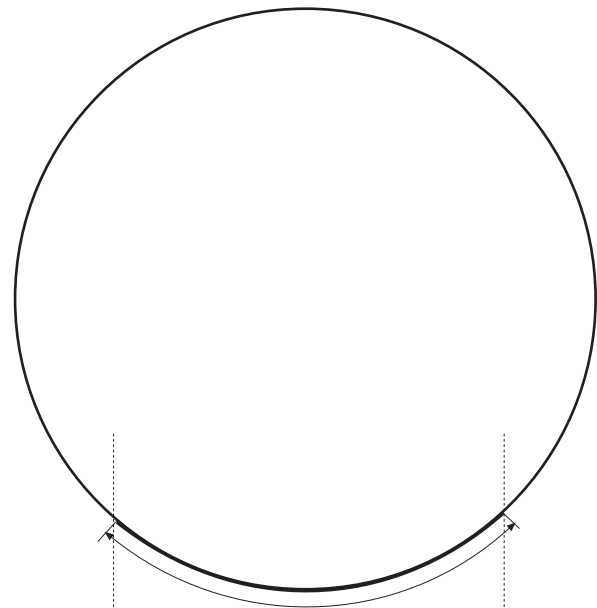
Placement of Decal: The bottom of the signature should rest on an imaginary horizontal line “2 P” above an imaginary line that is 50% of the way down from the top of the tank.

The signature should be placed on the most visible side of the storage tank. Multiple uses of the signature on tanks are not recommended. Discretion should be used when deciding on placement of the signature when multiple tanks and/or cold boxes exist.

P is a measurement of a particular part of the symbol, which correlates with the letter height of the Air Products logotype.

The relative sizing of the signature and “tell me more/website address” are shown below.

Please see section 2 for additional specifications for our identity basic elements.



25% of Circumference



50% of Height of Tank

AIR PRODUCTS 

P
P

2 P

tell me more
www.airproducts.com

Tanks and Coldboxes 17.5

Application of the signature to a sphere or water tower can be problematic due to the visual distortion caused by the shape of the sphere. The signature should be applied to a spherical object only when other types of Air Products storage tanks do not exist in close proximity.

The following guidelines have been established to determine size and placement of our signature on spheres and water towers.

Color Specifications: Spheres and water towers are white, Air Products signature is green and the typography is black.

Size Determination: Calculate or measure the circumference of the storage tank ($\text{circumference} = \text{diameter} \times 3.14$). Once the circumference is known, multiply by 0.25 to determine required width of signature.

Placement of Signature: The bottom of the signature should rest on an imaginary horizontal line that bisects the sphere vertically.

