

# ***Signage***

## ***Overview*** (rev. 4/06)

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.

There are many different types of signs available. Think carefully about the position of each sign. A few well-chosen locations will help reduce the number of signs required. A consistent style across all areas of signage helps to build a strong brand.

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

Please refer to section 2 for our identity basic elements.

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#### ***Exterior Signage***

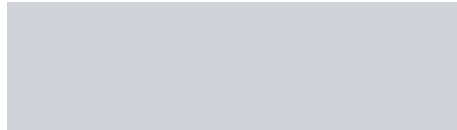
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# Exterior Signage Color Palette 16.1

**Neutral background**  
PMS 428



**Indigo accent**  
PMS 275  
Main site identification



**Teal accent**  
PMS 3165  
Large trailblazer



**Brick accent**  
PMS 492  
Small trailblazer



**Sky blue accent**  
PMS 279  
Building identification



**Sea green accent**  
PMS 5493  
Regulatory



**Midnight blue accent**  
PMS 295  
Streets



**Air Products gold**  
PMS 137  
Vertical stripe

## Exterior Signage Overview 16.2

**Main site identifier**  
 For the main entrance to satellite sites.  
 Internally illuminated.  
 Single or double face.  
 Precast or aluminum enclosure.  
 Suitable for all sites.

**Large version**  
 13' 2" wide x 7' 8" tall

<b>GR-1.1</b>	Large	Single face aluminum enclosure
<b>GR-1.1a</b>	Large	Double face aluminum enclosure
<b>GR-1.2</b>	Large	Single face precast enclosure
<b>GR-1.2a</b>	Large	Double face precast enclosure



**Main site identifier**  
 For the main entrance to satellite sites.  
 Single or double face.  
 Precast or aluminum enclosure.  
 Suitable for all sites.

**Small version**  
 10' 3" wide x 6' tall

<b>GR-1.3</b>	Small	Single face aluminum enclosure
<b>GR-1.3a</b>	Small	Double face aluminum enclosure
<b>GR-1.4</b>	Small	Single face precast enclosure
<b>GR-1.4a</b>	Small	Double face precast enclosure



### Positioning of Elements

Signature should be centered within the width of the sign.  
 Supporting copy should be centered under the signature.

### Typography

All supporting copy should be typeset in initial caps, Adobe Garamond Bold.  
 Use approved reproduction art for signature.

### Colors

Background is dove grey, signature is Air Products green, color bar is indigo, vertical stripe is Air Products gold.  
 Supporting typography is white (reversed out of indigo color bar).

## Exterior Signage Overview 16.3

**Main site identifier**  
For the main entrance to satellite sites.  
Post and panel sign.  
Single or double face.  
Suitable for all sites.

**GR-1.5** Single face post and panel  
**GR-1.5a** Double face post and panel



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



### Positioning of Elements

Signature should be centered within the width of the sign.

Always maintain one "P" distance between edge of sign and signature.

Supporting copy should be centered under the signature.

### Typography

All supporting copy should be typeset in initial caps, Adobe Garamond Bold.

Use approved reproduction art for signature.

### Colors

Background is dove grey, signature is Air Products green, color bar is indigo, vertical stripe is Air Products gold.

Supporting typography is white (reversed out of indigo color bar).

## Exterior Signage Overview 16.4

### Large trailblazer

Used near entrances and where 4–5 messages are required.

Single or double face.

- GR-2.1 Single face directional
- GR-2.1a Double face directional



### Large trailblazer

Used near entrances where company identifier is required.

Single or double face.

- GR-2.2 Single face company identifier
- GR-2.2a Double face company identifier



### Typography

All supporting copy should be typeset in initial caps, Helvetica Neue Condensed Bold.

Use approved reproduction art for signature.

### Colors

Background is dove grey, signature is Air Products green or white (reversed out of teal color bar), color bar is teal, vertical stripe is Air Products gold.

Supporting typography is black.

# Exterior Signage Overview 16.5

## Small trailblazer

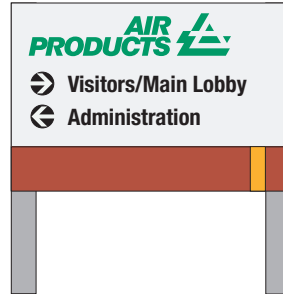
Used on internal roads where only 2 or 3 messages are required.

Post and panel sign.

Single or double face.

GR-3.1 Single face directional with company identifier

GR-3.1a Double face directional with company identifier



## Small trailblazer

Used on internal roads where either 1-2 or 2-3 messages are required.

Post and panel sign.

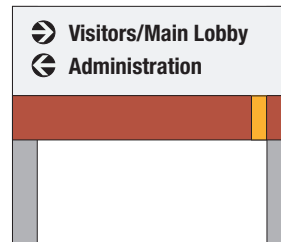
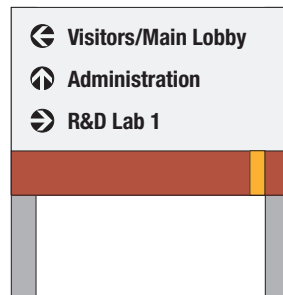
Single or double face.

GR-3.2 Single face directional

GR-3.2a Double face directional

GR-3.3 Single face directional

GR-3.3a Double face directional



## Typography

All supporting copy should be typeset in initial caps, Helvetica Neue Condensed Bold.

Use approved reproduction art for signature.

## Colors

Background is dove grey, signature is Air Products green, color bar is brick, vertical stripe is Air Products gold.

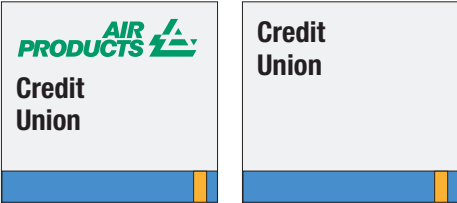
Supporting typography is black.

**Building identification**

Exterior wall-mounted sign.

Size, message, and use of company identifier may vary.

- GR-4.2 Small wall sign with company identifier
- GR-4.2a Small wall sign without company identifier



**Building identification**

Exterior wall-mounted sign.

Size and use of an address may vary.

- GR-4.3 Large wall sign – company identifier



**Typography**

Supporting copy should be typeset in initial caps, Helvetica Neue Condensed Bold.

Address copy should be typeset in initial caps, Adobe Garamond Bold.

Use approved reproduction art for signature.

**Colors**

Background is dove grey, signature is Air Products green, color bar is sky blue, vertical stripe is Air Products gold.

Supporting typography is black.

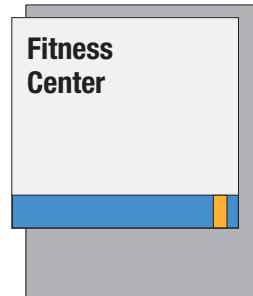
## Exterior Signage Overview 16.7

### Building identification

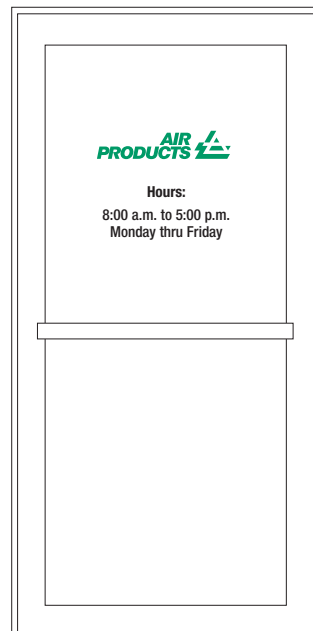
Used to identify buildings by name.

One freestanding sign and one exterior wall-mounted sign for each main entrance of a building.

- GR-4.1 Single face freestanding building ID sign
- GR-4.1a Double face freestanding building ID sign



**Door/window signs**  
Used to identify buildings or hours of operation.



### Typography

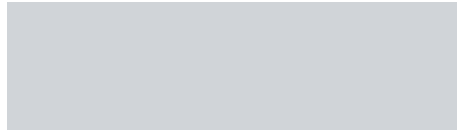
All supporting copy should be typeset in initial caps, Helvetica Neue Condensed Bold. Use approved reproduction art for signature.

### Colors

Background is dove grey, signature is Air Products green, color bar is sky blue, vertical stripe is Air Products gold. Supporting typography is black.

# Interior Signage Color Palette 16.8

**Neutral background**  
PMS 428



**Brick accent**  
PMS 492  
Small trailblazer



**Midnight blue accent**  
PMS 295  
Streets



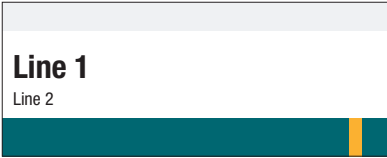
**Teal accent**  
PMS 3165  
Large trailblazer



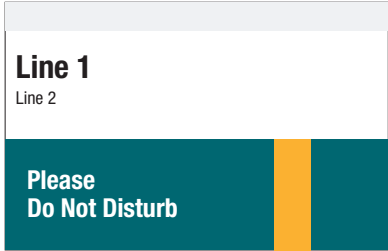
**Air Products gold**  
PMS 137  
Vertical stripe

**RM-01**  
Used to identify offices and cubicles with occupant's name and department.

**RM-02**  
Used to identify offices and cubicles with occupant's name and department.  
Includes a privacy slider.



**RM-01**  
Room sign  
Office/cubicle  
6" wide x 2 1/2" tall



**RM-02**  
Room sign  
Office/cubicle with privacy slider  
6" wide x 4" tall

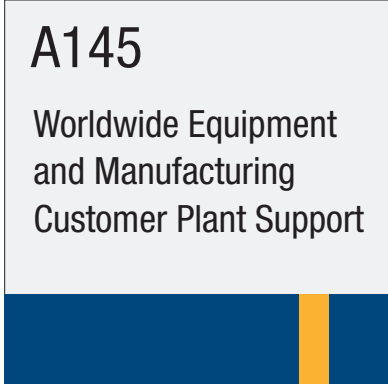
**RM-03**  
Used to identify permanent rooms by number and function.

**RM-04**  
Used to identify secondary rooms by number and function.

**RM-04a** (not pictured)  
Used to identify secondary rooms by function only when room number is not available.



**RM-03**  
Room sign  
Permanent rooms  
6" wide x 6" tall



**RM-04**  
Room sign  
6" wide x 6" tall

**Typography**  
All supporting copy should be typeset in initial caps, Helvetica Neue Condensed Bold.

**Colors**  
Background is dove grey, signature is Air Products green, color bar is teal or midnight blue, vertical stripe is Air Products gold.  
Supporting typography is black.

**LV-01**

For use inside stair towers to identify floor level.

**ST-01**

For use outside stair entrances to identify stair and number



**LV-01**  
Level sign  
6" wide x 6" tall



**ST-01**  
Stair sign  
6" wide x 6" tall

**TR-01**

Used to identify restrooms. Includes braille and tactile letters and pictogram.



**TR-01**  
Restroom sign  
6" wide x 6" tall

**Typography**  
All supporting copy should be typeset in initial caps, Helvetica Neue Condensed Bold.

**Colors**  
Background is dove grey, signature is Air Products green, color bar is midnight blue, vertical stripe is Air Products gold.  
Supporting typography is black.

### DI-01

For use outside large department entrances. Identifies room number and function.

### DI-01a

For use outside large department entrances. Identifies function.



**DI-01**  
Department identifier  
9" wide x 9" tall



**DI-01a**  
Department identifier  
9" wide x 9" tall

### CR-01

Used to identify conference rooms by name and room number.

### CR-01a

Used to identify conference rooms by name only.



**CR-01**  
Conference room identifier  
9" wide x 9" tall



**CR-01a**  
Conference room identifier  
9" wide x 9" tall

### Typography

All supporting copy should be typeset in initial caps, Helvetica Neue Condensed Bold.

### Colors

Background is dove grey, signature is Air Products green, color bar is midnight blue, vertical stripe is Air Products gold.

Supporting typography is black.

**AI-01**

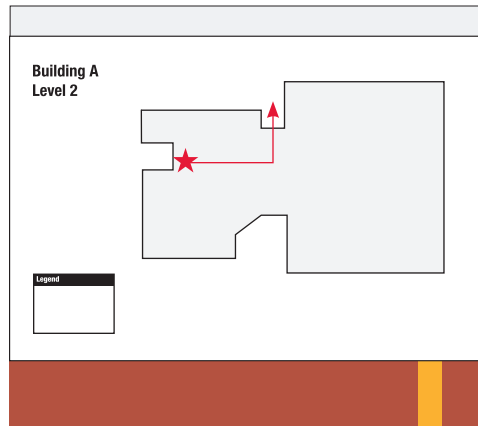
For use outside building amenities, i.e.; Cafeteria, Auditorium, etc.



**AI-01**  
**Amenity identifier**  
18" wide x 13" tall

**EE-01**

Window-type sign designed to hold an 11" x 17" color printout of an emergency exit map or "You Are Here" map.



**EE-01**  
**Emergency exit/"You Are Here" sign**  
17" wide x 15" tall

**Typography**

All supporting copy should be typeset in initial caps, Helvetica Neue Condensed Bold.

**Colors**

Background is dove grey, signature is Air Products green, color bar is midnight blue or brick, vertical stripe is Air Products gold.

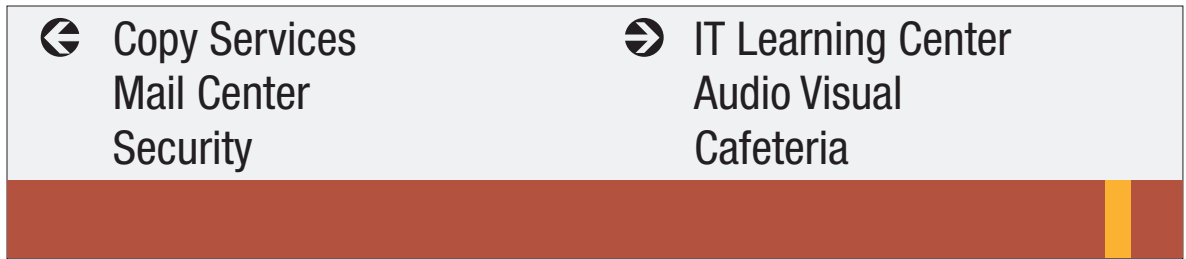
Supporting typography is black.

**WF-01**

To direct occupants to destinations within buildings.

Where overhead location is necessary.

For 3–6 messages.



**WF-01**

Directional sign – overhead

56" wide x 12" tall

**WF-02**

To direct occupants to destinations within buildings.

For 2 or 3 messages.

**WF-02a**

To direct occupants to destinations within buildings.

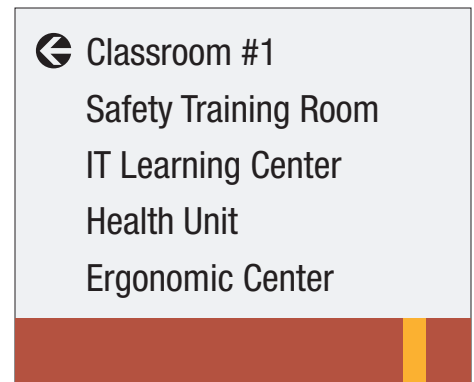
For 4 or 5 messages.



**WF-02**

Directional sign – wall-mounted

20" wide x 11" tall



**WF-02a**

Directional sign – wall-mounted

20" wide x 15" tall

**Typography**

All supporting copy should be typeset in initial caps, Helvetica Neue Condensed Bold.

**Colors**

Background is dove grey, signature is Air Products green, color bar is brick, vertical stripe is Air Products gold.

Supporting typography is black.

## WF-03

To direct occupants to destinations within buildings.

For one message.



## WF-03

Directional sign – wall-mounted

6" wide x 6" tall

## WF-04

To direct occupants to destinations within buildings.

Where overhead location is necessary.

For 2 messages.



## WF-04

Directional sign – overhead

32" wide x 12" tall

### Typography

All supporting copy should be typeset in initial caps, Helvetica Neue Condensed Bold.

### Colors

Background is dove grey, signature is Air Products green, color bar is brick, vertical stripe is Air Products gold.

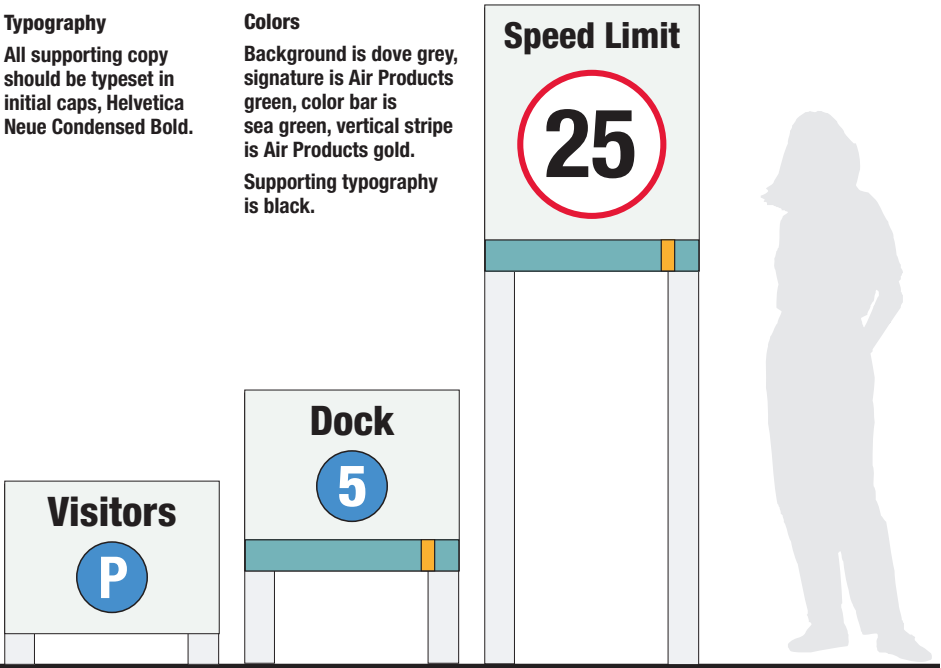
Supporting typography is black.

**Regulatory signs**  
 Post and panel signs.  
 Used to control traffic,  
 parking patterns, and  
 identify streets.

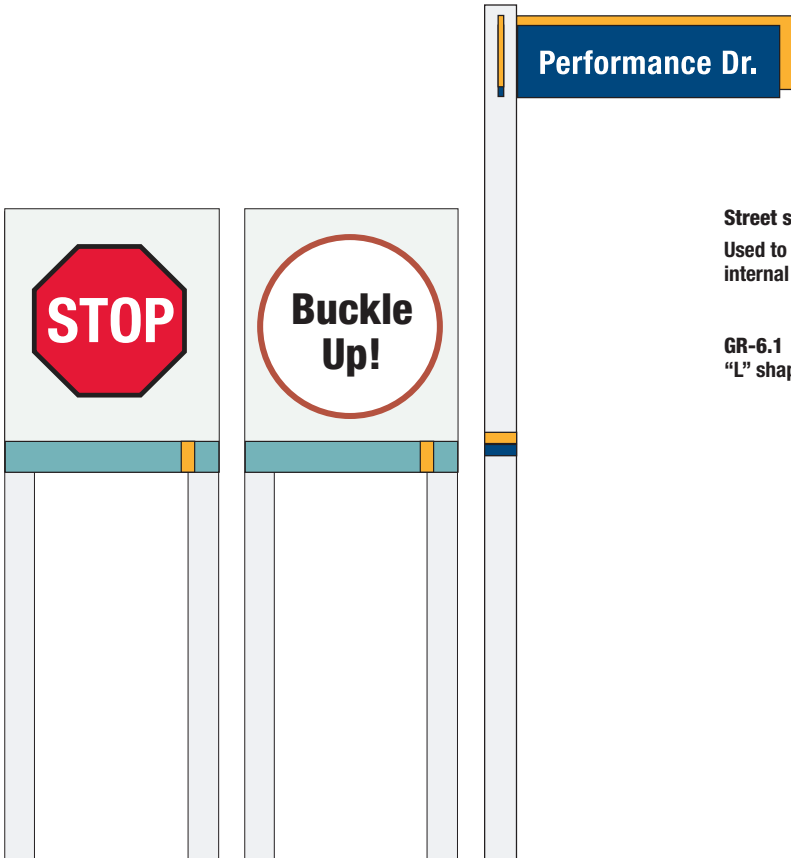
- GR-5.1**  
Single face visitor
- GR-5.1a**  
Double face visitor
- GR-5.2**  
Single face parking or dock
- GR-5.2a**  
Double face parking or dock
- GR-5.3**  
Single face speed limit
- GR-5.3a**  
Double face speed limit

**Typography**  
 All supporting copy  
 should be typeset in  
 initial caps, Helvetica  
 Neue Condensed Bold.

**Colors**  
 Background is dove grey,  
 signature is Air Products  
 green, color bar is  
 sea green, vertical stripe  
 is Air Products gold.  
 Supporting typography  
 is black.



- GR-5.4**  
Single face message
- GR-5.4a**  
Double face message
- GR-5.5**  
Single face stop sign
- GR-5.5a**  
Double face stop sign
- GR-5.6**  
Single face speed reminder
- GR-5.6a**  
Double face speed reminder
- GR-5.7**  
Single face stop sign with message
- GR-5.7a**  
Double face stop sign with message



**Street signs**  
 Used to identify  
 internal streets.

**GR-6.1**  
 "L" shaped street signs.

## ***Ordering Information 16.16***

In North America: Air Products has signed contracts in the U.S. with national suppliers to build and install our primary signs. This agreement will help ensure consistently high quality while at the same time enable us to take advantage of economies of scale. In conjunction with these companies, a series of basic alternative sizes and models has been developed to cover most needs.

In Europe and Asia: Contact your corporate communications representative for available sizes.

For exterior signage requests, you can visit our ordering website through APDirect Buyer.

For interior signage requests or general questions, please contact your corporate communications representative.