

Equipment Labeling (rev. 8/06)

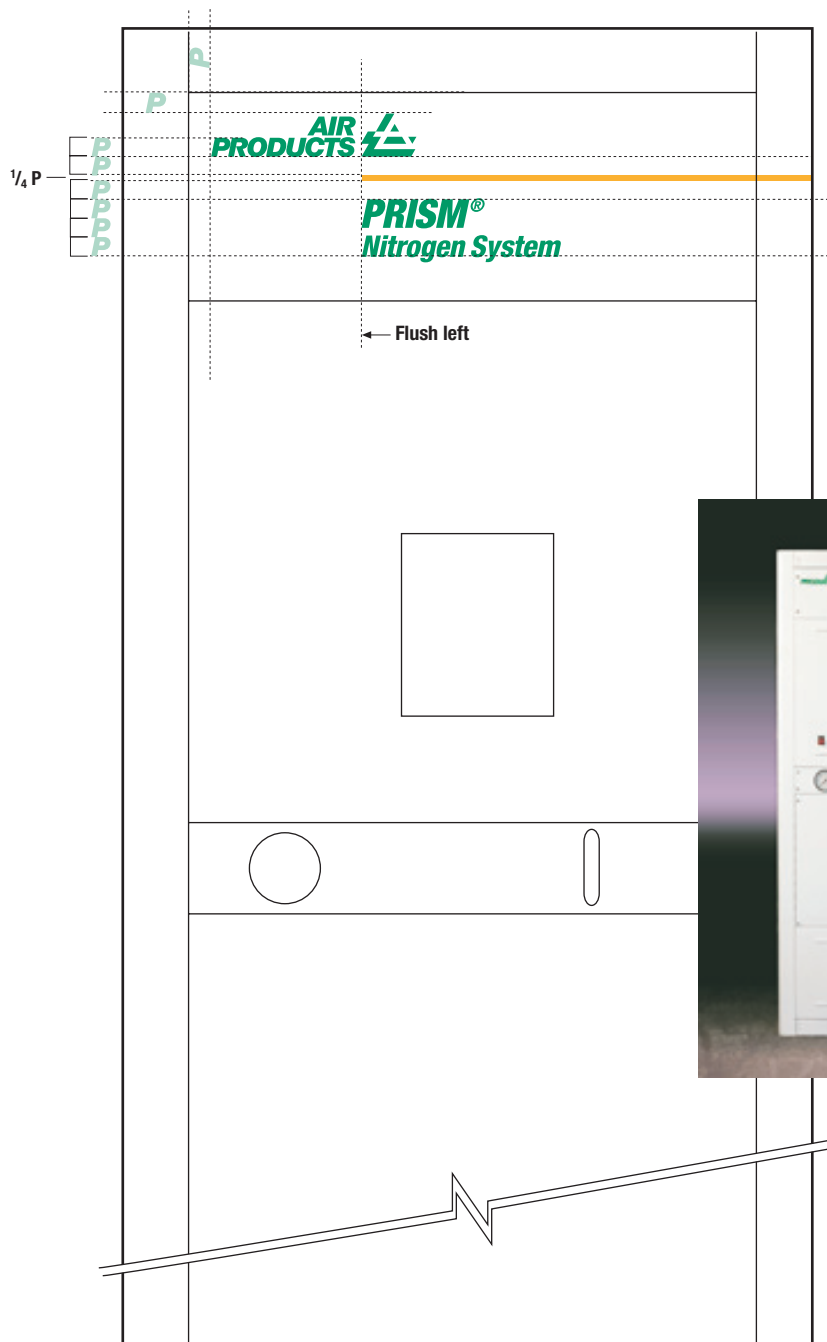
All of the equipment we manufacture and sell should represent the image of our brand, and give reassurance of their authentic quality. This section shows how a unique and globally consistent look can be achieved through our identity system.

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

Please refer to section 2 for our identity basic elements.

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 below be adhered to as closely as possible to ensure global consistency. All equipment should be painted white, and proper use of our corporate signature, rule line, and typography is required on all equipment labeling. As a general rule, all labeling should be readable from a distance of 10-15 feet.

This section of the manual will provide basic guidelines for equipment labeling, however detailed specifications need to be developed for each new piece of equipment prior to its being manufactured. It is important to contact the Corporate Communications department before starting the initial design and engineering phases of development on a new piece of equipment. They will be able to provide detailed labeling specifications for whatever type of equipment that is manufactured to ensure adherence to corporate guidelines.



Legend:

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:

Preferred placement of signature and rule line is at upper left.

Typography:

All supporting copy should be typeset in caps or initial caps, Helvetica Neue Heavy Condensed Italic.

Use only approved reproduction art for signature and rule line.

Colors:

White, Air Products green, Air Products gold, black.

3M vinyl graphics are recommended for use on all equipment.

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