

Understanding our identity

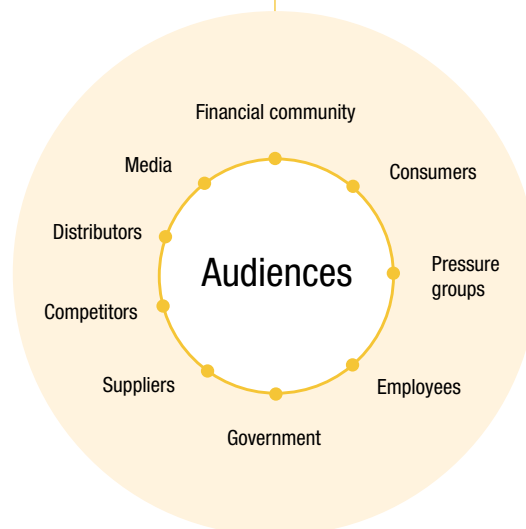




Who do we think we are?

This is a timely moment to take a close look at the image we present to the world; it is now more important than ever that the Air Products corporate identity expresses clearly who and what we are. Every day, we carry out thousands of business transactions – buying, selling, promoting, advertising, commenting, transporting, manufacturing. Whatever part you play in these transactions, you will always be presenting Air Products to a variety of audiences, who will form an opinion of the company from what they see, hear and experience.

Air Products' audiences overlap and interrelate; they are all equally important to us. Customers may also be shareholders and take an active part in pressure groups; competitors may be partners, or suppliers, or even all three simultaneously. With such a broad scope of potential audiences, consistency becomes more of a priority, even in the most ordinary, day-to-day communications.



The importance of identity

A company's identity is like the tip of an iceberg; it's what happens below the surface that gives the tip its visible, tangible character. If people from outside our organization only ever experience the tip of the Air Products iceberg, we would like it to be no different for them than if they had taken a journey to the very center of our company.

The Air Products identity is deeply rooted in the history of the company; it is a unique expression of who and what we are. This personality is revealed by what we do, what we say and even by what we think, on whatever scale. Sometimes it can be the very smallest detail in your communications that sends out an all-important signal – an example of how this can go wrong is shown opposite.

A carefully controlled corporate identity is one of the most effective ways of projecting a powerful image that will help us to succeed in any market, anywhere in the world.

You go to a restaurant and the waiter brings you a dirty glass



It raises hygiene questions in your mind

The kitchen is probably badly run

The food is unlikely to be very good

It's obvious that they don't care about your patronage

You certainly won't be recommending this restaurant to friends

You'd do better to go and eat elsewhere

This is an example of how the tiniest detail can upset the entire experience of the customer. The problem is not the dirty glass – dirty glasses can happen to anyone – but what it leads to. In an unhealthy, poorly managed company, the single appearance of a dirty glass can have an adverse impact on the whole organization.

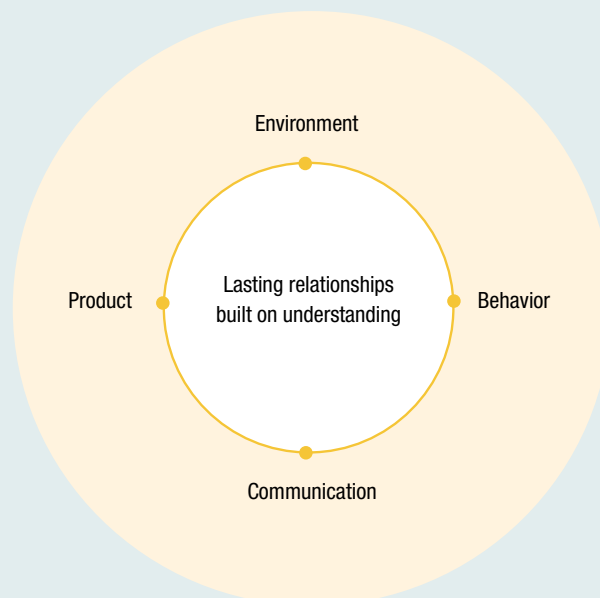


What is our identity?

Although the gases and chemicals we supply are essential to many thousands of manufacturing processes, they are often unseen and intangible in the resulting product. Global research tells us that it is people – our people – who can make a visible, tangible difference.

Our aim at Air Products is to build lasting relationships with our customers based on human qualities: an understanding of their needs, integrity and honesty in the way we do business with them and a passion to live up to and, wherever humanly possible, to exceed their standards and expectations. Our corporate identity has been designed to project these qualities. The messages we send out should aim to reinforce them by emphasizing the understanding, integrity and passion of Air Products people and by demonstrating how we can make a difference.

We can go a long way towards achieving this through consistent use of photographic and written styles. But on their own, these do not build recognition. That comes from our unique Air Products logotype, corporate colors, typefaces and layouts which should be used consistently across all our material. The following pages take us through these key elements one by one.



The Air Products signature

Our signature is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the Air Products type style and the symbol itself – they have a fixed relationship that should never be embellished, outlined, or altered in any way. When using the signature on a computer, never scan it in yourself as it may become inadvertently altered, or modified, or distorted. Always use approved electronic versions.

Signature



Signature with line rule



On key applications like administrative materials, print publications, marketing and advertising materials, it is mandatory to use the line in the fixed relationship as shown above.

Color

Air Products has substantial equity in the color green (or PANTONE® 347). The Air Products green is the primary corporate color. There is one primary support color to the Air Products green: Air Products gold (or PANTONE 137). In addition to the two primary colors, you can select colors from our secondary palette.

Primary Color Palette



for Air Products Green
use PANTONE 347



for Air Products Gold
use PANTONE 137

Secondary Color Palette



for Indigo use
PANTONE 275



for Violet use
PANTONE 2613



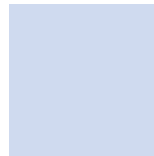
for Blackcherry use
PANTONE 681



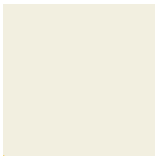
for Heather use
PANTONE 666



for Sky Blue use
PANTONE 279



for Haze use
PANTONE 657



for Linen use
PANTONE 5807



for Maize use
PANTONE 458



for Buttercup use
PANTONE 116



for Saffron use
PANTONE 158



for Vermilion use
PANTONE 186



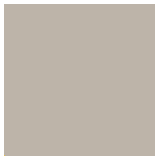
for Brick use
PANTONE 492



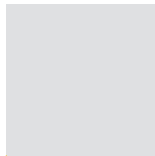
for Antique Rose use
PANTONE 695



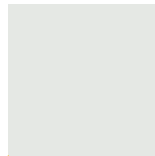
for Soft Brown use
PANTONE 479



for Stone use
PANTONE Warm Gray 7



for Dove Gray use
PANTONE 428



for Shadow use
PANTONE 441



for Sea Green use
PANTONE 5493



for Teal use
PANTONE 3165



for Midnight Blue use
PANTONE 295



for Steel use
PANTONE 877



for Moonrock use
PANTONE 8221



for Copper use
PANTONE 8021

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc for accuracy and may not match the PANTONE Color Standards. For accurate standards refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.

Typography

Consistency in the use of typography enhances communications effectiveness, builds customer familiarity and strengthens the Air Products identity.

For typeset and typeset-like applications, Helvetica Neue Condensed is the primary supportive sans serif type family. Any version of Helvetica Condensed is approved for use. The preferred type font is a version of Helvetica Condensed called Neue Helvetica. Garamond is the supportive text face.

Helvetica Neue
Condensed
Garamond

Tone of voice

Our written style has to follow the same principles of the brand. The written word is a vital ingredient of our communications, and we should try to ensure that we express 'understanding, integrity and passion' through the way that we use language.

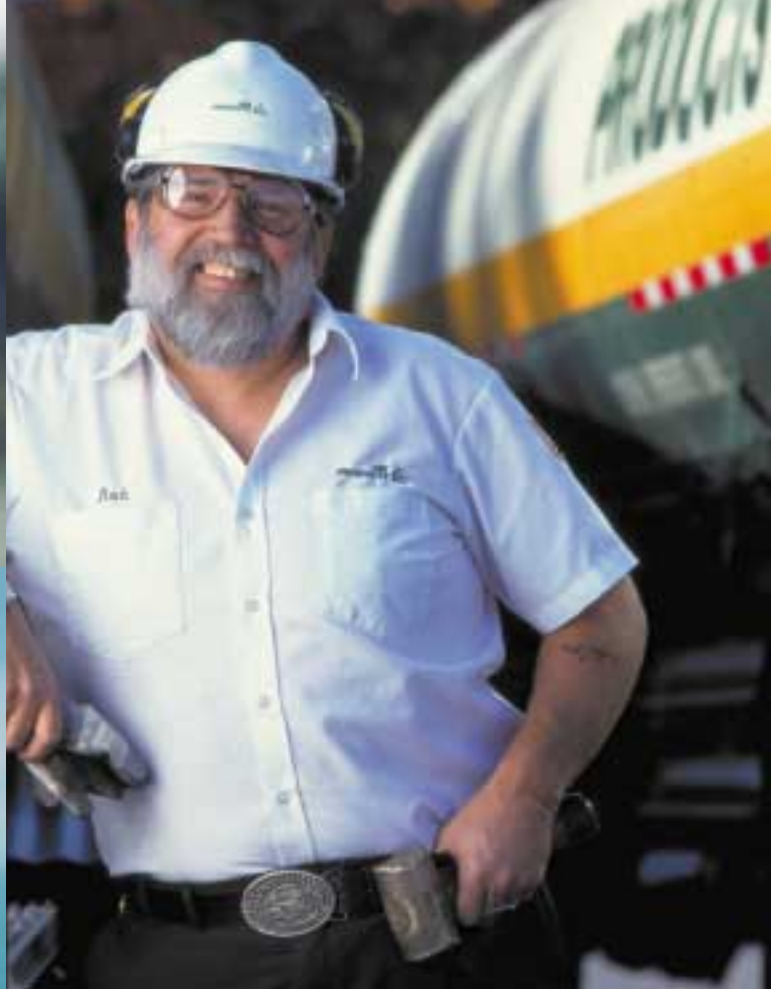


Photography

Understanding, integrity and passion

The photographic style we're looking for might be described as 'people reportage with a global theme' – a celebration of Air Products people and what they can achieve for our customers all over the world, captured at decisive moments in their work. Very much of the moment, without the use of models or contrived set ups, this is a style of photography that captures the very essence of what we're about at Air Products.

It's an approach that lends itself to bringing out any or all of the key elements of the Air Products brand personality: 'understanding', which might focus on partnership, relationships, innovation and attention to detail; 'integrity', a depiction of sincerity, honesty and commitment in action; 'passion', a demonstration of dedication, determination and enthusiasm, which at times can be positively heroic.



A review of an identity

Here you can see, at a glance, how all the visual elements we've described come together to form a coherent whole in a few of our activities – literature, exhibitions, merchandising and vehicles. The overall effect is consistent and yet creative; it illustrates how our standard visual framework helps to create a positive perception of our company, our products and our services. We need to carry this level of consistency combined with creativity across all our communication media.





tell me more

Further details of the Air Products identity guidelines are available on the intranet or on our website.

www.airproducts

.com/identity



If you have any queries relating to the identity please contact your corporate communications team.

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