

## ***Basic elements*** (rev. 1/04)

Our brand identity – both written and visual – is rooted in the consistent use of our basic elements.

These different elements can be used to create a consistent, vibrant brand identity that looks relevant on all of our communications, whether they be the side of a truck, or a brochure cover.

Each of the basic elements, signature typefaces, photography, color and tone of voice have a number of rules that go with them, and they will be used in a slightly different way on each application. Always refer to the relevant section within these guidelines.

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

**Signature 2.1**

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. Always use an approved electronic version.



*Corporate signature*



*Exclusion zone*

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

# Signature and Rule 2.2

On all administrative, print, marketing and publication materials the corporate signature must be used with the rule line.

The preferred color combination for the signature and rule is green and gold (see below). Other combinations are acceptable depending on background color and usage.

Wherever possible the rule line should bleed off to the right. The rule should always be one P distance below the corporate signature as shown below.



**P measurement:**  
The letter height of the P in the Air Products logotype is often used as a unit of measure. It is used to size and space graphic elements proportionally to the corporate signature.

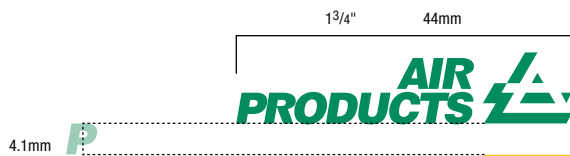




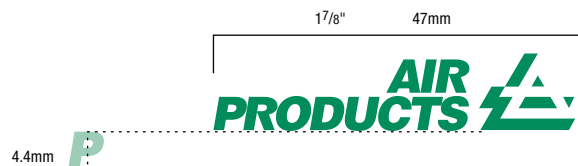
Business cards.  
Signature Size: 1<sup>1</sup>/<sub>4</sub>"/32 mm. Rule Line Size: 2.1 points.



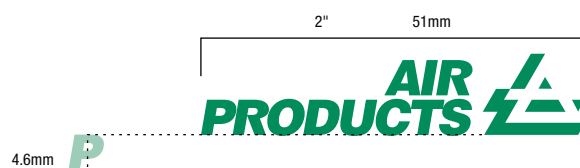
Administrative materials and small marketing collateral.  
Signature Size: 1<sup>3</sup>/<sub>8</sub>"/35 mm. Rule Line Size: 2.3 points.



Data sheets, newsletters, and large marketing collateral.  
Signature Size: 1<sup>3</sup>/<sub>4</sub>"/44 mm. Rule Line Size: 2.9 points.



Pocket folders only.  
Signature Size: 1<sup>7</sup>/<sub>8</sub>"/47mm. Rule Line Size: 3.1 Points.

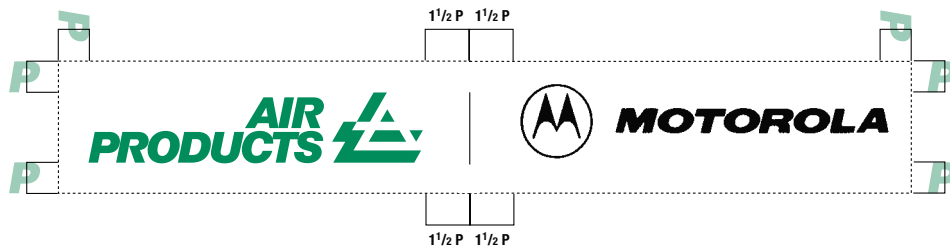


Very large marketing collateral.  
Signature Size: 2"/51 mm. Rule Line Size: 3.3 Points.

## Multiple Logo Usage 2.4

When the Air Products signature is used in combination with those of other companies, the signatures should be equal by visual mass. The placement of the Air Products signature should be on the left.

They can be placed side by side or stacked on top of each other.



## Getting it wrong



Do not allow the type to appear in different colors.



Do not create shapes around any part of the signature.



Do not translate the logotype into another language.



Do not add words to the signature.



Do not reverse the signature out of a visually active field.

## Getting it right



## We are Air Products



## Primary Colors 2.6

Air Products has substantial equity in the color green (use \*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 (use PANTONE 137) which should be printed as a fifth color when possible.

### Air Products Green



use  
**PANTONE 347**

**C 100**  
**M 0**  
**Y 79**  
**K 9**

### Air Products Gold



use  
**PANTONE 137**

**C 0**  
**M 34**  
**Y 91**  
**K 0**

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 editions of the PANTONE Color Formula Guide.

\*PANTONE® is a registered trademark of Pantone, Inc.

## Secondary Colors 2.7

In addition to the two primary colors, you can select colors from our secondary palette. The colors have been adjusted to give a close CMYK match to the \*PANTONE® reference. Please use the CMYK breakdowns as given below.



for **Indigo** use  
**PANTONE 275**  
C98 M100 Y0 K43



for **Violet** use  
**PANTONE 2613**  
C63 M100 Y0 K15



for **Blackcherry** use  
**PANTONE 681**  
C23.5 M60 Y0 K0



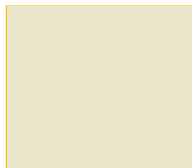
for **Heather** use  
**PANTONE 666**  
C31 M30 Y0 K7



for **Sky blue** use  
**PANTONE 279**  
C69 M34 Y0 K0



for **Haze** use  
**PANTONE 657**  
C27.5 M11.5 Y0 K0



for **Linen** use  
**PANTONE 5807**  
C0 M0 Y11.5 K8.5



for **Maize** use  
**PANTONE 458**  
C10 M10 Y73 K0



for **Buttercup** use  
**PANTONE 116**  
C0 M16 Y100 K0



for **Saffron** use  
**PANTONE 158**  
C0 M64 Y94 K0



for **Vermillion** use  
**PANTONE 186**  
C0 M100 Y81 K4



for **Brick** use  
**PANTONE 492**  
C0 M70 Y66 K30



for **Antique rose** use  
**PANTONE 695**  
C0 M60 Y23.5 K27.5



for **Soft brown** use  
**PANTONE 479**  
C30 M53 Y57 K0



for **Stone** use  
**PANTONE Warm gray 7**  
C0 M8 Y14 K38



for **Dove gray** use  
**PANTONE 428**  
C2 M0 Y0 K18



for **Shadow** use  
**PANTONE 441**  
C6 M0 Y6 K11.5



for **Sea green** use  
**PANTONE 5493**  
C43 M0 Y15 K18



for **Teal** use  
**PANTONE 3165**  
C100 M0 Y30 K50



for **Midnight blue** use  
**PANTONE 295**  
C100 M56 Y0 K38



for **Steel** use  
**PANTONE 877**



for **Moonrock** use  
**PANTONE 8221**



for **Copper** use  
**PANTONE 8021**

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

The preferred type font is a version of Helvetica Condensed called Neue Helvetica. Garamond is the supportive text face.

**ABCDEFGHIJKLMN**  
**abcdefghijklmnopq**

Helvetica Neue Condensed

**ABCDEFGHIJKL**  
**abcdefghijklmnop**

Garamond

The brand essence of Air Products is 'we create lasting relationships built on understanding'. **tell me more** is the verbal manifestation of this essence, expressing our wish (spoken or unspoken) to develop relationships by finding out more.

When we talk to customers we need to build our understanding; we ask them questions, implying the thought '**tell me more**'. When our customers want to understand more of what we can do for them, they say '**tell me more**'. It is the key to creating lasting relationships built on understanding.

**tell me more** is not a strapline. Nor is it a company descriptor. It is like a phrase dropped into conversation, a phrase that is part of a continuing conversation. It can be used informally when speaking, but when written it should follow these few simple rules.

**tell me more** should never be locked to the Air Products signature.

**tell me more** should generally be used with a mechanism that allows you to talk and listen. A designated web-site address or a telephone number, for example.

It can be used in text as part of a sentence that expresses the characteristic of understanding. The **tell me more** student lectures, sponsored by Air Products, for example.

When **tell me more** appears as part of a sentence, it should appear in lower case and be emphasized by using color or by making it bold.

Where **tell me more** appears with a web address or telephone number, then it should all be in lower case with no punctuation.

**tell me more**  
**www.airproducts.com**

The relative sizes of the "tell me more" and "website address" are shown at right.  
Typestyle: Helvetica Neue Bold Condensed  
Leading should be typeset with no additional space. (ie: 60 point type on 60 point leading).

point size:	example:	
X	100 pt.	<b>tell me more</b>
.60 X	60 pt.	<b>www.airproducts.com/</b>
.60 X	60 pt.	<b>telecomwest2003</b>