

Uniforms (rev. 10/02)

Staff uniforms are an important signal of our presence. They are what make Air Products people recognizable to our customers. Signature, corporate colors and typography should therefore be used in a consistent manner. It is important to understand particular safety or customer requirements.

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

Please refer to section 2 for our identity basic elements.

The Air Products corporate identification program is designed to create a lasting impression of our company and communicate a single company image to our key audiences. The uniforms that employees wear are a highly visible component of the corporate identity program and play a vital role in building name recognition and brand equity.

The signature and rule line are not incorporated in uniform applications. Proper use of the signature, corporate colors, and typography are essential in communicating a consistent corporate image in all uniform applications, and the general guidelines referred to in the Basic Standards section of the manual should be adhered to.

The following guidelines will provide a basic structure on which to build a successful corporate image through consistent uniform applications. The only exceptions to the guidelines in this section are when safety or a customer requirement is a factor. Whenever there are safety guidelines concerning the types of uniforms required, or specific colors that should be used, they should take precedence over corporate identity guidelines.

Questions concerning safety guidelines should be directed to your group safety representative.

Questions regarding corporate identity guidelines relative to uniforms should be directed to your group purchasing representative or your designated corporate identity contact.

It is important that the public are exposed to a consistent image whenever they are in contact with people representing Air Products.



The recommended color for all hard hats, caps, jackets, pants, and shirts is white or Air Products green, but other colors are acceptable if required by customer or safety guidelines. The signature and text print Air Products green on a white background or reverse to white on an Air Products green background. The use of black text is also acceptable. The colors of all materials should be chosen to match Air Products green as closely as possible.

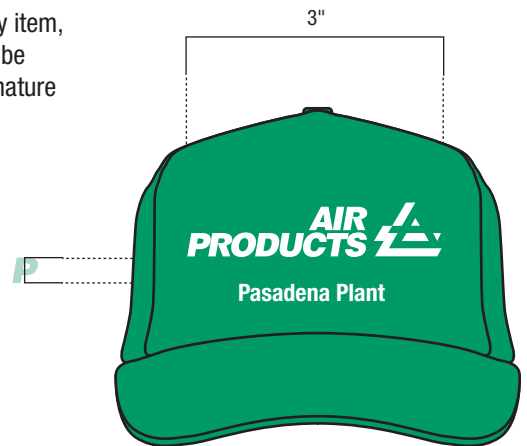
should be kept to one "P" height as specified in the Basic Standards section.

Preferred production processes are either silk screening or embroidery. Only approved reproduction artwork should be provided for the signature. If a label is required, it should be placed in the upper left corner and be embroidered to specifications outlined on page 20.4.

If text needs to be incorporated onto any item, preferred typography guidelines should be adhered to and the area around the signature



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



Signature Size:
3"

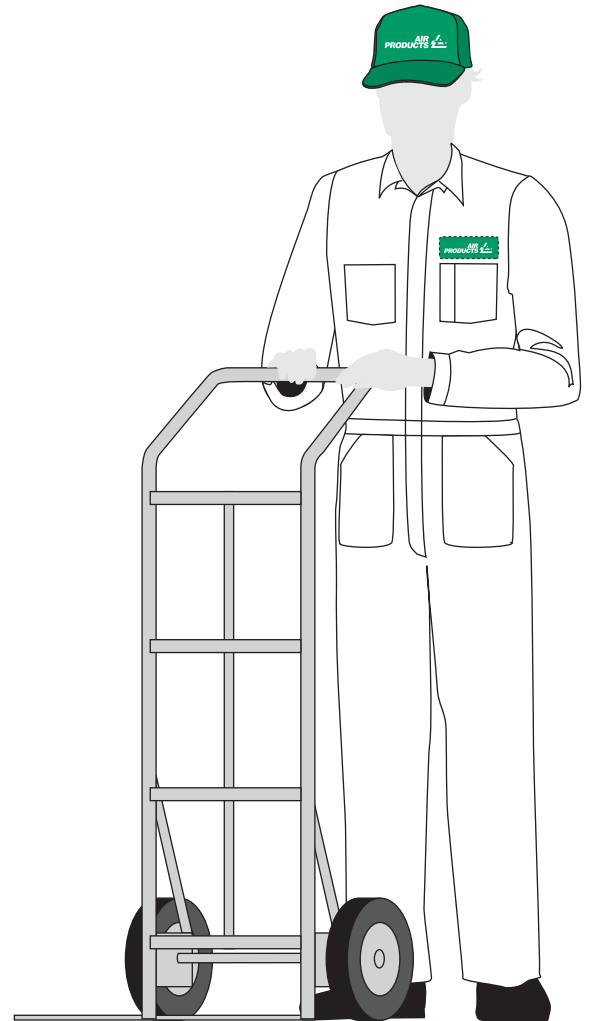
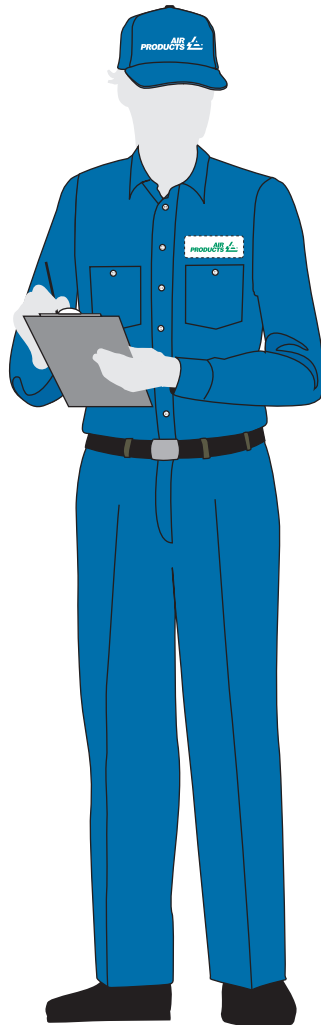
Preferred Typography:
Helvetica Neue
Condensed.

Use of Times Roman
is also acceptable.

Use only approved
reproduction art
for signature.

Signature Colors:
Air Products green
(similar to Pantone® 347)
and white.





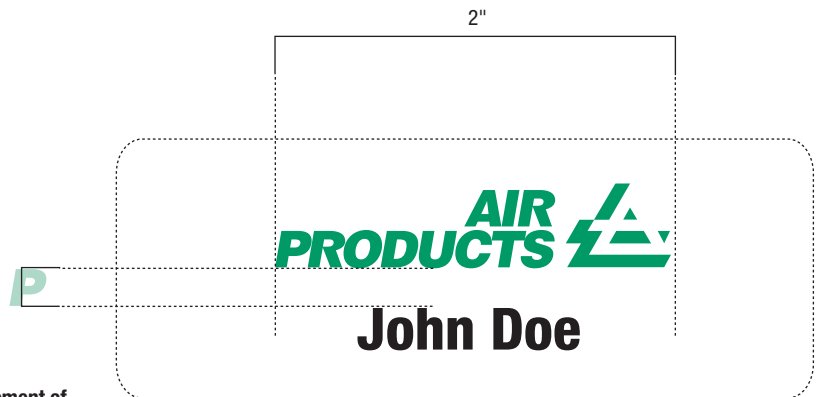
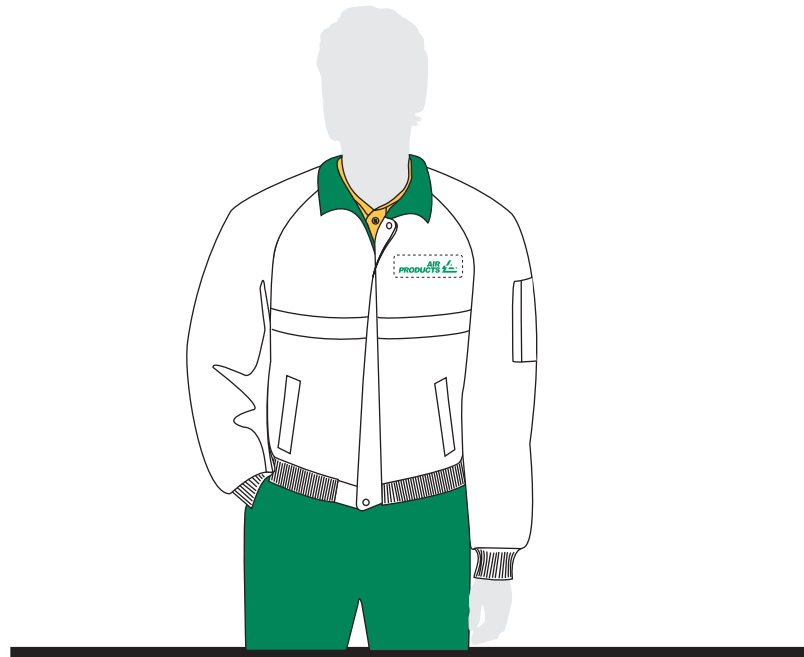
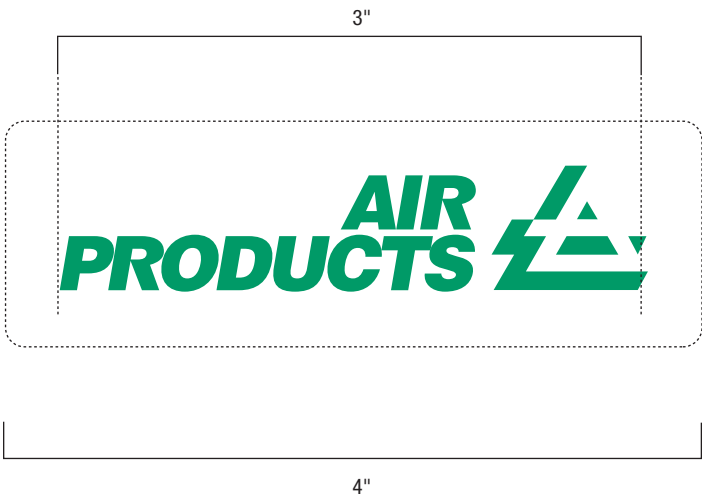
Signature Size:
with text – 2"
without text – 3"

Preferred Typography:
Helvetica Neue
Condensed.

Use of Times Roman
is also acceptable.

Use only approved
reproduction art
for signature.

Signature Colors:
Air Products green
(similar to Pantone® 347)
and white. Black text is
acceptable.



Signature Size:
with text – 2"
without text – 3"

Preferred Typography:
Helvetica Neue
Condensed.

Use of Times Roman
is also acceptable.

Use only approved
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