

Marketing materials (rev. 1/01)

To further communicate the Air Products message other examples of marketing materials are shown in this section.

Sponsorship of sports events, direct marketing and newsletters are all important communication tools. The primary colour palette should be used for sponsorship events whilst the secondary color palette should be introduced for direct marketing and newsletters.

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

Please refer to section 2 for our identity basic elements.

Company newsletters express the Air Products family look through a common title area, use of the Air Products USA 8 1/2" x 11" brochure grid, typographic style, and consistent use of the signature and rule line. Newsletters should be customized for different audiences and countries. The position of the area is consistent on all Air Products newsletters and magazines.

Variations of the corporate type families (Helvetica Condensed and ITC Garamond) are recommended for titles. The corporate sign-off is not required on newsletters. The layouts should be consistent with the Air Products style.

Signature Size: 1 3/4"
Rule Line Size: 3 points

Align

78 pt
27.5 mm

107.5 pt
38 mm

Newsletter Title Area


AIR PRODUCTS

A Publication of Air Products and Chemicals, Inc. August 2000

Update

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Flags, Banners, Events 8.2

All banners, plaques, multiple sponsor displays, and unusual applications should comply with the basic corporate identity guidelines when possible.

Follow the guidelines for the exclusion zone around the Air Products signature.



Guidelines for new items:

Signature in upper-left corner is preferred.

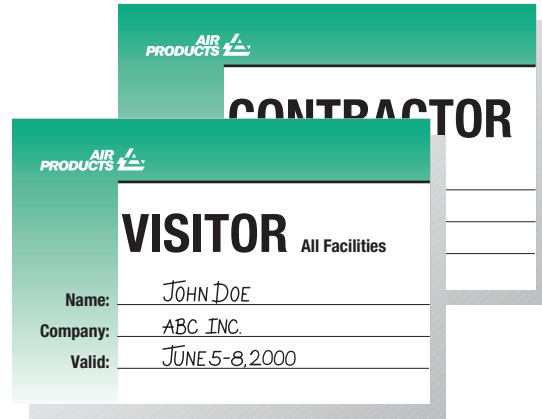
Use standard size signature.

Use preferred corporate colors.

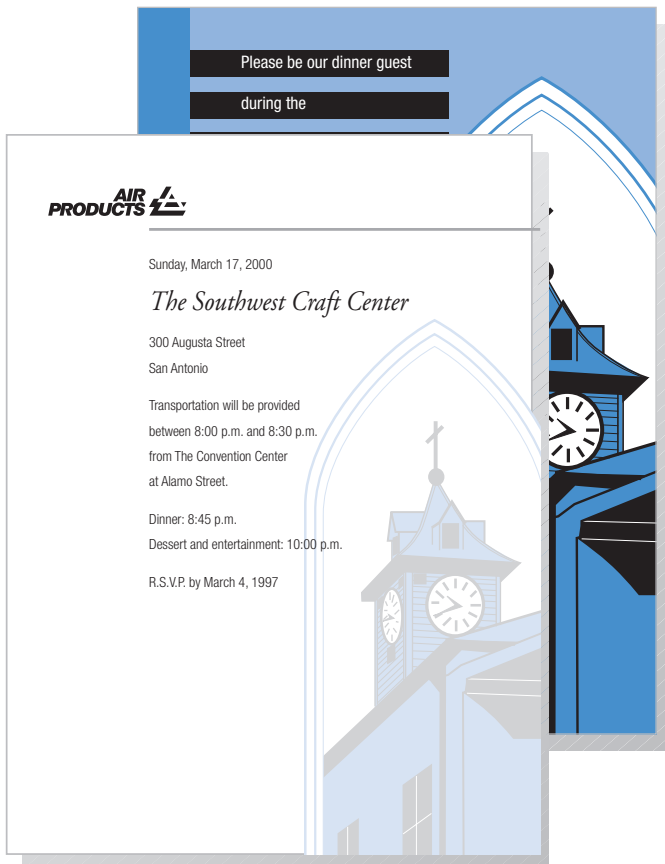
Use preferred corporate typography.



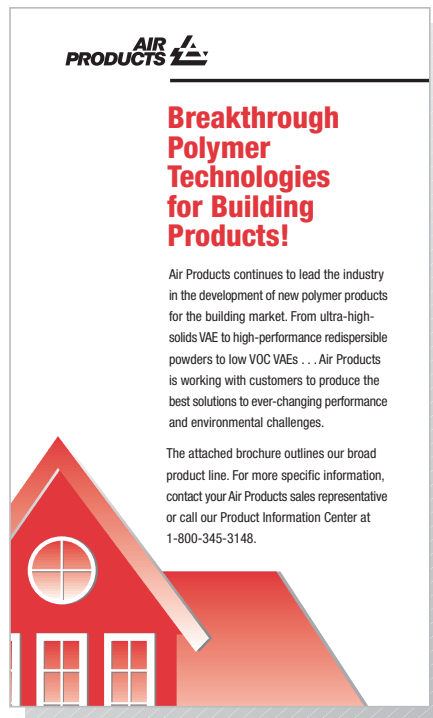
Facts & figures wallet card



Visitor/contractor badges



Invitation



Literature hang tag

Guidelines for new items:

Signature in upper-left corner is preferred; it is acceptable to position the signature in the lower-right corner if necessary.

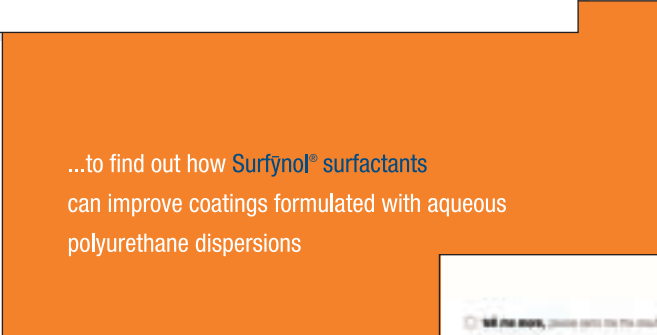
Use standard size signature.

Use preferred corporate colors.

Use preferred corporate typography.



Direct mail – signature in lower-right.



Direct mail – signature in upper-left.