

1. Introduction (Rev. Nov18)

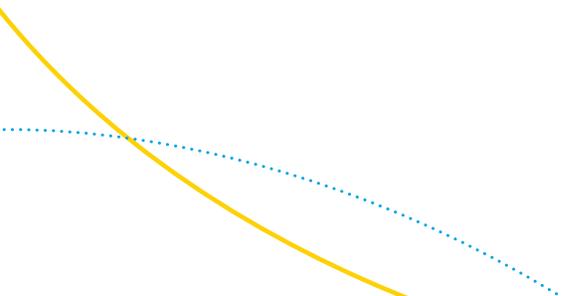


These guidelines have been created to establish and maintain a strong, consistent and distinctive brand language for Air Products.

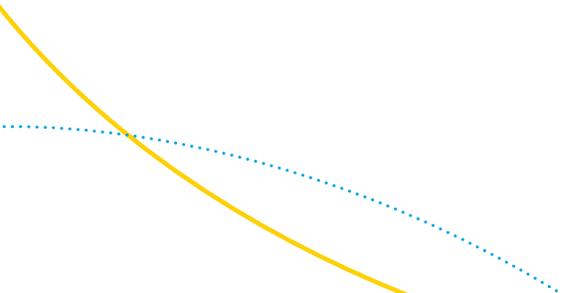
The most interesting brands, like people, have personality. And just like people, successful brands make an emotional connection that is lasting. Communicating our personality requires a clear, consistent and coherent expression across all customer touch points. Understanding, Integrity, Passion: these brand elements help us deliver a compelling offering and experience in the marketplace.

The consistent application of our identity, including the Air Products signature, typeface, colors and supporting graphic elements, is essential in building a strong presentation of our brand.

Following these guidelines will help introduce and reinforce our brand consistently wherever it is experienced. The result? A stronger connection in the minds of our customers and prospective customers—making our brand more memorable and building upon our recognition.



These guidelines are designed to help you establish and maintain a consistent, distinctive identity for the Air Products brand.



“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

Jeff Bezos, CEO, Amazon.com

The Air Products brand is the greatest asset we own. Our competitors may attempt to copy our products or services. But they can never imitate our brand.

Our brand is about much more than our logo, packaging or communications. It’s about the personality of our company.

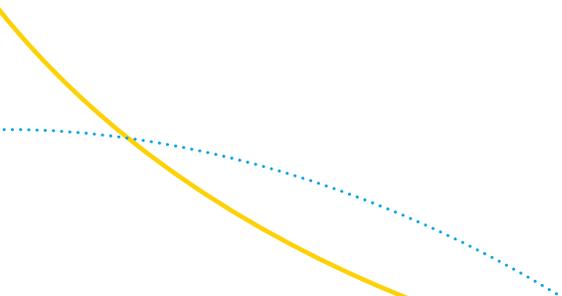
It’s about what people expect when they hear our name or see our logo.

Our brand has been created over decades of technological achievements, successful partnerships, great customer experiences and thriving community projects.

It captures the loyalty and goodwill that are invested in us.

Our brand, like all brands, is not an easy thing to measure in money terms.

But when a customer whom you have never met before says, “I trust you to do a good job for me,” that is the value of the Air Products brand.



Throughout our history, Air Products people have brought the best of who we are to our customers. Our behavior traits are core to our DNA and have helped us to build lasting relationships, which fueled our growth.

Image attributes

Image attributes describe the personality and spirit of the brand. They guide the appearance and tone of all communications, influencing everything from how a brochure or a product specification sheet is designed to how the phone is answered.

Air Products is:

Understanding

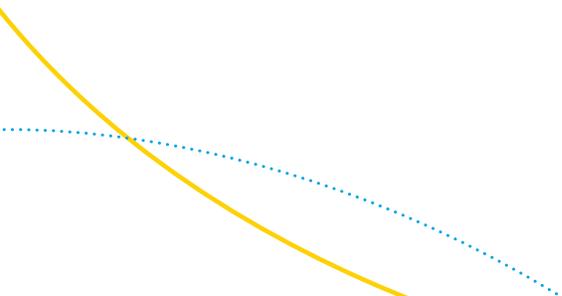
We will consistently anticipate customers' needs and provide what customers truly value.

Integrity

We will always be true to our words. Whenever we commit or promise, we will deliver.

Passion

We have a burning desire to exceed customer expectations for mutual gain.



“Products are made in the factory, but brands are created in the mind.”

Walter Landor, founder, Landor Associates

Branding is about the personality of our company.

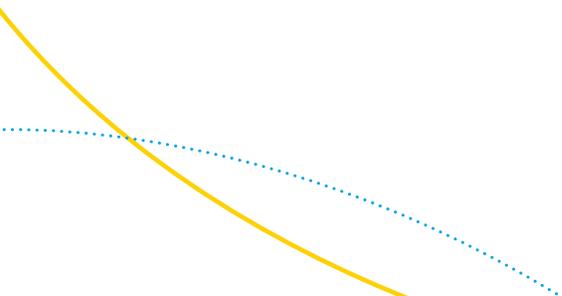
When we talk about the personality of our friends, we’re thinking about the way we expect them to look or behave. Consistency is central to our understanding of personality.

This is why corporate identity is so important: it provides consistency.

We want our customers to know that Air Products stands for the same high standards and the same values, whatever we do and wherever we are.

It ensures a coherent look and feel to all our communications, through our use of logotypes, corporate colors, typefaces and layouts.

It’s an expression of who we are. It helps you to capture our values of understanding, integrity and passion in your written and photographic styles.



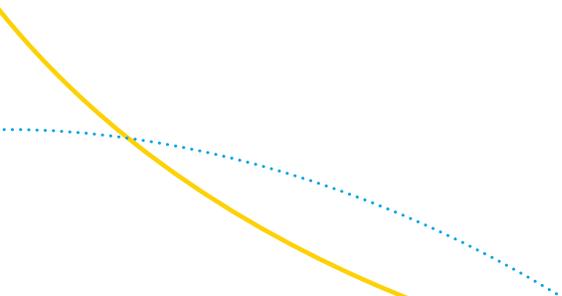
“Every advertisement should be thought of as a contribution to the complex symbol which is the brand image.”

David Ogilvy, founder, Ogilvy Group

Every day, Air Products carries out thousands of business transactions, from manufacturing, selling and supporting to advertising and promoting. Each one of these is an opportunity to reinforce the perceptions of our brand.

By following the guidelines in this manual, you will be better able to present our brand in a more consistent way.

As a result, we will be able to make a stronger, more distinctive impression in the minds of existing and prospective customers, and build a more coherent, recognizable brand.



Air Products 360° overview

Our core brand elements set the foundation for the Air Products visual identity system. This combination of elements—including our signature, colors, typography, momentum lines, and overall presentation—helps us to powerfully and uniquely express the Air Products personality.

Used consistently, these elements help us to differentiate our brand in a highly competitive market and create preference in the hearts and minds of our audiences.

