

# 15. Tanks & coldboxes (Rev. Feb13)

Air Products storage tanks and coldboxes present a unique opportunity to establish our brand in an impactful and prominent fashion.

One Air Products signature and an accompanying brand message should be positioned on the face that offers maximum visibility to the viewing public.

### Color specifications

Customer stations are white.

### Signature

Use the alternative two color signature.

### Typography

TheSans semi bold

Air Products green and Air Products blue

### 3M color specifications

Air Products green: Product # 180-6043

Air Products blue: Product # 180-7603

The decals should be placed on the most visible side of the customer station.

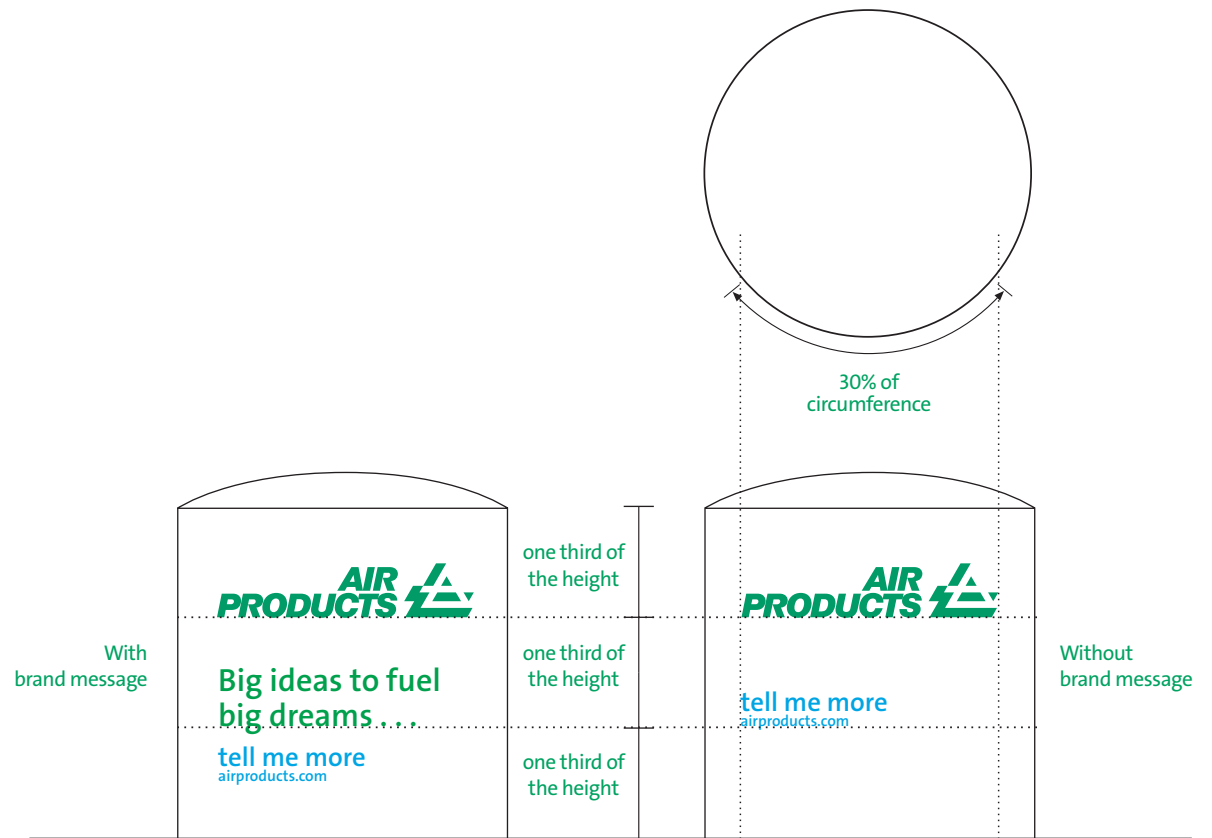
### DuPont paint color specifications

White DuPont Imron 79131X

Air Products green DuPont Imron G5345X

Air Products blue DuPont Imron F1945X

Electronic art for the Air Products signature is available from Air Products' Corporate Communications team.



On coldboxes, the signature should be positioned on the face that offers maximum visibility to the viewing public. Give it plenty of room to “breathe.” This clear space is equal to the height of the cap “P” in Air Products.

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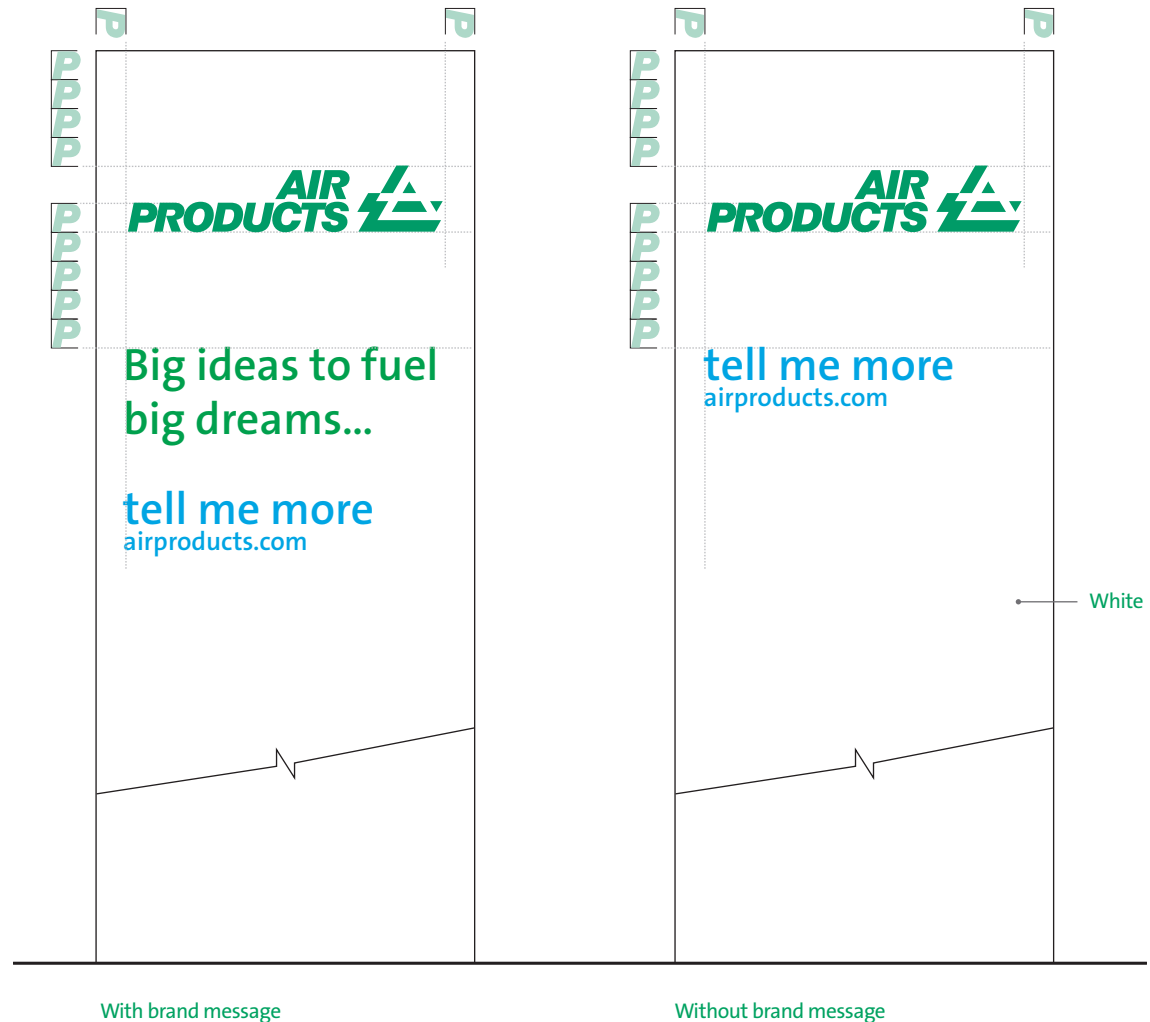
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