

# 9. Promotional materials

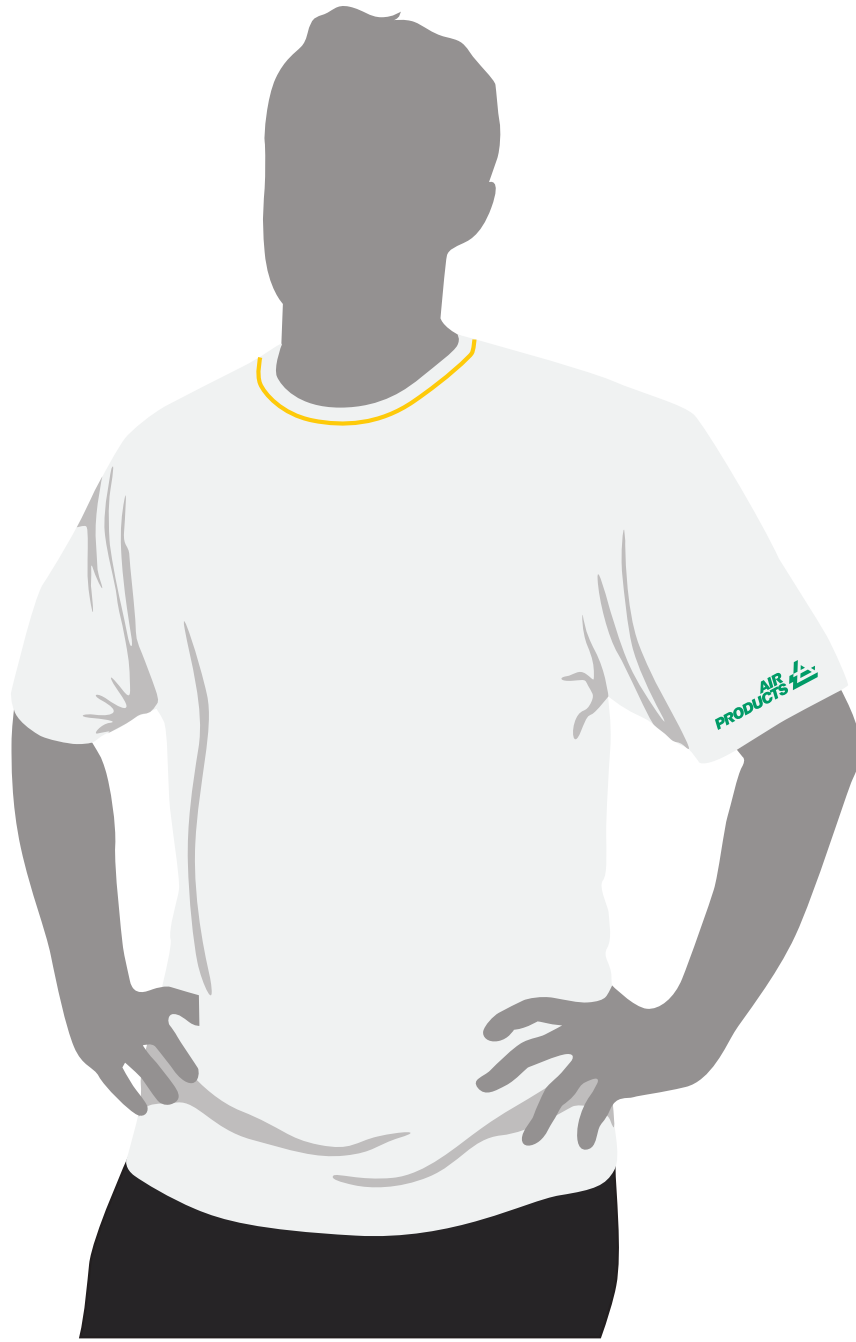
(Rev. Feb13)

The Air Products signature or symbol can be used on a variety of merchandising items, including shirts, lapel pins, hats and pens. Always take care to use the highest production standards. Poor quality items create a negative impression of the brand.

# Promotional material samples

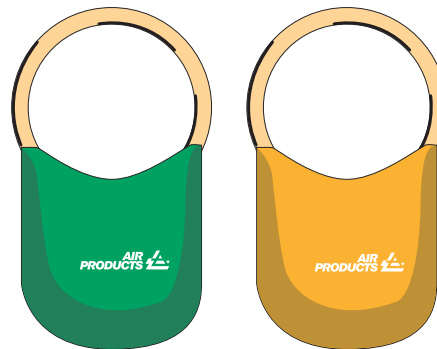
Because promotional materials are gifts that we give to our friends, partners and clients, they should all reflect the standards and values of Air Products. We should not give anything that we would not be pleased to receive. Guidelines and specifications for most of these important items are provided in this section. Carefully follow the basic identity standards in the design and production of all promotional items.

As a number of outside vendors are typically involved in these activities, it is essential that they be familiar with the standards for signature reproduction control, including the area surrounding the signature, color usage, sizing, and all other standards relevant to their promotional work. The preferred color is Air Products green, but the secondary color palette should be used when appropriate.



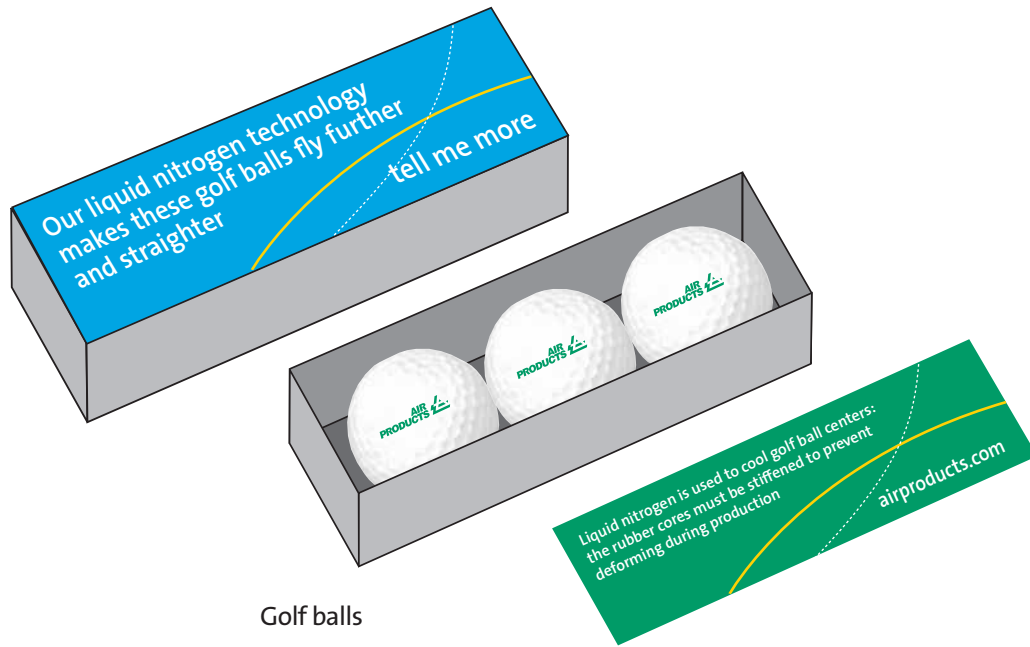


Coffee mugs

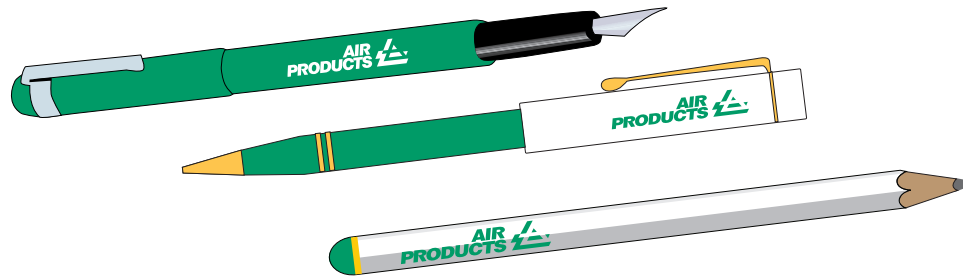


Key rings





Golf balls



Stationery items



Baseball caps