

2. Basic elements (Rev. Nov24)

The Air Products basic elements have been designed with care and foresight. When applied in accordance with the following standards, the messages will clarify, reinforce and express the character of the Air Products brand.

The Air Products logo is a specially designed and distinctive graphic image that is a clear, strong and proprietary symbol of our organization.

Our logo is one of our most valuable assets. Always position it for maximum impact and give it plenty of room to “breathe.”

It is important to keep our corporate logo clear of any other graphic elements. To regulate this, an exclusion zone has been established. This exclusion zone indicates the closest any other graphic or element can be positioned in relation to the logo.



Corporate logo



Minimum size

In reproducing our logo, consider its size and legibility and use common sense. A logo that is too small ceases to serve any communicative function.



0.75"
or
19mm

Logo color versions

Color is a powerful means of visual identification. The combination of Air Products green and blue will build visibility and recognition for the Air Products brand and its personality.

Primary logo color

Air Products green is the primary logo color for all our marketing materials.



Single color options

When necessary, the logo may be reproduced in black on light-colored backgrounds or white on dark-colored backgrounds.



Unacceptable logo usage

The integrity of the Air Products logo must be respected at all times. Please don't stretch, squeeze, morph or manipulate it in any way. Any modification of our logo will dilute its presentation and weaken the power of its legal trademark.

We never link other elements to the Air Products logo. This includes names, logos and symbols.

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



Don't rearrange any elements of the logo.



Don't alter the color of the logotype or symbol.



Don't place the logo at an angle.



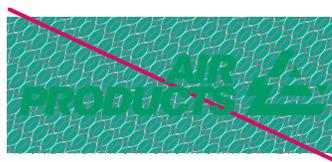
Don't alter the color of the logotype or symbol.



Don't lock up names, products or other messages to the logo.



Don't alter or replace the typography in any way.



Don't place the logo on colored backgrounds with insufficient contrast.



Don't distort or stretch the logo.



Don't use the logotype as an independent element.

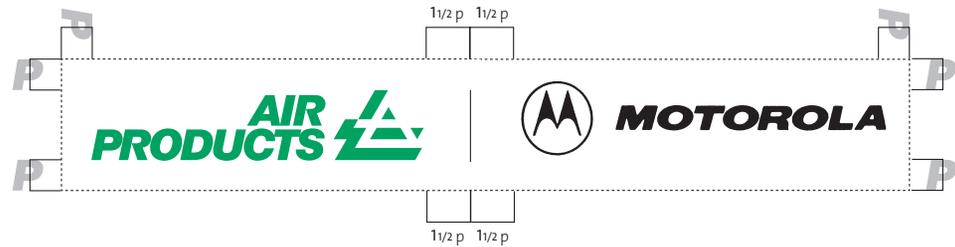


Don't use the symbol as an independent element.

Multiple logo usage

When the Air Products logo is used in combination with those of other companies, the logos should be equal by visual mass.

The logos can be placed side-by-side or stacked vertically, as illustrated.



Typography plays a subtle but highly visible role in establishing and reinforcing the Air Products voice and look and feel.

A customized version of TheSans is the Air Products primary typographic voice. Creating a contemporary link to the Air Products logo, TheSans is a highly versatile sans-serif font family. Uncomplicated, modern, and highly legible, TheSans should be used for all headlines and short blocks of important text for promotional Air Products communications. Set all type flush left, ragged right. TheSans is a perfect partner to the typeface called TheSerif.

A customized version of TheSerif is a highly versatile serif typeface that is also highly legible. It should be used as the text font for all body copy and long blocks of text.

Office desktop and web applications

Use Open Sans, a standard font on all computers, for all general office desktop and web applications, including PowerPoint® and Microsoft Word®. The use of Open Sans for day-to-day PowerPoint presentations allows us to share our presentations, both internally and externally, without any conflicts or loss of quality from one desktop to another.

Note: Do not substitute any other typeface for the approved Air Products typefaces.

TheSans and TheSerif fonts should be purchased through LucasFonts, the type foundry who developed them.

Primary typeface

TheSansLF Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSansLF Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSansLF SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSansLF Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Supporting typeface

TheSerif Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSerif Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSerif SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TheSerif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Office desktop and web applications

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Open Sans ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Typography use matrix

The following chart should be used as a quick reference guide for selecting the appropriate typeface for any application. This quick reference guide is an overview to provide general guidance that can be applied to applications not included in this guideline.

Use Open Sans in place of TheSans for business communications created using desktop applications, such as Microsoft Word®, Excel®, PowerPoint®, and in Web applications.

Item	TheSans	TheSerif	Open Sans
Stationery 	Light	—	—
Collateral 	Light, Plain, SemiBold	Light, Plain, SemiBold, Bold	—
PowerPoint® and general office desktop applications 	—	—	Light, Regular, Bold, ExtraBold
Charts (other than PPT) 	Light, SemiBold	—	—
Website (HTML) and electronic communications 	Light, Plain, SemiBold	—	Light, Regular, Bold, ExtraBold

The three enduring characteristics of our brand are **understanding, integrity and passion**. Our tone of voice should reflect these values.

Our written style must also be flexible. Obviously, the written style of a press release is very different from a product data sheet or an academic paper. But the general principles here will still hold good.

Whatever you are writing, you should always imagine that the reader is looking over your shoulder. You should ask yourself, “is this relevant?” and “is it believable?”

Understanding

- **Use** clear, everyday language and make it conversational
- **Write** as if you were speaking
- **Avoid** the use of jargon and acronyms that add confusion
- **Anticipate** and proactively address questions or concerns of our stakeholders

Integrity

- **Be** honest and straightforward
- **Prove and demonstrate**, don't just make a claim; show, don't tell
- **Avoid** talking negatively about our competition

Passion

- **Engage** the reader's attention with a conversational tone
- **Put** our customer at the center of our thinking, basing conversations around how we can solve a problem
- **Talk** directly to the reader
- **Use** active, not passive tense where possible

Positioning Statement

Positioning statement should not be typeset. Only approved graphic files should be used.

H₂ Symbol Design Element

A stylized graphic element that can be used selectively on strategic communications and as needed as an identifier. Only approved graphic files should be used.

One Line (preferred)

GENERATING A CLEANER FUTURE

Two Line (secondary)

**GENERATING
A CLEANER FUTURE**



Air Products green and Air Products blue on a white background are the primary colors for all our marketing materials.

Our palette consists of a range of vibrant colors complementary to the green of the Air Products logo. When used with ample white space, this palette creates a bold, contemporary feel.

Tints of our colors may be used for background elements or for charts and graphs. Use black as the primary text color to ensure our material is easy to read.

To achieve color consistency across coated, matte coated and uncoated paper stocks, modify Pantone and CMYK formulations for printing on uncoated paper stock.

The colors, CMYK and RGB breakdowns shown on this page and throughout these standards have not been evaluated by Pantone, Inc. Accuracy may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition of the PANTONE formula guides. PANTONE® and PANTONE MATCHING SYSTEM® are the property of Pantone, Inc.

Primary Colors

Air Products Green	80%
	60%
	40%

PANTONE® 347C
CMYK: 85/13/100/2
RGB: 0/154/73
Hex: 009a49

Air Products Blue	80%
	60%
	40%

PANTONE® 2995C
CMYK: 73/16/0/0
RGB: 0/168/225
Hex: 00a8e1

Secondary Colors

Air Products Evergreen	80%
	60%
	40%

CMYK: 89/44/97/53
RGB: 0/67/32
Hex: 004320

Air Products Hunter	80%
	60%
	40%

CMYK: 90/36/100/33
RGB: 1/94/39
Hex: 015e27

Air Products Ink	80%
	60%
	40%

CMYK: 97/70/51/49
RGB: 0/50/67
Hex: 003243

Air Products Navy	80%
	60%
	40%

CMYK: 97/66/42/27
RGB: 0/73/98
Hex: 004962

Air Products Cadet	80%
	60%
	40%

CMYK: 86/40/17/1
RGB: 0/127/171
Hex: 007fab

Air Products Water	80%
	60%
	40%

CMYK: 29/0/1/0
RGB: 170/233/255
Hex: aae9ff

Air Products Yellow	80%
	60%
	40%

PANTONE® 116C
CMYK: 1/20/100/0
RGB: 255/203/0
Hex: ffc000

Air Products Light Green	80%
	60%
	40%

PANTONE® 375C
CMYK: 48/0/100/0
RGB: 143/212/0
Hex: 8fd400

Air Products Charcoal	80%
	60%
	40%

PANTONE® Cool Gray 11C
CMYK: 72/67/61/66
RGB: 40/40/43
Hex: 28282b

Air Products Gray	80%
	60%
	40%

CMYK: 68/59/53/34
RGB: 76/78/83
Hex: 4d4e53

Air Products Stone	80%
	60%
	40%

CMYK: 13/10/11/0
RGB: 218/218/218
Hex: dadada

Air Products Ice	80%
	60%
	40%

CMYK: 3/1/1/0
RGB: 245/248/249
Hex: f5f8f9

Accent Colors

Air Products Merlot	80%
	60%
	40%

CMYK: 29/100/56/18
RGB: 157/1/72
Hex: 9d0148

Air Products Magenta	80%
	60%
	40%

PANTONE® 214C
CMYK: 15/100/42/1
RGB: 207/3/96
Hex: cf0360

Air Products Orange	80%
	60%
	40%

PANTONE® 158C
CMYK: 0/61/97/0
RGB: 245/128/37
Hex: ea7125

Using color

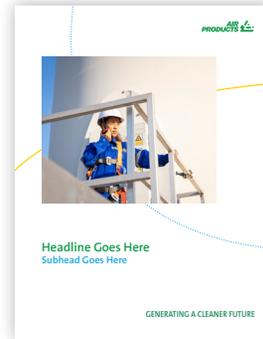
Our colors were chosen with care and consideration to convey the fresh, dynamic energy of the gases industry. The consistent use of a limited color palette will build strong recognition for Air Products.

Our palette consists of a limited range of vibrant colors complementary to the green of the Air Products logo. When used with ample white space, this palette creates a bold, contemporary feel.

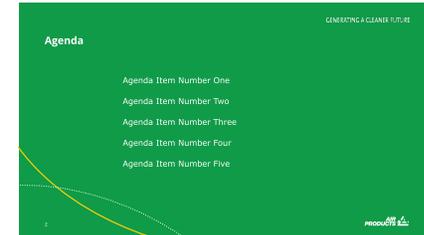
The use of the color white is a very important part of our color palette. White helps convey our integrity, accountability, and openness, and maintains a clear, readable, contemporary look and feel. When creating materials, use Air Products green and blue as the primary colors for headings, subheadings, charts and graphs only.

In support of these core primary colors, Air Products yellow, bright green, black and gray can be used as supporting secondary colors.

Air Products magenta and orange should only be used as supporting accent colors to highlight callouts and footnotes.



Remember to use white space to create contemporary, dynamic communications.



Large fields of vibrant color help make our communications bold and impactful.



Use Air Products green and blue as the primary colors for headings, subheadings, charts, and graphs.

Please avoid using imagery that is staged or unnatural, black and white imagery, overlapping or manipulated imagery, duotones, cartoons, clip art, characters or illustrations.



Don't use black and white imagery



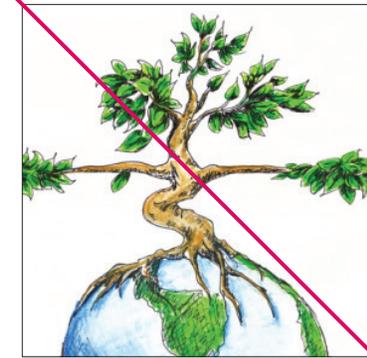
Don't use montage imagery



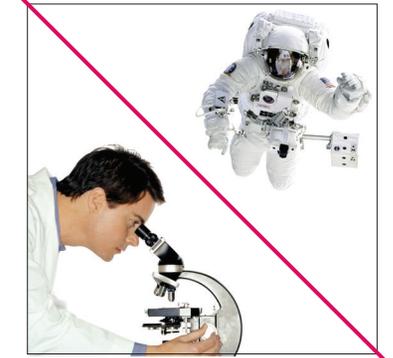
Don't use clip art or cartoons



Don't overlap or manipulate imagery



Don't use illustrations



Don't use more than one silhouette

Charts and graphs help us display complex data in a simple format.

The primary design of charts and graphs is visual and numerical, but be sure to use words—titles, callouts, and tables—wherever they might work to clarify the ideas expressed.

Choose your charts and graphs to visualize information, make comparisons and illuminate important points.

Color

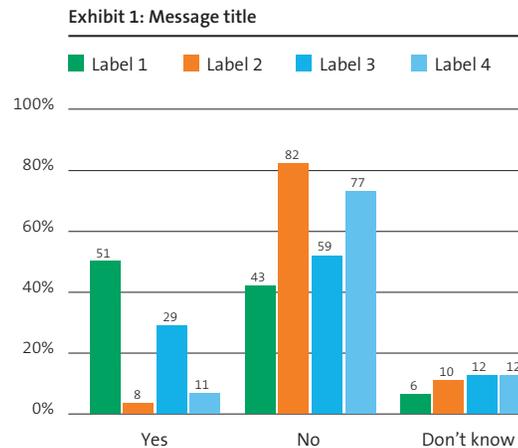
Use black, white and various tints of Air Products green, Air Products blue, and Air Products orange.

Make exhibits flat—never 3-D. Keep the exhibits as simple and clean as possible.

Typefaces

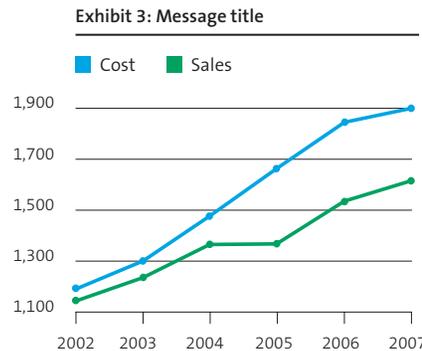
Use TheSans for charts appearing in printed literature.

Use Open Sans for charts appearing online and on screen in a presentation.



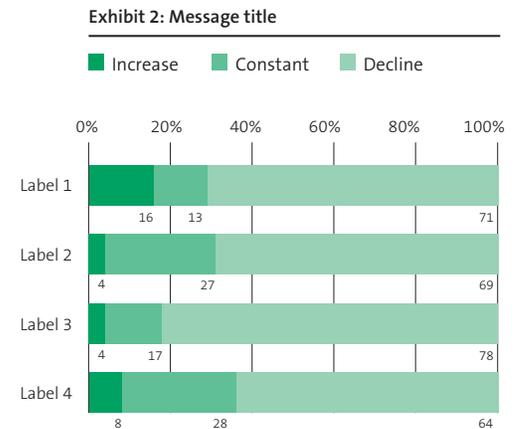
Column chart

Use a column chart to demonstrate change over a set period of time or to indicate increase, decrease, fluctuation, or constancy of level or magnitude. Use a limited number of data points for more impact.



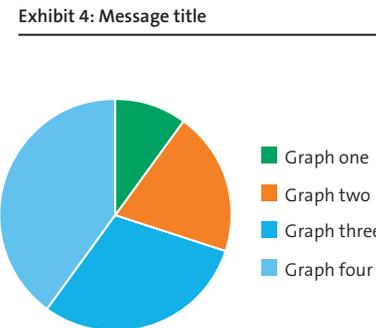
Line chart

Use a line chart to identify a trend or change over a long period of time or when charting a large number of data points.



Bar chart

Use a bar chart to compare items or to rank a sequence of items, i.e. from high to low or best to worst.



Pie chart

Use a pie chart to show a mix or a breakdown of components of a whole. (Never have more than eight slices in a pie chart.)