

3. Administration materials

(Rev. Nov24)

Our stationery is an important, everyday expression of our brand. It should have the same look and feel as our other communications. This section provides detailed rules on typesetting and layout, together with specifications for producing materials. To achieve consistency, we should take as much care with our choice of paper stock as our choice of typeface.

Stationery overview

Stationery items are highly visible components of our identity system. The consistent application of the Air Products logo, typefaces, colors, imagery, layout and approved paper stock—along with quality printing processes—is essential to a strong presentation of our brand.

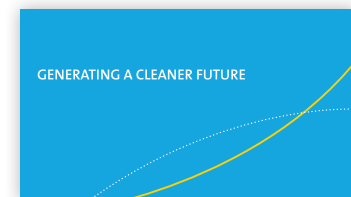
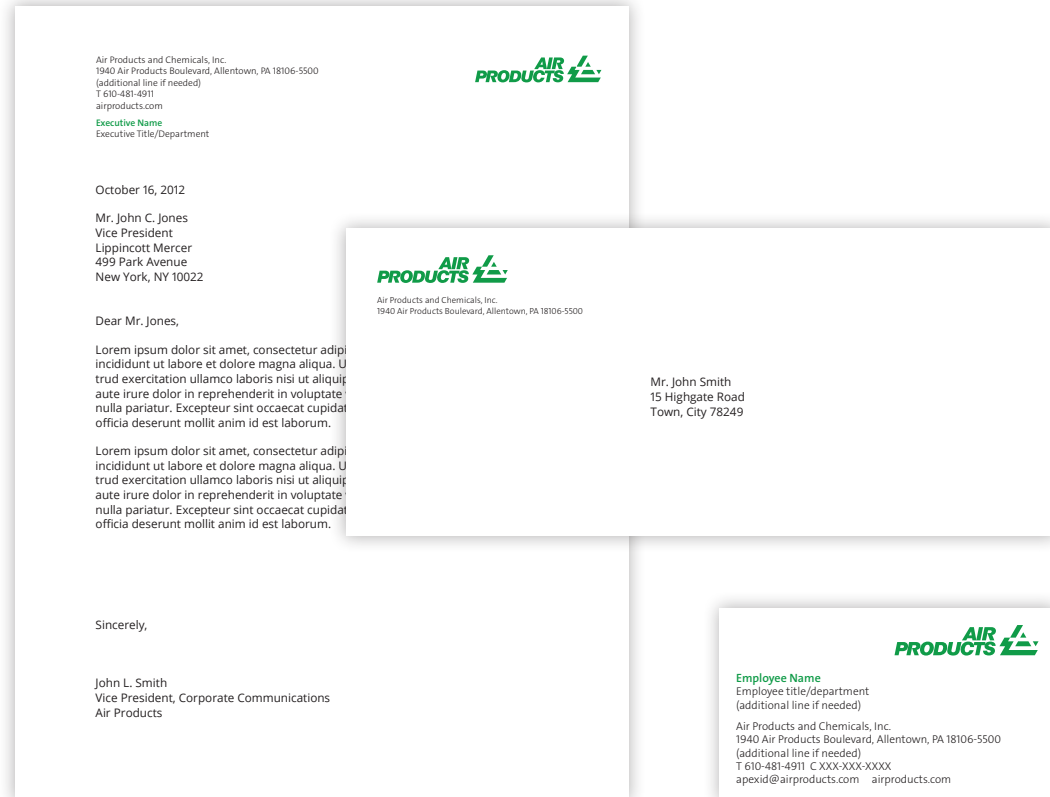
Paper stock

Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text (letterhead and envelopes) or 100 lb/270 gsm cover (for business cards).

Personalization

Personalization is restricted to Executive Letterhead only.

Only use the approved templates with preset layouts, colors, and type palettes to create administrative materials. Templates are available from Air Products' Corporate Communications team.



Letterhead

Sizes

ANSI — letter (8-1/2" x 11") or ISO – A4 (210mm x 297mm)

Printing

Offset lithography.

(Do not use thermography or foil stamping.)

Only use the approved templates with preset layouts, colors, and type palettes to create letterhead. Templates are available from Air Products' Corporate Communications team.

Paper stock

Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text.

A4

Letter

Air Products and Chemicals, Inc.
1940 Air Products Boulevard, Allentown, PA 18106-5500
(additional line if needed)
T 610-481-4911
airproducts.com



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airproducts.com



Executive Name
Executive Title/Department

October 16, 2012

Mr. John C. Jones
Vice President
Lippincott Mercer
499 Park Avenue
New York, NY 10022

Dear Mr. Jones,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,

John L. Smith
Vice President, Corporate Communications
Air Products

Business cards

Business cards and stationery make a lasting impression. The use of smooth, bright white paper communicates quality and professionalism. Highlighting the employee name creates a more personal touch, while clear contact information reinforces an approachable image.

Typography

Use TheSans light and TheSans semi bold
8.5 pt. type on 10 pt. line spacing.

Typography Color

Use Air Products green and black.

Size

ANSI — 3-1/2" x 2"
(May vary by geographic location.)

Printing

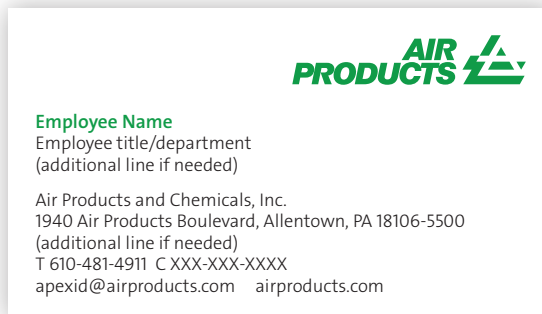
Offset lithography.
(Do not use thermography or foil stamping.)

Paper stock

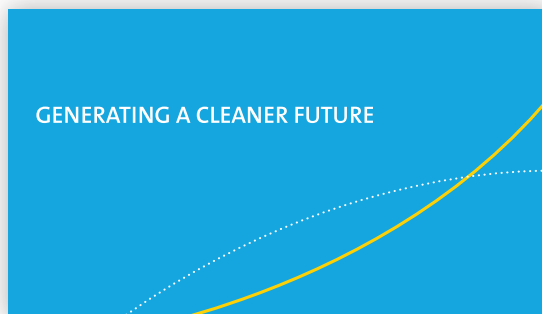
Mohawk Options 100% PC white, smooth,
100 lb/270 gsm cover.

Only use the approved templates with preset layouts, colors, and type palettes to create business cards. Templates are available from Air Products' Corporate Communications team.

Standard business card front



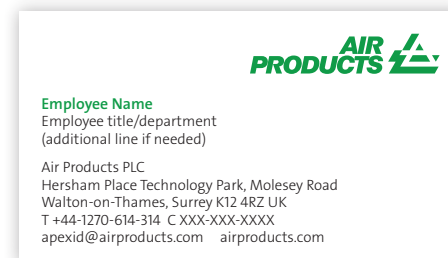
Standard business card back



Two-sided translation option



Two-sided dual address option



Envelopes

Sizes

ANSI — #10 (9-1/2" x 4-1/8") or ISO – DL (220mm x 110mm)

Printing

Offset lithography.

(Do not use thermography or foil stamping.)

Only use the approved templates with preset layouts, colors, and type palettes to create envelopes. Templates are available from Air Products' Corporate Communications team.

Paper stock

Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text.

DL



Air Products PLC
Hersham Place Technology Park, Molesey Road
Walton-on-Thames, Surrey K12 4RZ UK

#10



Air Products and Chemicals, Inc.
1940 Air Products Boulevard, Allentown, PA 18106-5500

Mr. John Smith
15 Highgate Road
Town, City 78249

Sizes

ANSI — Letter (8-1/2" x 11") or ISO – A4 (210mm x 297mm)

Printing

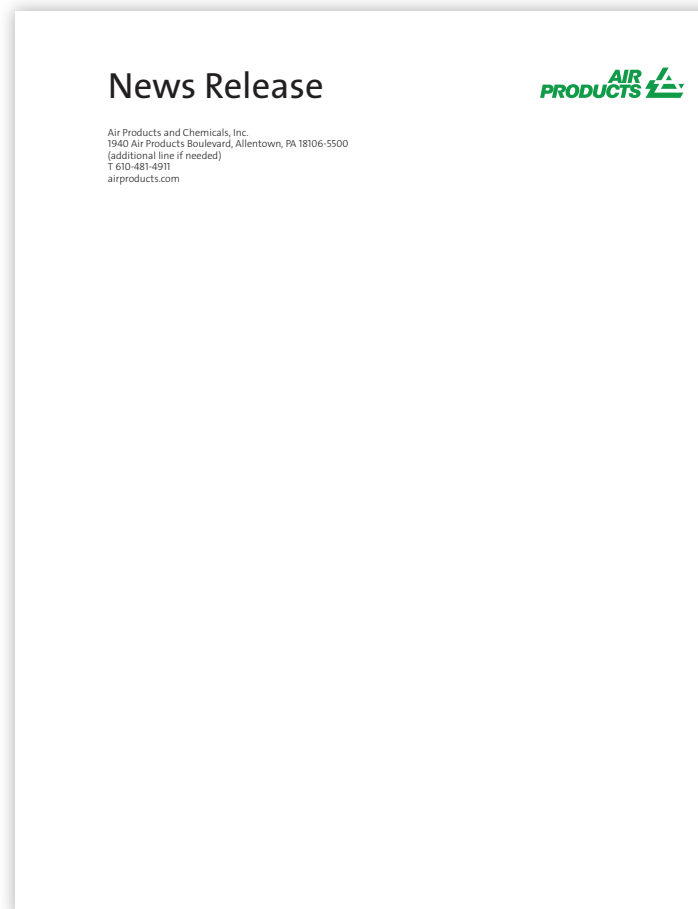
Offset lithography.

(Do not use thermography or foil stamping.)

Only use the approved templates with preset layouts, colors, and type palettes to create these communications materials. Templates are available from Air Products' Corporate Communications team.

Paper stock

Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text.



Miscellaneous envelopes

Sizes

Assorted

Printing

Offset lithography.

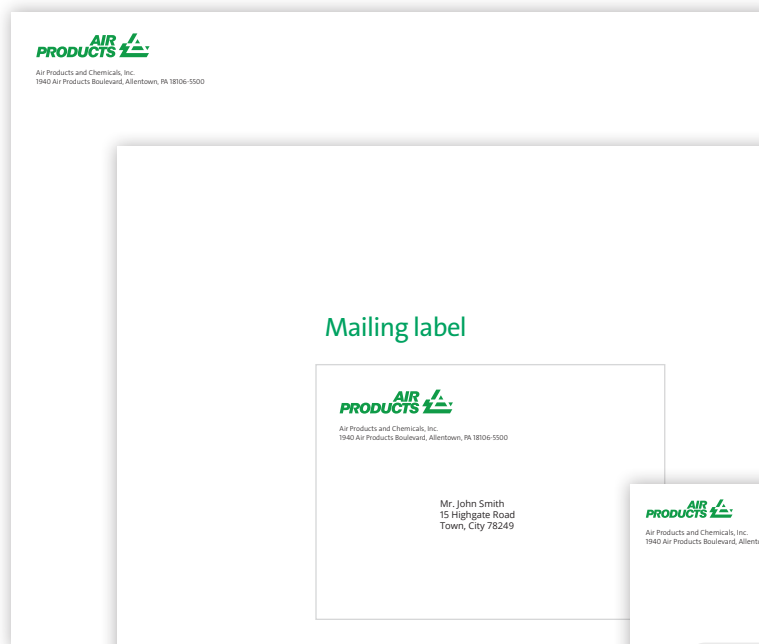
(Do not use thermography or foil stamping.)

Only use the approved templates with preset layouts, colors, and type palettes to create envelopes and mailing labels. Templates are available from Air Products' Corporate Communications team.

Paper stock

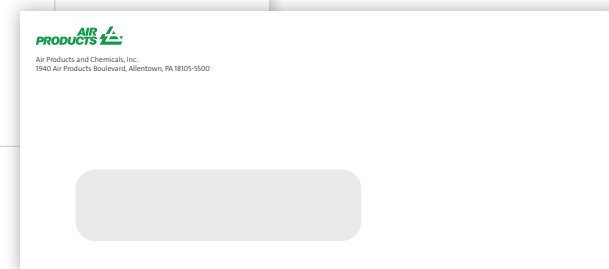
Mohawk Options 100% PC white, smooth, 80 lb/118 gsm text.

Open end (or side) envelope



Mailing label

Window envelope



Business reply envelope



Binders/proposal covers and title pages

Sizes

Assorted

Printing

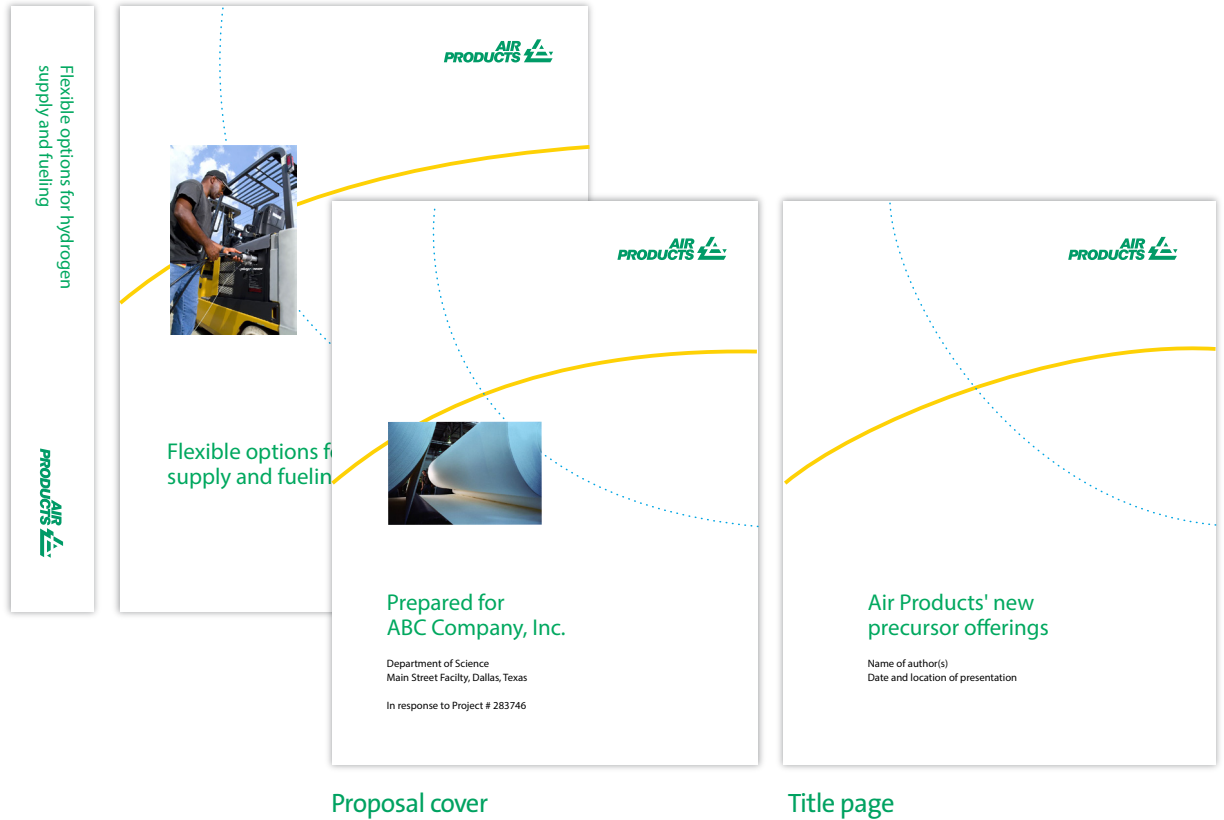
Offset lithography or digital.

Only use the approved templates with preset layouts, colors, and type palettes to create binders/proposal covers and title pages. Templates are available from Air Products' Corporate Communications team.

Paper stock

Sappi 100 lb/270 gsm EuroArt Dull cover (for covers) or 80 lb/118 gsm text (for title pages).

Three-ring binder inserts (cover and spine)



Proposal cover

Title page

Certificates and awards

Sizes

ANSI — letter (8-1/2" x 11") or ISO — A4 (210mm x 297mm)

Printing

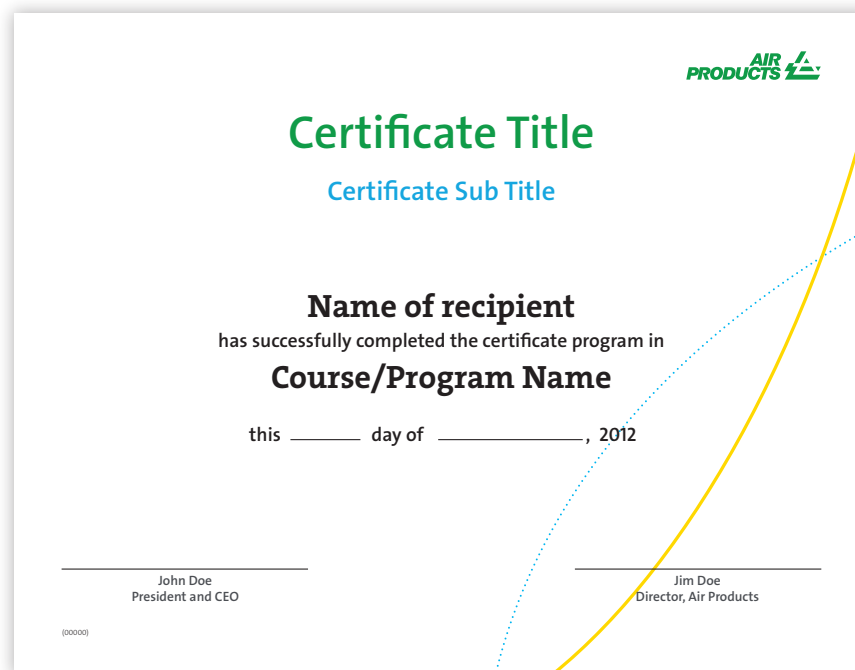
Offset lithography or digital.

(Do not use thermography or foil stamping.)

Only use the approved Adobe InDesign templates with preset layouts, colors, and type palettes to create certificates and awards. Templates are available from Air Products' Corporate Communications team.

Paper stock

Sappi 100 lb/270 gsm EuroArt Dull cover.



Sizes

Assorted

Printing

Offset lithography, digital, or web.

Only use the approved templates with preset layouts, colors, and type palettes to create forms. Templates are available from Air Products' Corporate Communications team.

Paper stock

Assorted

Air Products and Chemicals, Inc.
1940 Air Products Boulevard, Allentown, PA 18106-5500
T 610-481-4911
airproducts.com



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Personal Information / Informations Personnelles

Name		Position Desired / Poste Demande		High or Salary Desired Salaire Demande		Date Available Date de Disponibilité	
Name/Nom		Last / Prénoms		Middle/Ons			
Street Address / Adresse - Rue		City/Ville		Province		Postal Code / Code Postal	
						Phone No./No. Telephone	

Were you ever employed by Air Products before?
Avez-vous déjà été employé par Air Products?

Education and Skills / Education

Grade last year completed - High School: Écoles le dernière année complétée:		9 10 11 12 13		College/University: Collège/Université:		1 2 3 4		Class Rank or Grade Avg. Moyenne Générale	
High School / Secondaire		City/Ville		Courses/Cours					
Business / Technical School / École Technique / D'Affaires		City/Ville		Courses/Cours					
College / University / Collège / Université		City / Ville		Major and Degree Diplôme ou Certificat					
Other education or training (Include Military) Autre Éducation (Inclure Militaire)				Courses/Cours					

Types of Work / Types de Travaux

Types of Work / Types de Travaux	Other Types / Autres Types	What business machines did you operate? / Quels appareils de bureau avez-vous opérés?
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Employment Experience / Expérience de Travail

Start with newest or most recent employer. Include job title and description of work performed. Commencez avec l'employeur ou le plus récent employeur, donnez le titre et genre de travail.

Company/Compagnie		Position Title and Summary of Work Performed Titre et Sommaire du Travail Accompli					
Phone Number/ Numéro de Téléphone		Start Date Date Début		Term Date Date Termine		High Rate of Salary Taux Horaire le Plus Élevé	
Supervisor's Name / Nom du Supérieur		Supervisor's Title and Department Titre et Département du Supérieur		Reason for Leaving / Raison du Départ			
May we contact? Peut-on le contacter?		Yes / Oui		No / Non			

Company/Compagnie		Position Title and Summary of Work Performed Titre et Sommaire du Travail Accompli					
Phone Number/ Numéro de Téléphone		Start Date Date Début		Term Date Date Termine		High Rate of Salary Taux Horaire le Plus Élevé	
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May we contact? Peut-on le contacter?		Yes / Oui		No / Non			

Company/Compagnie		Position Title and Summary of Work Performed Titre et Sommaire du Travail Accompli					
Phone Number/ Numéro de Téléphone		Start Date Date Début		Term Date Date Termine		High Rate of Salary Taux Horaire le Plus Élevé	
Supervisor's Name / Nom du Supérieur		Supervisor's Title and Department Titre et Département du Supérieur		Reason for Leaving / Raison du Départ			
May we contact? Peut-on le contacter?		Yes / Oui		No / Non			