

4. Presentations (Rev. Mar25)

Every presentation should clearly communicate the Air Products brand. Your presentation style should be confident, with the emphasis on clarity. Our understanding and openness will be communicated better by keeping things simple. Think about your audience and what they will take out of the presentation. Attention spans may be limited. Do the slides communicate clearly?

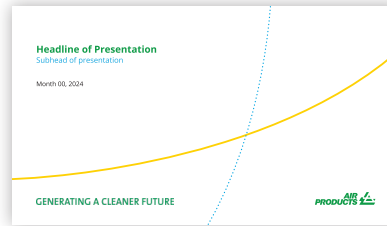
In slide presentations, brevity is essential. Slides should highlight the audio presentation, not record it word for word. Multiple points are best made with short, bulleted items or on multiple slides, revealed as the speaker makes each point. Simple, strong visuals are recommended for supporting graphics. The designs provided in the template's slide masters should be followed for font style, size and placement.

Typeface

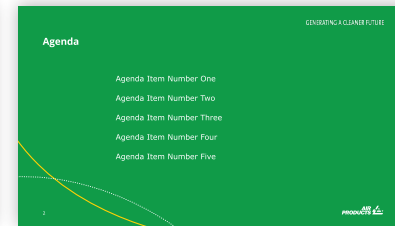
Use OpenSans for all internal and external presentations. Minimum type sizes have been established in our template; however, they can be proportionally enlarged if projecting in an auditorium or in a hotel setting.

Type sizes and weights have been built into the templates. Please refer to the font tool bar.

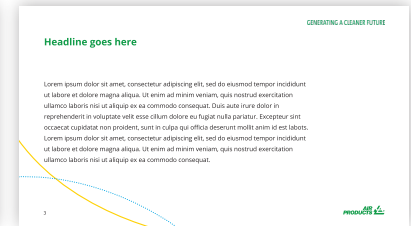
Only use the Microsoft PowerPoint electronic templates with preset layouts, colors and type palettes to create presentations. They are available from Air Products' Corporate Communications team.



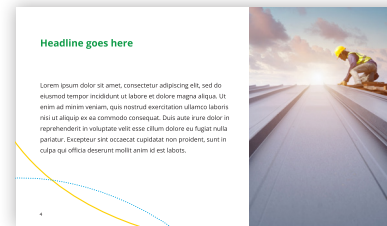
Title slide



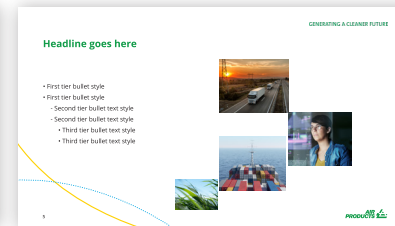
Agenda slide



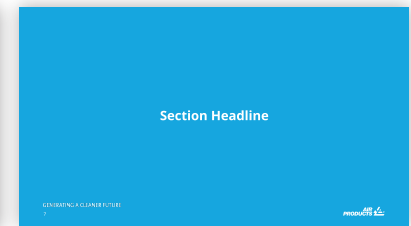
One column slide



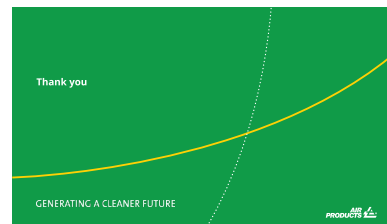
Two column with one photo slide



Two column with multiple photos slide



Section slide



Thank you slide