

5. Literature system (Rev. Mar25)

Our printed materials are often kept for reference. It is vital that our literature belongs to a coherent family, conforms to the same design standards and supports our key values of understanding, passion and integrity. This will provide a clear visual distinction between Air Products and our competitors.

Literature matrix

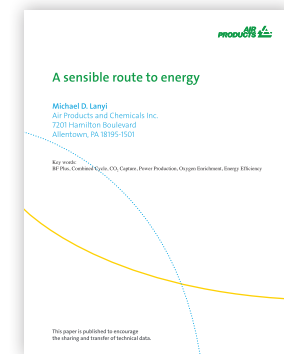
This matrix shows how all Air Products literature works together. All company literature should fit into one of these segments. Attributes of each layout format should remain constant and not be mixed or combined with others.



Large brochure



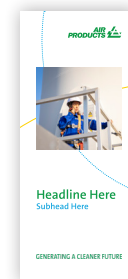
Data sheet



Technical paper



Case study

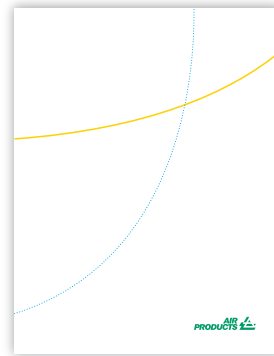


Small brochure

A common element shown throughout all literature examples in this manual are the Air Products momentum lines. This graphic element is a powerful component of our identity comprising of two soft curves that gracefully contrast the strong angles of our logo design. It is a dynamic element that communicates innovation, agility, and flexibility. This treatment gives our communication materials a unique look and feel.

Literature templates have been created with numerous options for the momentum lines built into them. These options are designed to provide maximum flexibility for placement of photos and text within the framework of our identity system. Consideration of which option will best suit your image and copy should always be given when working with Air Products literature templates. In most situations, the momentum lines should bleed off three edges of the page and never be altered.

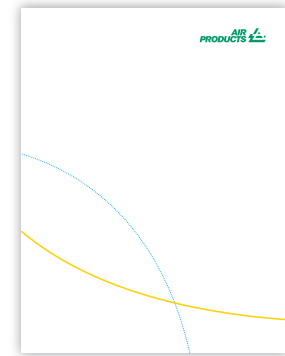
Use only the approved momentum lines options from the established literature templates available from Air Products' Corporate Communications team.



Large brochure



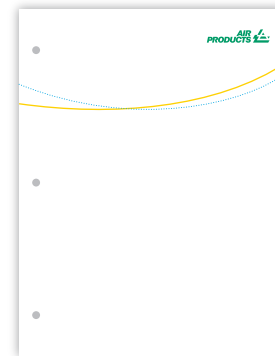
Pocket folder



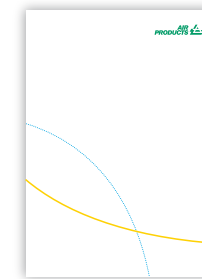
Technical paper



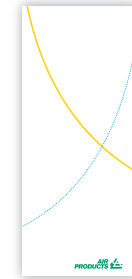
Case study



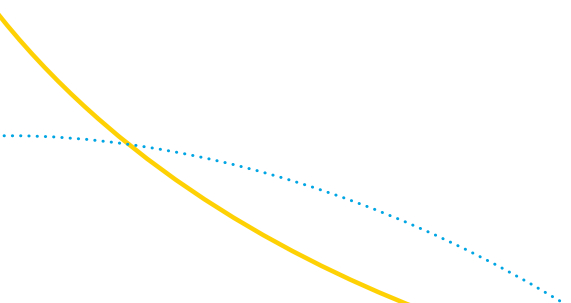
Data sheet



Knowledge paper



Small brochure



The finished size of all large format brochures is based on ANSI Letter or ISO A4 size paper. An additional tuck-in panel can be used to accommodate additional content or white space.

ANSI size

(American National Standard Institute markets)

Folded: 8-1/2" x 11" (letter)

Flat: four panel – 17" x 11"
six panel – 25" x 11"

ISO size

(International Organization for Standardization markets)

Folded: 210 x 297 mm (A4)

Flat: four panel – 420 x 297 mm
six panel – 617 x 297 mm

Paper stock

Sappi 100 lb/270 gsm EuroArt Dull cover

Sappi 100 lb/140 gsm EuroArt Dull text

EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

Printing

Offset lithography or digital

(Do not use thermography or foil stamping.)

Typography

Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans typeface for headlines and the TheSerif light for body text.

Cover typography color

Use Air Products green and Air Products blue.

Graphic elements

The Air Products momentum lines should be used on all brochure covers. Line treatment color and position is restricted to the options available in the large brochure InDesign template. The momentum lines should always interact with the photography.

Photography

Photography can be used two ways—silhouettes or hard edged frames. Full color photography is preferred. Never use black and white imagery.

Use only the approved template with preset layouts, colors and type palettes to create brochures.

Templates are available from Air Products' Corporate Communications team.



Large brochure cover examples

Front covers should always be visually compelling, and messaging should be clear and concise. The overall tone of the cover should reflect the quality and service values of Air Products.

The effective organization and presentation of information creates communication with impact.

Use only the approved template with preset layouts, colors, type palettes, and momentum lines to create brochures. Templates are available from Air Products' Corporate Communications team.



Full Photo Image



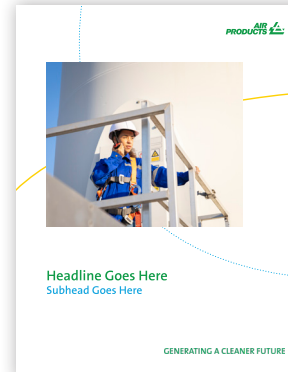
Full Photo Image with H2 Symbol



Full Photo Image with Color Bar



Full Photo Image with Color Bar and H2 Symbol



Single image



Photo along curved momentum line

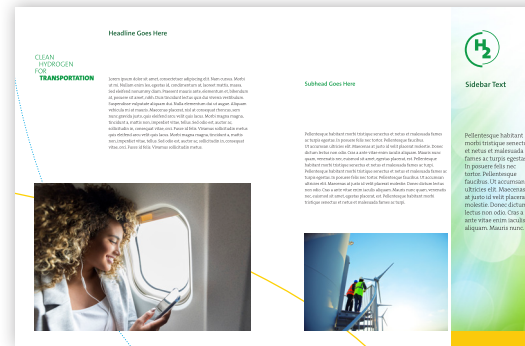
Large brochure interior layouts

Interior page layouts should reflect an intelligent use of white space. Typography should follow a simple layout.

Layout options



Use callouts, quotes, column widths, and text placement to separate information and add visual interest.



Relate imagery, typography, color, and language throughout the document to form a cohesive unit.

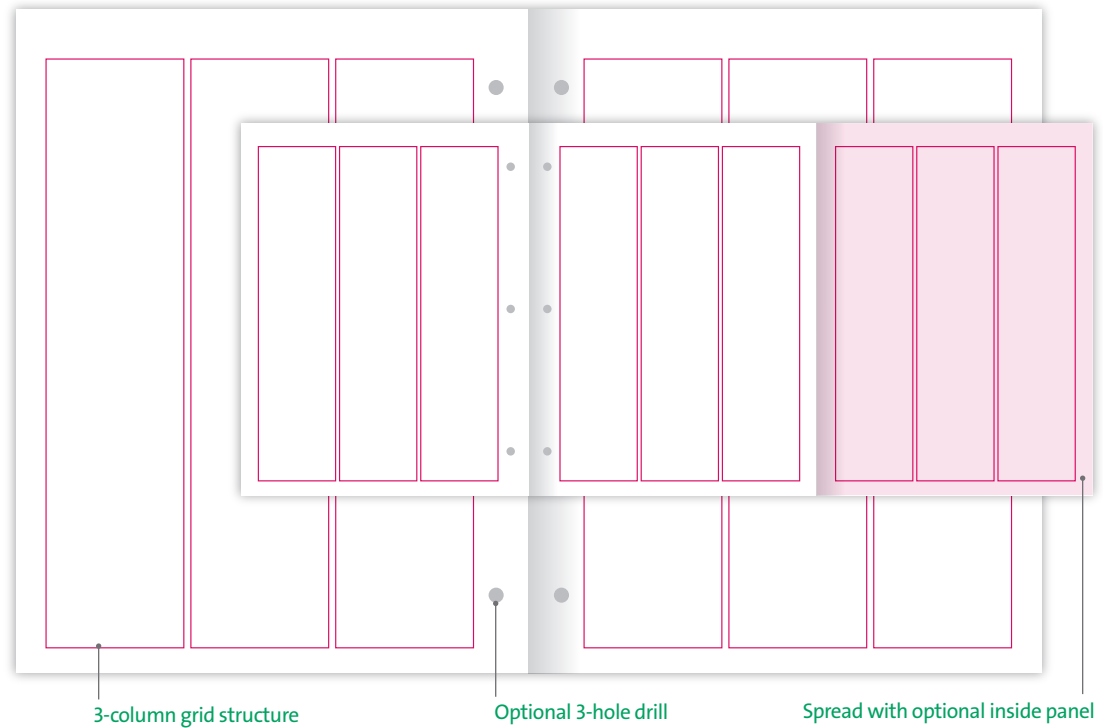


Layout should use white space as a part of the design.

Grid structure

Large brochures should follow a three-column internal grid with ample room for three hole drilling. This grid should function as a guide for the placement of all text, imagery, graphic charts, and callout paragraphs to create visual interest, pace, and readability throughout the document.

Remember that white space is an important part of our identity, creating a clean and contemporary look and feel.



Small format brochures may be developed in four-panel or six-panel (trifold) formats based on ANSI Letter or ISO A4 size paper.

ANSI size

(American National Standard Institute markets)

Four panel folded: 3-3/4" x 8-3/4"

Four panel flat: 7-1/2" x 8-3/4"

Six panel folded (trifold): 3-5/8" x 8-1/2"

Six panel flat: 11" x 8-1/2" (letter)

ISO size

(International Organization for Standardization markets)

Four panel folded: 95 x 222 mm

Four panel flat: 190 x 222 mm

Six panel folded (trifold): 100 x 210 mm

Six panel flat: 297 x 210 mm (A4)

Paper stock

Sappi 100 lb/140 gsm EuroArt Dull cover

Sappi EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

Printing

Offset lithography or digital

(Do not use thermography or foil stamping.)

Typography

Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans typeface for headlines and the TheSerif light for body text.

Cover typography color

Use Air Products green and Air Products blue.

Graphic elements

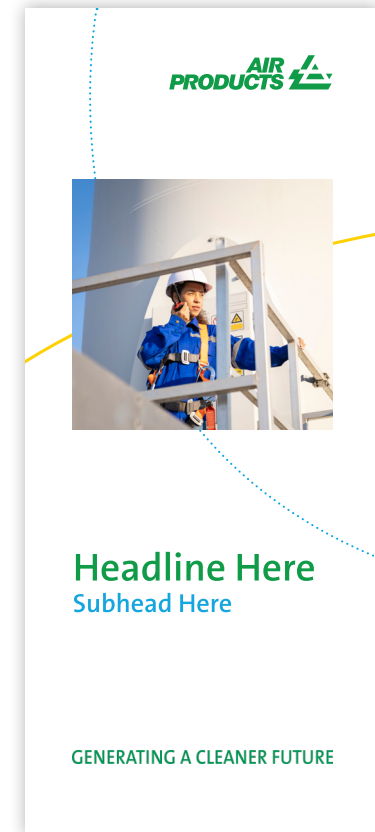
The Air Products momentum lines should be used on all brochure covers. Color and position of momentum lines are restricted to the options available in the small brochure InDesign template. The momentum lines should always interact with the photography.

Photography

Full color photography is preferred. Never use black and white imagery.

Use only the approved template with preset layouts, colors, and type palettes to create brochures.

Templates are available from Air Products' Corporate Communications team.



Small brochure cover examples

Front covers should always be visually compelling, and messaging should be clear and concise. The overall tone of the cover should reflect the quality and service values of Air Products.

The effective organization and presentation of information creates communication with impact.

Use only the approved template with preset layouts, colors, type palettes, and momentum lines to create brochures. Templates are available from Air Products' Corporate Communications team.



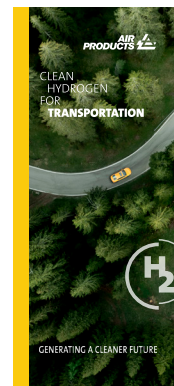
Full Photo Image



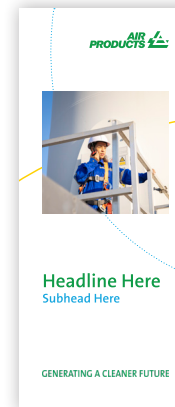
Full Photo Image with H2 Symbol



Full Photo Image with Color bar



Full Photo Image with Color Bar and H2 Symbol



Single image

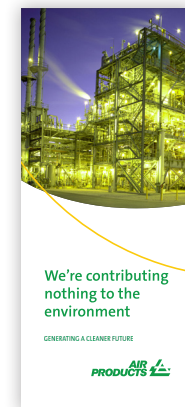


Photo Along Curved Momentum Line

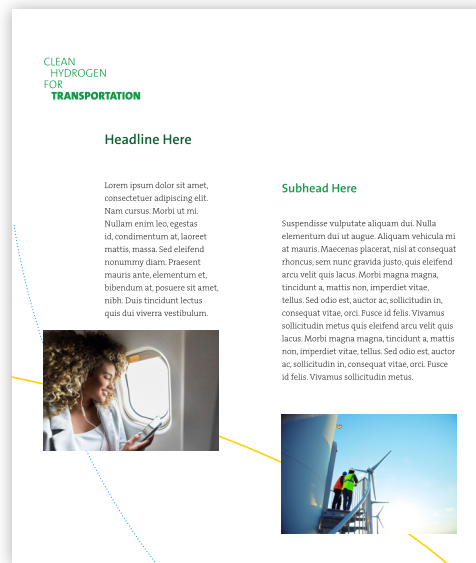
Small brochure interior layouts

Interior page layouts should reflect an intelligent use of white space. Typography should follow a simple layout. Use Air Products blue or Air Products blue for headlines and subheadings.

Layout options



Use callouts, quotes, column widths, and text placement to segregate information and add visual interest.



Layout should use white space as a part of the design.

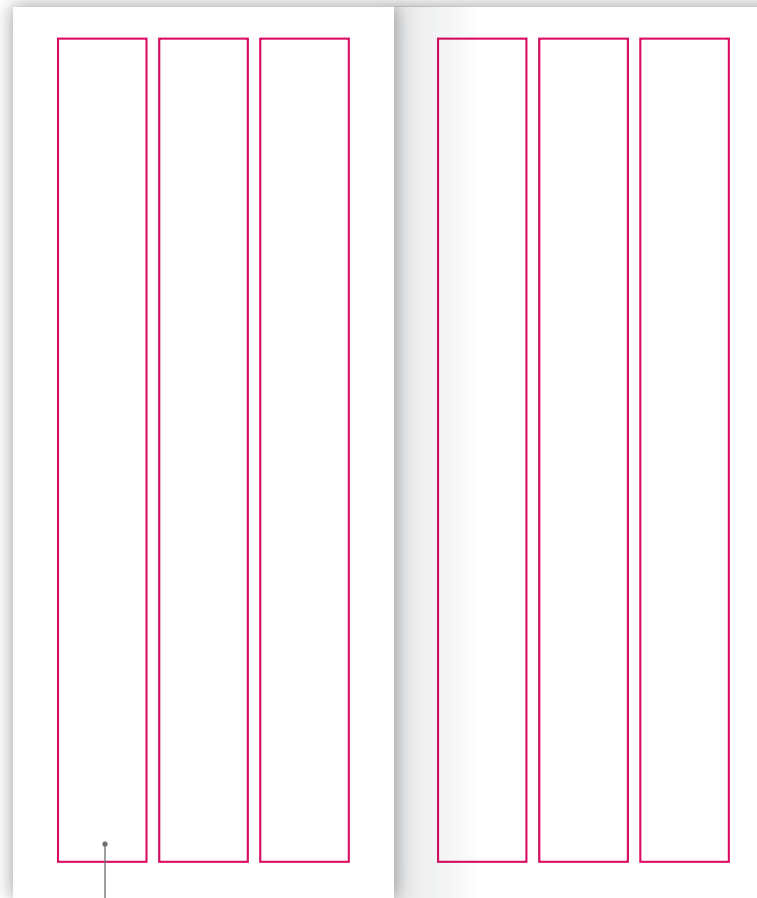


Relate imagery, typography, color, and language throughout the document to form a cohesive unit.

Grid structure

Small brochures should follow the three-column internal grid as a framework for placing text, imagery, graphic charts, and callout paragraphs to create visual interest, pace, and readability throughout the document.

Remember that white space is an important part of our identity, creating a clean and contemporary look and feel.



3-column grid structure

ANSI size
(American National Standard Institute markets)
8-1/2" x 11" (letter)

ISO size
(International Organization for Standardization markets)
210 x 297 mm (A4)

Paper stock
Sappi 100 lb/140 gsm EuroArt Dull text

Sappi EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

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

Typography
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans semi bold for headlines and sub-headlines. Use TheSerif light for body text.

Typography color
Use Air Products green, blue, and black as demonstrated in the examples below. Use Air Products magenta and orange for highlighting important information.

Graphic elements
The Air Products momentum lines are uniquely applied to data sheets. The blue and gold strokes should be contained to the image area below the main headline, intersect only one time, and bleed off the left and right sides of the page only (as illustrated below). See the Air Products data sheet template for specific direction.

Photography
Full color photography is preferred. Never use black and white imagery.

Use only the approved template with preset layouts, colors, and type palettes to create data sheets. Templates are available from Air Products' Corporate Communications team.



Data Sheet front page examples

Data sheets should always be visually compelling, and messaging should be clear and concise. The overall tone should reflect the quality and service values of Air Products.

The effective organization and presentation of information creates communication with impact.

Use only the approved template with preset layouts, colors, type palettes, and momentum lines to create data sheets. Templates are available from Air Products' Corporate Communications team.



One Photo Image



Two Photo Image



Three Photo Image



Standard

Delivering innovative technology

Wetting
Water based systems, like architectural coatings, have high surface tension due to the high surface tension of water (72 dyne/cm). As a result, surfactants are required to lower the surface tension of the system in order to achieve good pigment wetting for efficient grinds and consistent substrate wetting for good aesthetic appearance of the coating film. Good wetting performance in these systems, as demonstrated by low dynamic surface tension values, occurs when a surfactant can rapidly migrate to the newly created interfaces.

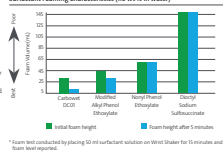
When compared to typical commercial surfactants, Carbowet DCCO surfactant exhibits superior equilibrium and dynamic surface tension reduction capabilities, as shown in Table 2. Low dynamic surface tension promotes excellent wetting on chalky and glossy surfaces and efficient pigment grinding. This leads to improved coverage, reduced grind times and enhanced color development.

Foam control

Foam generated during the production of decorative coatings causes inefficient grinding as well as handling problems. Pockets and poor coverage can result from foam formed during paint application. As shown in Figure 4, Carbowet DCCO surfactant can reduce foaming tendencies compared to other nonemulsifier surfactants. The low foaming characteristics will promote efficient pigment grinding as well as improved gloss and durability in the finished paint film.

Water at 20 °C	4 wt %
Acetone	Very Soluble
Benzene	Very Soluble
Carbon Tetrachloride	Very Soluble
Chloroform	Very Soluble
Cyclohexane	Very Soluble
Hexane	Very Soluble
Methyl Acetate	Very Soluble
Dichloro Ethyl	Soluble
Diethylene Glycol	Slightly Soluble
Diethylene Glycol	Slightly Soluble
Formamide	Slightly Soluble
Methyl Ethyl Ketone	Very Soluble

Figure 3: Carbowet DCCO Surfactant Achieves Foam Control



*Foam test conducted by placing 50 ml surfactant solution on Whatman filter for 5 minutes and foam level reported.

Figure 4: Color Acceptance/Run-Up Performance

Control System	New System	Control System	New System
Temp 100	Temp 100	Temp 100	Temp 100
Carbowet DCCO	Carbowet DCCO	Carbowet DCCO	Carbowet DCCO
Alky Phenol Etherate	Alky Phenol Etherate	Alky Phenol Etherate	Alky Phenol Etherate
Run-Up	Run-Up	Run-Up	Run-Up
Run-Up	Run-Up	Run-Up	Run-Up
Run-Up	Run-Up	Run-Up	Run-Up

Measurable environmental benefits

Wetting
Water based systems, like architectural coatings, have high surface tension due to the high surface tension of water (72 dyne/cm). As a result, surfactants are required to lower the surface tension of the system in order to achieve good pigment wetting for efficient grinds and consistent substrate wetting for good aesthetic appearance of the coating film. Good wetting performance in these systems, as demonstrated by low dynamic surface tension values, occurs when a surfactant can rapidly migrate to the newly created interfaces.

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We are committed

Foam control
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Delivering the difference

Foam control

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Safety

Wetting
Water based systems, like architectural coatings, have high surface tension due to the high surface tension of water (72 dyne/cm). As a result, surfactants are required to lower the surface tension of the system in order to achieve good pigment wetting for efficient grinds and consistent substrate wetting for good aesthetic appearance of the coating film. Good wetting performance in these systems, as demonstrated by low dynamic surface tension values, occurs when a surfactant can rapidly migrate to the newly created interfaces.

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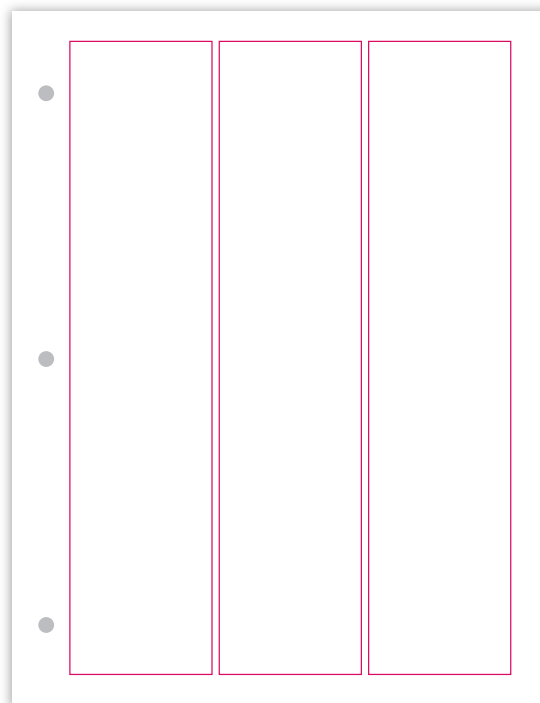


Caption – Good wetting performance in these systems can rapidly migrate to the newly created interfaces!

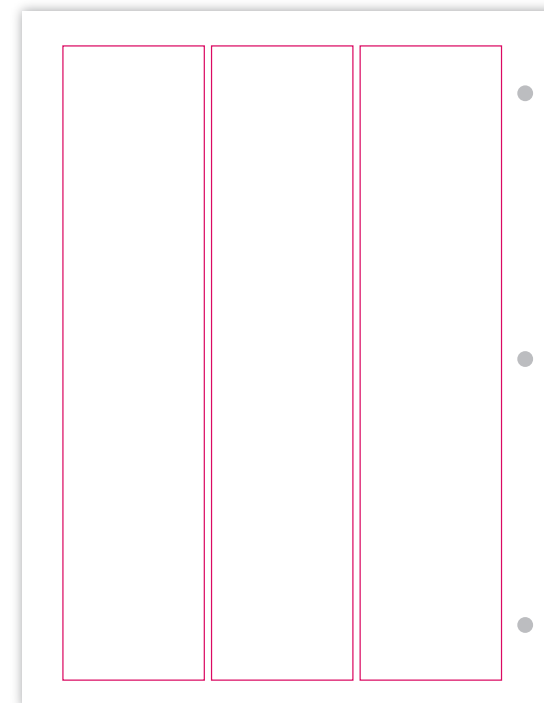
Grid structure

Data sheets should follow a three-column internal grid with ample room for three-hole drilling. This grid should function as a guide for the placement of all text, imagery, graphic charts, and callout paragraphs to create visual interest, pace, and readability throughout the document. The front left column of all data sheets is to be reserved for product and contact information.

Remember that white space is an important part of our identity, creating a clean and contemporary look and feel.



Data sheet front



Data sheet back

Case studies should celebrate our working relationships with our customers, demonstrating our understanding, integrity, passion, meta-national agility, and focus on the future. Front covers should always be visually compelling, and messaging should be clear and concise.

ANSI size

(American National Standard Institute) markets

Folded: 5-7/8" x 8-1/2"

Flat: 11-3/4" x 8-1/2"

ISO size

(International Organization for Standardization) markets

Folded: 148 x 210 mm

Flat: 296 x 210 mm

Paper Stock

Sappi 100 lb/270 gsm EuroArt Dull cover

Sappi 100 lb/140 gsm EuroArt Dull text

Sappi EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

Printing

Offset lithography or digital

(Do not use thermography or foil stamping.)

Typography

Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans typeface for headlines and the TheSerif light for body text.

Cover typography color

Use Air Products green, blue, and gray as demonstrated in the example to the right.

Graphic elements

The Air Products momentum lines should be used on all case study covers. Color and position of momentum lines are restricted to the options available in the case study InDesign template. The momentum lines should always interact with the photography.

Photography

Full color photography is preferred. Never use black and white imagery.

Use only the approved template with preset layouts, colors, and type palettes to create case studies.

Templates are available from Air Products' Corporate Communications team.



Solar technology that shines

"Our relationship with the people at solar atmospheres over the years has been especially rewarding because we have a lot in common. They take care of their customers. So do we."

Shawn Smith, Sales Account Executive, Air Products

Expert statement

A quotation related to the relevant product adds reader appeal and a preview of the case study content.

Case study interior layouts

Interior page layouts should reflect an intelligent use of white space. Typography should follow a simple layout.

Layout options



Use callouts, quotes, column widths, and text placement to separate information and add visual interest.



Use Air Products magenta or orange to highlight callouts and footnotes.



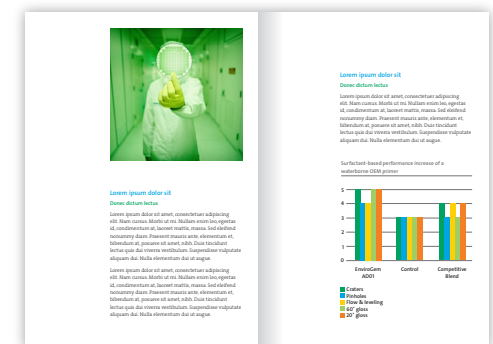
Body text may span two or three columns.



Layout should use white space as a part of the design.



Relate imagery, typography, color, and language throughout the document to form a cohesive unit.

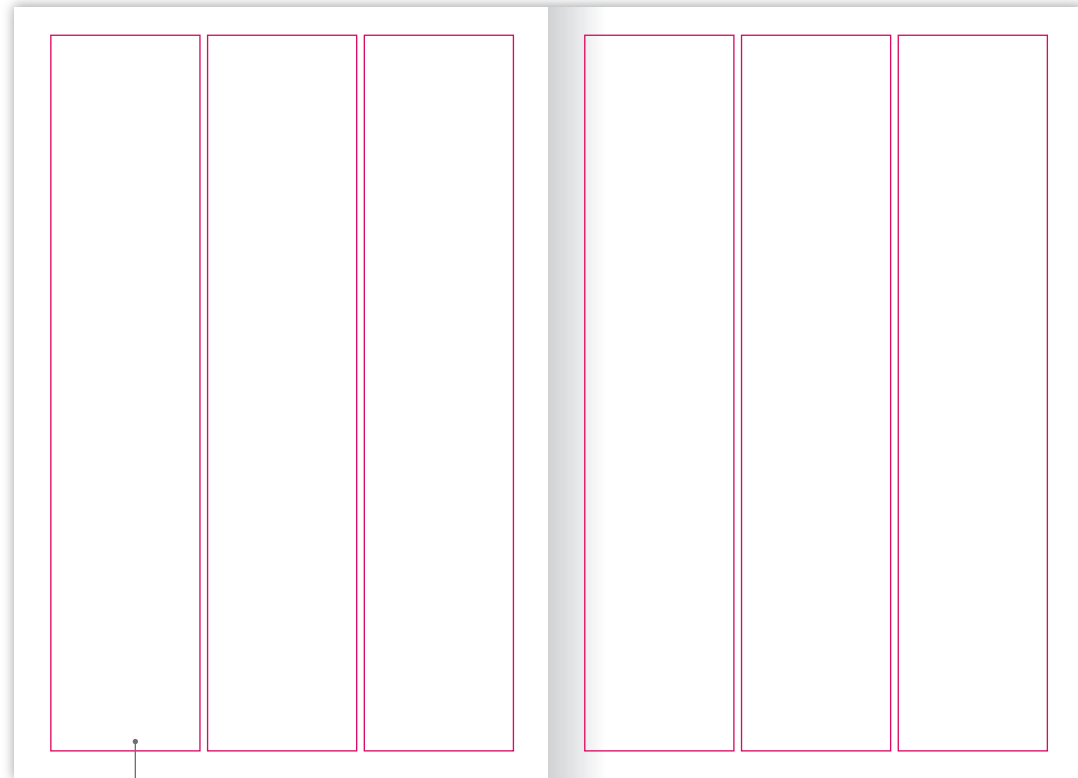


Visualizing information through charts and tables helps to make comparisons and illuminate important points. The best chart is simple: less is more.

Grid structure

Case studies and knowledge papers should follow a three-column internal grid. This grid should function as a guide for the placement of all text, imagery, graphic charts, and callout paragraphs to create visual interest, pace, and readability throughout the document.

Remember that white space is an important part of our identity, creating a clean and contemporary look and feel.



3-column grid structure

Technical papers celebrate our understanding and openness to sharing and transferring technical knowledge but also offer an extended area for content. Since technical papers are not intended for direct marketing use, covers should only contain basic brand elements such as the logo and momentum lines with essential descriptor text.

The finished size of all technical papers is based on ANSI Letter or ISO A4 size paper.

ANSI size (American National Standard Institute markets)

Folded: 8-1/2" x 11" (letter)
Flat: 17" x 11"

ISO size (International Organization for Standardization markets)

Folded: 210 x 297 mm (A4)
Flat: 420 x 297 mm

Paper stock Sappi 100 lb/140 gsm EuroArt Dull text

Sappi EuroArt Dull may be substituted in markets where significant cost or distribution advantages exist with a comparable stock and Corporate Communications approval.

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

Typography

Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans typeface for headlines and the TheSerif light for body text.

Cover typography color

Use Air Products green, blue, and gray as demonstrated in the example to the right.

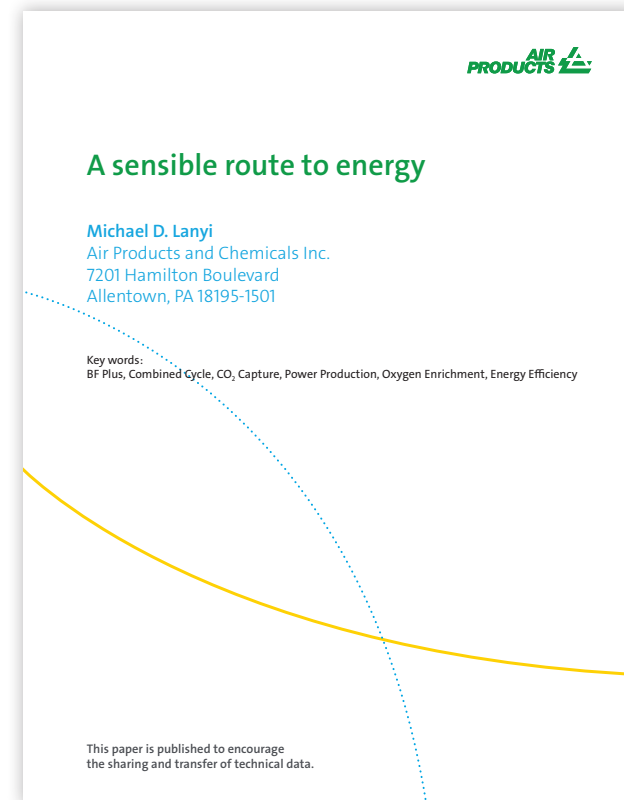
Graphic elements

The Air Products momentum lines should be used on all technical paper covers. The position and color of the momentum lines are fixed as illustrated to the right and in the technical paper InDesign template.

Photography

Photography with hard edge frames should be used only to communicate technical or product information. Full color photography is preferred. Only use black and white when necessary for technical reasons.

Use only the approved template with preset layouts, colors and type palettes to create technical papers. Templates are available from Air Products' Corporate Communications team.



Technical paper interior layouts

Interior page layouts should reflect an intelligent use of white space. Typography should follow a simple layout.

Layout options



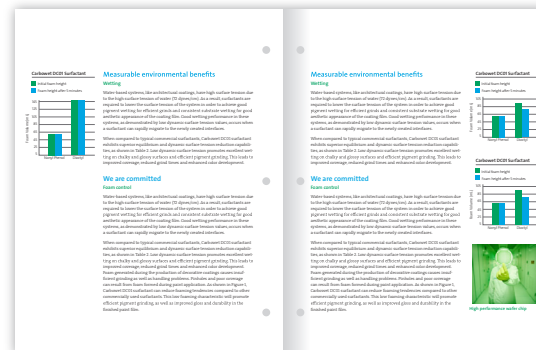
Use column widths and text placement to separate information and add visual interest. The layout should use white space as a part of the design.



Use Air Products green for photo captions.



Visualizing information through charts and tables helps to make comparisons and illuminate important points. The best chart is simple: less is more.

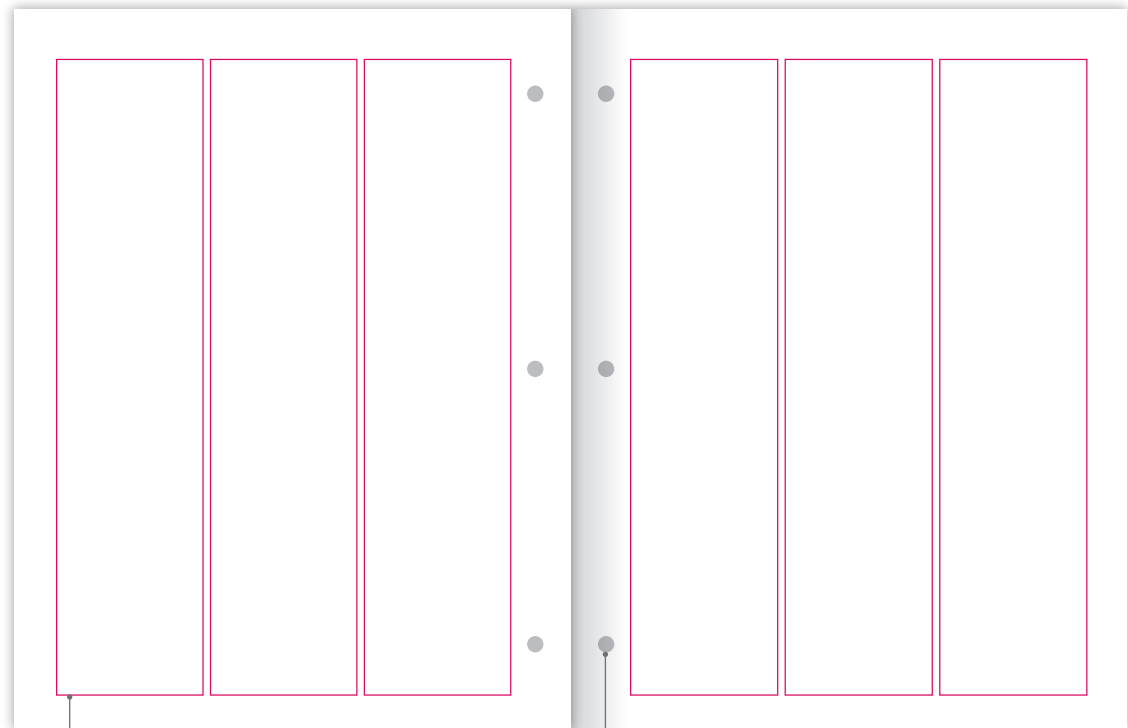


Text may span one or two columns of the page. The column width of body text should remain constant throughout the document.

Grid structure

Technical papers should follow a three-column internal grid with ample room for three-hole drilling. This grid should function as a guide for the placement of all text, imagery, graphic charts, and callout paragraphs to create visual interest, pace, and readability throughout the document.

Remember that white space is an important part of our identity, creating a clean and contemporary look and feel.



3-column grid structure

Optional 3-hole drill

The sign-off must be added to the back cover of all literature. The sign-off always includes the logo and legal information.

Secondary information

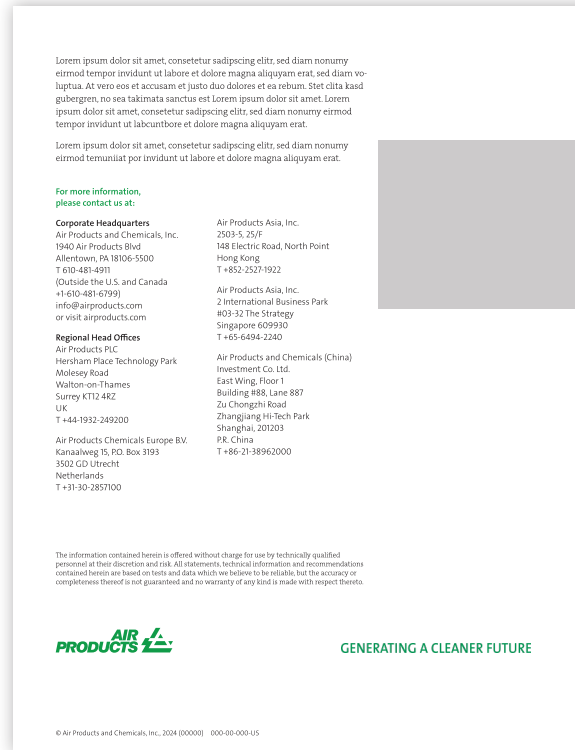
Secondary information should always appear in the top left corner, aligned left on brochure back. Use TheSerif light.

Contact information

Mailing addresses, phone numbers, and URLs should always appear below any secondary information used on back covers, aligned left. Use TheSans semi bold and light.

Legal copy

Legal copy should be placed below the logo, aligned left. Use TheSans light.



Multiple addresses



One address option

Logo placement for literature

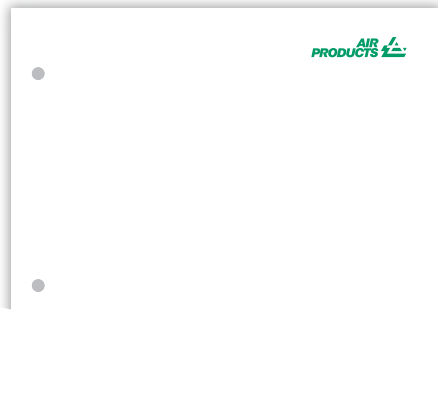
Give careful consideration to the placement of our logo on all applications.

The preferred placement of the logo on brochure covers is in the top right corner, or the bottom right corner. When used on a back cover, it should always appear in the lower left corner.

When placing the logo, consider how the materials will be displayed. Keep the logo clearly visible whenever possible.

Avoid placing any copy or other graphic elements to the right of the symbol, because this creates a visual barrier that interrupts the movement of the symbol.

Brochure cover top right logo placement



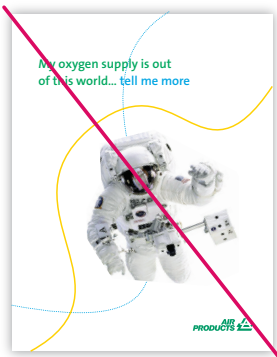
Brochure cover, lower right logo placement



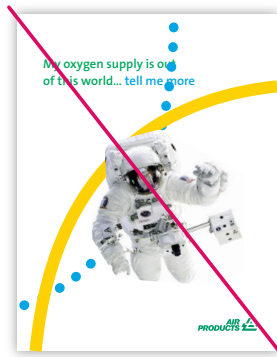
Brochure back cover, lower left corner placement

Unacceptable literature examples

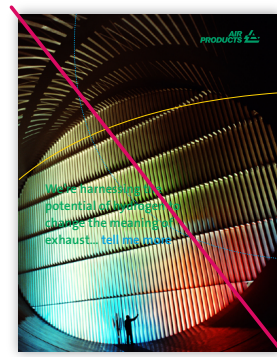
The success of the Air Products brand relies on clear and consistent execution. Following the specified guidelines will increase the brand's impact and avoid confusion.



Don't create alternative versions of the momentum lines.



Don't change the thickness of the momentum lines.



Don't use full bleed images on brochure front covers.



Don't use multiple crops of the momentum lines.



Don't change the color of the momentum lines.



Don't place the momentum lines over images.



Don't use gradients.