

7. Exhibitions (Rev. Mar25)

Exhibition signage should create a dynamic experience that clearly communicates our brand image and specific business and product messages. The environment we create should be inviting, engaging and stimulating, creating a lasting impression.

Portable exhibition displays should clearly communicate our brand voice and visual identity, as well as specific business and product messages. Since it exists in the same environment as our competitors, our exhibition communication needs to be distinct and compelling. By producing an effective exhibition stand that builds on our values, we help differentiate ourselves and make our offer more memorable. Keep all core content above 36" for easy readability.

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 TheSans plain for body copy.

Typography color

Use Air Products green, Air Products blue, and black.

Consult your local exhibition supplier and Corporate Communications for further direction on specific exhibition panel sizes.

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



Modular exhibition panels should clearly communicate our brand voice and visual identity as well as specific business and product messages. Since our exhibition communication exists in the same environment as our competitors, it needs to be distinct and compelling. By producing an effective exhibition stand that builds on our values, we help differentiate ourselves and make our offer more memorable. Large areas of light color should be avoided on all backlit modular exhibition panels. Keep all core content above 8" for easy readability. Design decisions must be based on the whole of the display. Ensure that the logo is visible but not overused.

Typography

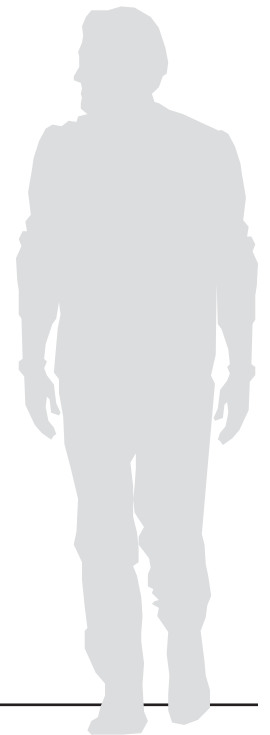
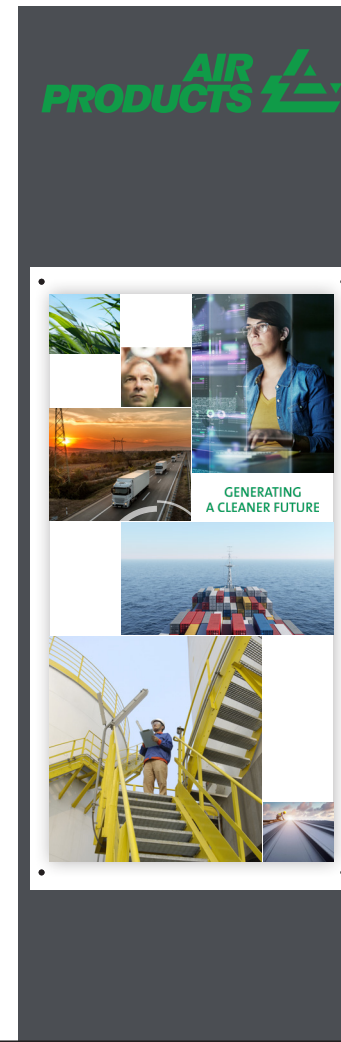
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans semi bold for headlines and sub-headlines. Use TheSans plain for body copy.

Typography color

Use Air Products green, Air Products blue, and black.

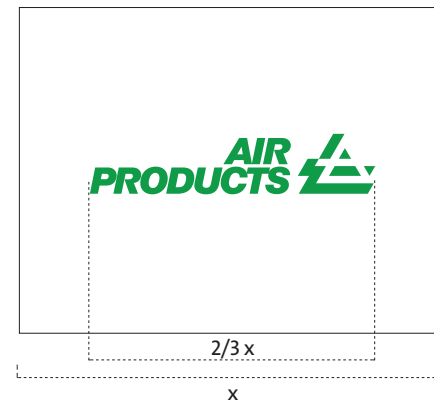
Consult your local exhibition supplier and Corporate Communications for further direction on specific exhibition panel sizes.

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



Overhead signs

Most exhibitions allow for the use of overhead signs that ensure visibility from a distance. If a large logo panel is needed, the logo should be made as large and as visible as possible. Visually center the Air Products logo as shown here.



If a panel is long and thin, the minimum distance top and bottom is 1P.

Banner stands should clearly communicate our brand voice and visual identity as well as specific business and product messages. Since banner stands may be used in environments where competition for attention is fierce, communication needs to be distinct and compelling. By producing an effective banner stand that builds on our values, we help differentiate ourselves and make our offer more memorable. Keep all core content above 24" for easy readability.

Typography

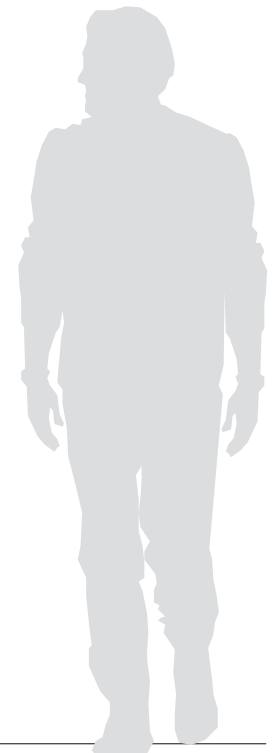
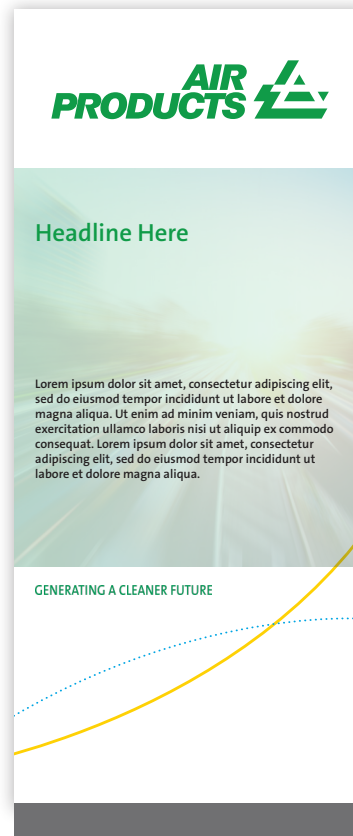
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use TheSans semi bold for headlines and sub-headlines. Use TheSans plain for body copy and bullet points.

Typography color

Use Air Products green, Air Products blue, and black.

Consult your local exhibition supplier and Corporate Communications for further direction on specific exhibition panel sizes.

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



Posters should clearly communicate our brand voice and visual identity as well as specific business and product messages. Since posters may be used in environments where competition for attention is fierce, communication needs to be distinct and compelling. Posters may be horizontally or vertically oriented. The Air Products logo may be located in the upper or lower right corner.

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 plain for body copy.

Typography color

Use Air Products green, Air Products blue and black. Use Air Products magenta on a limited basis for highlighting important information.

ANSI dimensions/materials

(American National Standard Institute markets)

26" x 36", 30" x 40", 11" x 14", 8-1/2" x 11"

3 mil front lamination mounted on 1/4" black gator board

ISO dimensions/materials

(International Organization for Standardization markets)

A1, A0, or A4

3 mil front lamination mounted on 60 mm gator board

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

Layout options

