

8. Advertising (Rev. Jan16)

We aim to create powerful advertising that also raises awareness of the Air Products brand. These guidelines are designed to help you achieve consistency with other Air Products communications while offering the flexibility to accommodate your most creative ideas.

Advertising always has a dual role. It is an ambassador for the brand. But it must also convey a specific message in the most direct, dramatic and simple way possible.

When you assess an advertisement, there are five important questions to ask.

- 1 Will this grab attention? An advertisement cannot begin to do its job unless it gains attention. Successful advertising is highly visible and different.
- 2 Is it relevant to the target audience? It is easy to gain attention by bizarre images or famous faces. The important point is relevance to the product and the target market.
- 3 Is it clearly branded? Every advertisement should be instantly recognizable as the work of Air Products.
- 4 Is it part of a coherent, long-term campaign? And does it reinforce the values of our brand?
- 5 Does it promise a benefit? Customers do not buy products, they buy benefits. Every successful advertisement should answer the question, “What’s in this for me?”

Imagery in advertising

Advertising is different from other forms of marketing communications.

Imagery must gain attention within visually noisy media. And it must communicate an idea in seconds, in a way that engages the reader. It must therefore be intrusive in style. This is different from a brochure, for example, where the audience is “captive” and images are used to support copy points or create a contextual mood.

To achieve this, visual scandals, set-ups and dramatic compositions are encouraged, although proven techniques such as customer testimonials and stories can also be used.

If the reader thinks, “what’s going on here?” then the ad is probably working!



The preferred layout

To maximize the consistency of our advertising, we have developed a preferred style for our layouts. It uses the Air Products “white page” look in a consistent way, while allowing for design variation through flexible positioning of some elements.


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

No other hydrogen company supplies so much.



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[tell me more](#)
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High-performance welding without high costs . . . tell me more

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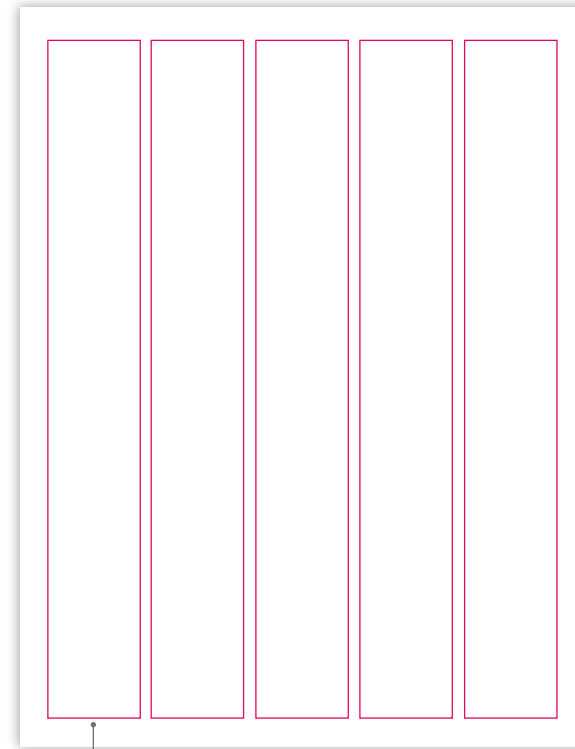


Advertising grid structure

Grid structure

Ads should follow a five-column grid. This grid should function as a guide for the placement of all text and imagery to create visual interest and readability.

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



5-column grid structure

Main features:

8.6

- Focal point through strong use of the momentum lines in conjunction with main image and headline
- Large green display headline
- Small non-bleed image
- Five-column grid for layout flexibility
- Asymmetric typography layout between headline and body text
- Short copy, maximum 600 characters—long enough to cover the key points, short enough not to detract from the impact of the picture and headline
- Body copy is flush left
- Call for action, including telephone number, appears at the end of the copy
- Clear use of [tell me more](#) with relevant website URL, in blue and in two lines; align right with body copy
- Simple use of corporate logo at bottom right of the page as sign-off

No other hydrogen company supplies so much.

WORLD LEADERSHIP

YEARS ROTTERDAM EXPERIENCE

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tell me more
[airproducts.com/abcde1234](#)

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AIR PRODUCTS

To maintain consistency, always:

- Keep headline and picture toward the top of the layout
- Keep body text and **tell me more** toward the bottom of the layout in a single column
- Position the corporate logo in the bottom right-hand corner
- Use the graphic lines boldly, but avoid clashes with the body text and the corporate logo
- Avoid any single element over-dominating the white page layout

To bring creative flexibility:

- Headline goes above, below or alongside picture
- Text is set in a single column and can be positioned across two, three or four grid columns
- Momentum lines can be placed in different positions to complement the overall design
- Squared-up images can be used if necessary
- **tell me more** may be incorporated into an advertising headline as shown. If this approach is used, headlines should be simple and benefit-lead



An alternative layout has been developed for situations when the preferred layout does not provide the best creative solution, specifically when a complete, squared-up image is called for.

Reasons for this include:

- The photograph relies on background context for clear communication
- The main image does not lend itself to be silhouetted (e.g., shallow depth of field with varying degrees of focus, dark subject matter, natural or moving elements such as fire or rushing water)
- Removal of background context would appear unnatural

You may also use a white headline reversed out of the photograph

- You should only do this when a photo/headline marriage is necessary to complete the communication (i.e., when the headline directs attention to a specific detail within the photograph)

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



We wouldn't let a flood put out Pilkington's furnace.

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tell me more
airproducts.com/abcde1234



Main features:

- Large image which bleeds off three edges; the remaining edge is “curved off” rather than squared off in the shape of a brand line
- Use of a single momentum line in conjunction with the curved off picture edge to create the twin curve effect
- Landscape and portrait image formats available
- Picture is positioned at top of page for landscape or square format images, with headline and body text below
- Picture is positioned to the left of the page for vertical format images, with headline and body text to the right
- Corporate logo is always positioned in the bottom right-hand corner of the page
- If it strengthens the idea, the headline can be positioned inside the picture



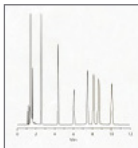
Main features:

A layout has been created for situations when it is important to tell a long story in print, rather than refer the reader to the website or elsewhere for more information. Space for the headline and copy has been maximized, and all other elements have been reduced to achieve this.

- Headline is the strongest attention-getting device on the page and is positioned directly above the copy in order lead the eye and aid reading
- Body copy should be between 2000 and 2200 characters, set in two columns and arranged asymetrically with the headline; subheadings can be included in green if required
- Pictures should be kept small and only used to support points made in the copy; captions may be used where appropriate
- The momentum lines are used as a supporting element and are positioned near the logo as a framing device

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Why you get a better result with Air Products' analytical gases.




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tell me more
airproducts.com/abcdet234



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In some executions it is desirable to include a supporting story. For example, an ad featuring a new product might benefit from the inclusion of the story of the Air Products person behind it.

Or an ad featuring an Air Products service might benefit from the inclusion of the product behind it.

For this purpose a small squared-up picture and short copy, no longer than 120 characters, can be added to the left of the main body text in either of two ways.

- Position the support story within the five-column grid, immediately to the left of the body text, level with the first line, and with the caption below

or

- Position the support story within the five-column grid, loosely to the left of the body text, in an area contained by a momentum line
- In vertical version of the alternative layout, position the support story under the body text

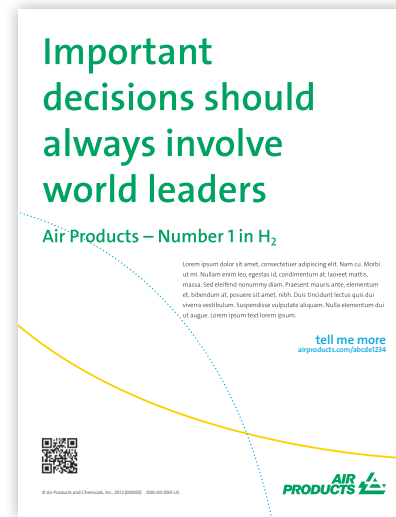


Type-only executions can be based either on the preferred layout or the alternative layout style, whichever is most appropriate to the situation.

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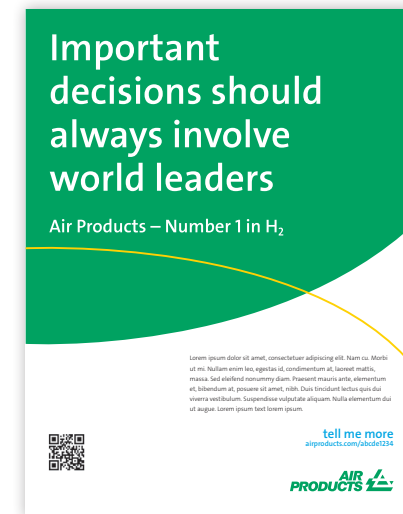
The preferred typographic layout:

- Enlarge the headline so that it dominates the space at the top of the page
- Position the momentum lines between the headline and body text, in a way which draws the eye to the headline
- The momentum lines can interact with the headline, but not to the degree that they inhibit legibility



The alternative typographic layout:

- Create a color field by replacing the image with a primary or secondary color from the Air Products color palette
- Enlarge the headline and position it within the color field
- The headline should appear either reversed out in white, or in a palette color which is complementary to the color field
- Use the momentum line in the same way as you would if you were using an image

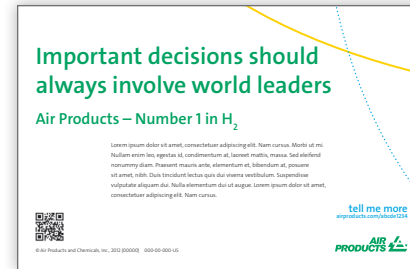


This matrix shows how all Air Products fractional ads work together. All fractional ads should fit into one of these segments. Attributes of each layout format should remain constant and not be mixed or combined with others.

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



Half page horizontal - silo



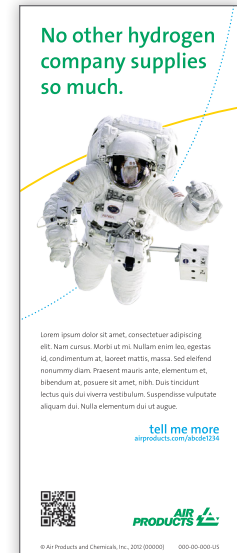
Half page horizontal - text only



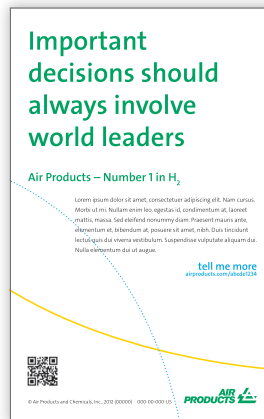
Half page horizontal - image along curve



Half page horizontal - headline white



Half page vertical - silo



Half page vertical - text only



Quarter page horizontal - silo



Quarter page vertical - square finish



Quarter page horizontal - text only

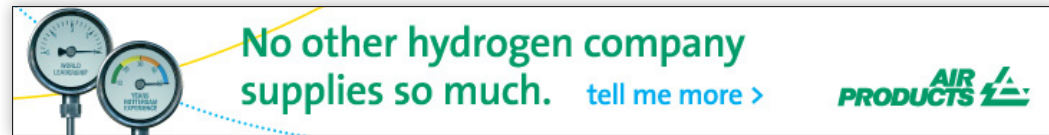
Preferred layout – white background and silhouetted photo

To maintain consistency, always:

- Keep headline and photo toward the top of the layout
- Position the corporate logo in the bottom right-hand corner (or centered in skyscraper sizes)
- Use the momentum lines boldly, but avoid clashes with text and logo
- Avoid any single element over-dominating the white page layout
- [tell me more](#) and arrow should be in blue—arrow can flash
- When appearing on white Web pages, add a thin gray or stroke (d7d7d7) around ad

Alternate layouts – squared finish photo or type-only

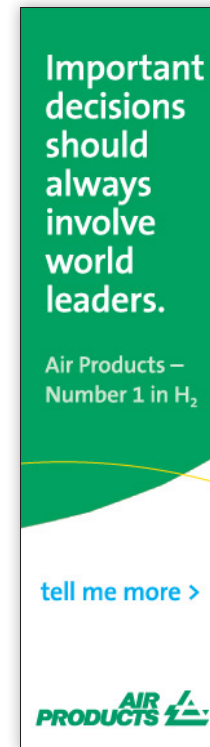
An alternative layout has been developed for situations when the preferred layout does not provide the best creative solution, specifically when a large squared-up image is called for or no image is used.



Leaderboard



Rectangular



Skyscraper