

10. Website (Rev. Feb13)

Air Products' websites are a key point of contact for both internal and external audiences. They act as interactive touch points between us and our customers and are an integral part of the dialogue that invites conversation and builds understanding.

As such, content should be kept brief and concise, and the tone of voice and design should be completely consistent with our communications elsewhere. This section provides guidance on the structure of sites and on the presentation of information and imagery.

Website main home page

10.2

Our website provides us with an efficient and timely channel for projecting our brand. The basic elements of the visual identity system should be applied to any website created in support of the Air Products brand to ensure a strong connection across all media.

The main navigation guides you through the site. The primary feature area consists of two dynamic, connected graphics that change once the page is refreshed. The support features area consists of three buckets and one text area where you can feature current developments. We also have links to all the country sites on this page.

Size

The actual page size of our site is 962 pixels wide.

Typography

All text should appear in Verdana. Air Products green and Air Products blue should be used to highlight headlines, subheads or any key copy points. All other text should appear gray.

See website typography, bucket style guide, and Web page templates for more information.

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

The screenshot shows the Air Products website main home page. The browser address bar displays "http://www.airproducts.com". The page features a header with the Air Products logo and navigation links: "Company", "Products", "Industries", "Investors", and "Careers". A search bar is located in the top right corner, with a "Search" label pointing to it. Below the navigation is a primary feature area with a large graphic of a child and balloons, and text: "Knowledge advantage for a competitive advantage lorem ipsum dolor set amet, nonummy nibh ipsum consetuer adipiscing zed idilesceg nom, tell me more ->". A "Latest news releases" section follows, with a "Support features" label pointing to it. Below this is an "Expandable quick links menu" with sections for "For Customers", "For the Press", "For Suppliers", and "For Potential Employees". A "Footer & secondary links" section is at the bottom, and a "Stock ticker" is located in the top right corner of the page content.

Search

Countries & languages

Main navigation

Primary features

Latest news releases

Support features

Expandable quick links menu

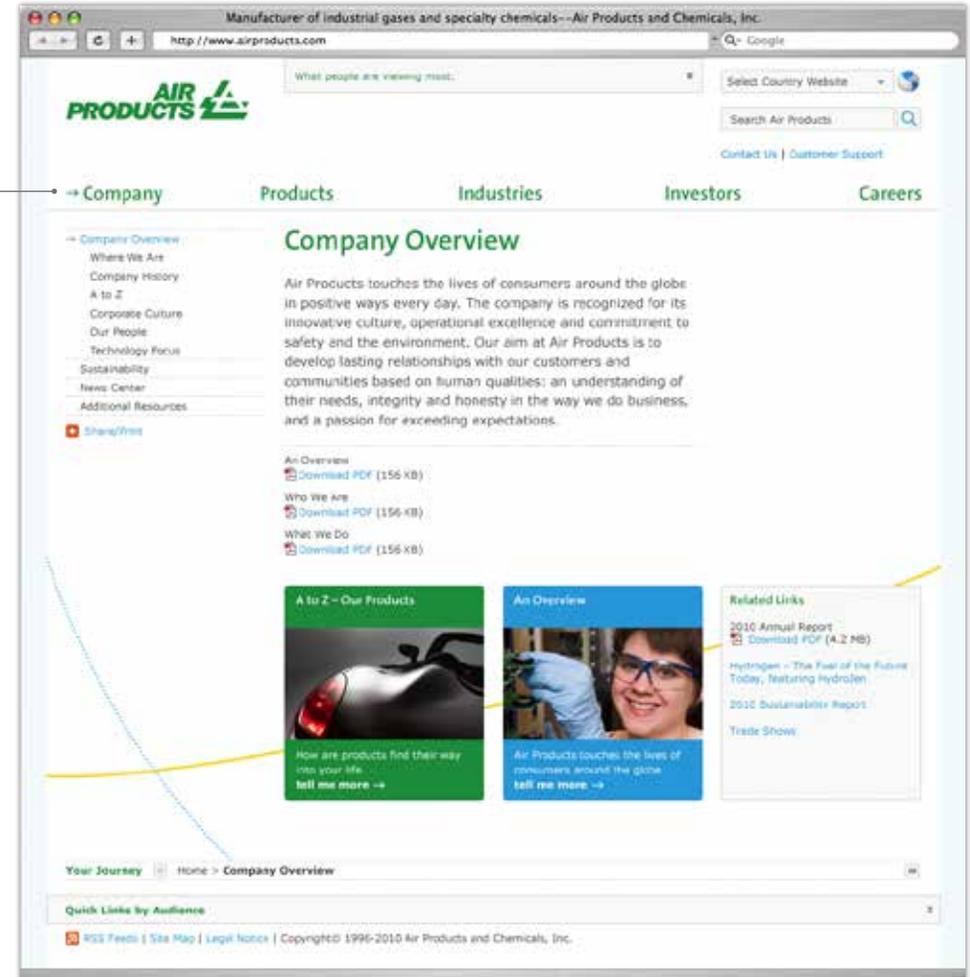
Footer & secondary links

Stock ticker

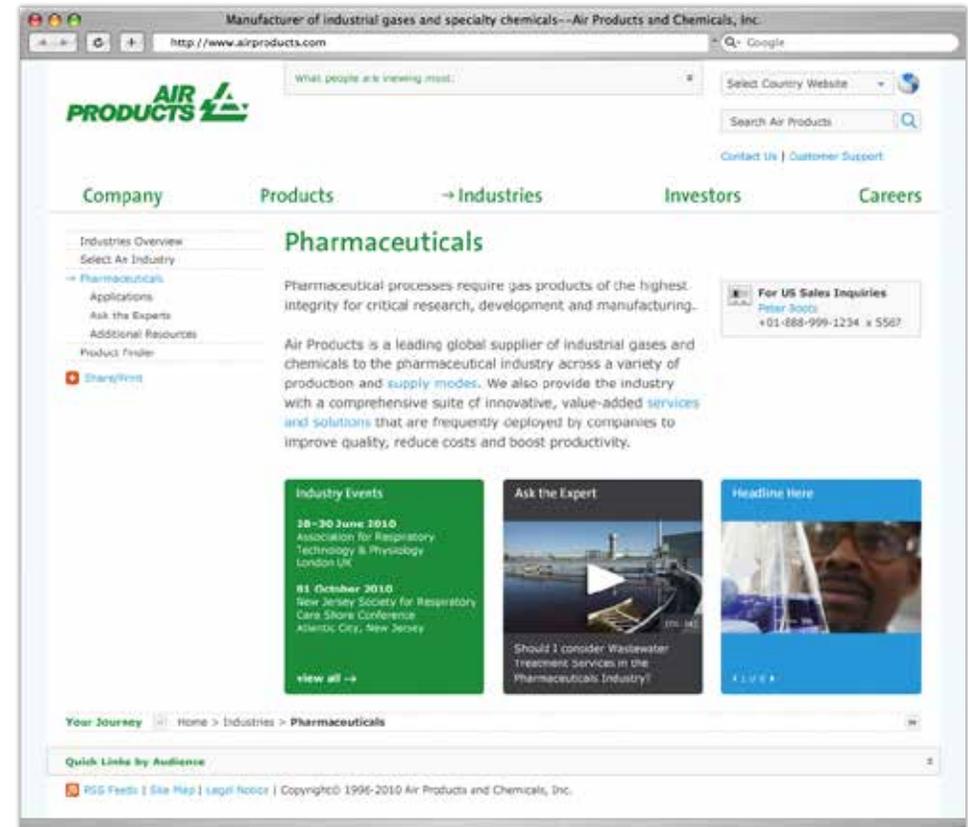
Primary pages

There are five Primary pages. These pages are all in the main navigation: Company, Products, Industries, Investors, and Careers. There should be intro text and three buckets as shown. The momentum lines are seen only on Primary pages of our website. Shown are two examples of Primary pages, the Company Primary page and the Products Primary page.

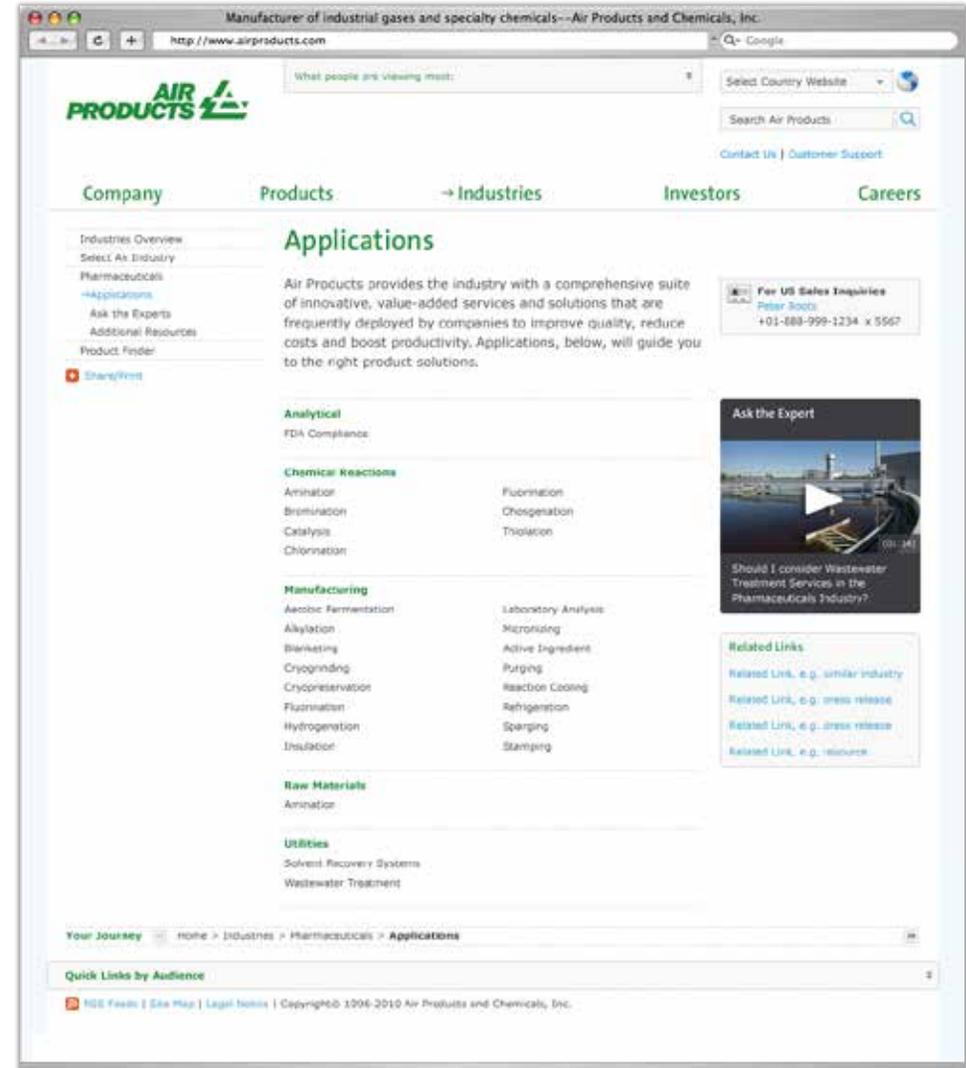
Main navigation consists of primary pages



Overview/site home pages are one level below Primary pages. To the right is an example of how the page can look. The layout may consist of intro text and three buckets. The buckets are in a three-column format and are all a fixed height. You can also have links and contact information if needed.



Detail pages are one level below Overview/site home pages. To the right is an example of how the page can look. The buckets reside in the right column only, and you can have two buckets maximum. The height of the white buckets can fluctuate on these pages only.



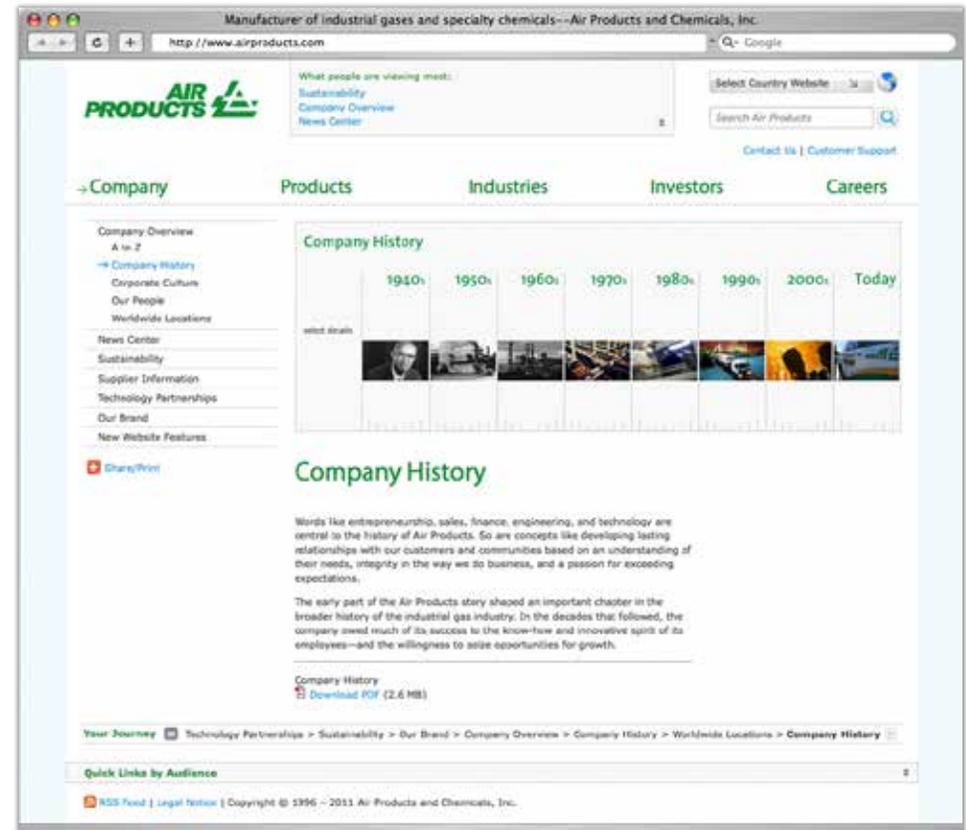
Products application page

Products application pages follow Detail pages and are used to provide specific product and service information to our customers.

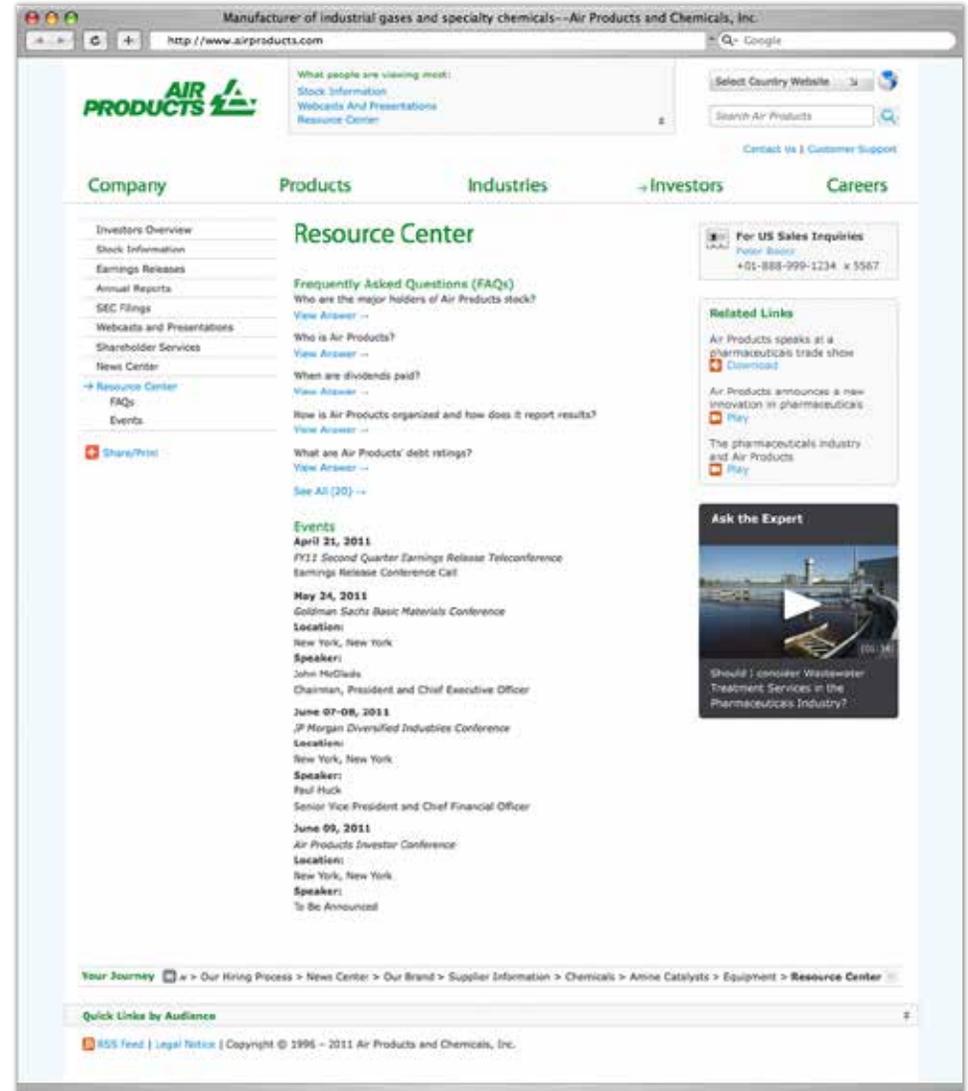
The screenshot shows the Air Products website interface. At the top, there is a navigation bar with links for Company, Products, Industries, Investors, and Careers. The main content area is titled "Analytical Gases" and includes a sub-header "Specialty Gases needed by Analytical users are gases with ultra low levels of critical impurities...". Below this is a table listing various gas products with their descriptions and download links for data sheets.

Product Name	Description/Benefits	Downloads
Acetylene Premier/Premium	Used as a fuel gas, Acetylene Premier/Premium contains low levels of PH ₃ and H ₂ S to ensure a cleaner flame, less interference and better analytical results.	
Argon BIP [®] gas	Argon BIP [®] or BIP [®] PLUS gas with its ultra low levels of Oxygen, Water and Hydrocarbon impurities is the ideal gas for many processes to ensure accurate analyses at low concentrations.	Data Sheet
Argon Premier/Premium	Argon is valued both as a gas and a liquid for its inert properties. Argon Premier is the perfect gas for applications such as ICP.	Data Sheet
Carbon Dioxide Premier Liquid	Used to rapidly cool the first GC column, Carbon Dioxide Premier Liquid is ideal for this application.	Data Sheet
Carbon Dioxide UltraPure Liquid	Carbon Dioxide UltraPure Liquid with its low levels of impurities is ideal for Supercritical Fluid Chromatography.	Data Sheet
Helium BIP [®] gas	Helium supplied using our patented BIP [®] technology contains ultra low levels of Oxygen, Hydrocarbons and Water making it an ideal carrier and makeup gas for many laboratory applications as it minimizes column bleed and baseline noise for more accurate analyses.	MSDS Data Sheet
Helium BIP [®] PLUS gas	Due to the sensitivity of the AED detector, manufacturers recommend a minimum 6.0 purity making Helium BIP [®] PLUS gas the ideal carrier gas to help achieve accurate analyses.	Data Sheet

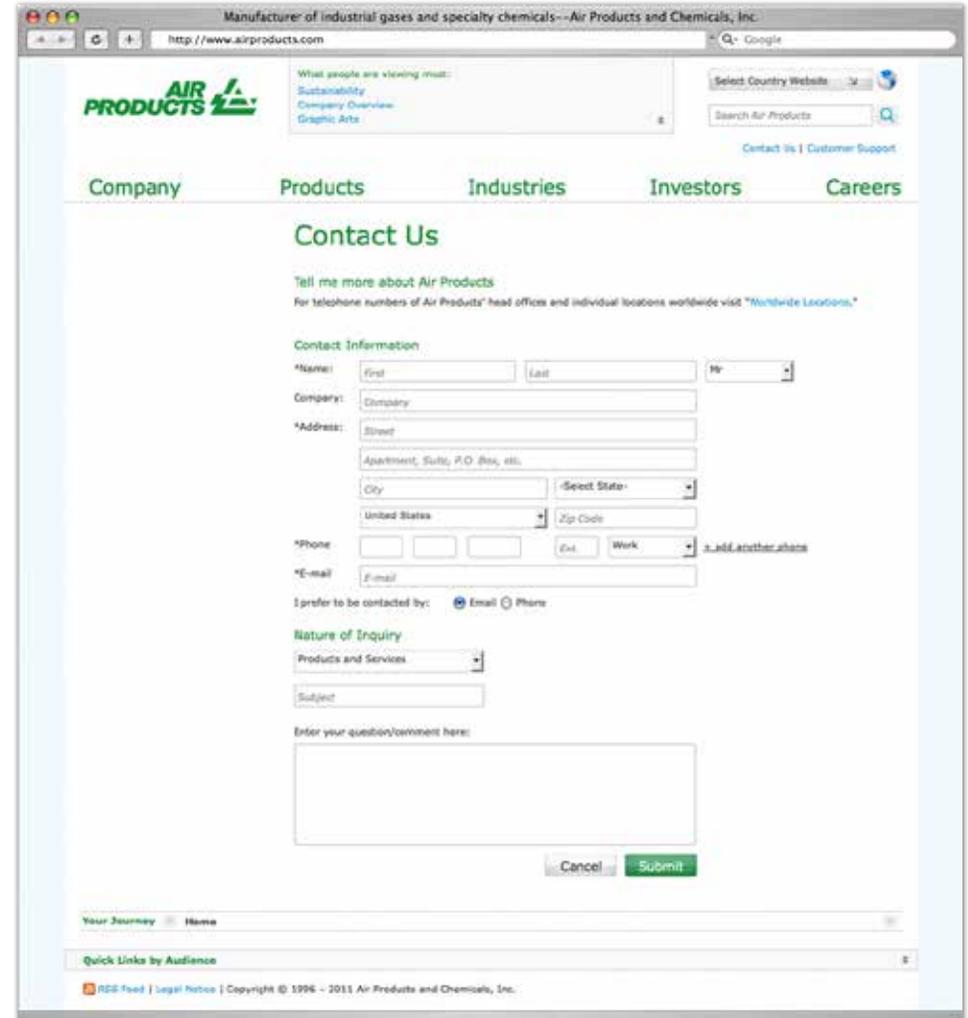
Feature pages are one level below Detail pages. This style is used when a large visual is needed for aesthetics. The graphic can animate or be a static graphic.



Resource Center pages are created to house relevant information and media for our products and services, such as videos, podcasts, narrated presentations, events, FAQs, and related literature.



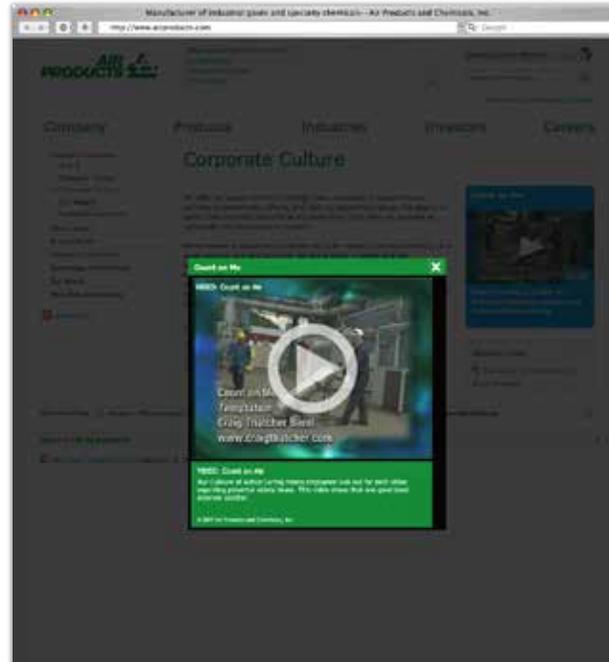
Standard contact page that is used to channel inquiries and requests for information from within the website. This form can be customized for specific needs.



Video/graphic pop-up/modal windows

10.10

Pop-up/modal windows are used to feature videos and static or animated graphic content that needs to be enlarged for readability.



Microsites are created as mini website portals designed to promote a specific product, service, or event. They can be used to capture data and to channel viewers to other areas of our main website. When developing microsites, the basic elements of our brand identity should be adhered to.

Size

The actual page size of our microsite is 962 pixels wide.

Typography

Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use Verdana light and bold.

Typography color

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

Use only the approved templates to create microsites. Templates are available from Air Products' Corporate Communications team.

