11. Multimedia (Rev. Feb13)

Multimedia and interactive media allow us to communicate with diverse audiences in an imaginative and memorable way. The message and benefit should be clearly communicated with a consistent and recognizable Air Products style.

E-direct mail

E-direct mail pieces are developed to communicate important messages or promote our products and services. They are generally developed for websites that are promoted through links provided in e-mail or print communication materials. When developing e-direct mail, the basic elements of our brand identity should be adhered to.

Size
The actual page size is 727 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.
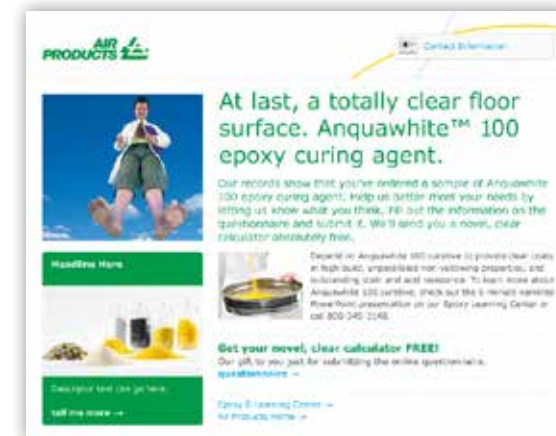
Typography color
Use Air Products green, Air Products blue and Air Products gray.

Use only the approved templates to create e-direct mail. Templates are available from Air Products' Corporate Communications team.

Layout options

E-mail

E-mail graphics are developed to be copied or inserted into standard Outlook e-mail messages and should be used only when necessary to communicate important messages or to promote our products and services. They are created as static graphics. When developing e-mail graphics, the basic elements of our brand identity should be adhered to.

Size
The minimum size for an e-mail graphic is 727 p x 80 p. Your graphic can be deeper than 80 pixels if necessary.
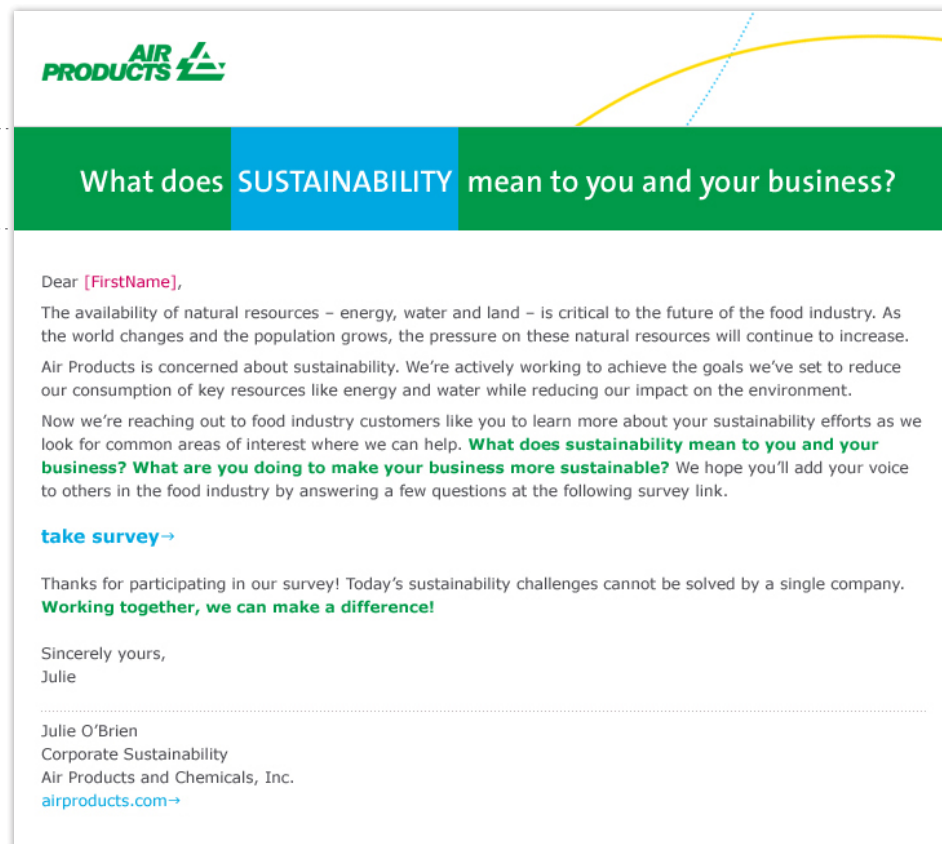
Typography
Set all typography flush left/ragged right, upper- and lowercase with normal letterspacing to create informal, easy-to-read text. Use Verdana light and bold.

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

Use only the approved templates to create e-mail graphics. Templates are available from Air Products' Corporate Communications team.

E-mail graphic

What does SUSTAINABILITY mean to you and your business?

Dear [FirstName],

The availability of natural resources – energy, water and land – is critical to the future of the food industry. As the world changes and the population grows, the pressure on these natural resources will continue to increase.

Air Products is concerned about sustainability. We're actively working to achieve the goals we've set to reduce our consumption of key resources like energy and water while reducing our impact on the environment.

Now we're reaching out to food industry customers like you to learn more about your sustainability efforts as we look for common areas of interest where we can help. **What does sustainability mean to you and your business? What are you doing to make your business more sustainable?** We hope you'll add your voice to others in the food industry by answering a few questions at the following survey link.

take survey→

Thanks for participating in our survey! Today's sustainability challenges cannot be solved by a single company. **Working together, we can make a difference!**

Sincerely yours,
Julie

Julie O'Brien
Corporate Sustainability
Air Products and Chemicals, Inc.
airproducts.com→

E-newsletters

E-newsletters are developed as html Web pages or MS Office templates that are embedded and viewed directly through an e-mail message. Most of the functionality of a website can be included, such as graphics and links. E-newsletters should be used when necessary to communicate important messages or promote our products and services. When developing e-newsletters, the basic elements of our brand identity should be adhered to.

Size
The actual page size is 600 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 with preset layouts, colors and type palettes to create E-newsletters. They are available from Air Products' Corporate Communications team.

Basic e-newsletter layout options

E-newsletter with navigation layout options

Video/Flash animations

Signature sizing for video and Flash animations should approximate the examples shown here. Generally, reverse signatures are preferred over positive with the exception of the green and black signature on a white field. Photo or illustrative images are appropriate for background use. Avoid displaying the signature against active, contrasting background images. Signature use in video and Flash applications must comply with the basic elements of our brand identity manual. Special effects may be used when appropriate legibility is maintained.

16:9 ratio

Preferred positive signature on
light value field

Preferred reverse signature on
dark field

Preferred intro screen

Video example small

CDs

CDs are developed for communications that include large amounts of information that can be delivered to the intended audience with ease in a medium other than a website. When developing CDs and packaging, the basic elements of our brand identity should be adhered to.

Size
CD sleeve
5" x 5"
127 x 127 mm

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 with preset layouts, colors and type palettes to create CDs. They are available from Air Products' Corporate Communications team.
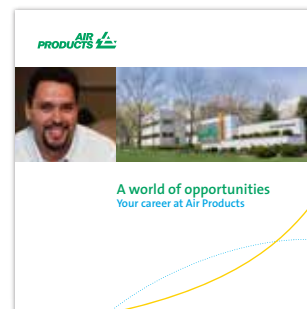
CD sleeve front cover

CD sleeve back cover

CD label options