


14. Vehicles (Rev. Nov24)

Our vehicles travel all over the world representing Air Products and provide us with a unique and free advertising space. A consistent identity on our fleet communicates a confident company.



Our vehicles present a unique opportunity to communicate the Air Products brand to thousands of people through roadside visibility. Our fresh, vibrant design and unique colors create an immediate and favorable impression that makes people aware that we are local and part of their community.

Care and attention should be given to every detail in planning and execution of vehicle signage. Vehicles and graphics must always be kept clean and in good mechanical repair.

The signature should always be placed at the front of all vehicles on both sides.

Paint and vinyl color specifications

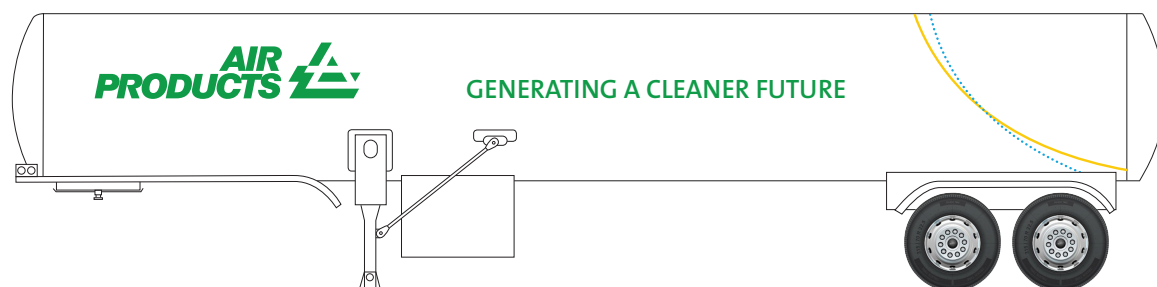
Paint and vinyl colors should match our brand PMS colors as closely as possible. Manufacturing specifications and colors are unique to each region and supplier and should be approved by Global Operations for all vehicles.

Air Products green (PMS 347)

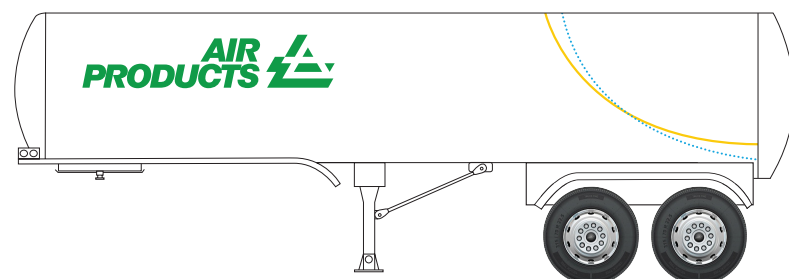
Air Products blue (PMS 2995)

Air Products yellow (PMS 116)

Electronic art for the Air Products signature and the Positioning Statement are available from Air Products' Corporate Communications team.



Trailer



Less than 400" (seam-to-seam) gets no positioning statement, just the Air Products logo and momentum lines.



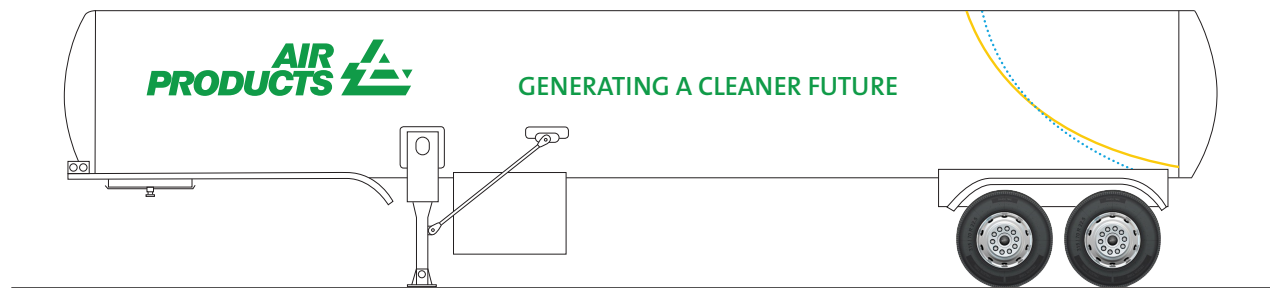
Standard van

Our Air Products' tankers are among the best designed and maintained vehicle fleets, and a widely recognized communications asset for our company globally.

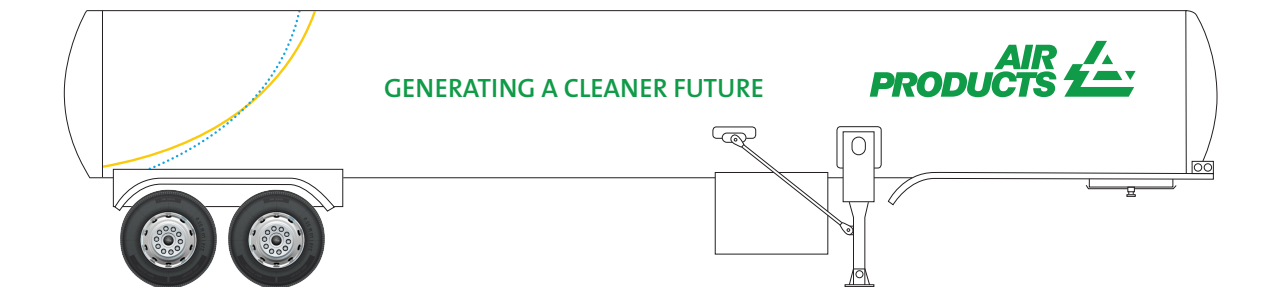
Guidelines and specifications for most of these important vehicles are provided in this section. Trailers which are not covered in this section will require a slightly different interpretation due to the shapes and forms of each vehicle, but they should conform to the basic design principles.

Detailed specifications and design direction for branding of all vehicles should be obtained through Corporate Communications and Global Operations.

Contact your Corporate Communications representative for general branding questions.



Left side

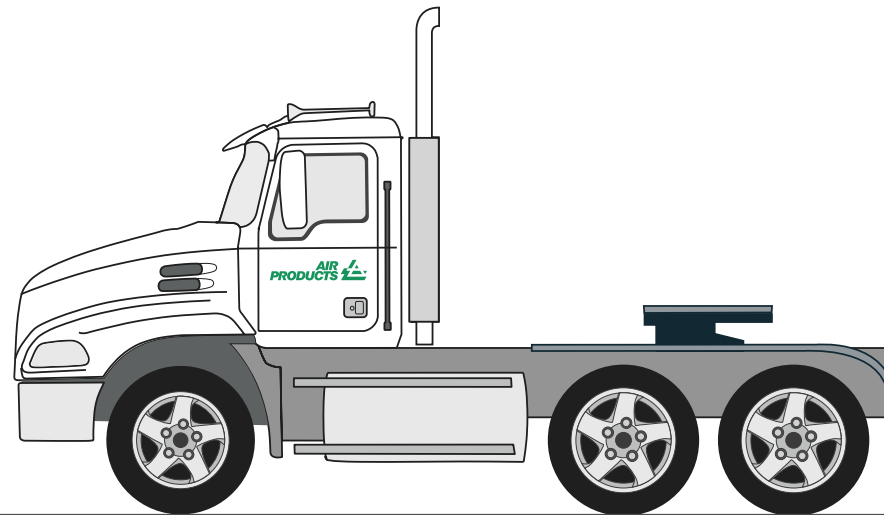


Right side

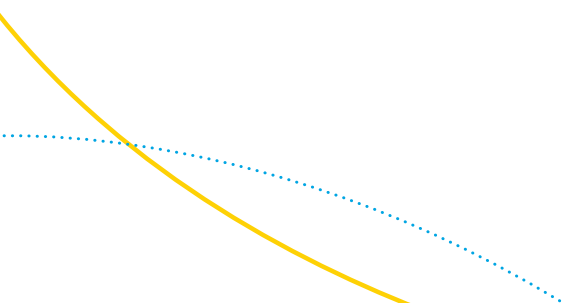
Standard Cabs

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Cab



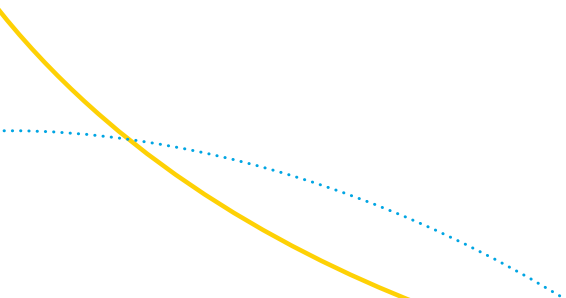
Hydrogen Powered Cabs

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Hydrogen Powered Cab



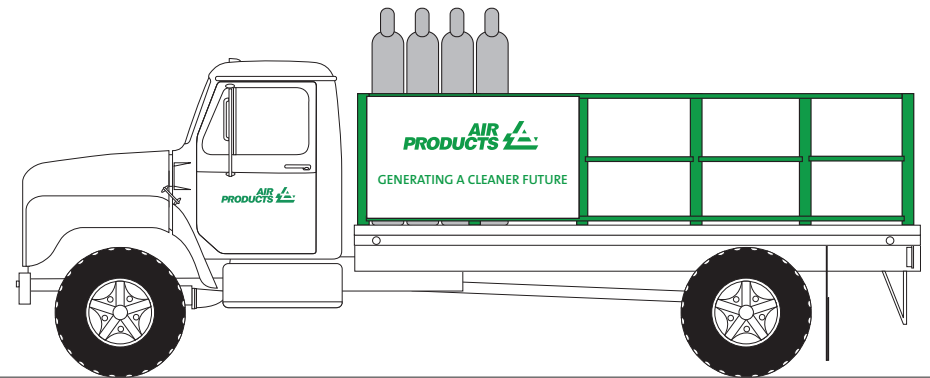
Brand identity standards established for our trailers are retained and extended to all miscellaneous vehicles where possible. The examples shown provide some basic guidelines that will need to be developed specifically for each vehicle.

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Contact your Corporate Communications representative for general branding questions.



Standard van



Panel truck



Tube trailer

Miscellaneous vehicles with marketing message branding

Any vehicles that would include a marketing message would need to be approved by Marketing Communications in conjunction with a business marketing strategy. Production and implementation would need to be approved and coordinated through Global Operations. The examples shown are for illustrative purposes only.



Standard van