

18. Internal communications

(Rev. Jul14)

Good internal communications can help our staff understand the importance of clear, distinctive branding. This section provides guidance on producing internal communications that can, in their turn, help create ambassadors for the Air Products brand.

Guidelines for creating other internal or external identities

Having a consistent visual identity builds equity. It makes Air Products instantly recognizable and enhances our image as a global player in the market. We all have a responsibility to ensure that the visuals we use internally and externally comply with our corporate identity standards. Upholding our corporate identity allows us to project a consistent, powerful image across our diverse audiences.

In the retail industry, a variety of logos are used to brand and differentiate products from competitive products. However, Air Products competes in the business-to-business space, so our corporate brand is built on a single-logo foundation.

Visit the 'Products' section of airproducts.com, and you'll notice that none of our product or service offerings are associated with a logo. We “pitch” our products by demonstrating our deep understanding of our product, industry's use of the product, and by communicating the benefit(s) of the product and our know-how.

The same approach used for our product and service promotion is also most effective for employee communication. And this is why internal logo creation is not supported.

If you are developing a new corporate or internal program initiative or a new product, please contact the Corporate Communications team, who will work with you to develop an appropriate solution for your communications and marketing needs.

