



Understanding Our Identity

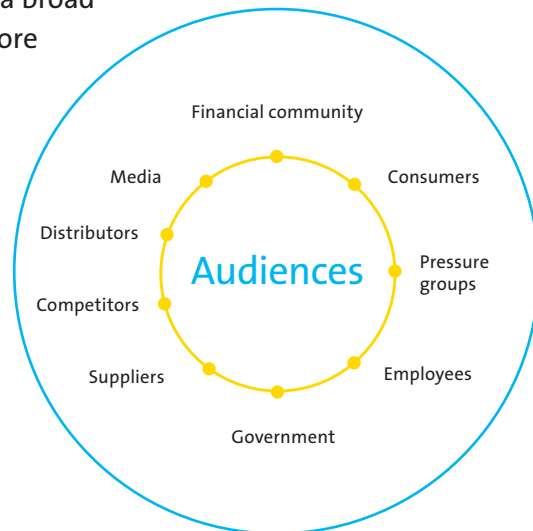
[tell me more](#)



Who do we think we are?

This is a timely moment to take a close look at the image we present to the world; it is now more important than ever that the Air Products corporate identity expresses clearly who and what we are. Every day, we carry out thousands of business transactions – buying, selling, promoting, advertising, commenting, transporting, manufacturing. Whatever part you play in these transactions, you will always be presenting Air Products to a variety of audiences, who will form an opinion of the company from what they see, hear and experience.

Air Products' audiences overlap and interrelate; they are all equally important to us. Customers may also be shareholders and take an active part in pressure groups; competitors may be partners, or suppliers, or even all three simultaneously. With such a broad scope of potential audiences, consistency becomes more of a priority, even in the most ordinary, day-to-day communications.



The importance of identity

A company's identity is like the tip of an iceberg; it's what happens below the surface that gives the tip its visible, tangible character. If people from outside our organization only ever experience the tip of the Air Products iceberg, we would like it to be no different for them than if they had taken a journey to the very center of our company.

The Air Products identity is deeply rooted in the history of the company; it is a unique expression of who and what we are. This personality is revealed by what we do, what we say and even by what we think, on whatever scale. Sometimes it can be the very smallest detail in your communications that sends out an all-important signal—an example of how this can go wrong is shown opposite.

A carefully controlled corporate identity is one of the most effective ways of projecting a powerful image that will help us to succeed in any market, anywhere in the world.

You go to a restaurant and the waiter brings you a dirty glass



It raises hygiene questions in your mind

The kitchen is probably badly run

The food is unlikely to be very good

It's obvious that they don't care about your patronage

You certainly won't be recommending this restaurant to friends

You'd do better to go and eat elsewhere

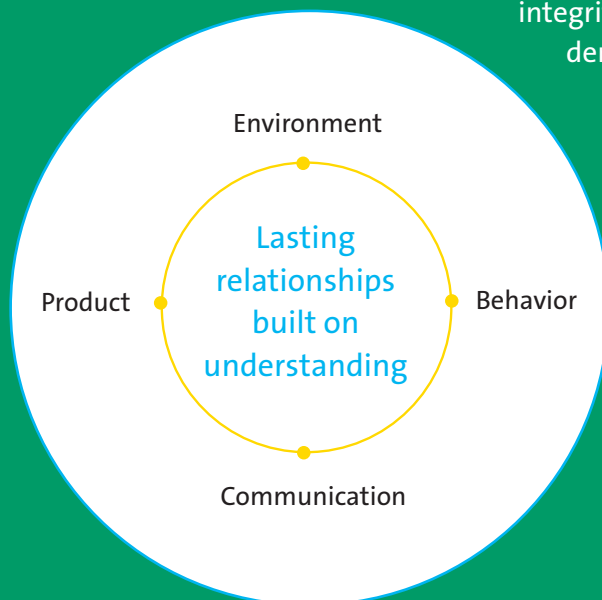
This is an example of how the tiniest detail can upset the entire experience of the customer. The problem is not the dirty glass—dirty glasses can happen to anyone—but what it leads to. In an unhealthy, poorly managed company, the single appearance of a dirty glass can have an adverse impact on the whole organization.



What is our identity?

Although the industrial gases we supply are essential to many thousands of manufacturing processes, they are often unseen and intangible in the resulting product. Global research tells us that it is people – our people – who can make a visible, tangible difference.

Our aim at Air Products is to build lasting relationships with our customers based on human qualities: an understanding of their needs, integrity and honesty in the way we do business with them and a passion to live up to and, wherever humanly possible, to exceed their standards and expectations. Our corporate identity has been designed to project these qualities. The messages we send out should aim to reinforce them by emphasizing the understanding, integrity and passion of Air Products people and by demonstrating how we can make a difference.



We can go a long way towards achieving this through consistent use of photographic and written styles. But on their own, these do not build recognition. That comes from our unique Air Products logotype, corporate colors, typefaces and layouts which should be used consistently across all our material. The following pages take us through these key elements one by one.

The Air Products signature

Our signature is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the Air Products type style and the symbol itself – they have a fixed relationship that should never be embellished, outlined, or altered in any way. When using the signature on a computer, never scan it in yourself as it may become inadvertently altered, or modified, or distorted. Always use approved electronic versions.

Signature



Tone of voice

The three enduring characteristics of our brand are **understanding, integrity and passion**. Our tone of voice should reflect these values.

Our written style must also be flexible. Obviously, the written style of a press release is very different from a product data sheet or an academic paper. But the general principles here will still hold good.

Whatever you are writing, you should always imagine that the readers are looking over your shoulder. You should ask yourself, “will they find this relevant?” and “will they find it believable?”

Understanding

We see things from our readers’ point of view. We focus on their needs and interests. We avoid barriers to understanding, such as buzzwords, jargon and legalese. We prefer plain words and short sentences. We write the way we speak. Or rather, as we would speak if we had time to compose our remarks.

Integrity

We are truthful in our communications. We are enthusiasts for our brand, but we never mislead. Our customers expect us to give information rather than withhold it, and we respect this. We are proud of our reputation for honesty and straight talking. And we never undermine our integrity with language that is too pushy or hard-sell.

Passion

We are passionate about helping our customers succeed. We know that we can have a dramatic effect on their quality, productivity and profitability. We are not afraid to say so. We should beware of language that is formulaic, clichéd or dull.

tell me more is at the heart of our brand. It's not a strapline. Nor is it a company descriptor.

It's more like a phrase dropped into a conversation. It reminds the reader that we are always open to dialogue. It's about a willingness to listen and respond. And a desire to build long-term relationships.

tell me more should generally be used with a mechanism that allows you to talk and listen, such as a designated website address or telephone number.

It can be used in text as part of a sentence that expresses the value we place on understanding. The **tell me more** student lectures, sponsored by Air Products, for example.

When it does appear as part of a sentence, it should be emphasized through use of color (preferably blue or green) or bold type.

When used as a call for action or as a sign-off, **tell me more** should appear in blue.

tell me more

Primary colors

Air Products Green PANTONE® 347C C:100 M:0 Y:86 K:3 R:0 G:154 B:73 Hex: 009a49	80%
	60%
	40%

Air Products Blue PANTONE® 2995C C:90 M:11 Y:0 K:0 R:0 G:168 B:225 Hex: 00a8e1	80%
	60%
	40%

Secondary colors

Air Products Yellow PANTONE® 116C C:0 M:16 Y:100 K:0 R:255 G:203 B:0 Hex: ffc000	80%
	60%
	40%

Air Products Light Green PANTONE® 375C C:41 M:0 Y:78 K:0 R:143 G:212 B:0 Hex: 8fd400	80%
	60%
	40%

Air Products Gray PANTONE® Cool Gray 11C C:0 M:2 Y:0 K:68 R:77 G:78 B:83 Hex:4d4e53	80%
	60%
	40%

Accent colors

Air Products Magenta PANTONE® 214C C:0 M:100 Y:34 K:8 R:207 G:3 B:96 Hex: cf0360	80%
	60%
	40%

Air Products Orange PANTONE® 158C C:0 M:61 Y:97 K:0 R:234 G:113 B:37 Hex: ea7125	80%
	60%
	40%

Color

Air Products green and Air Products blue on a white background are the primary colors for all our marketing materials.

Our palette consists of a limited range of vibrant colors complementary to the green of the Air Products signature. When used with ample white space, this palette creates a bold, contemporary feel.

Tints of our colors may be used for background elements or for charts and graphs. Use black as the primary text color to ensure our material is easy to read.

Typography

Consistency in the use of typography enhances communications effectiveness, builds customer familiarity and strengthens the Air Products identity.

TheSans is the Air Products primary typographic voice use in headlines and short blocks of important text. TheSerif is a highly versatile serif typeface that is also highly legible. It should be used as the text font for all body copy and long blocks of text.

Use Verdana, a standard font on all computers, for all general web and desktop applications.

Primary typeface

TheSans Light
TheSans Plain
TheSans Semi Bold

Supporting typeface

TheSerif Light
TheSerif Plain
TheSerif Semi Bold
TheSerif Bold

PowerPoint and
Microsoft documents

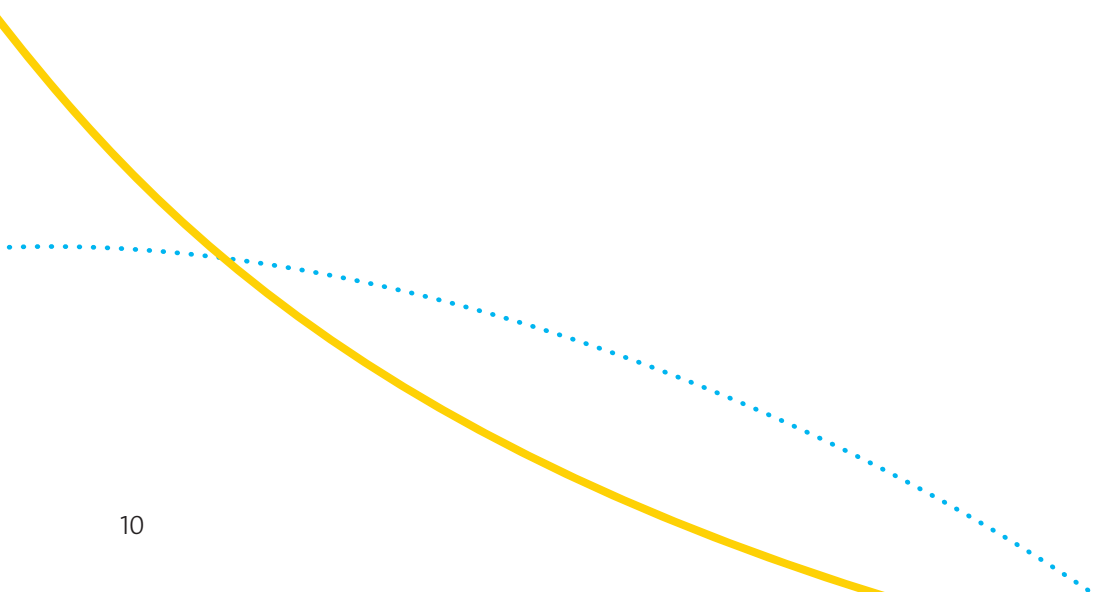
Verdana Regular
Verdana Bold

Momentum lines

The curved momentum lines are a key design element in our brand standards. They have been developed to bring a distinctive look to our communications.

The momentum lines represent the passion at the heart of the Air Products brand. One is solid and one is dotted, symbolizing the states of matter from solid to gaseous, inherent in our core products. They should be used to bring dynamism to layouts, to lead the eye through the page or direct the reader to important features like pictures and headlines.

When designing brand-building materials such as advertising or brochures, they should be used boldly to strongly emphasize the Air Products look and feel. In detailed information-based materials, such as data sheets, they can be used as a secondary element to support the brand in a more subtle, less intrusive way.



tell•me•more
 (tell-me-more) phrase
 The heart of a meaningful conversation designed to share knowledge and understanding for mutual benefit.

Employee Name
 Employee title/department
 Air Products and Chemicals, Inc.
 2017 Westcott Boulevard, Allentown, PA 18105-1501
 P 610-481-4811 F 610-481-5100
 apec@airproducts.com

Platform for growth
 Presentation by
David J. Taylor
 Vice President
 Credit Suisse Chemical Conference
 November 23, 2018

My oxygen supply is out of this world... tell me more

My oxygen supply is out of this world... tell me more

Chemicals and materials for a competitive advantage... tell me more

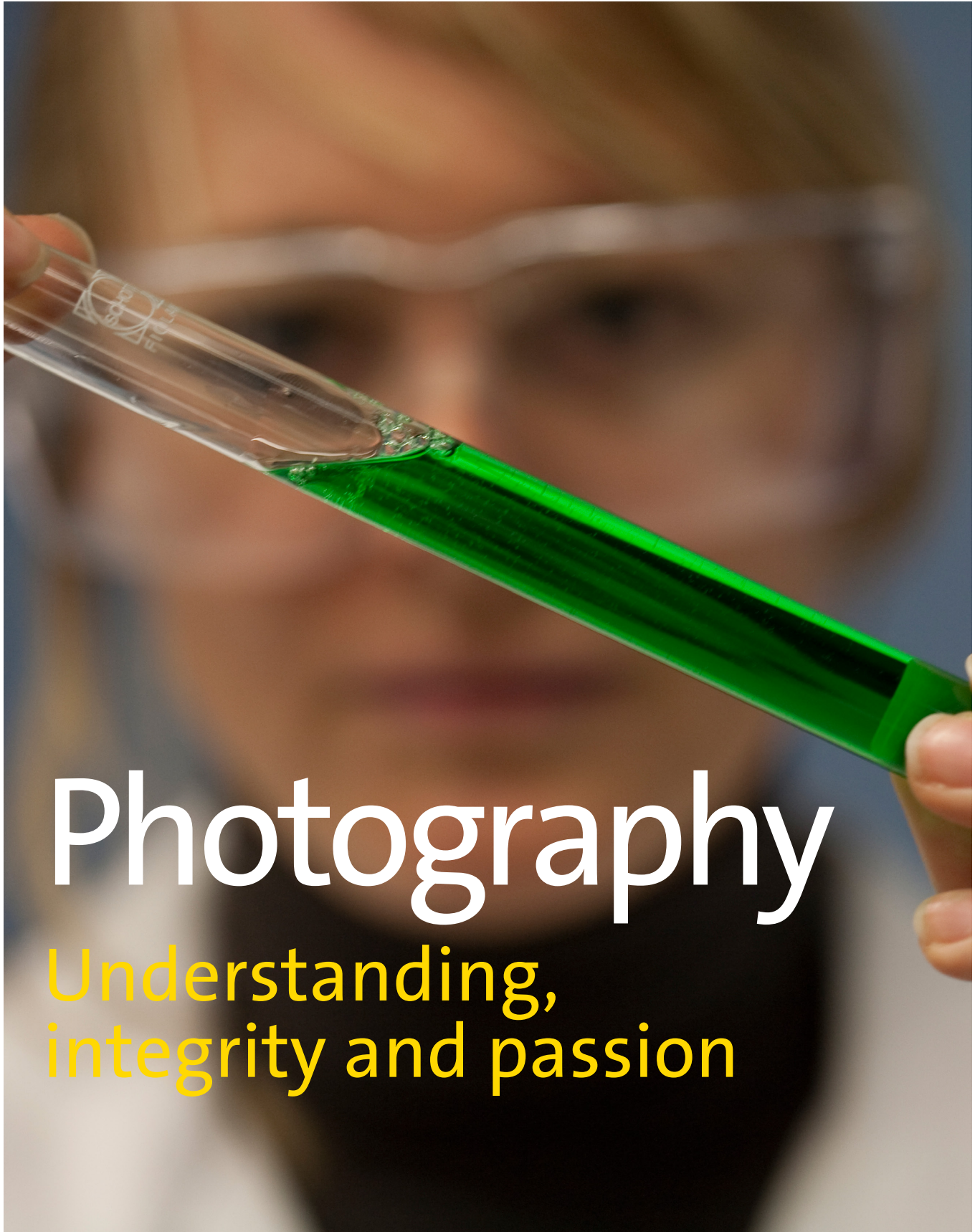
Growth platform. High performance chemicals and materials for a competitive advantage.

FASTER

Big ideas to fuel big dreams... tell me more

My oxygen supply is out of this world... tell me more





Photography

Understanding,
integrity and passion

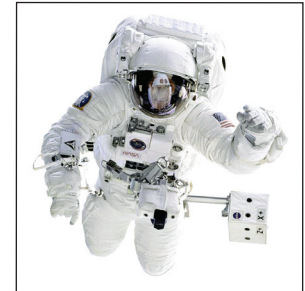
People and process



Plant and performance



End user and benefit



Selecting the right imagery is critical to supporting our brand's unique point of view. A powerful image helps us make an emotional connection with our audiences.

Our images should convey our attributes, including integrity, understanding, passion, agility, flexibility, meta-national and future focus. Images should be very much of the moment, without the use of models or contrived setups. This is a style of photography that captures the very essence of what we're about at Air Products.

The imagery chosen should always reflect the innovation of our people and products. To allow for maximum flexibility in selecting imagery, we have defined three categories.

The first category is "People and process." Select imagery that shows what our people can achieve for our customers all over the world, captured at decisive moments in their work.

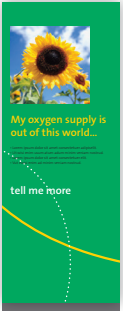
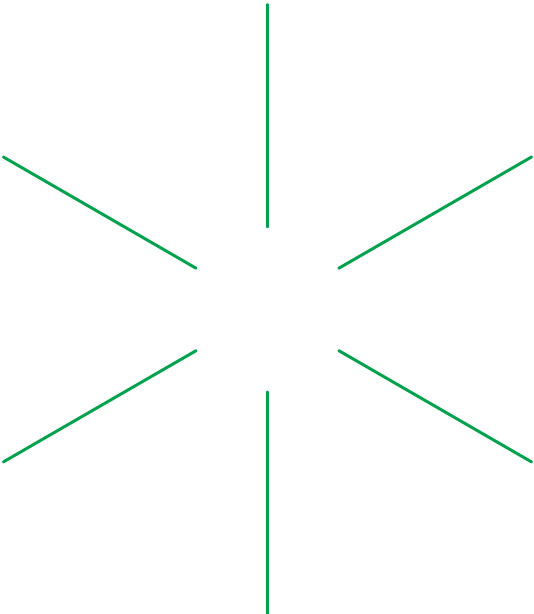
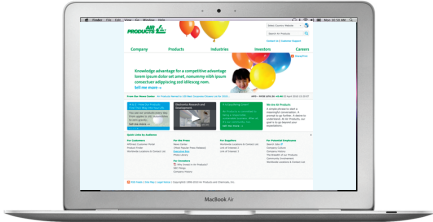
The second category is "Plant and performance." Select imagery with an uncommon angle or focal point. Close-ups reveal a focused attention to detail; a foreshortened depth of field adds drama that conveys our passion and future focus.

The third category is "End user and benefit." Select imagery that shows the end results of our customers' applications, demonstrating our understanding of the world our customers inhabit. People warm to human stories; they bring about a powerful sense of empathy in the viewer.

A review of an identity

Here you can see, at a glance, how all the visual elements we've described come together to form a coherent whole in a few of our activities—website, vehicles, literature, and exhibitions. The overall effect is consistent and yet creative; it illustrates how our standard visual framework helps to create a positive perception of our company, our products and our services. We need to carry this level of consistency combined with creativity across all our communication media.

AIR PRODUCTS



tell me more

Further details of the Air Products identity guidelines are available on the intranet or on our website.

airproducts.com/i

identity



For more information,
please contact us at:

Corporate Headquarters

Air Products and Chemicals, Inc.

1940 Air Products Blvd.

Allentown, PA 18106-5500

T: 610-481-4911

info@airproducts.com

or visit airproducts.com



tell me more
airproducts.com/identity