



Understanding Our Identity

GENERATING A CLEANER FUTURE





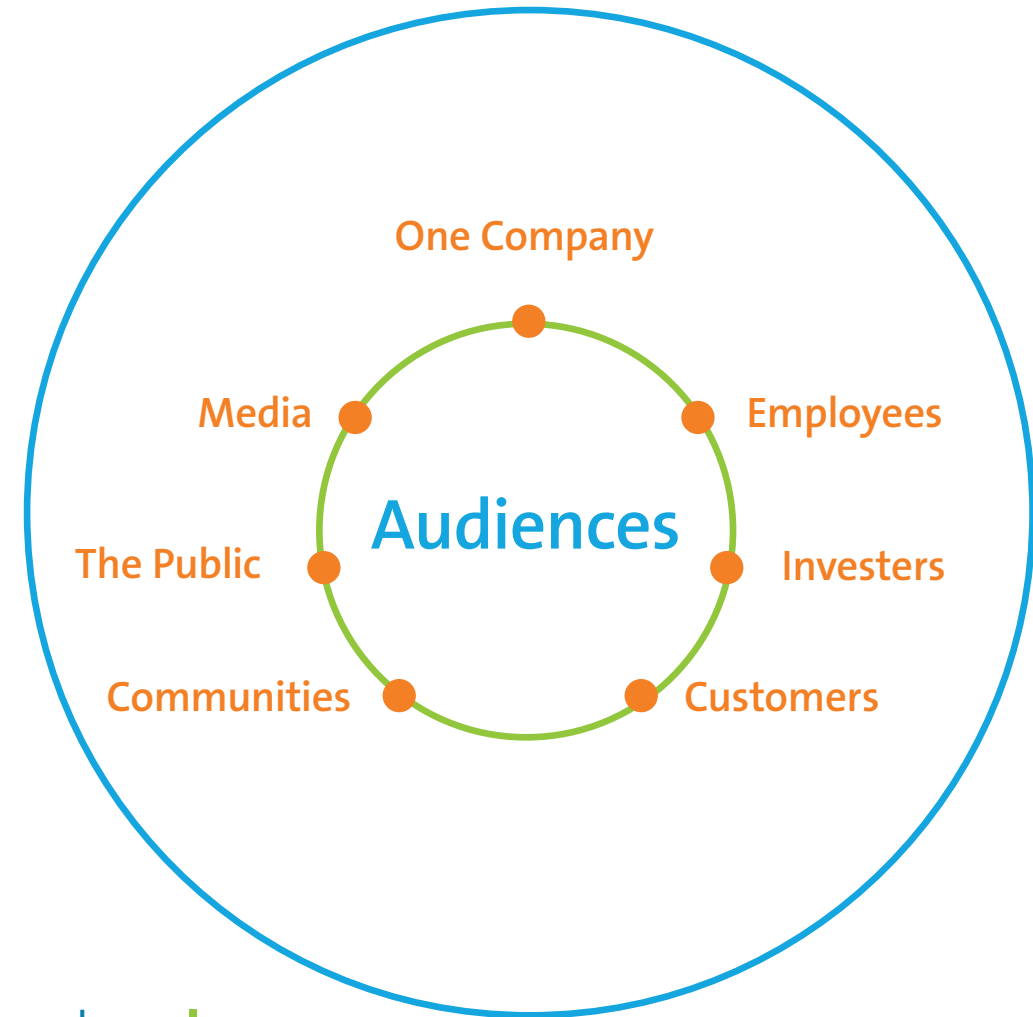
GENERATING A CLEANER FUTURE

Who we are

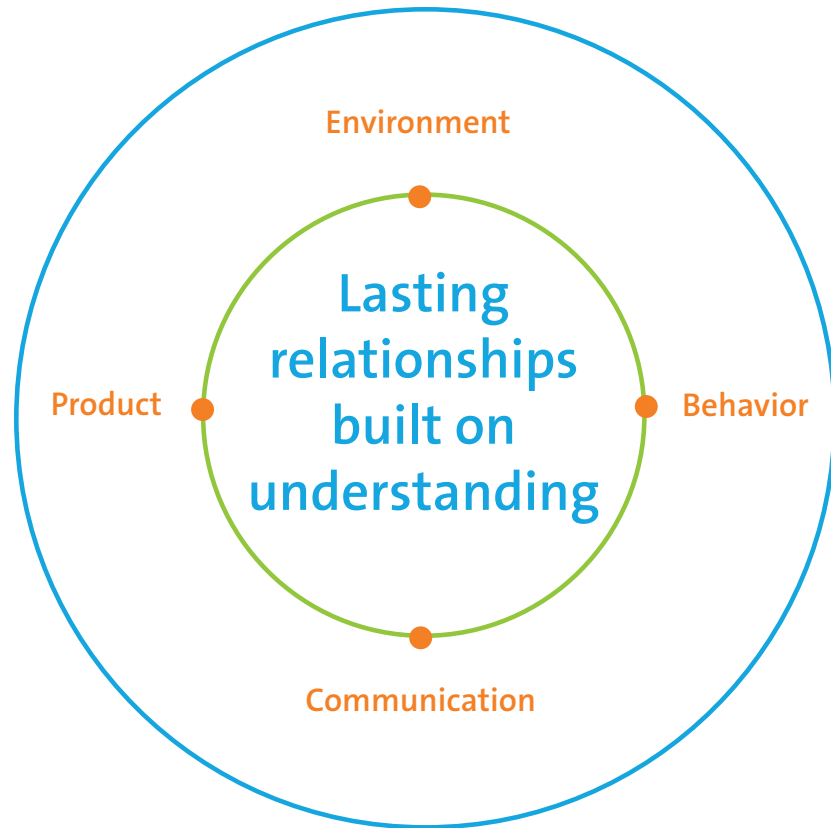
Air Products corporate identity is meant to clearly express who we are and what we do.

At Air Products, our higher purpose is to bring people together to collaborate and innovate solutions to the world's most significant energy and environmental sustainability challenges. Our industrial gases, technologies and world-scale clean hydrogen projects are driving sustainability, accelerating the energy transition and **GENERATING A CLEANER FUTURE** for our world.

We are all ambassadors of the Air Products brand. This includes our messaging and our visual identity across all our stakeholders. We want to make the most of every impression and interaction and build relationships and equity.



A corporate identity, consistently applied around the world, helps us build brand equity and is one of the most effective ways of projecting our Company's values and higher purpose.



Our identity

Although the products 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 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 projects these qualities.

Our communications should clearly reflect the understanding, integrity and passion that Air Products people demonstrate in **GENERATING A CLEANER FUTURE.**

Consistent use of photographic and written styles, our unique Air Products logotype, corporate colors, typefaces and layouts helps us build and reinforce our brand.



The Air Products logo

Our logo is the **key building block** of our identity – the primary visual element that identifies us.

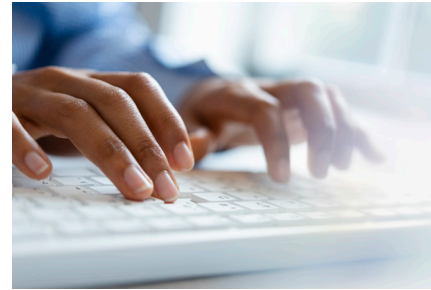
The logo is a combination of the Air Products type style and the symbol itself – they have a fixed relationship that should never be separated, embellished, outlined, or altered in any way. Preferable logo placement is horizontal, not vertical. When using the logo on a computer, never scan it in yourself as it may become inadvertently altered, or modified, or distorted. Always use approved electronic versions.

LOGO



Tone of voice

The three enduring characteristics of our brand are **understanding**, **integrity** and **passion**. Whether you are writing or speaking, follow these guidelines to reinforce that Air Products operates with these values.



Understanding

- **Use** clear, everyday language and make it conversational
- **Write** as if you were speaking
- **Avoid** the use of jargon and acronyms that add confusion
- **Anticipate** and proactively address questions or concerns of our stakeholders

Integrity

- **Be** honest and straightforward
- **Prove and demonstrate**, don't just make a claim; show, don't tell
- **Avoid** talking negatively about our competition

Passion

- **Engage** the reader's attention with a conversational tone
- **Put** our customer at the center of our thinking, basing conversations around how we can solve a problem
- **Talk** directly to the reader
- **Use** active, not passive tense where possible

Positioning statement

GENERATING A CLEANER FUTURE

boldly represents how our industrial gases, technologies and world-scale clean hydrogen projects are driving sustainability, accelerating the energy transition and generating a cleaner future for our world.

When using our positioning statement as a visual, always use the one or two-line graphic files. The statement should not be self-created with text.

When it does appear as part of a sentence it can be typeset in upper/lower case or in all caps if needed for emphasis.

English is the default, unless a specific regional law requires a translation.

One Line (preferred)

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Two Line (secondary)

**GENERATING
A CLEANER FUTURE**

Color

Primary Colors

Air Products Green	80%
	60%
	40%

PANTONE® 347C
 CMYK: 85/13/100/2
 RGB: 0/154/73
 Hex: 009a49

Air Products Blue	80%
	60%
	40%

PANTONE® 2995C
 CMYK: 73/16/0/0
 RGB: 0/168/225
 Hex: 00a8e1

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 range of vibrant colors complementary to the green of the Air Products logo. 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.

Secondary Colors

Air Products Evergreen	80%
	60%
	40%

CMYK: 89/44/97/53
 RGB: 0/67/32
 Hex: 004320

Air Products Hunter	80%
	60%
	40%

CMYK: 90/36/100/33
 RGB: 1/94/39
 Hex: 015e27

Air Products Ink	80%
	60%
	40%

CMYK: 97/70/51/49
 RGB: 0/50/67
 Hex: 003243

Air Products Navy	80%
	60%
	40%

CMYK: 97/66/42/27
 RGB: 0/73/98
 Hex: 004962

Air Products Cadet	80%
	60%
	40%

CMYK: 86/40/17/1
 RGB: 0/127/171
 Hex: 007fab

Air Products Water	80%
	60%
	40%

CMYK: 29/0/1/0
 RGB: 170/233/255
 Hex: aae9ff

Air Products Yellow	80%
	60%
	40%

PANTONE® 116C
 CMYK: 1/20/100/0
 RGB: 255/203/0
 Hex: ffc000

Air Products Light Green	80%
	60%
	40%

PANTONE® 375C
 CMYK: 48/0/100/0
 RGB: 143/212/0
 Hex: 8fd400

Air Products Charcoal	80%
	60%
	40%

PANTONE® Cool Gray 11C
 CMYK: 72/67/61/66
 RGB: 40/40/43
 Hex: 28282b

Air Products Gray	80%
	60%
	40%

CMYK: 68/59/53/34
 RGB: 76/78/83
 Hex: 4d4e53

Air Products Stone	80%
	60%
	40%

CMYK: 13/10/11/0
 RGB: 218/218/218
 Hex: dadada

Air Products Ice	80%
	60%
	40%

CMYK: 3/1/1/0
 RGB: 245/248/249
 Hex: f5f8f9

Accent Colors

Air Products Merlot	80%
	60%
	40%

CMYK: 29/100/56/18
 RGB: 157/1/72
 Hex: 9d0148

Air Products Magenta	80%
	60%
	40%

PANTONE® 214C
 CMYK: 15/100/42/1
 RGB: 207/3/96
 Hex: cf0360

Air Products Orange	80%
	60%
	40%

PANTONE® 158C
 CMYK: 0/61/97/0
 RGB: 245/128/37
 Hex: ea7125

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 used 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 Open Sans, a standard font on all computers, for all general web and desktop applications.

Primary typeface

TheSansLF Light

TheSansLF Plain

TheSansLF Semi Bold

TheSansLF Black

Supporting typeface

TheSerif LP3 Light

TheSerif LP5 Plain

TheSerif LP6 SemiBold

TheSerif LP7 Bold

Microsoft Office and web applications

OpenSans Light

OpenSans Regular

OpenSans Bold

OpenSans ExtraBold

Photography

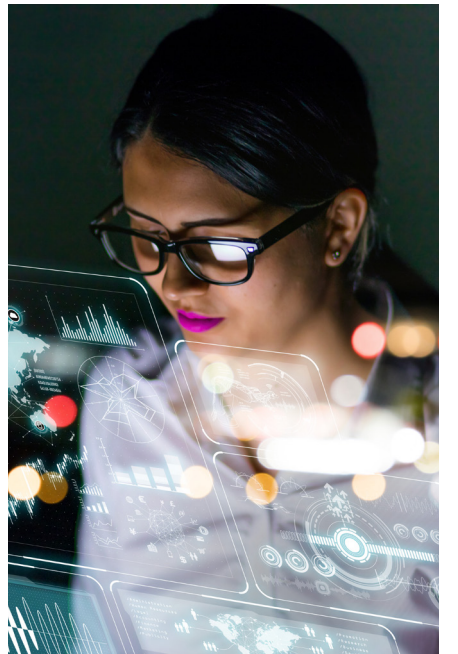
Our images should illustrate **GENERATING A CLEANER FUTURE** and be symbolic of speed, moving forward, and driving for progress.

A **powerful image** helps us make an emotional connection with our audiences.

Abstract images that depict our end-markets for hydrogen, i.e., buses, trucks, ships, steel, chemicals, cement, metals can be used to represent our industries and markets along with people focused images that illustrate how we are solving problems for the “generations” we serve.

Images should not look staged and should appear natural and in the moment. This is a style of photography that captures the very essence of what we’re about at Air Products.

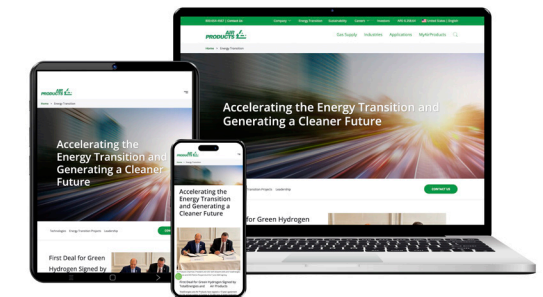




A review of our identity

Here you can see at a glance, how all the graphic elements work together to create a **consistent visual identity** – including our website, vehicles, literature, exhibitions, etc.

The overall effect creates brand recognition, professionalism, differentiation from our competitors, and uniformity across everything that we do.





airproducts.com/identity

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

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For more information,
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