

# Visual identity guidelines for Distributors

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THIS DOCUMENT IS PUBLIC



# 1.0

## Introduction

This document presents Air Liquide's logo, the rules of its use, the graphical components of the associated visual universe and the main graphical applications. It has been created as a guide that provides rules, suggestions and examples to allow distributors and agents to comply with Air Liquide brand image.

Air Liquide's new visual identity has been created to convey the image of a leading Group, expert and innovative, that is close to its stakeholders and open to the world.

The new Air Liquide's logo has to be fully deployed by end 2019.

Compliance with these principles and consistency in deployment will reinforce the impact of the Air Liquide brand.

Please use them.



# 2.0

## Profile

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When presenting Air Liquide in your publications (brochure, catalogue, website, ...) please use the following text:

*Air Liquide is a world leader in gases, technologies and services for industry and healthcare.  
Present in 60 countries with approximately 66,500 employees, the Group serves more than 4 million customers and patients.*

If you need more detail on Air Liquide's products and equipment you resell, please ask your local representative.

# 3.0

## Logotype: Key principles

The Air Liquide logotype always co-exists with the Distributor name or logotype.

To avoid being mistaken with Air Liquide facilities or vehicles:

- The Air Liquide logotype is never used by itself.
- It is never bigger than the Distributor's one.

It is forbidden to add stickers (with Distributor name or logo) on the cylinders. If really necessary please submit to your Air Liquide contact for validation.

# 3.1a

## Main logotype

The Air Liquide logotype includes a symbol and the company name, which are inseparable.

There is a dedicated logotype for the use by agents and distributors, with the “INDUSTRIAL GASES” mention as a descriptor. This descriptor “INDUSTRIAL GASES” has to be translated in each country language. Goal is for this descriptor to be meaningful yet keep it short (has to fit between A and e of Air Liquide).

A protective zone is set around the logotype, based on the size of the letter “A” from “Air”.

Its purpose is to ensure perfect visibility: it must therefore be kept free from any other graphic element.

This logotype should always be in a **white background with the protective zone**.

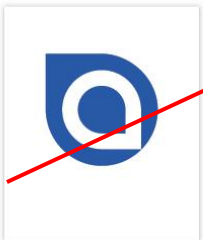
Please always use the logotype provided by your Air Liquide representative.



AirLiquide\_IndustrialGases\_Logo

# 3.1b

## Logotype - don't



# 3.1c

## Other logotypes

This version should be used on:

- Interior shelf
- Website



AirLiquideLogo

This version should be used on:

- Interior shelf

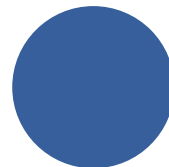


AirLiquideWhiteLogo

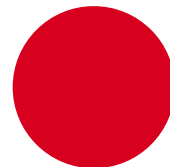
# 4.0 Colors

These colors are themselves a strong part of the Air Liquide brand recognition, which is why they are to be reproduced very precisely.

Four-color process  
Spot color / coated paper  
Spot color / uncoated paper  
RGB  
Hexadecimal  
RAL



C 90 - M 65 - Y 0 - K 0  
PANTONE 7684 C  
PANTONE 2935 U  
R 55 - G 95 - B 155  
#375F9B  
RAL5002

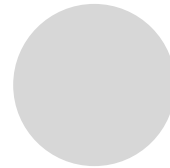


C 0 - M 100 - Y 100 - K 5  
PANTONE 2035 C  
PANTONE 711 U  
R 215 - G 0 - B 30  
#D7001E  
RAL3020



Four-color process  
Spot color / coated paper  
Spot color / uncoated paper  
RGB  
Hexadecimal  
RAL

C 0 - M 0 - Y 0 - K 0  
PANTONE 2035 C  
PANTONE 711 U  
R 255 - G 255 - B 255  
#FFFFFF  
RAL9003



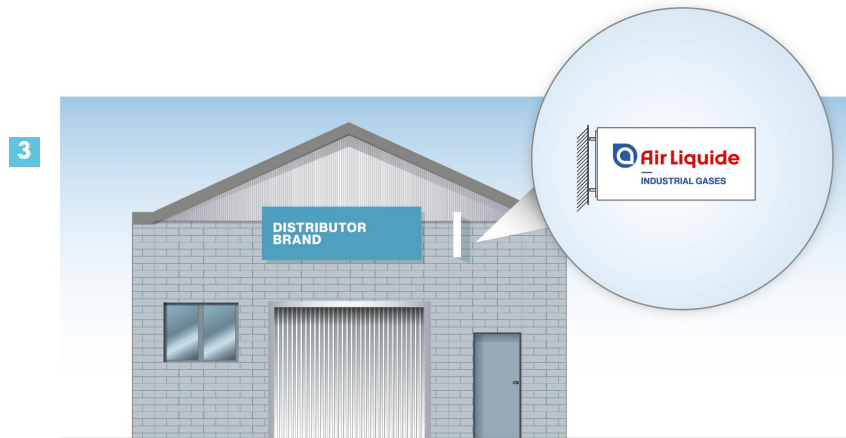
C 5 - M 0 - Y 10 - K 10  
PANTONE Cool Gray 1 C  
PANTONE Cool Gray 1 U  
R 221 - G 226 - B 222  
#EBEBEB  
RAL9002

# 5.0 Exterior Store signage

The main branding **should always be the distributor's brand**; the store should not be mistaken as an Air Liquide's facility.

Several options are available and can be cumulated, depending on the site configuration:

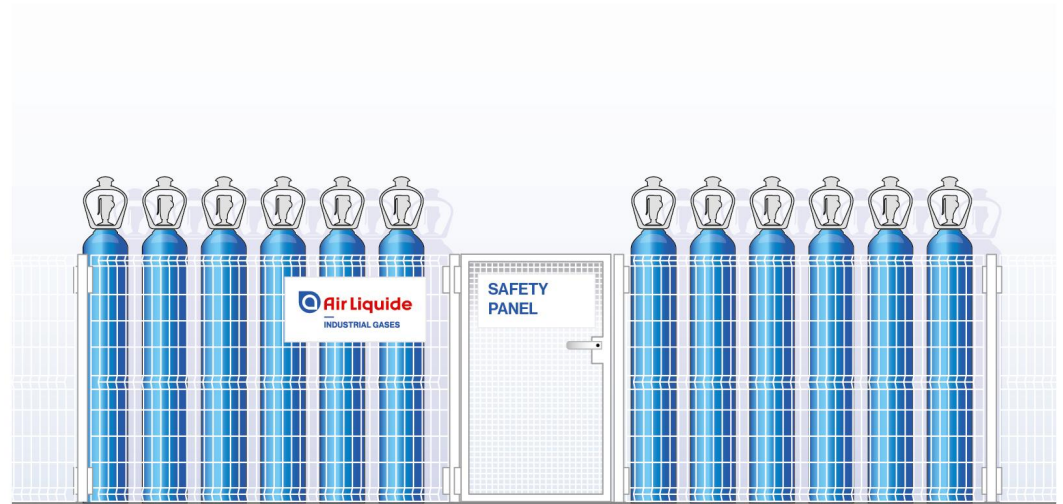
- 1 > Panel on the front wall in a separate panel
- 2 > Sticker on the front door
- 3 > Frontage sign



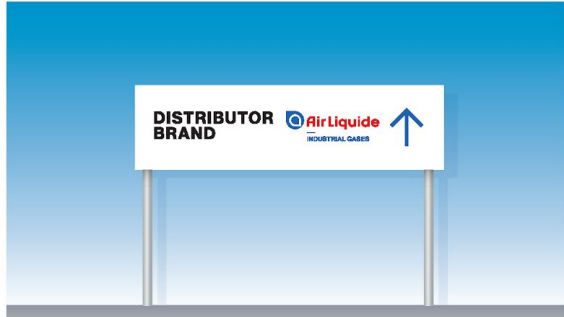
# 5.1 Exterior Cylinder storage signage

Whatever the configuration of the cylinder storage (only grillage, no wall, high or low back wall...) the following principles should be applied:

- > White grillage
  - > White or light grey back wall (if any) - see colors p11.
  - > Air Liquide main logotype in the front (fixed part)
  - > Air Liquide's safety instruction panel on the door.
- Ask your Air Liquide representative to get the files.



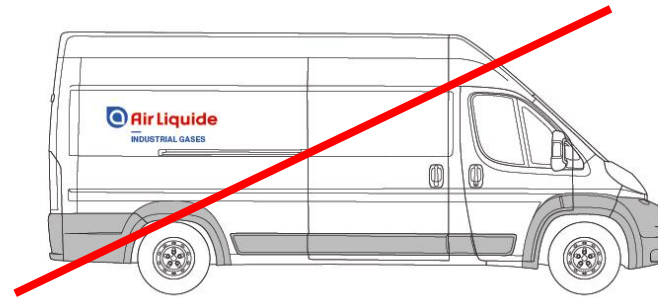
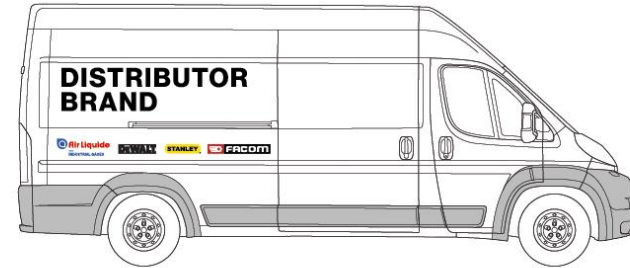
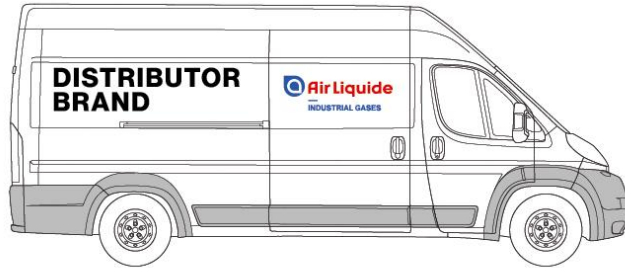
# 5.2a Exterior Road panel



## 5.2b Exterior Road panel



# 6.0 Exterior Fleet & Short-haul vehicles



# 6.0 Exterior Fleet & Short-haul vehicles

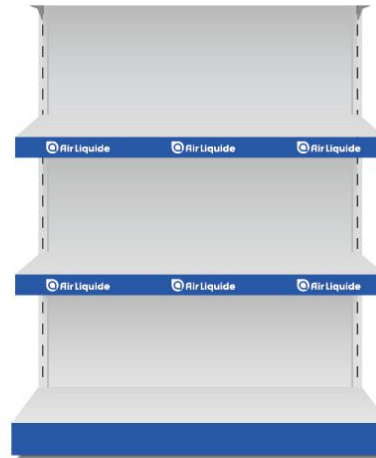
## Mock-up

-Distributor Name needs to appear

-Phone number or website address is suggested

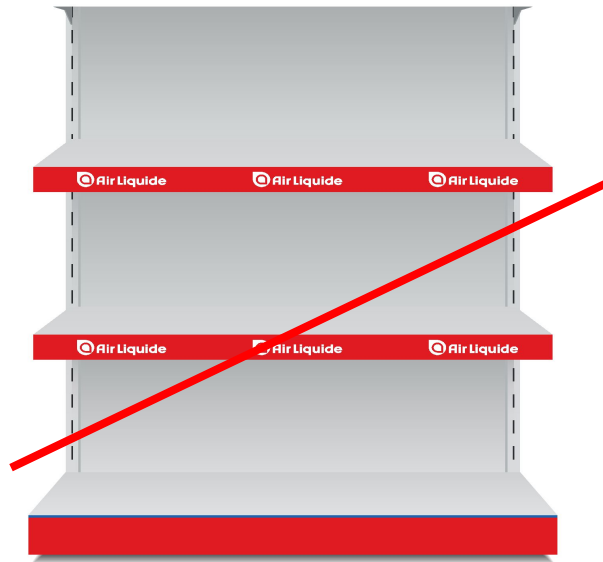


# 7.0a Interior Shelves



## 7.0b Interior Shelve - Don't

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# 8.0 Promotional materials

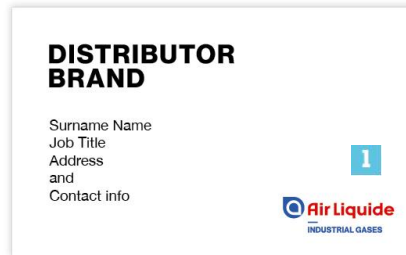
## Business card

The main branding **should always be the distributor's brand.**

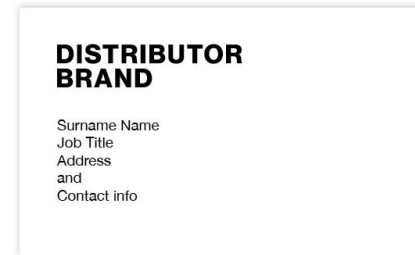
Two options are possible:

- 1 Add-on in the front side of the business card
- 2 In the back side of the business card, with other suppliers' logos

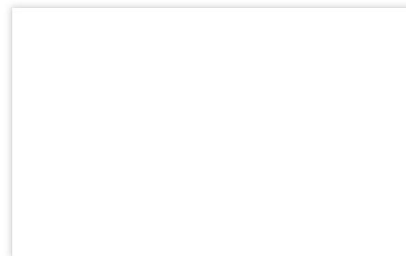
FRONT



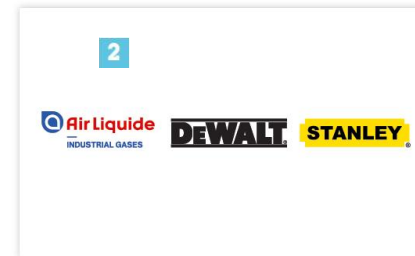
FRONT



BACK



BACK





For further information  
Ask your Air Liquide representative.