

Logotype

The Airgas logotype should appear at least once on all promotional pieces, signage and forms.

The logotype has been precisely constructed. It should never be modified. Vector image files are available so you never need to reconstruct it. Electronic files (ai, tif, jpg, gif) of Airgas logos can be found on Airnet within Departments > Communications > Corporate Identity > Airgas Logos.

The logotype may **ONLY** be used in one of the following three variations:

The preferred use is the Airgas logo in 100% teal with the endorsement (an Air Liquide company) in black.

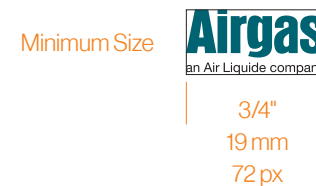
A solid black version is available for one color applications. When the Airgas logo is black, the endorsement must be black.

A solid white version is available for use on dark backgrounds. In these instances both the Airgas logo and the endorsement must be white.

No other color combinations are acceptable.

To ensure the logotype has proper visibility, it requires a clear space on all sides. The clear space should be free from any other graphic element.

To maintain legibility of the endorsement, do not use the Airgas logo sized smaller than shown here in this guide.



Incorrect Logotype Usage

The examples shown demonstrate incorrect usage of the logotype.

Avoid using the logotype more than once on a page.

Do not attempt to match the logotype with typeset characters.

Alternate fonts or all caps are not permitted.

Do not use the Airgas logo next to the Air Liquide logo. It is not necessary, since this is the function of the endorsement and it is always present with the Airgas logo.

Do not use the logotype without a ® mark.

- 1 Do not use the logotype without the Air Liquide endorsement.
- 2 Do not use the logotype or endorsement in any other color combination than those stated on page 7.
- 3 Do not outline the logotype or add a stroke to make it stand out.
- 4 Do not use the logotype on an image that makes it hard to read the logotype or endorsement.
- 5 Do not use the logotype in a box or any other shape.
- 6 All regions must use the Airgas corporate logotype. A region or product group name can NOT be used with the logo. Corresponding region and product group names are only used in the address and text.
- 7 Do not use old, discontinued logotypes.

