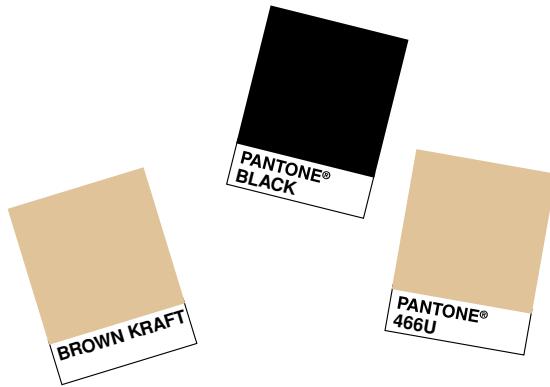


Advantage
Design Guidelines



advantage™

by Praxair



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Since every package design is unique, these guidelines are intended to provide a framework that can be adapted to *Advantage's* diverse packaging requirements.

Advantage products should be packaged using Brown Kraft paper, corrugated cardboard or card stock.

When the product or the packaging options will not permit the use of Brown Kraft, use Pantone® 466 uncoated.

For assistance with *Advantage's* packaging, or if a deviation from these standards is required, contact Corporate Communications in Danbury, Connecticut.

These guidelines apply to all countries in which *Advantage* products are sold. Whenever possible, text on packaging should be in the official language of the particular country of sale and in English.

Note to product managers: Some hardgood products require warnings per industry standards and/or government regulation.

It is the responsibility of the product manager and/or GPMM to ensure that the manufacturer of such products is informed of, complies with, and displays the required warnings on products and packaging as required.

In many cases, the Praxair product manager and/or GPMM can require that the manufacturer perform this as part of the sourcing process.

The use of the *Advantage* logo, the Praxair logo, and other copyrighted artwork is not permitted unless authorized.

Praxair, The *Flowing Airstream* design, *Making our planet more productive*, and *Advantage*

are trademarks or registered trademarks of Praxair Technology, Inc. in the United States and/or other countries. Other trademarks used herein are property of their respective owners.

The *Advantage* Logo With Ownership Statement

Area of Non-Interference

The *Advantage* logotype has been uniquely rendered and should never be altered in any way.

As part of the *Advantage* logo, the ownership statement *by Praxair* is always italic and located in a fixed position under *Advantage*.

The ownership statement should always appear on all packaging and equipment in the position illustrated on this page.

The only exceptions would be on small promotional items or when the *Advantage* logo is smaller than 1" wide.

Distributor names, phone numbers, part numbers, products, advantages or slogans should never be combined with the *Advantage* logo.

The *Advantage* logo should always be rendered in Pantone Black on all packaging. In rare cases, the logo may be rendered as a negative image.

The area of non-interference refers to the minimum amount of space that separates a logo from other elements such as copy, pictures or logos. This space requirement is important for visual impact and legibility. The area of non-interference is determined by the height of one of the letters in the logo and is referred to as the "X" height.

The area of non-interference around the *Advantage* logo should be equal to the height of the letter "a" in *Advantage*.

This distance, as shown below, should be considered the minimum uninterrupted space surrounding the logo.

The *Advantage* logo with ownership statement should always be freestanding and sufficiently distinct from all other copy and graphics.



The protected area around the *Advantage* logo is equal to the height (X) of the "a" in *Advantage*.

● Minimum size with ownership statement



Incorrect Use of the Advantage Logo

Typography

Do not change the size of the elements.



Primary font

The Helvetica family of typefaces has been selected as the principal typeface for the Praxair Identity Standards.

This classic face fits well with the logo and is easily readable in all package sizes and shapes.

In packaging where space is at a premium, Helvetica Condensed should be used.

The Helvetica Condensed type family has numerous variations that differ only slightly from each other. Any of them may be used. We recommend using no more than two to four sizes and weights per package.

When a Helvetica font is unavailable, Arial is a suitable alternative.

Do not alter the position of the ownership statement.



Helvetica Light / Helvetica Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular / Helvetica Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Do not alter the color.



Helvetica Bold / Helvetica Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed Light / Helvetica Condensed Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Do not put text in the area of non-interference



Helvetica Condensed Bold / Helvetica Condensed Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed Black / Helvetica Condensed Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Praxair Logo

The Praxair logo must appear on the back of all *Advantage* packaging when space allows.

The Praxair logo and tagline can only be printed in black.

To reproduce the logo correctly, always use the specially prepared artwork

provided. The logo should never be redrawn or reconstructed. If you need additional copies, contact Corporate Communications in Danbury, Connecticut.

The use of the *Advantage* logo, the Praxair logo, and other copyrighted artwork is not permitted unless authorized.



● ———
Minimum size
with tagline



On the back of all packaging, the Praxair logo with the tagline Making our planet more productive should always be used when space permits.

The Praxair logo and tagline can only be printed in black.

The Praxair Logo for Packaging

Back panel



English version copy (mandatory)

- Large Flints provide dependable Ignition under all Weather Conditions

French version copy (mandatory)

- Flints grande hace la ignición confiable bajo para cualquier estación condiciones

Spanish version copy (optional)

- Piedras grandes que aseguran en encendido bajo toda condición climática



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- Made in XXXX
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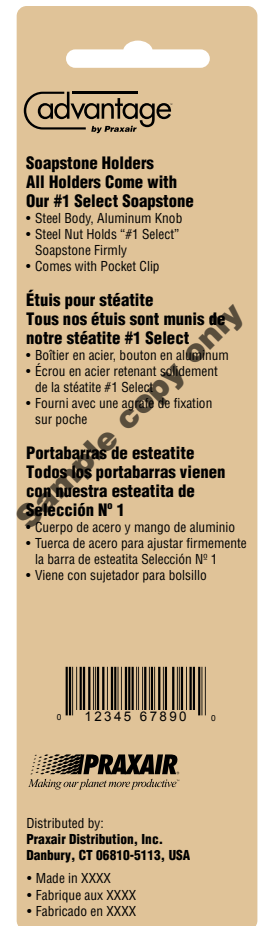
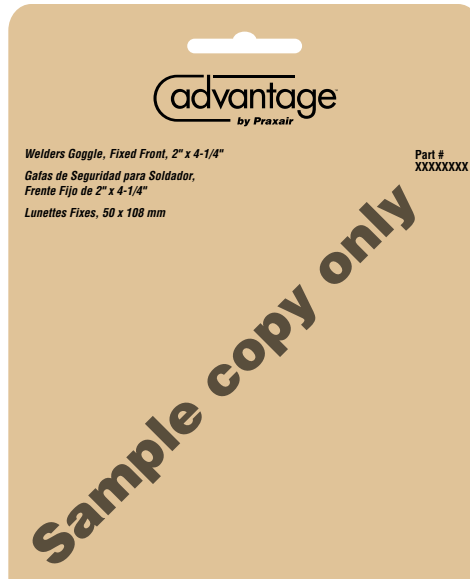
The only color that can be printed on Advantage packaging is black.

The Advantage Logo for Packaging (Front and Back Panels)

Advantage products should be packaged using Brown Kraft paper, corrugated cardboard or card stock.

When the product or the packaging options will not permit the use of Brown Kraft, use Pantone® 466 uncoated.

These guidelines apply to all countries in which Advantage products are sold. Whenever possible, text on packaging should be in the official language of the particular country of sale and in English.



On the back of all packaging, the Praxair logo and tagline Making our planet more productive should always be used when space permits.

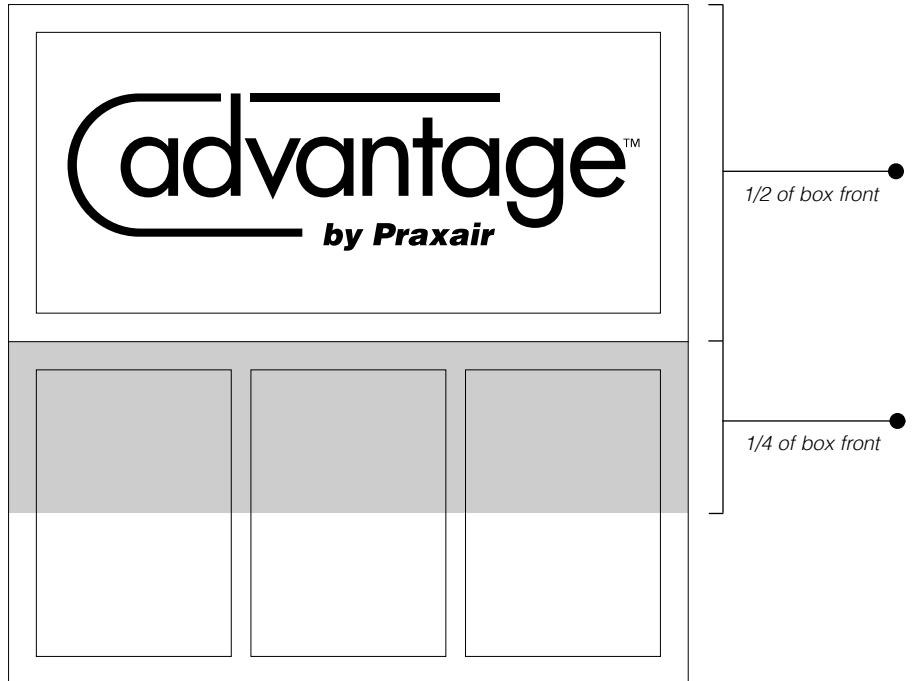
Protective Carton

Sizes and shapes of packaging will vary greatly, so you will need to use judgement in applying the *Advantage* logo. The rule to follow is the *Advantage* logo should be in an area 1/2 the height of the front of the box.

These guidelines apply to all countries in which *Advantage* products are sold. Whenever possible, text on packaging should be in the official language of the particular country of sale and in English.

The *Advantage* logo must appear on all sides of the protective carton when space allows.

The black band should be 1/4 the height of the front of the carton.



Square carton



Vertical carton



Horizontal carton

Protective Carton

In cases where space is an issue, this area can be reduced to 1/4 the size of the front package.

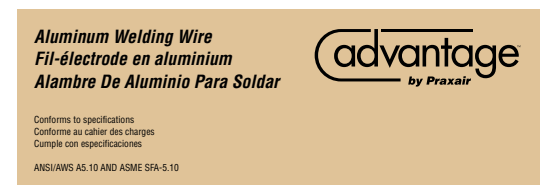
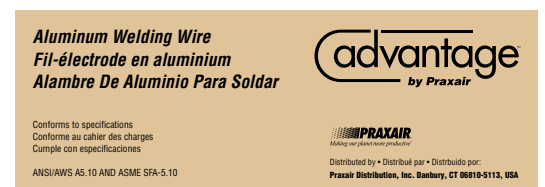
The *Advantage* logo should be centered in an area 1/2 the height of the front of the box.

Advantage products should be packaged using Brown Kraft paper, corrugated cardboard or card stock.

When the product or the packaging options will not permit the use of Brown Kraft, use Pantone® 466 uncoated.

The space for the Advantage logo should be 1/2 the height of the carton.

The black band should be 1/4 the height of the carton.



The Advantage logo must appear on all sides of the protective carton when space allows.

File Naming Conventions

Advantage Logo

The diagram shown below lists all the abbreviations used in the logo artwork file names.

Do not attempt to create your own version of this artwork. If you need additional copies, contact Corporate Communications in Danbury, Connecticut.

Choose the logo format that best suits your needs. In general, the JPG version is best for web, email and on-screen uses. The EPS version is best for print applications and can be scaled up or down to any size without a loss of resolution. The PNG version has background transparency, making it the best choice for on-screen (PowerPoint) or web uses where the logo “floats” over a background.

