

ProStar Branding Guidelines



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PROSTAR[™]
by Praxair

www.praxair.com

PRAXAIR
Making our planet more productive

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Premium items

File Naming Conventions

Visual consistency is crucial for brand identity and success in the marketplace.

The objectives of the *ProStar* design guidelines are to:

- Enhance *ProStar* brand identity
- Maintain *ProStar* packaging brand continuity and design integrity across all *ProStar* offerings around the globe
- Provide design direction for all *ProStar* requirements

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

For assistance with *ProStar'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 *ProStar* 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 *ProStar* logo, the Praxair logo, and other copyrighted artwork is not permitted unless authorized.

Praxair, *The Flowing Airstream* design, *Making our planet more productive*, and *ProStar* 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 *ProStar* Logo With Ownership Statement

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

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

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 *ProStar* logo is smaller than 1" wide.

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

Color palette

The two-color version of the *ProStar* logo should be used for all packaging when possible. If usage requires that one color be used, the logo should appear in black or white.

Colors for the *ProStar* logo:

Pantone 354 Green
Pantone 072 Blue
Pantone Black

Four-color process:

Pantone 354 Green:
Cyan 91%, Magenta 0%, Yellow 83%,
Black 0%

Pantone 072 Blue:

Cyan 100%, Magenta 79%, Yellow 0%,
Black 0%

Note: On two-color packaging only (but not on product), the ownership statement *by Praxair* should be printed in blue. The *ProStar* blue and green logo should be used with industrial products relating to the fabrication process such as welding and cutting applications.

● ProStar logo

● Ownership statement



The colors in this book are not intended to match the Pantone Color Standards. Refer to the current edition of the Pantone Color Formula Guide.



Because Praxair and ProStar are trademarks, each of these elements should be marked in all printed versions with the appropriate trademark symbol.

Never alter the artwork in any way and do not attempt to create your own version.

● Minimum size with ownership statement



The *ProStar* Logo With Ownership Statement (Horizontal Version)

On packaging and equipment with extreme horizontal applications, a special version of the *ProStar* logo that includes the ownership statement should be used.

Never alter the artwork in any way and do not attempt to create your own version.

Note: On two-color packaging only (but not on product), the ownership statement *by Praxair* should be printed in blue. The *ProStar* blue and green logo should be used with industrial products relating to the fabrication process such as welding and cutting applications.



● Minimum size
with ownership
statement



The *ProStar Platinum* Logo With Ownership Statement

The *ProStar Platinum* logo with the ownership statement by *Praxair* has been uniquely rendered and should never be altered in any way.

The use of the *ProStar Platinum* logo, the *Praxair* logo, and other copyrighted artwork is not permitted unless authorized. Because *Praxair* and *ProStar Platinum* are trademarks, each of these elements should be marked in all printed versions with the appropriate trademark symbol.

Color palette

The two-color version of the *ProStar Platinum* logo should always be used for all packaging. If usage requires that one color be used, the logo should appear in black.

Colors for the *ProStar Platinum* logo:

Pantone Cool Gray 6
Pantone 195 Red
Pantone Black

Four-color process:

Pantone Cool Gray 6:
Cyan 0%, Magenta 0%, Yellow 0%,
Black 38%

Pantone 195 Red:

Cyan 0%, Magenta 76%, Yellow 56%,
Black 56%

The colors in this book are not intended to match the Pantone Color Standards. Refer to the current edition of the Pantone Color Formula Guide.

Note: To improve readability, the metallic silver previously used in the *ProStar Platinum* logo will be faded out and replaced with Pantone Cool Gray 6. The gray and red *ProStar Platinum* logo should only be used with Specialty Gas related products.

● ProStar
Platinum logo

● Ownership
statement



● Minimum size
with ownership
statement



The Praxair Logo

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

The official color for the Praxair logo is Pantone 354 Green. This is the only color that can be used other than black or white.

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 *ProStar* logo, the Praxair logo, and other copyrighted artwork is not permitted unless authorized.

The colors in this book are not intended to match the Pantone Color Standards. Refer to the current edition of the Pantone Color Formula Guide.

Note: On two-color packaging only, the tagline *Making our planet more productive* should be printed in blue.

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



Area of Non-Interference

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 *ProStar* logo should be equal to the height of the letter "r" in *ProStar*.

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

The *ProStar* logo, whether used with or without the ownership statement, should always be freestanding and sufficiently distinct from all other copy and graphics.



The protected area around the ProStar logo is equal to the height (X) of the "r" in ProStar.

Incorrect Use of the ProStar Logo

Do not change the size of the elements.



Do not enclose in a printed shape.



Do not substitute other typefaces for the ownership statement.



Do not alter the position of the ownership statement.



Do not add a gradient.



Do not alter the color.



Do not place on an angle.



Do not add a shadow.



Incorrect Use of the ProStar Logo

Do not put text in the area of non-interference.



Do not use old versions with tagline.



Do not use logo on top of another shape.



Do not enclose in a printed shape.



Do not change the size of the elements.



Do not alter the position of the ownership statement.



Do not substitute other typefaces for the ownership statement.

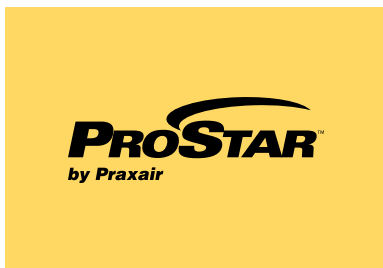


Do not alter the color.



ProStar Logo on Background Colors

Correct



Incorrect



Typography

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.

Helvetica Light / Helvetica Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular / Helvetica Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold / Helvetica Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed Light / Helvetica Condensed Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed Bold / Helvetica Condensed Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed Black / Helvetica Condensed Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Packaging

Front Panel

ProStar logo

1 pica plus 3 points in height

Typography

Premium Quality:

8 point Helvetica Condensed
Bold with 7.5 point leading

Description Text:

9 point Helvetica Condensed
Bold Oblique with 11 point
leading

Part Number:

9 point Helvetica Condensed
Bold with 9 point leading

Colors

ProStar logo:

Pantone 354 Green
Pantone 072 Blue

Premium Quality Blue Band:

Pantone 072 Blue

Background:

Pantone 354 Green

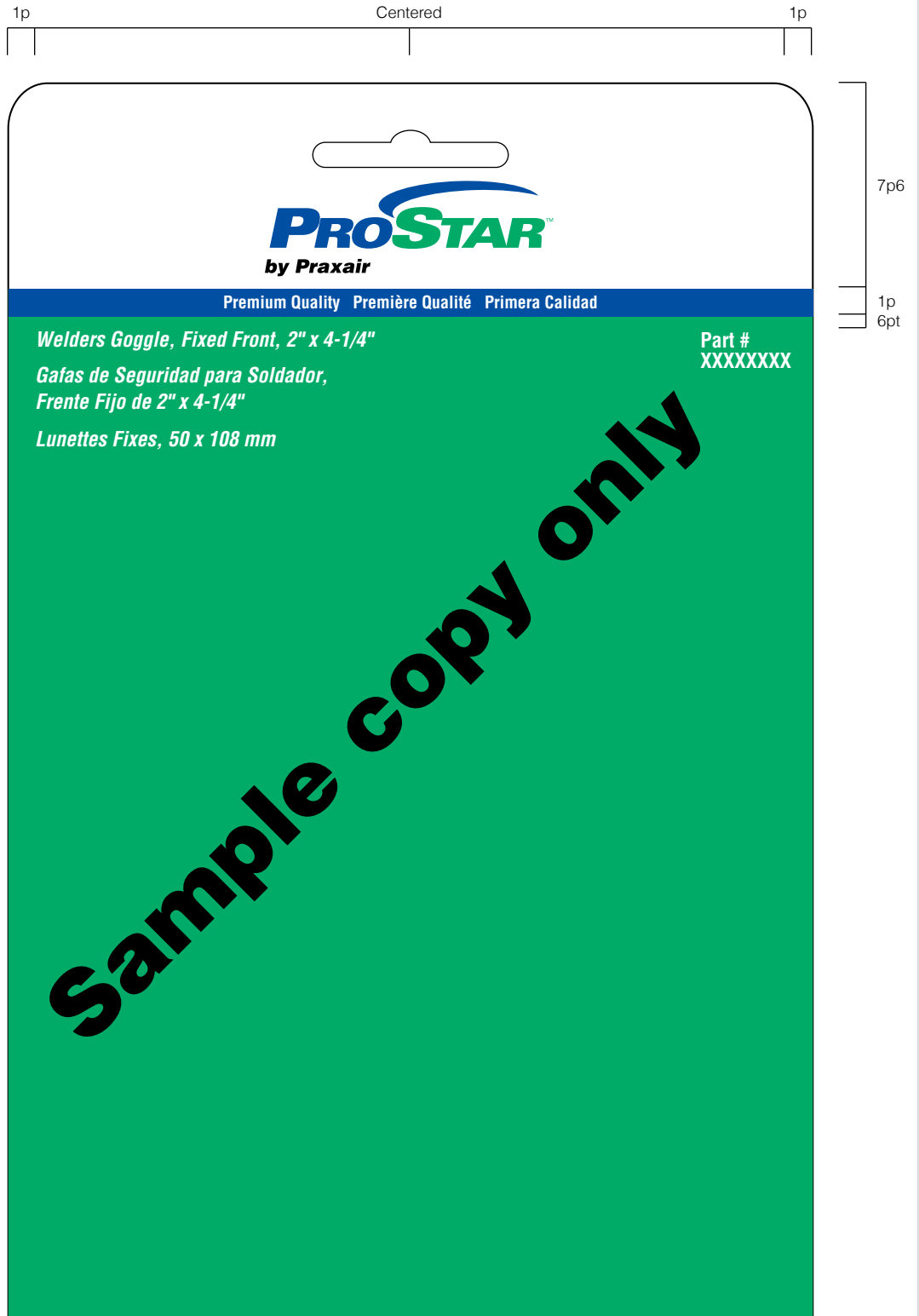
Typography:

Knocked-out

Note

6 picas = 1 inch
72 points = 1 inch
1 pica = 12 points

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



Packaging

Front Panel

Packages 2 Inches Wide or Less

ProStar logo

Scaled to fit

Typography

Premium Quality:

Helvetica Condensed Bold

Scaled to fit

Description Text:

Helvetica Condensed Bold

Oblique

Part Number:

Helvetica Condensed Bold

Colors

ProStar logo:

Pantone 354 Green

Pantone 072 Blue

Premium Quality Blue Band:

Pantone 072 Blue

Background:

Pantone 354 Green

Typography:

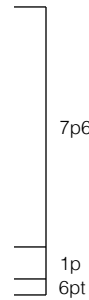
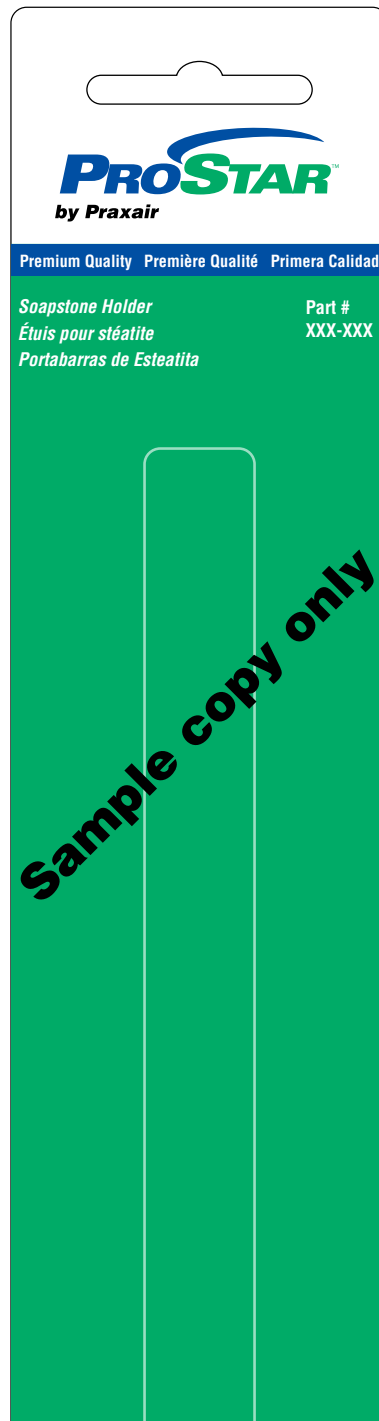
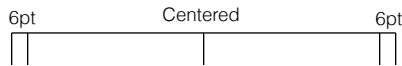
Knocked-out

Note

6 picas = 1 inch

72 points = 1 inch

1 pica = 12 points



Packaging

Front Panel

ProStar logo

Scaled to fit

Typography

Premium Quality:

Helvetica Condensed Bold

Scaled to fit

Description Text:

Helvetica Condensed Bold

Oblique

Part Number:

Helvetica Condensed Bold

Colors

ProStar logo:

Pantone 354 Green

Pantone 072 Blue

Premium Quality Blue Band:

Pantone 072 Blue

Background:

Pantone 354 Green

Typography:

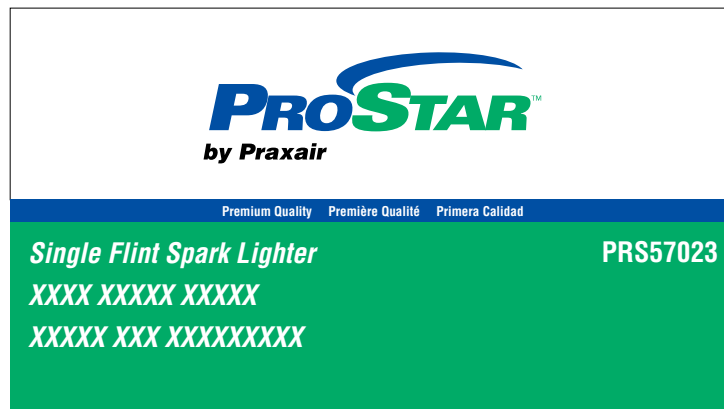
Knocked-out

Note

6 picas = 1 inch

72 points = 1 inch

1 pica = 12 points



With extreme horizontal applications, the special horizontal version of the ProStar logo should be used.



Packaging

Back Panel Color Version

When space allows, you may add the ProStar logo in Pantone 072 Blue and Pantone 354 Green or black.

Praxair logo

9 points in height

Typography

Headings:

10 point Helvetica

Condensed Black with 11.5 point leading

Bullet/Body Text:

8 point Helvetica Condensed Medium with 9.5 point leading

Warning disclaimer:

7.5 point Helvetica Condensed Medium with 8.5 point leading

Colors

All copy black or Pantone 072 Blue. Praxair logo prints in black or Pantone 354 Green

Note

6 picas = 1 inch
72 points = 1 inch
1 pica = 12 points

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


Note: On two-color packaging only, the tagline Making our planet more productive may be printed in blue.

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

1p
1p

6p6

1p



Welders Goggle, Fixed Front, 2" x 4-1/4"

- Furnished with Tough Polycarbonate Lens
- Soft Vinyl Frame Fits easily over Corrective Glasses
- Contoured Shape Fits Snugly for Comfort
- Hooded Vents for Greater Air Flow and Cooler Operations
- Meets/Exceeds ANSI Z87.1, CSA Z94.3, CE and various International Standards

Gafas de seguridad para soldador con frente fijo de 2" x 4-1/4"

- Elementos ópticos de policarbonato de alta dureza
- Marco vinílico blando que se adapta fácilmente sobre gafas correctoras personales
- Contorno ergonómico que se ajusta cómodamente al rostro
- Ranuras de ventilación para evitar empañamiento y facilitar la circulación
- Cumple con normas ANSI Z87.1, CSA Z94.3, CE y otras entidades normalizadas internacionales

Lunettes fixes, 5 x 11 cm

- Verrines en polycarbonate solide
- Monture en vinyle souple s'adaptant facilement au-dessus de lunettes correctrices.
- Monture profilée s'adaptant confortablement sur le visage
- Prises d'air couvertes pour une meilleure circulation de l'air et une température plus basse
- Conformes ou supérieures aux normes ANSI Z87.1, CSA Z94.3, CE and nombreuses autres normes internationales


▲ **WARNING – ADVERTENCIA – AVERTISSEMENT** ▲

Never Use This Goggle for Arc Welding
Nunca utilice estos anteojos para la soldadura de arco
N'utilisez jamais ces lunettes pour la soudure à l'arc électrique

For your own Protection, read these instructions completely before using this Goggle. Use of wrong or Defective Eye Protection can result in Damage to or Loss of Eyesight. Do Not use Goggles for Arc Welding, Lasers or other Sources of intense Radiant Energy require Special Lenses and Goggles. Check with your Supervisor or refer to Welding Selection Chart for correct Filter Shade and type of Eye and Face Protector. This Goggle and its Lenses are not unbreakable. They will Not protect you under severe Impact Hazards, such as but not limited to, Fragmenting Grinding Wheels, Explosive Devices, Corrosive Liquids, or Molten Metal. Face Shields, Eye Conforming Splash Protection or other Engineered Devices Must be used where these Hazards exist. Pitted or Scratched Lenses reduce Vision. Replace the Lenses immediately. Inspect frequently and Immediately Replace Worn or Damaged Parts. Clean only with mild soap and warm Water. Do not use Solvents.

Pro consectetur adipiscing elit, sed set diam nonummy. Auismod laoreet dolore magna aliquam erat volu tpat. Wisi enim ad Lipit lex obortis quip ea commodo wisi. Ut wisi enim ad minim sit veniam, quis nostrud exerci tatin ullam corper suscipit lex obortis nisi ut aliquip ea comtorrrtyu modo wisi. Le dolor sit amet, consectetur adipiscing elit, tis commodo Misi. Loremhri ipsum dolor sit amet, consectetur adipiscing elit, Ued diam nonummy nibh euismod tincidunt solte laoreet dolore tetuerqo adipiscing tetuer adipiscing magna volutpat.


Pro consectetur adipiscing elit, sed set diam nonummy. Auismod laoreet dolore magna aliquam erat volu tpat. Wisi enim ad Lipit lex obortis quip ea commodo wisi. Ut wisi enim ad minim sit veniam, quis nostrud exerci tatin ullam corper suscipit lex obortis nisi ut aliquip ea comtorrrtyu modo wisi. Le dolor sit amet, consectetur adipiscing elit, tis commodo Misi. Loremhri ipsum dolor sit amet, consectetur adipiscing elit.



Making our planet more productive™

Distributed by • Distribué par • Distribuido por:
Praxair Distribution, Inc. Danbury, CT 06810-5113, USA
1-800-225-8247 www.praxair.com

- Made in XXXX
- Fabriqué en XXXX
- Fabricado en XXXX



0 12345 67890 0

Packaging

Back Panel

Black and White Version

Praxair logo

9 points in height

Typography

Headings:

10 point Helvetica

Condensed Black with 11.5 point leading

Bullet/Body Text:

8 point Helvetica Condensed Medium with 9.5 point leading

Warning disclaimer:

7.5 point Helvetica

Condensed Medium with 8.5 point leading

Colors

All copy black

Note


6 picas = 1 inch


72 points = 1 inch

1 pica = 12 points

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

6pt
6pt





Soapstone Holders
All Holders Come with
Our #1 Select Soapstone


- Steel Body, Aluminum Knob
- Steel Nut Holds “#1 Select” Soapstone Firmly
- Comes with Pocket Clip

Étuis pour stéatite
Tous nos étuis sont munis de
notre stéatite #1 Select


- Boîtier en acier, bouton en aluminium
- Écrou en acier retenant solidement de la stéatite #1 Select
- Fourni avec une agrafe de fixation sur poche

Portabarras de esteatite
Todos los portabarras vienen
con nuestra esteatita de
Selección Nº 1

- Cuerpo de acero y mango de aluminio
- Tuerca de acero para ajustar firmemente la barra de esteatita Selección Nº 1
- Viene con sujetador para bolsillo



0 12345 67890 0



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- Made in XXXX
- Fabrique aux XXXX
- Fabricado en XXXX

6p6

1p

Packaging

Back Panel The Praxair Logo

Correct

The Praxair logo can only be printed in Pantone 354 Green or black.

The Praxair logo can be printed in Pantone 354 Green or black.



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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- Fabriqué en XXXX
- Fabricado en XXXX



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
- Fabriqué en XXXX
- Fabricado en XXXX

Incorrect

Do not print the Praxair logo in blue.

Do not use the tagline when smaller than 1 1/4 inches.



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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- Fabriqué en XXXX
- Fabricado en XXXX

Packaging Labels

ProStar logo

Scaled to fit

Praxair logo

Scaled to fit

Typography

Premium Quality Band:

7.25 point Helvetica
Condensed Black with 8.75 point leading

Headings:

9.5 point Helvetica
Condensed Bold with 10.5 point leading

Bullet/Body Text:

6.5 point Helvetica
Condensed Medium with 7.5 point leading

Colors

ProStar Logo:

Pantone 072 Blue
Pantone 354 Green

Praxair Logo:

Black or Pantone 354 Green

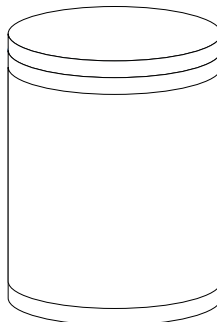
Typography:

All copy black or
Pantone 072 Blue

Note

6 picas = 1 inch
72 points = 1 inch
1 pica = 12 points

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



Label shown at 75% of actual size.





Premium Quality

Première Qualité

Primera Calidad

English Product Headline

French Product Headline

Spanish Product Headline

English Product Headline

French Product Headline

Spanish Product Headline

Premium Quality

Première Qualité

Primera Calidad

English Product Headline

French Product Headline

Spanish Product Headline

English Caution: Vapor harmful, contents under pressure, read other cautions and health hazard information on back panel.

French Caution: Pro connectetuer adipsicing elit, sed set diam nonum Auismod laoreet dolore magna aliquam.

Spanish Caution: Quis nostrud exerci tatin ullamdo corper suscipit l comortorxy modo wisi laoreet dolore teturqo.

No Fluorocarbons Pro connectetuer Utiliser le vite
No Hydrocarbons Dolore magna Consectetuer
For Industrial Aliquam sit amet Loremhri ipsum
use only. euismod dolor sit amet
Keep out of Loremhri ipsum Aliquam sit amet
reach of children. dolor sit amet euismod

English Directions:

- No shaking required prior to use.
- Sprinkle hole in button toward object to be protected.
- For nozzles and tips, use rotating motion, be sure to spray inside and outside of entire tip.
- For brush areas, spray with sweeping motion about 30 inches from surface.

English Warnings:

- Contains Potassium Chloride, which has been shown to cause irritation of certain laboratory animals. Risk to your health may vary on level and duration of exposure.

KEEP OUT OF REACH OF CHILDREN.
ANTI-SPATTER AEROSOL.
ANTI-ECLAUSSURES AEROSOL.

Warning – Harmful or fatal if swallowed. Contains Potassium Chloride.
Precautionary Measures – Avoid prolonged breathing of fumes or mist. Use in well ventilated areas. Do not spray into electric arc or through open items. Do not tamper with valve closure. Do not incinerate. store in direct sunlight or heat that exceeds 120°F.
First Aid – If swallowed, do not induce vomiting. Call physician immediately. If sprayed in eyes, wash and flush with water for fifteen minutes.

Warning:
 This product contains a chemical known to the state of California to cause cancer.

Part No. KC1 04387



12345 67890

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Net Weight: Contains:
 Spanish: Méthylène Chloride (75-09-2),
 French: N° de référence: Sopa Lecthim (6002-42-5)
 16 oz. (454 g) KC1 04387 Canton Dioxide (124-38-9)

English Directions:

- Pro connectetuer adipsicing elit.
- Auismod laoreet dolore magna aliquam ead volu.
- Ligt lex obortis quip ea commodo wisi. Ut wisi enim ad minim sit veniam, quis nostrud exerci, alliquip ea contortorxy modo.
- Exerci tatin ullamdo corper suscipit lex obortis nisi alliquip ea contortorxy modo.

French Caution:

- Fipit lex obortis quip ea commodo wisi. Ut wisi enim ad minim sit veniam, quis nostrud exerci tatin ullamdo corper suscipit lex obortis nisi ut alliquip ea contortorxy modo.

AUIS MOD LAOREET DOLORE.
QUIPEA (COMMODOY)
LOREM IPSUM DOLOR (SIT AMET)

Avertissement – Neicil ou momeil s'il est avale. Contiens sous pression.

Measures Preimitives – Evitez la respiration prolongee de fumee ou de buee. Utilisez dans des lieux bien aerees.

Ne pulvérisez pas dans un arc électrique ou à travers un objet ouvert. Ne modifiez pas la température de stockage. Ne brûlez pas dans un feu direct. Ne conservez pas dans un endroit où la température dépasse 120°F.

Secours – Si avalé, ne provoquez pas de vomissements. Appelez immédiatement. Si les yeux, lavez-les et rincez-les soigneusement à l'eau froide pendant quinze minutes.

Warning:
 This product contains a chemical known to the state of California to cause cancer.

Spanish Directions:

- Nostrud exerci tatin ullamdo corper suscipit.
- Ued diam nonummy nibh euismod lincindunt solite.
- Ullamo corper suscipit lex obortis nisi ut alliquip ea contortorxy modo.
- Exerci tatin ullamdo corper suscipit lex obortis nisi alliquip ea contortorxy modo.

Spanish Caution:

- Nostrud exerci tatin ullamdo corper suscipit lex obortis nisi allique ea contortorxy.

ADIPSICING TETUER ADIPSICING.
ULLAMO CORPER SUSCIPIT
UT WISI ENIM AD MINIM SIT

Pro connectetuer adipsicing elit, sed set diam nonummy quip ea commodo.

Auismod – laoreet dolore magna aliquam erat sedet.

Ligt lex obortis quip ea commodo wisi. Ut wisi enim ad minim sit veniam, quis nostrud exerci tatin ullamdo corper suscipit lex obortis nisi ut alliquip ea contortorxy modo.

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Price de Mise
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Labels

ProStar logo

Scaled to fit

Praxair logo

Scaled to fit

Typography

Premium Quality Band:

7.25 point Helvetica
Condensed Black with
8.75 point leading

Headings:

9.5 point Helvetica
Condensed Bold with
10.5 point leading

Bullet/Body Text:

6.5 point Helvetica
Condensed Medium with
7.5 point leading

Colors

ProStar Logo:

Pantone 072 Blue
Pantone 354 Green

Praxair Logo:

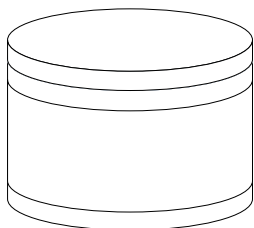
Black or Pantone 354 Green


Typography:

All copy black or
Pantone 072 Blue

Note

6 picas = 1 inch
72 points = 1 inch
1 pica = 12 points





**Ready to use
Anti-Spatter Spray**

Anti-adhérent de perles de soudure prêt à l'emploi

Antiadherente en Spray para perlas de soldadura

For further information see product data sheet.
Para más información consulten la información técnica de producto.

0.51e

Distributed by • Distribuido por • Distribuido por:
Praxair Distribution, Inc. Danbury, CT 06810-5113, USA
Part Number: **1-800-225-8247 www.praxair.com**
N° de référence: **LUS0W26-0-5**
Número de Pieza: **13 gal. (0.51) Net.**
Emergency telephone number: **(xxx) xxx-xxxx**
N° de cas d'urgence: **(xxx) xxx-xxxx**
Número de teléfono para emergencias:

Premium Quality Première Qualité Primera Calidad

Ready to use Anti-Spatter Spray
Easily applied to all surfaces, contains no solvents, silicone or CFC's. Dries quickly, no surface preparation, cold cracking, no fumes, no odor, no cyanogen content in the weld metal.

- Prevents spatter build up on weldments, fixtures, torch parts and robots.
- Highly efficient formula requires only a thin film for maximum efficiency and economy.
- Contains corrosion inhibitors.
- Contains no hazardous ingredients. See M.S.D.S. for details.

Use as soon as possible
Made in China by Praxair

Anti-adhérent de perles de soudure prêt à l'emploi
Pro concecteur adipsing elit, sed ut diam nonu Ausmod laered dolore magna aliquam.

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Utiliser le vite possible
Fabrique en C hna par Praxair

Antiadherente en Spray para perlas de soldadura
Pro concecteur adipsing elit, sed ut diam nonu Ausmod laered dolore magna aliquam.

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Utilizar lo mas pronto
Fabricado en China por Praxair

Label shown at 75% of actual size.

Packaging

Labels

Typography

Premium Quality:

Helvetica Condensed Bold

Description Text:

Helvetica Condensed Bold

Oblique

Part Number:

Helvetica Condensed Bold

Colors

ProStar logo:

Pantone 354 Green

Pantone 072 Blue

Premium Quality Blue Band:

Pantone 072 Blue

Background:

Pantone 354 Green

Typography:

Knocked-out

English only



English, French and Spanish

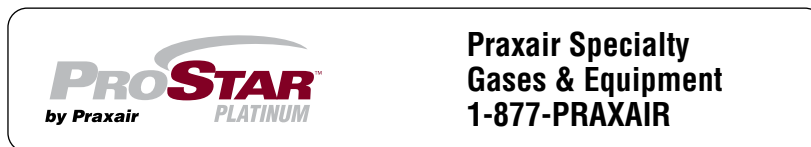


Labels

With extreme horizontal applications, the special horizontal version of the ProStar logo should be used.



The ProStar logo, whether used with or without the ownership statement, should always be free-standing and sufficiently distinct from other copy and graphics.



The area of non-interference around the ProStar logo should be equal to the height of the letter "r" in ProStar.

Packaging

Label Solutions by Praxair

A Solutions by Praxair label is available for Praxair packaging when space allows.

The three color version of the label should be used on product packaging when gas is used with the application. It is not required otherwise.

Colors for Solutions by Praxair label

- Pantone 354 Green
- Pantone 072 Blue
- Black

In order to ensure that the Solutions by Praxair sticker reproduces legibly, a minimum size is provided. If the minimum size does not fit on the current packaging, the sticker is not used.

10p6 (1.75")



Minimum size of Solutions by Praxair label.

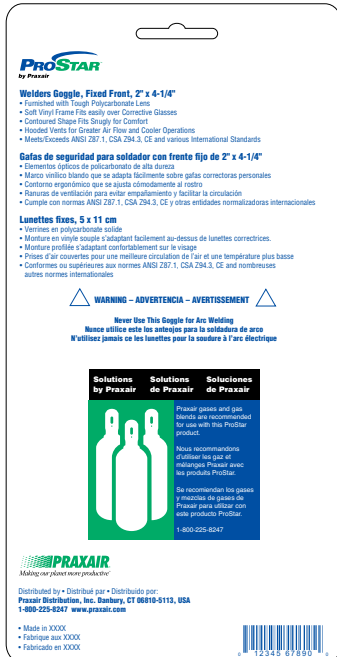
12p (2")



15p (2.5")



Maximum size of Solutions by Praxair label.



Examples shown at 35% of actual size.

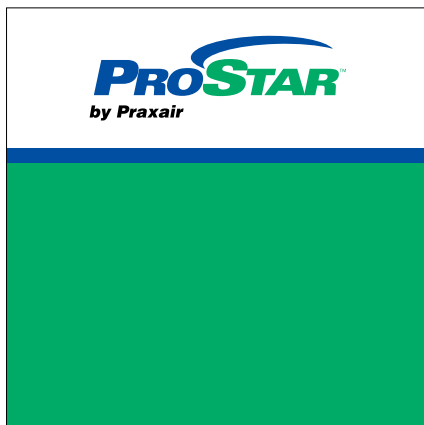
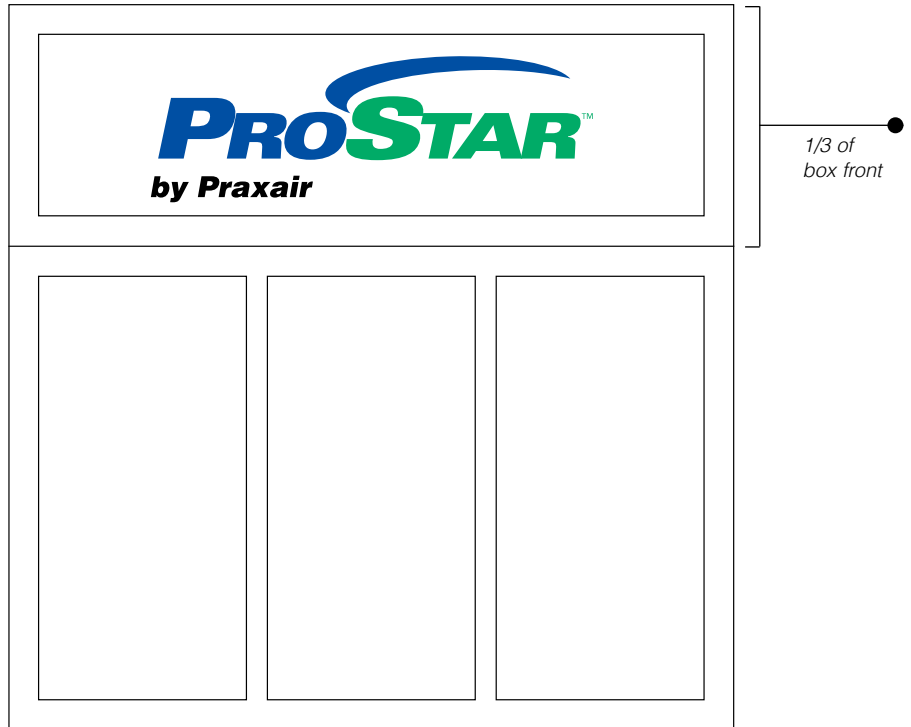
Protective Carton

Sizes and shapes of packaging will vary greatly, so you will need to use judgement in applying the *ProStar* logo. The rule to follow is the *ProStar* logo should be in a white area 1/3 the height of the front of the box.

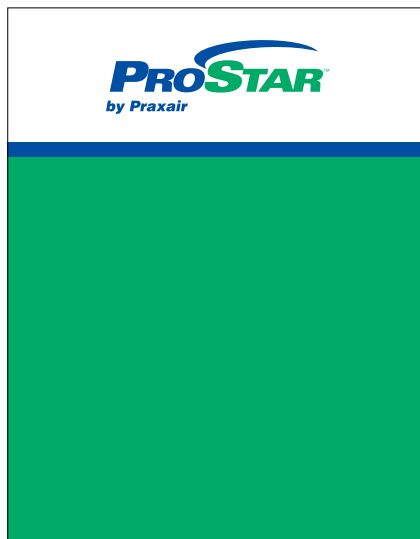
In cases where space is an issue, this area can be reduced to 1/4 the size of the front package.

The *ProStar* logo should be centered in the white area on front of box.

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



Square carton, 3 color version



Vertical carton, 2 color version with white space 1/4 of box front.



Horizontal carton, 3 color version

Packaging

Protective Carton

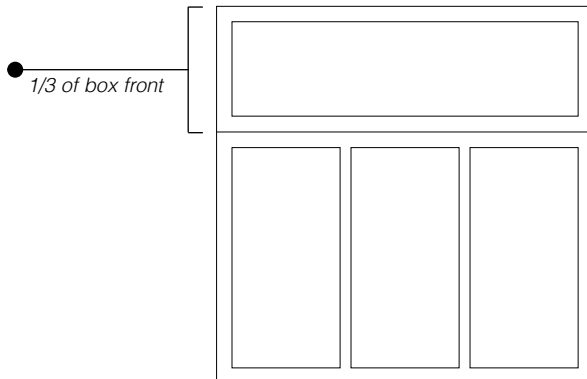
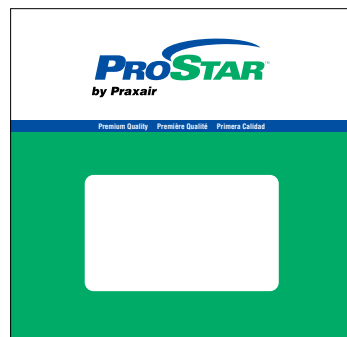
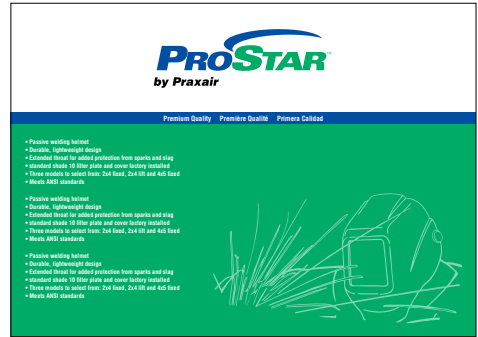
The ProStar logo must appear on all sides of the protective carton when space allows.

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

The ProStar logo should be centered in the white area on front of box.



Sides



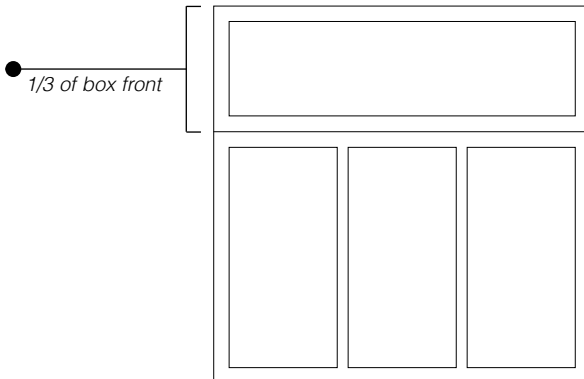
Packaging

Protective Carton

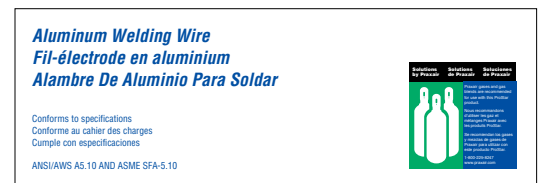
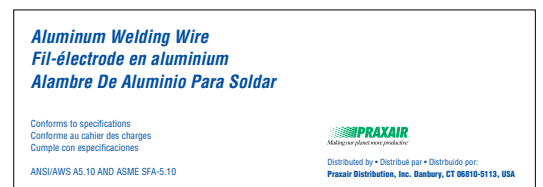
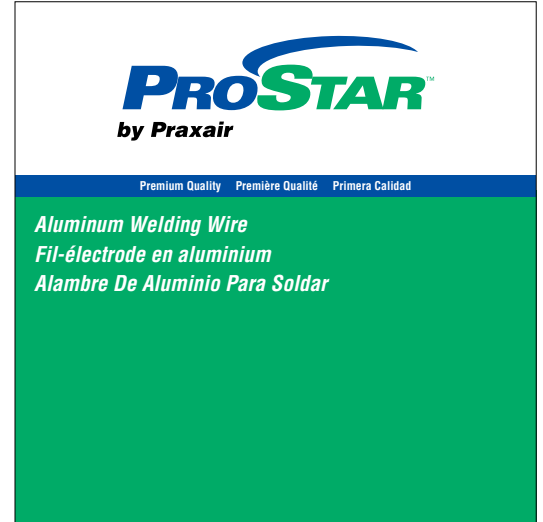
The ProStar logo must appear on all sides of the protective carton when space allows.

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

The ProStar logo should be centered in the white area on front of box.



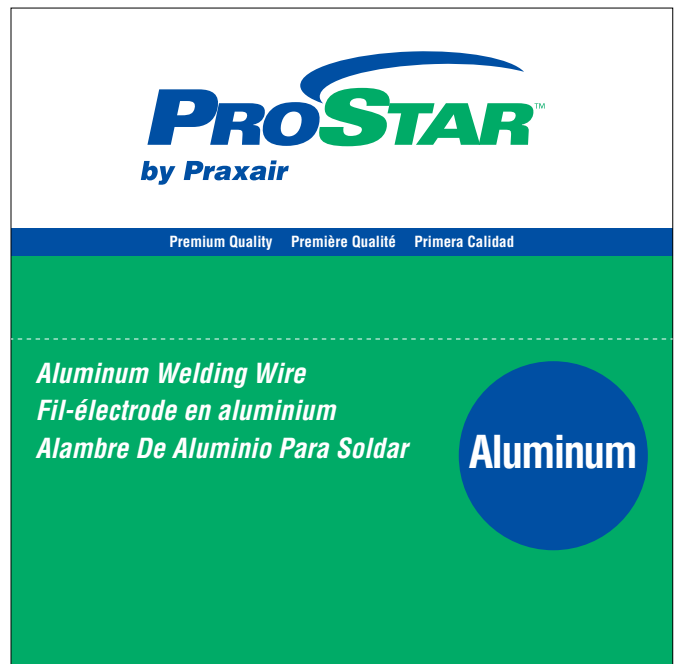
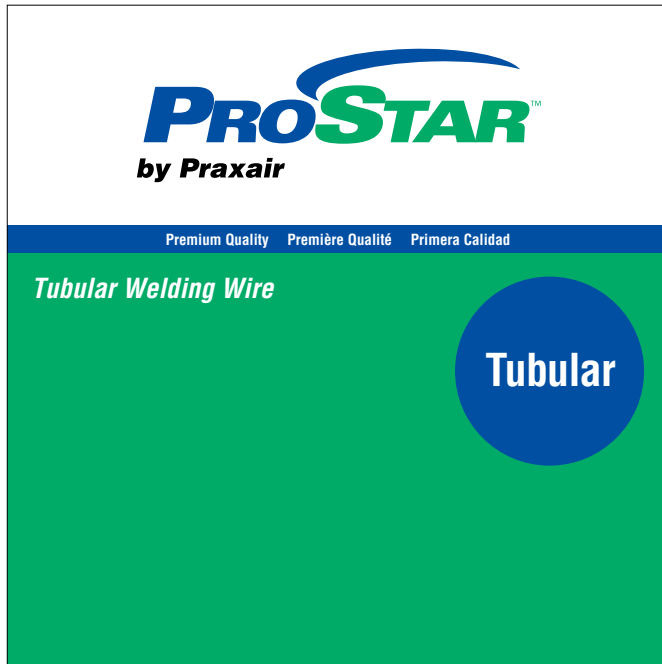
Sides



Packaging

Protective Carton

Below are four versions of the same carton used for welding wire. Note the adjustments made for how the carton opens. **Note:** The descriptive circular graphic is optional.



Equipment

Size of *ProStar* Logo on Equipment

The size of the *ProStar* logo must correlate with the size of the equipment it appears on. To ensure the ratio between logo and equipment is correct, the diagrams on this page illustrate the size the *ProStar* logo should be based on the equipment size. Refer to this diagram to determine what size to make the *ProStar* logo on equipment.

The logo should be proportionate with the product/equipment size and location.

Always position the *ProStar* logo in the upper center of the equipment, and the uninterrupted space around the logo should be 1 ½ the height of the "P" in *ProStar*.

The *ProStar* logo should always be one third of the length of any equipment.

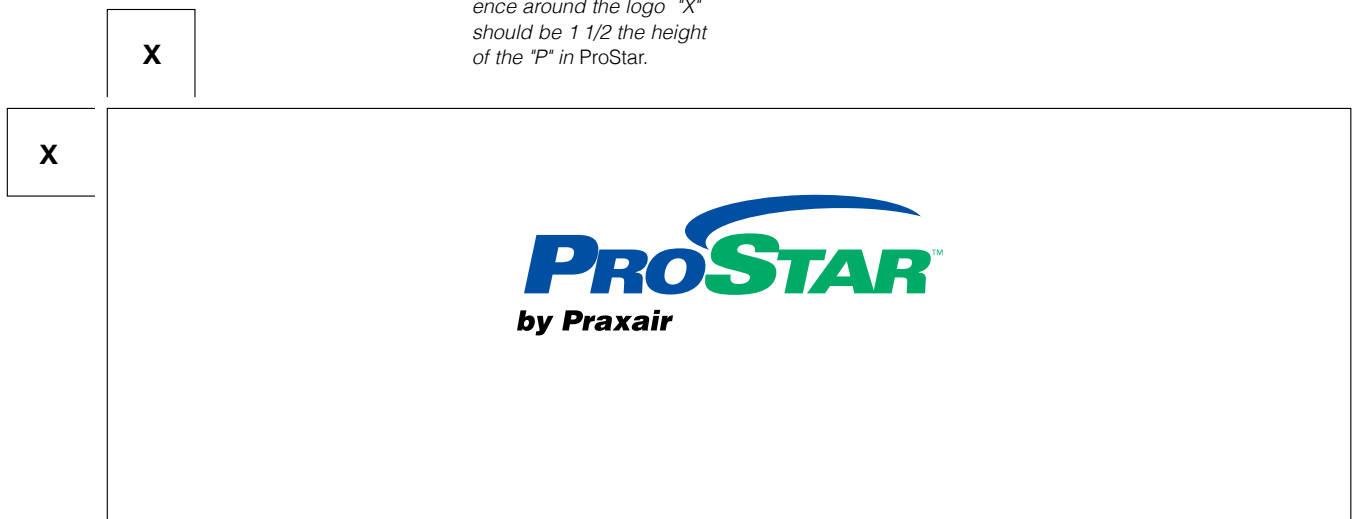
On equipment that is more than 72" long, a 24" long *ProStar* logo should be used. The maximum size *ProStar* logo to be used on equipment is 24" long.

The *ProStar* logo should be centered whenever possible. If it cannot be centered, it should be aligned in the upper left corner.

The ProStar logo should be one third of the length of any equipment.



The area of non-interference around the logo "X" should be 1 1/2 the height of the "P" in ProStar.



Equipment

ProStar Logo on Equipment

Correct



Incorrect



Do not alter the color of the ProStar logo and the size of the ownership statement.

Correct



Incorrect



The ownership statement should always be used on equipment.

Correct



Incorrect



Never place the logo on an angle.

Equipment

ProStar Logo on Equipment

Correct



Incorrect



The ProStar logo should be one third the length of any equipment.

If the ProStar logo cannot be positioned in the center, the left hand corner is acceptable.

Correct



Incorrect



Be sure to allow sufficient uninterrupted space around the logo.

Correct



Incorrect



On equipment with a dark background, always print the ProStar logo in all white.

Equipment

ProStar Logo on Equipment

Correct



Incorrect



The ProStar logo should be separate and should stand alone from other logos, symbols, words and protruding objects.

Correct



Incorrect

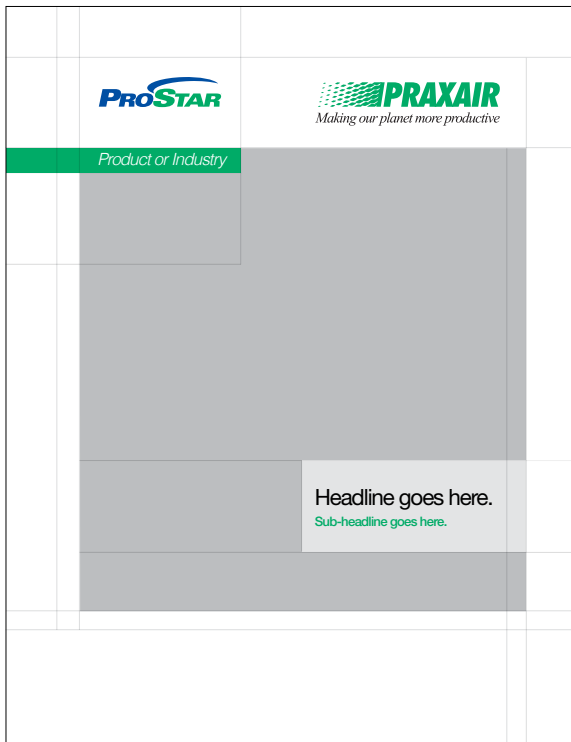


When printing a label on equipment, it is advisable to contain the logo within a rectangular field. Reverse the ProStar logo to white and print the rectangle to match the background.

Brochure Covers

On printed material where the Praxair logo already appears on the page, the ProStar logo without the *by Praxair* ownership statement should be used.

In these cases, the Praxair logo is always situated in the primary position at the top right of the page. See examples below.



U.S. Cover shown at 35% of actual size.



A4 Cover shown at 35% of actual size.

The illustrations on this page show brochure covers in both U.S. 8 1/2" x 11" and I.S.O. A4 sizes. The positions of the artwork here would apply to data sheets, pocket folders and any other types of marketing materials.

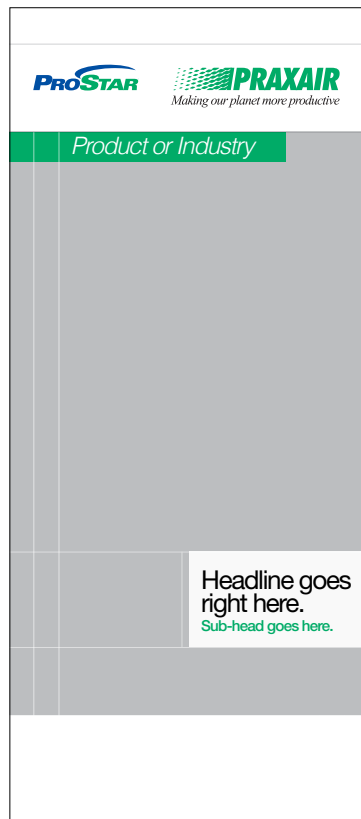
The ownership statement by Praxair should not be used on literature covers.



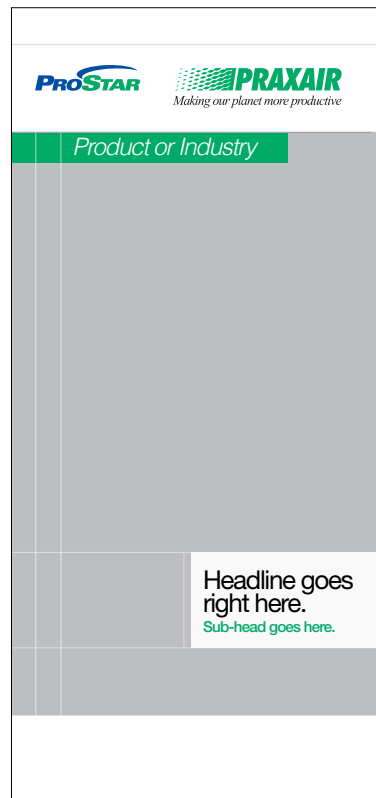
Flyer Covers

For additional guidelines regarding use of the Praxair logo on flyer covers, see the Visual Identity Standards from Corporate Communications in Danbury, Connecticut.

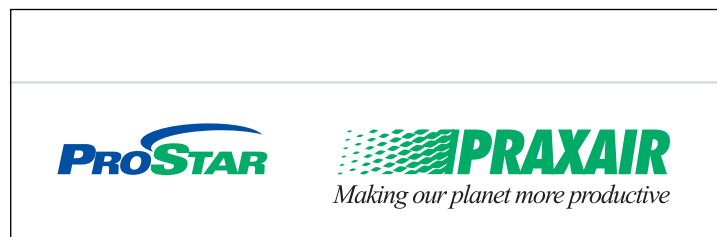
On printed material where the Praxair logo already appears on the page, the ProStar logo without the by Praxair ownership statement should be used.



U.S. Cover shown at 50% of actual size.



ISO Cover shown at 50% of actual size.



Back Covers

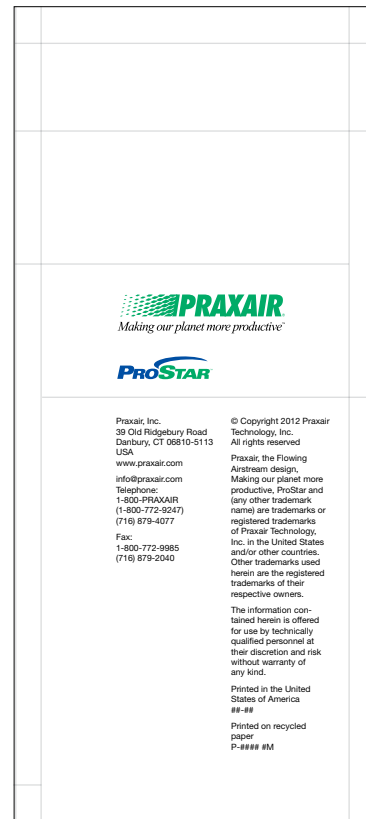
On back covers of *ProStar* literature, the *ProStar* logo with a register mark symbol should be included below the Praxair logo.

Since the Praxair logo already appears on the page, the *ProStar* logo without the ownership statement *by Praxair* should be used.

For additional guidelines regarding use of the Praxair logo, see the Visual Identity Standards from Corporate Communications in Danbury, Connecticut.



Back Cover shown at 35% of actual size.



Back Cover shown at 50% of actual size.

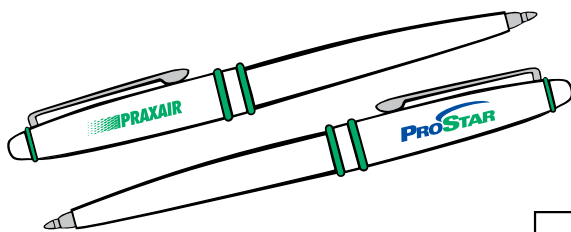
Premium Items

The *ProStar* logo should always be distinct and freestanding from other type and graphics on promotional items. Care should be taken when silk-screening or embroidering are used to reproduce it.

When the size of a promotional item is small and would make the Praxair tagline and *ProStar* ownership statement difficult to read, the trademark symbol, tagline and ownership statement may be omitted.

When using the Praxair logo, do not display in a more dominant size or position than the *ProStar* logo.

The *ProStar* logo should be applied on high quality items.



File Naming Conventions

ProStar 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.

