

PERFORMANCE PARTNER PROGRAM



Honeywell Branding and Partner Badge Guidelines

Overview

To support the marketing and sales efforts of our Honeywell Performance Partners, we would like to provide you with the following guidelines for using the Honeywell corporate logo and your designated Honeywell Performance Partner tier/specialism badge. This document also provides you with information on how to access Honeywell and legacy Intermec product and application imagery and other co-branding resources.

How to Use the Honeywell Corporate Logo

The Honeywell corporate logo, or brandmark, should only be used in a brand support role when partners are promoting specific Honeywell products and services within their marketing materials/media. It should be smaller than the partner's own corporate logo and can show an equal or lesser size relationship to the partner's authorized PPP 2017 Partner badge, which should be used in all Honeywell co-branding initiatives.

For more detailed information on Honeywell's logo usage, color system and official typographic system, please see brand.honeywell.com. If not already authorized, you'll need to register for authorized access – select "Vendor Login" and complete the fields.

Logo Usage Rules

- Download and use ONLY the approved Honeywell logo available on the brand website
- Partners that produce co-branded marketing materials should ALWAYS make their own corporate logos at least twice the size of the Honeywell corporate logo and their designated PPP Partner badge. This makes it clear to customers that the branded material is produced by the partner and not by Honeywell.
- Always reproduce the logo in Honeywell Red (see Color Palette on the brand website) in color documents. The color must be solid Honeywell red, never screen or apply tone gradation.

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Logo Usage Rules, cont.

- In black and white documents, use black on white or white on black. Gray on white or white on gray are also acceptable, but the logo must remain clear and legible. Consult the color palette for direction.
- The Honeywell red logo and reversed pipe treatment can appear on a dark or shaded photo background provided it meets the following conditions:
 - That the logo area of the image is neutral in hue.
 - That there is no photographic detail within the normal logo buffer area, including the pipe text.
 - That there is sufficient contrast (1 to 4 contrast ratio) for easy readability of the logo, and no visual 'vibration' caused by the background.
- Never alter the logo in any way. Don't manipulate, condense, or change the orientation of the logo in any way. This includes the spacing and alignment of letters.
- Never stack letters vertically.
- Do not attempt to recreate the logo with a standard typeface. The Honeywell brandmark is a custom piece of artwork that cannot be replicated with individual font characters.
- Use only one brandmark on a page. There is generally no need to repeat the logo on every page of a multi-page document.
- Never use the brandmark in a sentence, headline, or as part of a phrase. Use the word "Honeywell" in the same font as the other words in the sentence, headline, or phrase.
- The logo must never appear smaller than 120 pixels for digital usage or 1.27" for print.
- Clear space. A minimum area of space must always surround the Honeywell mark. This area of isolation allows the mark to stand out by ensuring that other visual elements are kept clear from the mark. The clear space is the width of the letter H in the logotype from the left, right, capital height, and baseline as illustrated here.
- The Pipe treatment logo lockup is for SBGs, SBUs, Market Verticals, Product Categories, and Connected Domains only. Do not use the pipe logo treatment with Business Group Names in any print advertising. Do not use product model names. Product categories are acceptable.



Honeywell brandmark, shown here with clear zone

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How to Use the Honeywell Corporate Logo: Relative Size Relationships

Following is an example demonstrating how to use the correct relative size relationships of the Honeywell corporate logo / brandmark, PPP badge and your partner logo:

- 1. Primary Prominence: Partner Corporate Logo (at least 2x size of PPP 2017 partner badge and Honeywell corporate logo/brandmark).
- 2. Secondary Prominence: PPP Partner badge.
- 3. Secondary/Tertiary Prominence: Honeywell corporate logo/brandmark (same or smaller size than PPP 2017 partner badge) used only to reinforce Honeywell branded products and services.


[PARTNER CORPORATE LOGO]

MUST BE AT LEAST 2X LARGER THAN PPP PARTNER BADGE




Honeywell

Honeywell Product A
dadadadadadadada
dadadadadadadadada



Honeywell

Honeywell Product A
dadadadadadadada
dadadadadadadadada




Honeywell

Honeywell Product A
dadadadadadadada
dadadadadadadadada

The Honeywell corporate logo/brandmark reinforces Honeywell branded products and services only and should never overpower the partner’s own logo so as to confuse ownership of the marketing originator.

The PPP Partner badge plays secondary importance to the partner’s own logo and can be equal to or greater than Honeywell Corporate Logo.



Honeywell
GOLD
PERFORMANCE PARTNER

Honeywell Branding and Partner Badge Guidelines

How to Use the Honeywell Corporate Logo: PPP2017 Partner Badges

Honeywell Performance Partners should use their designated PPP 2017 Partner badge in their co-branded marketing materials. You can download your designated PPP 2017 partner badge at the Honeywell SPS Performance Partner Center, or contact your local Honeywell channel representative.

How to Use Your Designated Honeywell

Performance Partner Program Badge

1. Your PPP 2017 partner badge should never be made any other color. These badges are consistent with the Honeywell corporate color palette. However, you may if required produce a two-color version in black and white, to be used in printing requiring only two colors.
2. Partners that produce co-branded marketing materials should ALWAYS make sure their logo is at least twice the size of the designated PPP 2017 partner badge. This makes it clear to customers that the branded material is produced by the partner and not by Honeywell.
3. When using a free-standing PPP 2017 partner badge on a white background.
 - A white or “clear” zone must always surround the freestanding logotype.
 - No graphic elements should intrude into this clear space.
 - The width of the control field is determined by a measure equal to the height of the capital “H” of the name Honeywell in any size of logotype used.

We strongly encourage you to use your designated Honeywell Performance Partner Program badge showing your tier and specialism in ALL Honeywell co-branded marketing materials and promotional activities.

Please Review the Following Logo Usage Scenarios for Further Guidance:

- **Scenario #1:** *General Usage Guidelines for “Honeywell-Branded” (originating at Honeywell) co-branded partner marketing materials, defined as co-branding materials created by Honeywell (i.e., templates as created in HPC or online venues).*

Your PPP 2017 badge should be placed in the lower right-hand corner of the partner content area, as indicated on Honeywell-provided templates, and must be smaller and less prominent than your company logo. Same size relationships apply when also using the Honeywell corporate logo to reinforce Honeywell branded products and services.

- **Scenario #2:** *General Usage Guidelines for “Partner-Branded” (originating at the partner) co-branded marketing materials, defined as co-branding materials created exclusively by the partner and which promote Honeywell branded products and services:*

As in the first scenario, your PPP 2017 partner badge should be placed in the lower right-hand corner of the partner content area and must be smaller and less prominent than your company logo. When using the Honeywell corporate logo in conjunction with the PPP 2017 badge, it should appear as the same or smaller in size than the PPP 2017 partner badge and only be used to reinforce Honeywell-branded products and services.



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How to Access Honeywell Product and Application Imagery

Performance Partners can access Honeywell product and application imagery that they can use in their marketing activities and content via the Honeywell public website (Honeywell Products & Application Imagery): <http://www.honeywellaidc.com/en-US/resources/image-library/Pages/default.aspx>

Honeywell Performance Partner Co-Branding Resources:

Honeywell Partner Concierge (HPC) provides co-branded marketing content, support and services as follows:

Honeywell Partner Concierge (HPC) <http://partnerconcierge.com/>

Honeywell Partner Concierge is your source for personalized and expert co-branded marketing support that is exclusively reserved for Honeywell Performance Partners who can leverage their approved MDF to build focused marketing campaigns that promote your solution and services as well as Honeywell products. Here are the key HPC offerings:

- Honeywell Performance Partner co-branded marketing collateral (Campaigns-in-a-Box) and campaign-specific planning consulting services.
- Appointment setting, multi-touch and integrated lead generation campaigns.
- Lead and prospect nurturing awareness programs.
- Direct mail, email, social media and advertising services.
- Prospect database, list append and scrubbing services.
- Website and microsite design, maintenance and updates.
- Social media, Blog content, video production.
- FREE Marketing Planning consultation.
- FREE Brand and Messaging consultation.
- FREE co-branding services.
- FREE website/SEO evaluation and consultation.

For more information

www.honeywellaidc.com

Honeywell Safety and Productivity Solutions

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Partner Brand Imagery and
Co-Branding Guidelines

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The Honeywell logo, consisting of the word "Honeywell" in a bold, red, sans-serif font.