

USING THE HONEYWELL LOGO IN YOUR SALES AND MARKETING MATERIALS

Please Read - Important Information

You may use the Honeywell logo or name in your company's advertising, literature and websites solely in connection with the marketing and resale of Honeywell branded products. However, any use of the Honeywell logo or name must be carried out in accordance with the rules specified in this document and pursuant to the restrictions and limitations in the Agreement for Use of Logo/Name. The following restrictions apply to any use of the Honeywell logo and name:

- The Honeywell logo may NOT be used on business cards, badges, clothing, hats or any type of apparel, or physical displays such as lawn signs or vehicle emblems, or any object or product typically used in connection with company identification. Any exceptions must be approved by Honeywell in writing.
- The Honeywell name shall NOT be used (a) in any automatic telephone dialing system or an artificial or prerecorded voice advertising or solicitation effort, (b) in any telephone solicitation (automatic or in person) to any residence, person or telephone number that is registered on a federal, state or your company's specific do not call list, or to any wireless telephone number that you are restricted from calling by applicable federal or state law. Requests to remove a telephone number or email address from your company's marketing campaigns (including but not limited to any telemarketing, email, text, or fax campaigns) shall be immediately followed. Your use of Honeywell's name in any form for any telephonic, SMS, email, facsimile or other telemarketing campaign shall be in accordance with applicable federal and state law, with which you are obligated to identify and confirm full compliance. You must keep accurate records of all contact transmissions and compliance. To the extent you purchase contact lists from a third party, you are required to verify that your use of the contact lists comply with applicable law, including telemarketing advisory opinions issued by the Federal Trade Commission on lawful use of website lead generation lists (e.g., the lead generator clearly and conspicuously discloses to the consumer, before the consumer provides a telephone number, that the consumer may receive telemarketing calls in response to submitting her telephone number, the maximum number of entities from which the consumer may receive these calls, and if possible the identifies of the entities that will call the consumer). You shall make all records available to Honeywell or its designee upon request. You, and not Honeywell, are solely responsible for ensuring that your contact practices are in accordance with all applicable laws. These logo restrictions are in no way substitute for legal advice.
- The Honeywell logo shall only be used with the words "Security Products Dealer" or "Cable Products Distributor" or "Manufacturing Representative" and may never be used standing alone
- No person associated or affiliated with your company may make any representation, whether verbal, written or otherwise, that they are a Honeywell employee or are an agent of Honeywell or that your company has any official association or affiliation with Honeywell. Neither the Honeywell name nor logo may be used in any manner that would imply or leave the impression that anyone associated or affiliated with your company is an employee or an agent of Honeywell. The Honeywell logo or name may not be used in any manner that would be likely to confuse any third party as to the nature of your affiliation with Honeywell, which at all times is that of an independent contractor. You shall clearly state and display the name of your business and provide appropriate contact information in any medium where you use the Honeywell name or logo.
- The Honeywell name and logo shall not be used in any manner that violates federal, state or local law.
- The Honeywell logo and name shall only be used with the words "Security Products Dealer", "Cable Products Distributor" or "Manufacturing Representative," may never be used standing alone and may never be used in any URL, internet domain name, telephone caller identification or email address.

Honeywell Logo Graphic Usage Requirements

Following the instructions below, you may register online to use the Honeywell logo. By agreeing to the terms and conditions and downloading the graphic file of the logo, you will be able to utilize the Honeywell logo in your sales and marketing materials if you comply with the usage requirements outlined in this document. Please use the original versions of the logo and **ONLY** use a Honeywell logo with the "Security Products Dealer" or "Cable Products Distributor" or "Manufacturing Representative" designation. **Do not alter the logo in any way**, combine it with other graphic elements, add a drop shadow, or place it on a patterned background.

Honeywell

Security Products Dealer

Honeywell

Cable Products Distributor

Honeywell

Manufacturing Representative



A clear zone, known as the control field, must always surround the freestanding logo. The size of the control field is determined by a measure equal to the horizontal "H." No graphic elements of any kind should intrude onto this field.

The logo must never appear smaller than 120 pixels horizontally for digital usage or 1.39 inches for print.



Pantone
1795

C **M** **Y** **K**
9 **100** **93** **0**

The preferred color for the Honeywell logo is red. Use only PMS 1795 for printing, and hexadecimal color code #EE3124 for use on the web. Only use black or white when color printing is not available.

Correct:

Summer Specials on Honeywell Security Systems

Incorrect:

Summer Specials on **Honeywell** Security Systems

In body copy or text, do not use the Honeywell logo. Portray the word Honeywell in the same font as your body copy/text.

Honeywell Do's



When the Honeywell logo or a Honeywell badge is to be represented with another dealer/partner or business logo, a 1 pt black rule is to be placed as shown.

Honeywell Don'ts

XYZ Alarm Honeywell



Sunny Alarm Company

Honeywell



Register to Use the Honeywell Logo

To register for the use of the Honeywell and Honeywell Total Connect logo and to receive authorization and artwork to proceed, please link to the following URL and click through the very simple and easy instructions:

<http://www.honeywellsecurity.com/resources/branding/total-connect/index.html>

If you have questions or need further information, call **1-800-645-7568, ext. 2819** or email us at honeywellbrand@honeywell.com

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