

Essential guidelines to help you  
create communications in the  
Honeywell style.

# WELCOME TO THE HONEYWELL BRAND GUIDELINES

The Honeywell logo is displayed in a bold, red, sans-serif font. The word "Honeywell" is written in a single line, with the 'y' having a distinctive hook that extends downwards.

# Dear Honeywell Colleague,

*We are building a world that's safer and more secure ...  
More comfortable and energy efficient ...  
More innovative and productive.  
We are Honeywell.*

This is the essence of today's Honeywell ... our brand promise.

For more than a century, the Honeywell name has been synonymous with technology solutions that improve people's lives. In these complicated times, more than ever before in our history, customers are turning to Honeywell to help solve many of the world's most complex problems.

The Honeywell master brand and our other well-known business, product, and service brands are valuable company assets. Brands that are recognized and respected help Honeywell attract new customers and keep the ones we already have. An important part of our Growth initiative has been building Sales and Marketing capabilities within each business to create stronger connections with customers and markets. Having a well-defined brand is essential to effective Sales and Marketing because it makes it easier for us to enter new markets, sell more products and services, and obtain premium prices. Our brand can also be a powerful tool to help us find and keep the best employees.

One of the ways we can continue to build and protect our brands is by using the Honeywell name, our logotype, and our other brand names and trademarks correctly and consistently. You will find useful tools and information within our visual identity system on the Brand Management Website at <http://www.honeywell.com/brandm>. All Honeywell employees, suppliers, and partners are responsible for complying with these identity standards.

You'll note that our master branding initiative includes the elimination or migration of many legacy brands. In fact, this effort has increased the portion of our Honeywell-branded products from less than 70 percent a year ago to more than 90 percent today. The result is a more consistent and powerful position in the marketplace for all our master-branded products, solutions, and services.

A brand is much more than logotypes, colors, trademarks, and business card formats. Honeywell's brand is really the product of many different factors that create an overall impression of our company in people's minds. Our brand image is the way that people think, feel, and respond when they hear the word "Honeywell." The brand has to stand for something and we (including our products and services) have to act and perform consistent with that image.

Every Honeywell employee is a brand ambassador. With every customer contact and whenever we represent Honeywell, we have the opportunity either to strengthen the Honeywell brand or to cause it to lose some of its luster and prestige. Generations of Honeywell employees have built our powerful brands with their hard work, spirit of innovation, passion for quality, and commitment to customers. I am counting on every Honeywell employee to continue that legacy as we strive to keep our brand promise and build a better world.

Sincerely,



Dave Cote  
Chairman and Chief Executive Officer  
August 2004

# Acknowledgments

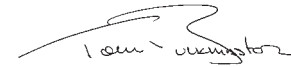
These guidelines and the Honeywell Brand Management website represent the terrific work of the Honeywell Global Brand Council, comprised of professionals from every Honeywell Strategic Business Group, key functions and regional operations. We'd like to acknowledge and thank the following members of the Brand Council who've been working diligently since late 2002 to help redefine our brand, migrate old brands and unify our company:

Mike Bennett	Adria Kesselman
Bill Birtcil	Brian Marcotte
Jim Brown	Margaret McCloud
Don Callahan	Burke Mitchell
Brian Chapman	Nancy Ramm
Lance Chapman	Louanne Sargent
Sabine Chmielewski	Ilse Schouteden
David Cohen	Larry Splett
Michelle Dumetier	Rita Srinivasan
David Gottlieb	Tim Swinger
Theo Grigoriou	Michael Timmermann
Dan Harrison	Reid Walker
Grant Hutchison	Chen Yao
Margaret Johnson	

While there is still much work to be done, the foundation has been set and we'll be relying on the Brand Council and all Honeywell employees to build upon these efforts. Thank you for your enthusiastic support of our renewed efforts to build the value, power and prestige of the Honeywell brand.



Kyle Hultquist  
Global Brand Council Leader



Tom Buckmaster  
Vice President,  
Corporate Communications

August 2004

**Honeywell's powerful brand is one of the company's most valuable assets. Building and protecting the brand by adhering to our standards is everyone's job.**

# **Guidelines for Brand Communication**

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SUMMARY

# THE HONEYWELL BRAND

**This is Honeywell's moment. Like never before in our history, the forces of society, commerce and culture have come together to create a new world of possibilities for Honeywell and our employees. Our strategies and strengths align perfectly with some of the world's most critical needs. The world needs and wants all that Honeywell has to offer.**

Honeywell is a global company with leading positions in many of the world's most important and dynamic markets. Our customers include the top companies across many major industries. Honeywell technology makes people's lives better in thousands of ways, everywhere you look. Our collective experience, spirit of innovation and in-depth customer understanding combine to create breakthrough solutions.

But despite our size, scope, diversity and global reach, there are core threads that tie all of Honeywell together - across continents, business units, product types and industries. For example, everyone in Honeywell is united by a common set of Five Initiatives and 12 Behaviors, and a proven formula for success that is elegant in its simplicity: Customers + Technology = Performance.

**The Honeywell Brand** also sets us apart from other companies. The Honeywell brand is shaped by the total experience people have when they interact with our company and see first-hand how our products and services perform. It is also defined by the way that people think, feel and respond on an emotional level when they hear our name. Our brand embodies what Honeywell is all about for the people who matter most to us – our employees, customers, potential customers, partners and suppliers, investors, and neighbors in the community.

The essence of the Honeywell brand – our brand position – is captured in this idea:

*We are building a world that's safer and more secure ...*

*More comfortable and energy efficient ...*

*More innovative and productive.*

*We are Honeywell.*

This brand position represents the ideal image that Honeywell wants to create, communicate and reinforce through action, to all our audiences, across all our businesses, and in all our locations.

This Brand Guide ensures that everyone in Honeywell has the information and the tools they need to effectively and consistently communicate the Honeywell brand.

## HONEYWELL'S BRAND PROMISE

*We are building a world that's safer and more secure ...  
More comfortable and energy efficient ...  
More innovative and productive.  
We are Honeywell.*

Honeywell's Brand Position encapsulates our company's unique attributes and the many benefits that Honeywell technology solutions bring to a world that is growing more complex every day. Now, more than ever before, people want and need what Honeywell has to offer.

When it comes to applying leading-edge technology to solve the world's problems, few companies can rival Honeywell's long record of achievement. It all started in the 1880s, when we pioneered the combination of sensors and actuators that gave birth to a new field of technology - automation and control. We've never looked back.

Across 12 decades, Honeywell innovations have been building a better world. We have created ground-breaking technology solutions for customers of our aerospace, transportation systems and specialty materials businesses. And, yes, we're still the world's leader in automation and control solutions.

Honeywell technology makes life on earth better in thousands of ways every day. Our products and systems help make air travel the safest, most efficient form of transportation the world has ever known. Our control technology keeps homes safe, comfortable and secure and makes industrial plants safer and more efficient. Our turbochargers enable automakers to develop fuel-efficient vehicles without sacrificing performance. And our fluorine refrigerants and insulators save energy and protect the environment. There are thousands more examples of Honeywell technology at work.

Honeywell's success is rooted in our superior expertise in all our most critical technologies. It's strengthened by a smart and talented workforce that strives to be the first to know, to innovate and to create solutions for our customers. It's built by strong customer relationships and extensive industry knowledge gained through decades of experience. And it's supported by shared initiatives and behaviors, a performance-driven Six Sigma culture, and an uncompromising drive to be the best.

We aren't bragging when we say that Honeywell is building a better world. We prove it to ourselves, our customers and the rest of the world in thousands of ways and with every single interaction, every single day.

# OUR MODIFIED MASTER BRAND ARCHITECTURE

As part of an ongoing examination of Honeywell's brand architecture, in 2004 the company adopted a modified master brand strategy.

Almost all of the company's business units, products and services are now branded "Honeywell." Nearly all of the company's businesses, products and services are branded with the well-known **Honeywell Master Brand** as their primary identifier.

Within its master brand architecture, Honeywell supports a variety of sub-brands, product brands and services brands that are well-known identifiers in their respective markets. In all cases, these brands are secondary to the Honeywell Master Brand.

Honeywell also supports a number of **Honeywell Endorsed Brands** and **Honeywell Standalone Brands**. These brands have excellent recognition, brand equity and value in their specific markets. These brands are supported and managed independently of the Honeywell Brand Management System and the Honeywell Visual Identity System. They have their own logos, brand colors and identity standards.

In many cases, Endorsed Brand status is a step in the migration to the Honeywell Master Brand. Over a relatively short period of time (18-36 months), many of the current Endorsed Brands will evolve into product or service brands under the Honeywell Master Brand architecture. Those few that do not migrate will maintain their current form. Most Standalone Brands will retain their current status, but will be evaluated periodically for opportunities for closer alignment with the Honeywell Master Brand.

Endorsed Brand and Standalone Brand status recognizes that each of these brands currently has value in its respective marketplace. Our overarching brand migration strategy is designed to transfer that existing value to the Honeywell Master Brand whenever practical. At the same time, by retaining the current brand name as a product or service brand, Honeywell can continue to capitalize on the brand equity that exists in the Endorsed Brand or Standalone Brand today.

Business units responsible for the existing Endorsed Brands and Standalone Brands must develop a strategic brand plan that:

- Takes into account such factors as customer relationships, marketing channels and channel conflicts, and transition costs;
- Considers the use of one or more interim steps to evolve the brand identity from its current Endorsed Brand state, to its new status as a branded product or service under the Honeywell Master Brand architecture. Each interim step should build a progressively stronger link to the Honeywell Master Brand;
- When complete migration is the appropriate path, use the smallest number of interim steps possible to make the transition, minimize cost and avoid confusion among customers, employees and other key audiences;
- Includes an appropriate external and internal brand communications plan to support the migration. Depending on the brand and market, this plan should include public relations, internal communications and marketing communications elements.



# OUR MODIFIED MASTER BRAND ARCHITECTURE

Brand migration strategies will be developed in consultation with the business unit communications leader and the Honeywell Brand Council.

This migration philosophy and strategic process will also be followed for companies and brands acquired in the future. Brand migration should be considered by business units involved in merger and acquisition activities, as part of the due diligence and integration processes.

The following brand logo migration examples are shown for illustrative purposes only. Each brand-migration plan is unique and will include specific interim steps and timelines.

## Endorsed Brand Logo Migration

*Original Brand Logo*



*Endorsed Brand Lockup*



*Transition Lockup Option 1*



*Transition Lockup Option 2*



*Product or Service Master Branded*



# BUILDING THE HONEYWELL BRAND

Great brands are not born – they’re built, one step at time.

That’s why it’s important that we create a consistent experience for our customers and everyone else who interacts with Honeywell. We build our brand by keeping the promises made in our brand position – every time, everywhere, with every contact. It should be obvious to everyone that we are one company, applying our technology and expertise to build a world that is safer and more secure...more comfortable and energy efficient...more innovative and more productive.

Our communications programs are one critical element of creating a consistent – and consistently positive – Honeywell brand experience. These guidelines have been created to make sure that you have the information and tools you need to create communications that support and build the Honeywell brand.

These guidelines have been developed to ensure that Honeywell communications media (such as advertising, company literature, etc.) are consistent in theme, style and appearance. At the same time, our guidelines allow for great flexibility to meet specific market needs and promote creativity.

Use of these Brand Guidelines and Honeywell’s Visual Identity Standards (found at [www.honeywell.com/brandm](http://www.honeywell.com/brandm)) is mandatory for all organizations that do business under the Honeywell Master Brand.

# INITIATIVES & BEHAVIORS

Honeywell people breathe life into our brand. Doing a superb job for our customers, each and every day, is the first pillar of Honeywell's growth strategy. That philosophy also extends to other people and groups that are important to Honeywell's success.

Our actions speak louder than our communications. All the great ads and brochures we create can be undone by one employee who doesn't keep our brand's promise. The best way for employees to help build the value of the Honeywell brand is by understanding and supporting the Honeywell Initiatives, and living up to the ideals of the Honeywell Behaviors.

**Growth**

**Productivity**

**Cash**

**People**

**Enablers: DigitalWorks and Six Sigma**

**Growth and Customer Focus** recognizes that we need to think differently in order to grow. The customer is the cornerstone of our success. Effective employees do a superb job for customers every day in quality, delivery, value and technology. They aggressively pursue new opportunities through superior sales and marketing, globalization, and technology road maps supported by Design for Six Sigma.

**Leadership Impact** means thinking like a leader regardless of your job, delivering on commitments, and being a role model for others. All leaders demonstrate passion for their work and care about the people in the organization. Each employee must be able to: 1) conceptualize an issue, 2) develop an action plan to address the issue and 3) execute the plan.

**Gets Results** requires consistently meeting commitments to the business and to others. Quickly translate business requirements into actions by defining "who does what by when" to ensure plans are executed.

**Makes People Better** encourages excellence in peers, subordinates and/or managers. Be a positive influence in the development of others.

**Champions Change and Six Sigma** drives continuous improvement and fosters a Six Sigma mindset to make decisions that are in the best interests of customers, shareowners and the organization. It reflects a constant commitment to do things better. Strongly supports Design for Six Sigma. Champions change that ensures the long-term strength of the company regardless of personal impact.

**Fosters Teamwork and Diversity** defines success in terms of the whole team. Employees must understand and capitalize on the fact that Honeywell's workforce is composed of individuals who represent a great diversity of values, opinions, backgrounds, cultures and goals. Recognizes diversity as an important value and develops diverse teams. Effective team leaders not only meet the expectations of their role as leaders, but they also set and meet the expectations for team members.

**Global Mindset** is viewing the business from all relevant perspectives and seeing the world in terms of integrated value chains.

**Intelligent Risk Taking** recognizes that generating greater returns requires taking greater risks; While using sound business judgment, has the courage to take action where outcomes are uncertain, but where potential rewards are great. Business decisions often need to be made based on incomplete information.

**Self-Aware/Learner** individuals recognize their behaviors and how they affect those around them. Employees must accurately assess their own strengths and weaknesses and take action to improve.

**Effective Communicator** means providing timely and concise information to others, and using clear and thoughtful oral and written communications to influence, negotiate and collaborate effectively. Leaders and employees need to appreciate that effective communication is about listening and being listened to, but is not always about being in agreement.

**Integrative Thinker** decides and takes action by applying intuition, experience, and judgment to the data available. Demonstrates ability to assimilate various and conflicting information or opinions into a well-considered decision.

**Technical or Functional Excellence** means being capable and effective in a particular area of expertise. Employees must remain aware of advances and current thinking in their fields and look for ways to apply the latest technologies to their work.

**ESTABLISHING A  
DISTINCTIVE HONEYWELL  
MASTER BRAND LOOK  
AND FEEL FOR ALL OUR  
COMMUNICATIONS.**

# A FOUNDATION FOR OUR COMMUNICATIONS

These are the basic building blocks we use to create communications in the Honeywell visual style. When we use them, we will consistently capture our spirit and express our distinctive look in every communication we create.

**THE HONEYWELL LOGO**

**THE GLOBAL ARC**

**THE HONEYWELL  
TYPOGRAPHIC SYSTEM**

**THE HONEYWELL COLOR PALETTES**

**THE HONEYWELL IMAGERY SYSTEM**

# THE HONEYWELL LOGO

The Honeywell logotype is our company's primary identifier. Regardless of where the logo is being used, there are only three approved ways to use the Honeywell logotype: Freestanding logotype, logotype in bar, and logotype with rule (see the Honeywell ID Standards for more information on logo usage: [www.honeywell.com/brandm](http://www.honeywell.com/brandm)).

**For our current advertising campaign and our marketing literature, we use the freestanding logotype.**

The Honeywell logo should be reproduced in Honeywell Red. The logo may be reproduced in black in one-color materials only.

A clear zone, also known as the control field, always must surround the freestanding logotype. No graphic elements of any kind should intrude into this field. The width and height of the control field is determined by a measure equal to the height of the capital H in any size of logotype used.

The freestanding logotype

The image shows the Honeywell logo in a bold, red, sans-serif font. The word "Honeywell" is written in a single line, with the 'H' being significantly larger than the other letters. The 'y' has a distinctive tail that curves under the 'e'. The 'l' is also tall and narrow. The overall appearance is clean and professional.

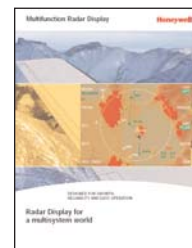
# THE GLOBAL ARC

**We've adopted a distinctive graphic device to be used in our communications – the “Global Arc.” We use it to structure our layouts and to help us integrate our photos.**

A distinctive feature of the Honeywell Graphic Language is the “Global Arc.” It has been created as a unifying graphic element that will be used across all of our communications. The “Global Arc,” a subtle, yet powerful graphic, reinforces our key attributes.

First and foremost, the “Global Arc” represents Honeywell's global perspective and unique vantage point. It appears both as a view of the curvature of the earth, as well as a long-reaching view over the horizon. Second, it gives all of the imagery we use a proprietary cropping. Over time, this unique look will instantly be recognizable as Honeywell's.

Use of the “Global Arc” is preferred and is used in most of our communications. Orientation is horizontal, never vertical. We place the Global Arc so that it bleeds off of the left and right margins. The images we place are always located above the Global Arc. Headlines and copy are located below the Global Arc.



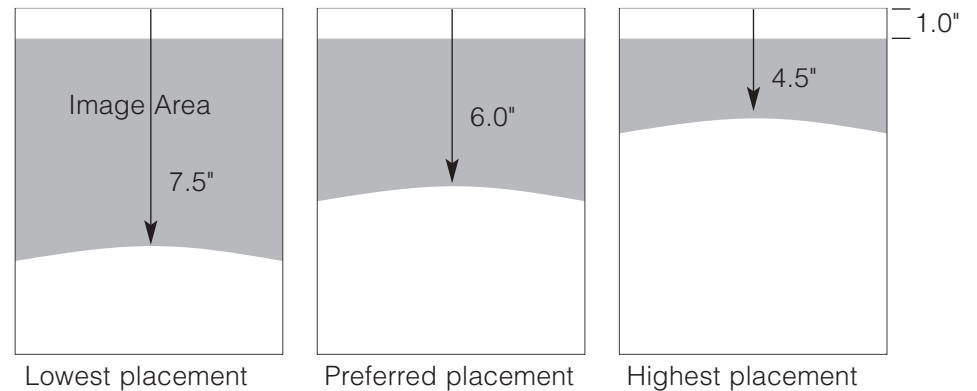
# HOW WE USE THE GLOBAL ARC

The Global Arc is a core component of our visual style. It serves as a structural organizer for our graphic layouts, defining the size and scale of the primary image area in our advertising and the covers of our literature. The image area is always above the Global Arc, never below it. No headlines or copy should appear in the image area.

For flexibility in application, the Global Arc can move within a limited range on its vertical axis. A minimum and a maximum position has been established as shown in the illustration here. Although the Global Arc may move vertically, it may not be altered or cropped.

For brochures, the only copy allowed below the Global Arc is the primary/secondary headline copy.

Schematic examples (U.S. Standard-8.5" x 11") illustrating permissible range of placing the Global Arc on literature covers.



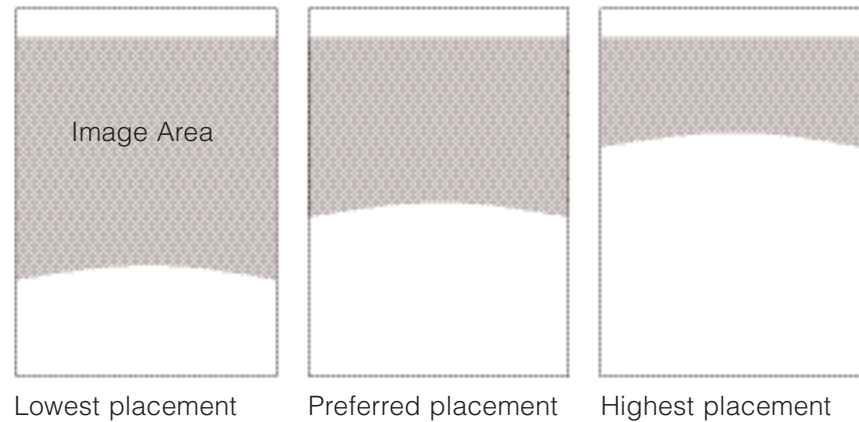


# THE GLOBAL ARC AND A4 FORMAT

The Global Arc adapts well to the A4 size format. Proportionately, placement has been altered to adjust to the more vertical format.

Flexibility is built into the system by means of the vertical and horizontal columns in our grid system. Whether A4 or U.S. Standard is used, consistency and continuity are maintained.

Schematic examples (A4 European Standard-210mm x 297mm) illustrating permissible range of placing the Global Arc on literature covers.



## OUR TYPOGRAPHIC SYSTEM

Type can be a powerful brand tool when used carefully and consistently. To help us establish a consistent and credible brand style, a single family of typefaces has been chosen for most applications – Helvetica. It has been chosen because it is contemporary, simple and readable. For simplicity and ease of use, we only use select weights of Helvetica.

For internal word-processed communications and presentations, such as PowerPoint, Arial, a system font may be substituted. No other typefaces, no matter how similar they appear, may be used.

Font naming conventions may vary depending on the computer operating system (Macintosh or PC).

## Helvetica Light

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Honest and easy to read, this weight is perfect for both body copy and large ad headlines.

## Helvetica Medium

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When greater emphasis is desired in body copy, Medium is a good choice.

## Helvetica Bold

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A bit heavier than Medium, upper & lower case Bold is ideally suited for headlines in our print collateral.

## HELVETICA LIGHT

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Easy to read in small sizes, this weight is perfect for captions and secondary heads.

## HELVETICA MEDIUM

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When greater emphasis is desired in text and captions, Medium All Caps is a good choice.

## HELVETICA BOLD

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A bit heavier than Medium, all caps Bold is a good choice for subheads.

## HOW WE USE TYPOGRAPHY

We've developed typographic standards for how we use type to convey our messages. For primary headlines, we use Helvetica Bold.

Effective communications make information more accessible. When formatting body copy, take care to direct the reader's attention to the most important information in the most logical order. The reader should sense structure immediately. Helvetica Light is the preferred typestyle for body copy and text. Three weights are permitted: Light, Medium and Bold. These typestyles were selected because they are contemporary classics and easy to read. Space permitting, we prefer open line spacing. It reinforces the strong horizontal flow of our communications. If space limitations pose a problem, Helvetica Light, Medium and Bold Condensed may be substituted.

## PRIMARY MESSAGING – Style of headlines

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# grounded

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## Automation and Control Solutions

OUR NICHE IS THE  
ULTIMATE EXPRESSION  
OF SCIENCE

## we make it GO

## SECONDARY MESSAGING – Style of subheads & captions

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We are committed to creating products and services that improve safety, quality and comfort of human life.

FIRST TO KNOW  
FIRST TO INNOVATE  
FIRST TO CREATE

WE ARE SERIOUS  
BECAUSE WE HAVE  
A LOT AT STAKE

We make terrifically  
brilliant, often complex,  
multiple variable products

## UNACCEPTABLE USE OF TYPOGRAPHY

In order for us to project a confident, credible and consistent appearance to our audiences, we must adhere to our communications standards. As part of this effort, we must maintain the typographic system we have established. There is plenty of flexibility in our guidelines for using typography. If used carefully and consistently, our typographic standards will make an important contribution to our branding efforts.

The examples shown here demonstrate some of the more common misunderstandings of using our typographic system.

- Do not distort type

**grounded**

- Do not use type on a curve

**we make it GO**

- Do not use unauthorized typefaces

**WE ARE SERIOUS  
BECAUSE WE HAVE  
A LOT AT STAKE**

- Do not use special effects with type

**FIRST TO KNOW  
FIRST TO INNOVATE  
FIRST TO CREATE**

- Do not put type in perspective

**Automation and Control Solutions**

# OUR COLOR SYSTEM

**Building strong color equity for the Honeywell brand is critical to strengthening brand awareness. Used consistently over time, colors become associated with companies. UPS brown and Coca-Cola red are a couple of good examples. Consistent use of color will help make our communications even more recognizable to our audiences.**

The Honeywell color system is comprised of three palettes – Primary, Secondary, and Tertiary. Honeywell Red is the color of our logo and our primary brand color. We also use it to identify high-level corporate communications. Two other colors – Total Black and Brilliant White – round out the primary palette.

The Secondary palette is made of 2 colors consisting of Dark Gray and Light Gray. These colors are used as large solid areas and as information differentiation elements, as demonstrated in the examples on the following pages.

The Tertiary palette consists of 5 colors. Deep Blue, Dark Green, Light Green, Bright Blue and Tan. These colors have a wide range for usage. For instance – blocks of color to differentiate content, as Headings and Subhead, bullets and graphical elements, charts, graphs and bullets. Overall they should be used as an accent color to enhance communication without diluting from our primary corporate palette.

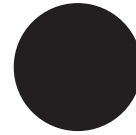
It is important to reproduce these colors accurately in our communications. PANTONE® and four color formulas have been provided here.

## PRIMARY PALETTE

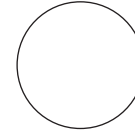
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Honeywell RED  
PMS 485C



Total Black



Brilliant White

For Honeywell Red use: PANTONE® 485C c:0 m:95 y:100 k:0 web:#DE0031

For Total Black use: c:0 m:0 y:0 k:100 web:#191A00

For Brilliant White use: c:0 m:0 y:0 k:0 web:#FFFFFF

## SECONDARY PALETTE

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Dark Gray  
PMS 431C



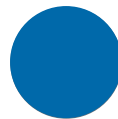
Light Gray  
PMS 428C

For Dark Gray use: PANTONE® 431C c:11 m:0 y:0 k:65 web:#666666

For Light Gray use: PANTONE® 428C c:0 m:0 y:0 k:23 web:#D6D7D6

## TERTIARY PALETTE

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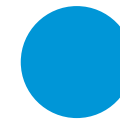
Deep Blue  
PMS 2945C



Dark Green  
PMS 364C



Light Green  
PMS 384C



Bright Blue  
PMS 2925C



Tan  
PMS 729C

For Deep Blue use: PANTONE® 2945C c:100 m:38 y:0 k:15 web:#2E6099

For Dark Green use: PANTONE® 364C c:72 m:0 y:100 k:43 web:#3D9240

For Light Green use: PANTONE® 384C c:15 m:0 y:100 k:30 web:#8BA862

For Bright Blue use: PANTONE® 2925C c:87 m:23 y:0 k:0 web:#3B87DE

For Tan use: PANTONE® 729C c:0 m:27 y:56 k:18 web:#D0A660

# OUR STYLE OF PHOTOGRAPHY

**The images we use in our communications can make a powerful impression. Whether commissioning new photography or using stock images, it is important to select images that reflect our personality and set the right tone.**

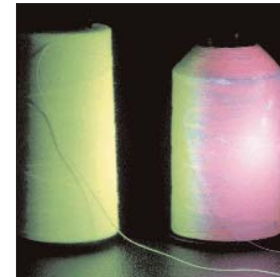
In our communications, we use photos of people and images that depict industry and technology and illustrate the connection between people and Honeywell's innovations in industrial and technological settings. This makes the connection between Honeywell and the people who create the technology or benefit from it.

When selecting a primary image for usage in collateral, literature and advertising our goal is to use a single, compelling image. The image should engage the viewer and tell a powerful story. If a single image is not available, multiple images, as in a collage, are considered acceptable.

Use images of people that are candid, but natural. Using the right images can enrich the messages we send and help to break up pages of dense text and charts.

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Examples of people and industry/technology images.



All of our communications, from our advertising to our literature, should convey our unique and consistent visual style and spirit. The examples that follow illustrate how you can bring all of our tools together to create communications that express our look in a style that is distinctly Honeywell.

# BRINGING IT ALL TOGETHER

# BRAND COMMUNICATIONS STRATEGY

While every Honeywell business unit, product line and location has its own marketing and communications strategies and objectives, every communications vehicle we produce must support the company's brand position. The essence of the Honeywell brand is captured in this brand position:

*We are building a world that's safer and more secure ...*

*More comfortable and energy efficient ...*

*More innovative and productive.*

*We are Honeywell.*

Honeywell does not currently have an advertising/marketing slogan or theme line. We do not require that specific "boilerplate" copy reinforcing the company brand position be inserted into every communications vehicle. We do expect our Marketing Communicators copy to reflect the essence of our Brand Promise – a direct, clear, benefits-orientated approach to presenting the value of what we do.

To the greatest extent possible, communications efforts and resources should be focused on materials that support our brand communications efforts. Subject matter for ads, literature and other communications should emphasize one or more of the ideas expressed in the positioning statements. Whenever possible, messaging consistent with the positioning statement should be included in the themes, headlines and copy of all communications materials.



# OUR TRADE ADVERTISING

**Our advertising is one of our most powerful and effective tools. Because it is one of the most visible communications that we produce, it must be consistent in tone, theme and graphic style.**

The advertising we produce must also be flexible enough to accommodate a wide array of content and creative intent across Honeywell. These examples demonstrate how our advertising should look and feel. Several key design elements make our advertising proprietary to us.

1. Our name and our logo.
2. Honeywell Red, the color of our logo.
3. Our use of typography and our color palette.
4. Our proprietary graphic elements—the Honeywell logo and the Global Arc.
5. The unique shape we use to crop our images (created by the Global Arc)
6. Our photographic style.

Our photography is bold, sophisticated and aesthetically dramatic, differentiating us from our competitors and engaging our audience. The Global Arc is a powerful, yet simple proprietary element that symbolizes our global perspective. The clean white space is airy and bright, allowing for both the greatest amount of legibility and maximum impact for our logo. Simple, bold headlines are honest and engaging.

All of these elements combine to create clear, brand-centric, strategic communications across a broad range of themes and subjects helping us engage our audiences.

Examples of our trade advertising.



# HOW WE CREATE TRADE ADVERTISING IN THE HONEYWELL STYLE

Whether an ad is a two-page spread, a single page or partial page, we must communicate the Honeywell brand consistently and effectively.

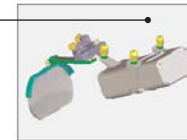
Primary headline set in Helvetica Light. A short headline in all lower case is preferred

low vis

The proprietary cropping of the featured images in our communications, creates the cornerstone of our new visual style. Its unique look helping to differentiate us from the competition. Rectangular in structure, both the left and right sides extend to the edge of the communication. The Global Arc forms the lower edge, providing the distinctive look.

Global Arc in medium to high placement

We use a secondary, smaller image to support the message in our ad. It is rectangular in shape and usually features images of technology



The difference between on-their-way passengers and in-the-terminal passengers, or on-time cargo and day-late cargo, is the Honeywell HUD system. Head-up displays save time by reducing take-off and landing minima, not to mention the higher level of safety they bring to cockpit operations.

Honeywell logo in Honeywell Red, aligned flush left with the copy and secondary image above

IT'S NO SURPRISE FEDEX IS INSTALLING THE NEW HONEYWELL DIGITAL HUD ON THE PLANES IN THEIR WIDE-BODY FLEET.

**Honeywell**

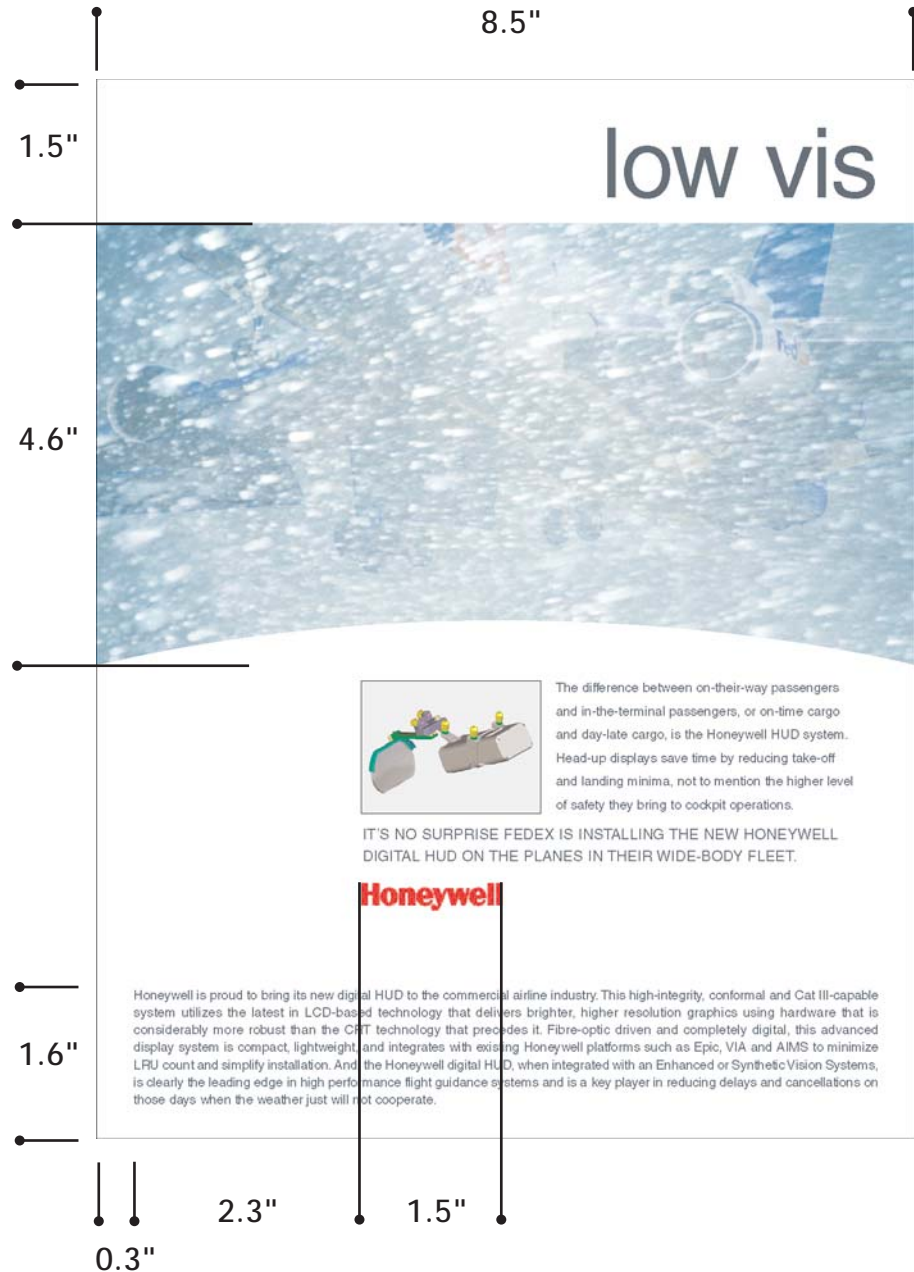
Background color in Brilliant White from the Honeywell primary color palette

Honeywell is proud to bring its new digital HUD to the commercial airline industry. This high-integrity, conformal and Cat III-capable system utilizes the latest in LCD-based technology that delivers brighter, higher resolution graphics using hardware that is considerably more robust than the CRT technology that precedes it. Fibre-optic driven and completely digital, this advanced display system is compact, lightweight, and integrates with existing Honeywell platforms such as Epic, VIA and AIMS to minimize LRU count and simplify installation. And, the Honeywell digital HUD, when integrated with an Enhanced or Synthetic Vision Systems, is clearly the leading edge in high performance flight guidance systems and is a key player in reducing delays and cancellations on those days when the weather just will not cooperate.

# HOW WE CREATE TRADE ADVERTISING IN THE HONEYWELL STYLE

Overall cover dimensions: 8.5" x 11"

Provided here are core dimensions for sizing and placing the Global Arc, placement of headlines, subheads and the Honeywell logo.



# HOW WE CREATE ADVERTISING IN THE HONEYWELL STYLE

## Full Page Print Media

Sample overall dimensions: 8"W x 10.75"L

Primary headline set in Helvetica Roman

A short headline in all lower case is preferred.

Global Arc in medium to high placement.

We use a secondary, smaller image to support the message in our ad. It is rectangular in shape and usually features images of technology.

Honeywell logo in Honeywell Red, aligned flush left with the copy and secondary image above. Allow one "H" height distance below text.

Background color in Brilliant White from the Honeywell primary color palette.

## Advertising Typography

### Primary Headline

54 pt. Helvetica Roman

Color: PMS 431

### Subhead

9/14 pt. Helvetica Medium

Color: Honeywell Red

### Body Copy

8.25/14 pt. Helvetica Roman

Color: Total Black

### Call To Action Block

Use as few words as possible to relay contact information, such as web address and toll-free numbers. Do not include personal contact information. Last line is the following copy-right statement:

© 20xx Honeywell International Inc.

Right justified 4.1/6 pt. Helvetica Roman, Black.



# HOW WE CREATE ADVERTISING IN THE HONEYWELL STYLE

## Half Page Print Media

Sample overall dimensions: 4"W x 10.75"L

Primary headline set in Helvetica Roman

A short headline in all lower case is preferred.

Global Arc in medium to high placement.

We use a secondary, smaller image to support the message in our ad. It is rectangular in shape and usually features images of technology.

Honeywell logo in Honeywell Red, aligned flush left with the copy and secondary image above. Allow one "H" height distance below text

Background color in Brilliant White from the Honeywell primary color palette.

## Call To Action Block

Use as few words as possible to relay contact information, such as web address and toll-free numbers. Do not include personal contact information. Last line is the following copy-right statement:

© 20xx Honeywell International Inc.

Right justified 4.1/6 pt. Helvetica Roman, Black.



paper less

Say goodbye to the hassles of paper recording, while holding on to the confidence of a permanent record. Easily.

Our 21 CFR Part 11-compliant Minitrend and Multitrend Plus paperless recorders with Extended Security System let you focus on your work, confident your data is being captured securely. Validation IQ/OQ is fully supported with documentation and templates that step you through the process—or you can engage Honeywell Services to do it for you. A host of complementary PC software tools enhance your productivity and efficiency from the very start. And with Ethernet networking, customizable high-visibility color displays, and configuration software, Honeywell paperless recorders are designed to fit right into your environment. Go paperless, penless, inkless, ribbonless, file cabinetless—and worry free.

**Honeywell**

For a demonstration visit our website  
www.honeywell.com/imc/paperless or call 1-800-343-0228.  
© 2004 Honeywell International Inc. All rights reserved.

0.8"  
3.1"  
1.0" 1.5"



# LITERATURE APPLICATIONS

**It is very important that our literature link to our trade advertising campaign. If we are to be successful, we must promote the Honeywell brand consistently – both internally and externally. Every brochure we produce must look and sound like us. They must be structured and simple.**

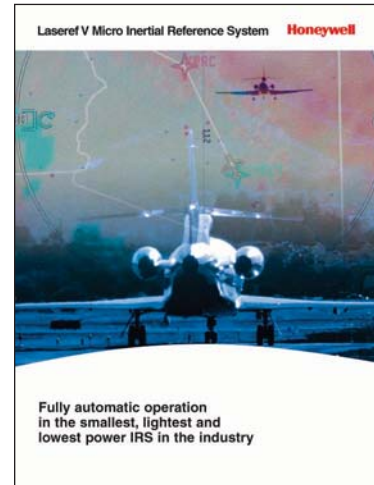
The brochures we create must encourage our customers to select us over our competitors, so it is important that their look and feel be distinctive and their messages credible. The three examples shown here demonstrate the visual strength of the Global Arc.

The literature system we've created is designed to be easy to use. We feature the Global Arc prominently on our covers. As demonstrated in the examples here, it allows us to feature a wide range of images and content, while still maintaining a unified style. Our cover messages are concise and easy to read. The images we select align with our strategy. The grid we've employed will work in both U.S. Standard letter and A4 formats.

Overall, consistent use and application of our graphic language will assist us in developing an inspiring literature style that will contribute to building a strong Honeywell brand.

Detailed specifications for designing Honeywell literature may be found on Honeywell's Brand Management website at <http://www.honeywell.com/brandm>.

Examples of brochure covers designed in the Honeywell style.



# HOW WE CREATE LITERATURE COVERS IN THE HONEYWELL STYLE

**Overall cover dimensions: 8.5" x 11"**

Do not place any copy in the image area of the brochure cover.

## Honeywell cover options:

Two options are available for the band at the top of our literature.

**Option One:** Separate product name and Honeywell logo appear in the upper band.

**Option Two:** Honeywell name spelled out in conjunction with product name in the upper band. Honeywell logo remains in bottom right position. Do not use the Honeywell logo in the product name.

## Cover Typography

### Product or Service Name

20 pt. Helvetica Bold, limit copy length to one line.

Color: Total Black or Brilliant White, if placed on black background.

### Primary Headline

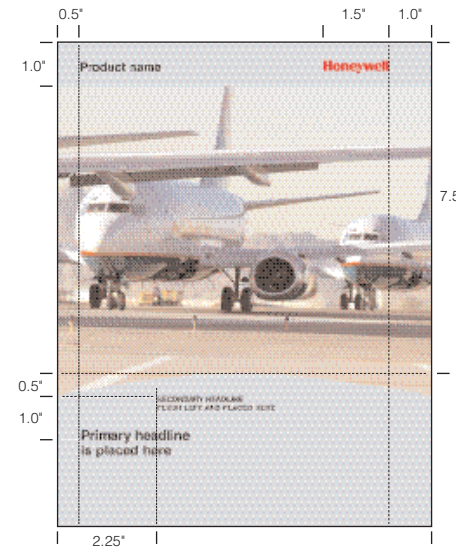
22/24 pt. Helvetica Bold

Color: Brilliant White or Total Black depending on Global Arc color

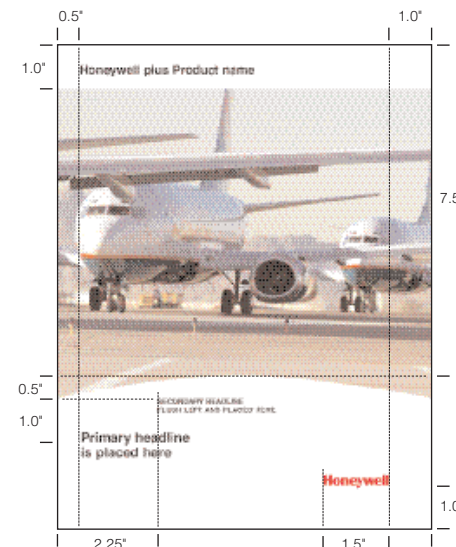
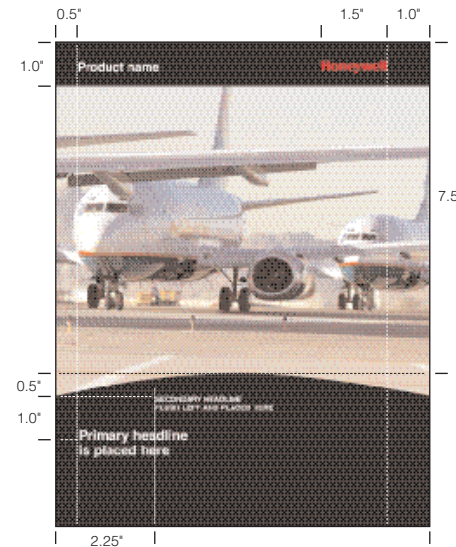
### Secondary Headline

12/14 pt. Helvetica (all caps)

Color: Brilliant White or Total Black depending on the color below Global Arc - color must match that of the band at the top



**Option One**



**Option Two**

# HOW WE CREATE LITERATURE COVERS IN THE HONEYWELL STYLE

## Cover Color Options

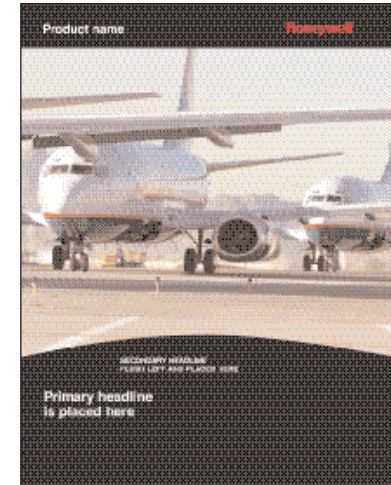
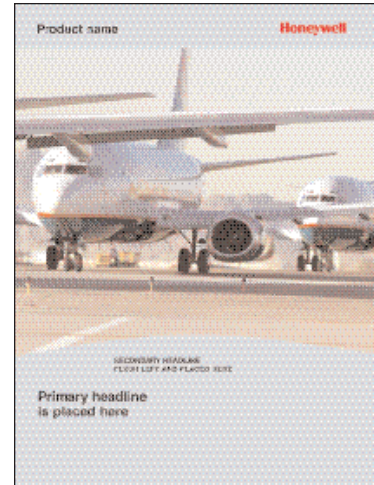
As demonstrated in the following examples, there are 3 acceptable color options. White, Black and Light Gray. For all cover options the upper band must match the color of the lower panel.

When determining which of the three colors to use, follow this basic, but subjective guide. Use a background color that emphasizes the primary image. For example a very light photo should be placed on a black background and conversely a very dark image should be placed on either a Light Gray or White background. If the image is of neutral value, then use a background color that most effectively complements the image.

If you are doing multiple brochures that revolve around the same product or service line, using the same background color for all helps them look more unified. This approach should be implemented whenever possible.

## Honeywell logotype

The logotype is always Honeywell Red (Pantone 485C). Size of logotype is 1.5" in width.





# HOW WE CREATE LITERATURE SPREADS IN THE HONEYWELL STYLE

Inside spreads give us many design elements to work with. All of these elements must work together to communicate our distinctive style. Structure your information so it flows. Maintain legibility. And remember to keep it simple. Never overload a page.

## Inside spread typography

### Main Spread Headline

50 pt. Helvetica Medium, size may vary with length of copy (minimum of 30 pt.)

Color: any primary, secondary or tertiary color

### Sub Headline

9.5/10.5 pt. Helvetica Bold

Color: any primary, secondary or tertiary color

### Body Copy

9/14 pt. Helvetica Light or 10/15 pt. Helvetica Light, point size may vary with length of copy.

Color: any primary, secondary or tertiary color

### Captions

8/9.5 pt. Helvetica Light

Color: Total Black

## Honeywell Digital HUD

**The Future of Display Technology Is Linking Up**  
From the world's leading aerospace in-flight safety and cockpit display technologies comes an all-new Digital Head-Up Display (HDD) system that gives pilots their best line-of-sight view of essential flight information, without having to look down at the instrument panel during the most critical phases of flight.

Honeywell's new HDD system for air transport aircraft uses all-digital interfaces and the latest liquid crystal display (LCD) projection technology to provide superior graphics and an image that is sharper, clearer and more readable than any available on today's best cockpit/head-up displays.

With intuitive symbology, Flight Path Vector capability and an innovative Enhanced Vision System (EVS), the Honeywell Digital HUD is now standard for advanced commercial flight decks and critical military performance—especially at night and in low-visibility conditions.



Left: Designed in partnership with Boeing/Boeing Industries Ltd., the Digital HUD incorporates an LCD projection system for maximum brightness, resolution and reliability.

Right: Dimple control allows for independent adjustment of the HUD symbology and the enhanced vector image.

### A New Approach to Head-Up Displays

Honeywell Digital HUD system offers operators today's most advanced technology, with features that pilots value most, and the capacity to grow and add capabilities in the future. The benefits are clear:

- Superior display graphics that are sharper, clearer and more readable thanks to all-digital interfaces and the exhibit's best LCD-based projection system.
- Intuitive symbology—designed by pilots, for pilots—to coordinate with head-down displays.
- Full compatibility with existing avionics platforms, flight management systems and navigation aids, including GPS.
- Unparalleled situational awareness enhanced by a three-dimensional EVG image that conforms to the outside world, rendered with color Night Aids.
- Flight Path Vector technology that makes takeoffs and landings easier, smoother and safer.
- Unobstructed views, thanks to a unique framed condenser that gives pilots total and unobstructed field of view.
- Enhanced safety because pilots keep their heads up, and eyes focused on the outside world.
- Forward-looking infrared (FLIR) sensors provide an improved, condensed image of runways, traffic and terrain—day or night, foggy or clear.
- Faster weather delays and reduced takeoff and landing minimums, the Honeywell Digital HUD is fully capable of being certified to Category III standards.
- Full flexibility with smaller, lighter, more reliable components, the Honeywell Digital HUD can be installed in any cockpit in a single or dual configuration.

**Experience Growth**  
When engineers create, recall on Honeywell. We're born at the forefront of every major advance in cockpit display technology. Today, we're the leading provider of LCDs for air transport, business and regional airlines, and general aviation. We have more than a decade of Head-Up Display experience—with the highly successful HDD 2000 system for Gulfstream business jets and HDDs certified for the new-generation Boeing 787. In addition, we're the only company to successfully integrate and certify a HDD system with EVG. Our new Digital HUD system built on Boeing MD-10 and MD-11 and Airbus A300/A310 assets.



The Digital HUD is completely compatible with existing legacy HUD sensor systems. The Full-Featured Enhanced Vision System provides superior visibility and enhanced safety for all the conditions the latest line sensors cannot address, by the way, it's also lighter, too.



The first certification and operational side-by-side approval for the MD-10 MD-11 and A300.



The cockpit HUD symbology and Flight Path Vector help to improve situational awareness during critical phases of flight.



EVG "sees" through the fog and presents a microscopically image of the runway and surrounding terrain, for the ultimate in situational awareness.

# HOW WE CREATE LITERATURE SPREADS IN THE HONEYWELL STYLE

## Alternate literature spreads

The Honeywell style is flexible when it comes to inside spreads on literature that is four pages or more. All options call for 0.5" margin on the top, bottom, left, and right of the page. The dimensions shown are for a standard 8.5"x11" literature only. Refer to figures 1, 2, and 3 for grid column layouts.

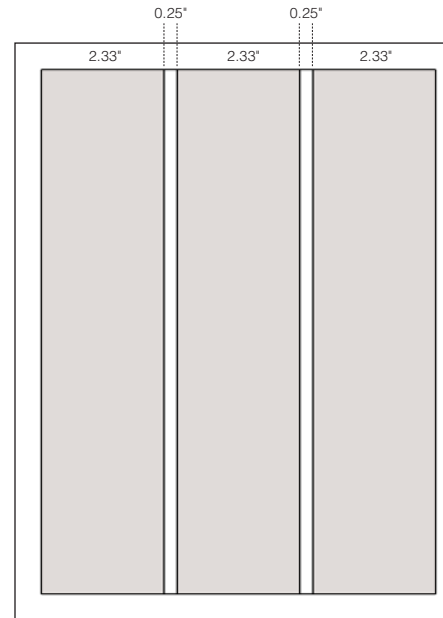
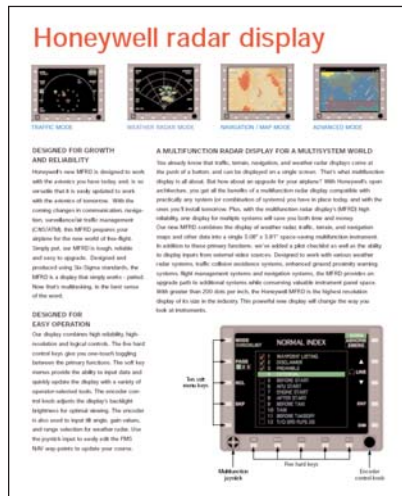


FIGURE 1. 3-Column Design Grid

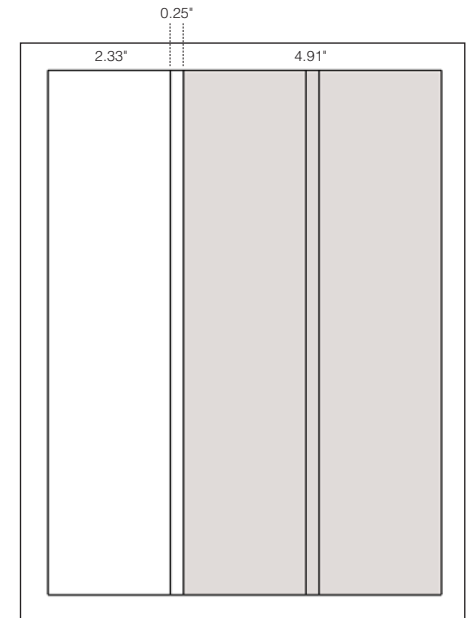


FIGURE 2. One-Third/Two-Third or Two-Third/One-Third Design Grid

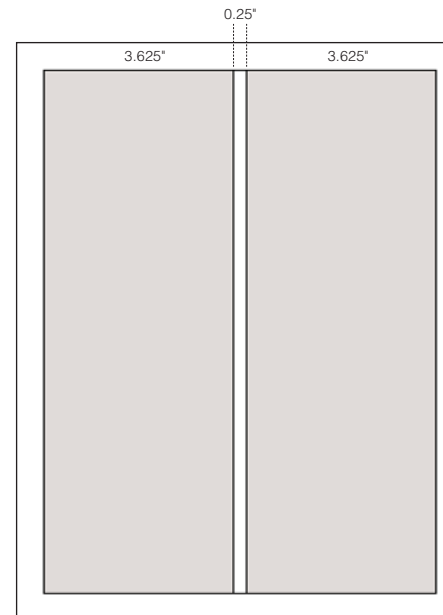


FIGURE 3. 2-Column Design Grid

# HOW WE CREATE LITERATURE BACK COVERS IN THE HONEYWELL STYLE

## Overall back cover dimensions: 8.5" x 11"

Body copy should be used sparingly on the back cover. The 3-Column Design Grid must be followed on the back cover. Brilliant White is the preferred color for the back cover; however, Total Black may be used if there is little copy.

There are three required elements on the back cover:

Address Block, Copyright Information, Honeywell logotype

### Address Block

**Line 1** - Strategic Business Group (SBG) name or Strategic Business Unit (SBU) name only. 9/14 pt. Helvetica Bold.

**Line 2** - This line is optional. Strategic Business Entity (SBE) name. 9/14 pt. Helvetica Light.

**Line 3** - (Its position is second line if no SBE is used, and third line, if one is used.) Honeywell or Honeywell International Inc. (Note, there is no comma after International) 9/14 pt. Helvetica Light.

**Beginning Line 4** - Mailing address. Keep address lines to a minimum (i.e. do not use both street and P.O. Box). 9/14 pt. Helvetica Light.

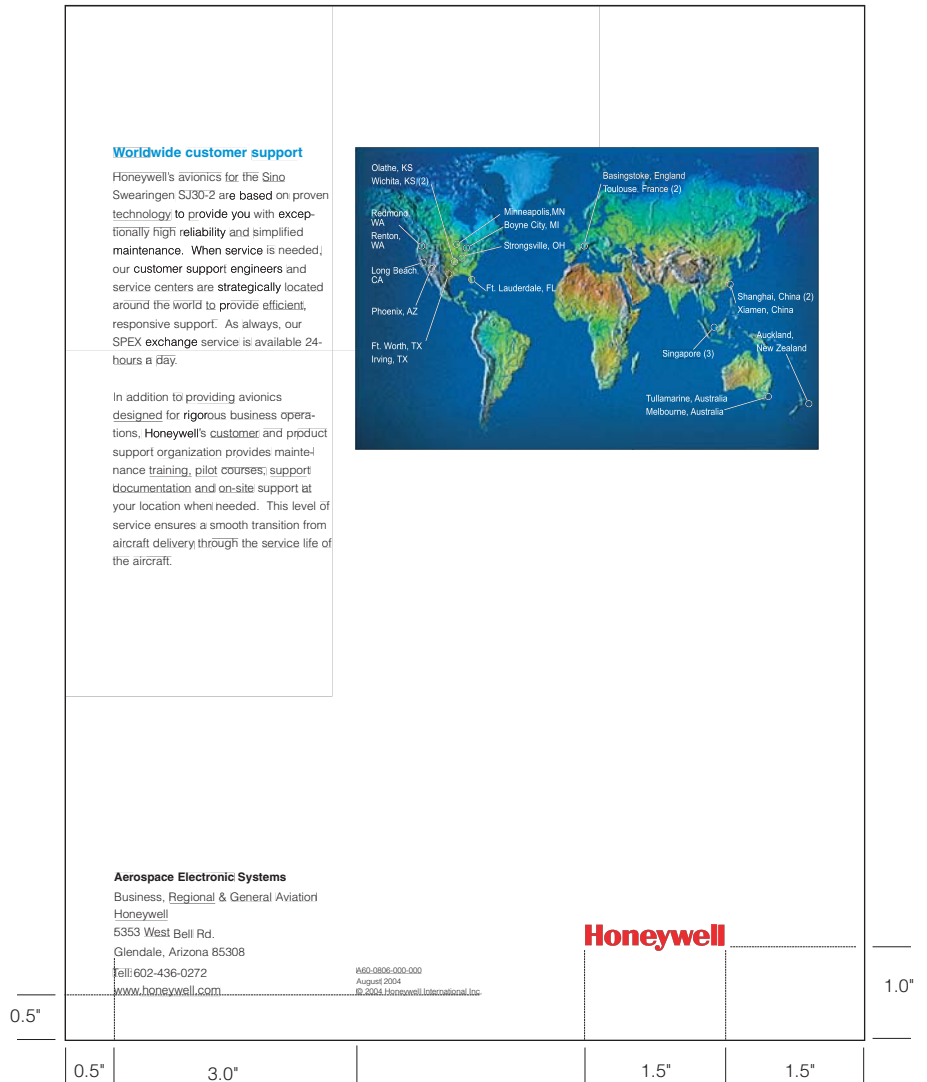
**Next line** - Phone numbers, optional. Use main facility phone number or call center number. Do not use personal contact numbers. E-mail addresses MAY NOT be included. 9/14 pt. Helvetica Light.

**Last line** - Main Honeywell URL. **www.honeywell.com** 9/14 pt. Helvetica Light.

The address block is in a fixed position on the back cover. See diagram for correct placement.

Color: Total Black or Brilliant White

Whether a brochure is a two-page spread, a single page or partial page, we must communicate the Honeywell brand consistently and effectively.



# HOW WE CREATE LITERATURE BACK COVERS IN THE HONEYWELL STYLE

## Copyright Information

**Line 1** - Document number or part number. 6/8 pt. Helvetica Light.

**Line 2** - Month and year printed. 6/8 pt. Helvetica Light.

**Line 3** - Copyright statement © 20XX Honeywell International Inc.  
6/8 pt. Helvetica Light.

The copyright information is in a fixed position on the back cover.

See diagram for correct placement.

Color: Total Black or Brilliant White

## Honeywell Logotype

Honeywell logotype is always Honeywell Red.

The logotype is in a fixed position on the back cover. See diagram for correct placement and size.

## Optional Information Area

An optional information area may be added above the Address Block. A suggested title is "Find out more". This area may contain additional information, such as product line names, specific web addresses, additional site addresses or facsimile numbers. Do not include personal email addresses or other personal contact information. Font size: 9/14

## Printing Literature

The literature we create should encourage our customers to select us over our competitors. High quality printed pieces relay a sense of Honeywell's strong commitment to quality.

## Suggested (not required) offset printing specifications:

Paper: 100# Opus Cover, Dull White

Ink: 6/6 - 4 color process + PMS 485 + overall Aqueous over same

Whether a brochure is a two-page spread, a single page or partial page, we must communicate the Honeywell brand consistently and effectively.

**OneLink™  
Communication  
Services**

Honeywell Cabin Management, Systems and Services (CMSS) offers our customers a full range of communication services to compliment our Ovation™ cabin management systems and communication equipment. Our wide range of service types, calling options, pricing packages, network operators and more are sure to meet the specific communication needs of any passenger.

**Inmarsat satellite communications**

Honeywell offers direct dial voice, fax and data communications worldwide supporting Inmarsat's Aero-H, Aero-H+, Aero-I and Aero-M services.

Our system for ground to air calling allows us to provide automated menus as well as direct dial numbers for each of your cabin locations. Passengers can even record their own personalized greetings and prompts.

Honeywell will help you to configure your aircraft's satellite communications equipment to achieve the best and most reliable service for your voice and data/ink needs.

Additionally, we offer a complete end-to-end **Swift64 high speed data** solution that includes equipment, installation and integration with your corporate network as well as support services to get your aircraft connected. Honeywell offers ISDN circuit mode, low-speed voice and packet data service using any of the available high speed data ground station networks.

**Iridium satellite communications**

Honeywell Iridium services enable communications anywhere in the world including the Polar Regions and other areas not accessible with geostationary satellites. Our solution includes calling service, data communications, voice mail, call forwarding, call barring and Iridium handset phones at an excellent value.

**Find out more**

For more information on Honeywell's OneLink communication services visit us online at [www.honeywellcabin.com](http://www.honeywellcabin.com) or contact us at 800-653-5216 (941-360-0680 internationally).

**Outstanding support and account management**

Support for Honeywell communication products and services is available 24 hours a day, seven days a week, 365 days a year. Our account managers provide support for any issue including simplified enrollment, new service orders, technical support, customized, consolidated billing and more. Additionally, customers can access a wide range of support services online including satellite network status, usage reports and more.

**Aerospace Electronic Systems**  
Business Regional and General Aviation  
Honeywell International Inc.  
8323 Lindbergh Ct.  
Sarasota, FL 34243  
Tel: 941-360-6100  
[www.honeywell.com](http://www.honeywell.com)

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September 2004  
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**Honeywell**

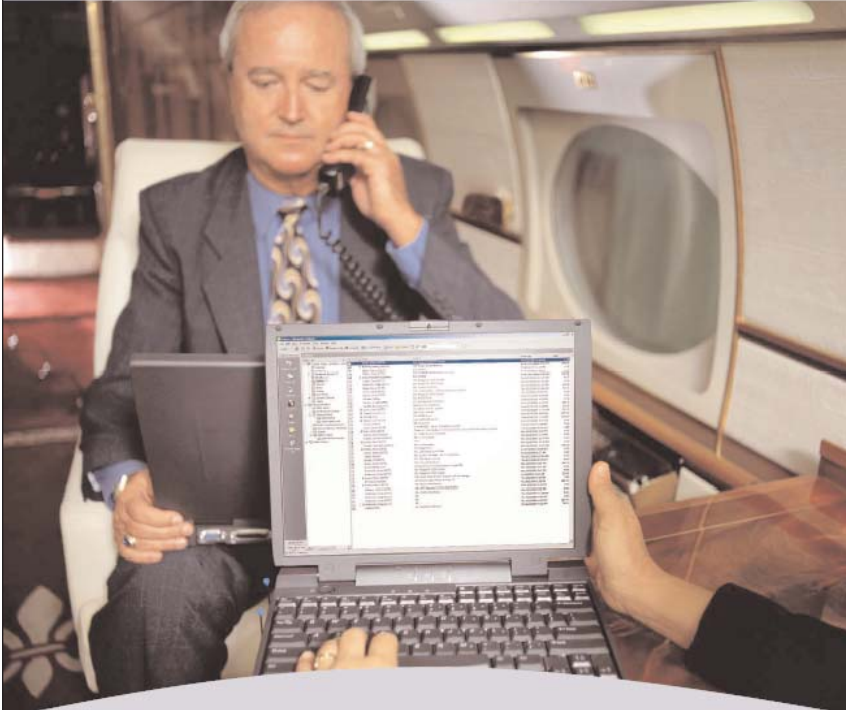
0.5" 0.5" 3.0" 1.5" 1.5" 1.0"



# DATA SHEET APPLICATIONS IN THE HONEYWELL STYLE

Example of a data sheet front and back designed in the Honeywell style.

**AirSat™ II Satellite Communications**




**MAKE CALLS, SURF THE INTERNET OR SEND AN E-MAIL IN FLIGHT ANYWHERE IN THE WORLD**

**Iridium voice and data communications**

## AirSat II Satellite Communications

Honeywell's AirSat II allows business jet travelers to stay in touch with their home or office from anywhere on the planet utilizing the Iridium LLC satellite communication system. Lighter, more compact and simpler to install than conventional satellite communication systems, AirSat II keeps your aircraft connected and enhances the productivity of your Ovation™ cabin system.

AirSat II is an enhancement of Honeywell's original Iridium satellite communications unit. To increase efficiency and productivity in the cabin AirSat II additionally offers:

- Dual channels for simultaneous voice and data connections.
- Use of IP-based telephone handsets (wired or wireless) using the latest generation SIP protocols
- Interface with other communications systems on-board the aircraft including the cabin telephone unit with the CEPT E1 or WH-10 interfaces allowing multiple options for off-aircraft transceivers
- Connection to the flight management system allowing the transfer of information to-and-from the Honeywell Global Data Center (GDC) using the AFIS protocol

- Enhanced operational and maintenance features utilizing the Short Message Service (SMS) protocol to send and receive messages about the system health and other valuable information

The AirSat II system includes maximum capability in a 1/4 ATR line replaceable unit (LRU). The system can be conveniently mounted anywhere on the aircraft.


### Voice Connections

Passengers enjoy simple, reliable telephone connections at substantially lower airtime costs than traditional satellite communication systems as well as all the calling tools that they are accustomed to on the ground such as voice mail, call forwarding and worldwide messaging. AirSat II supports the most common wired and wireless handsets.

### Data Connections


AirSat allows direct and dial-up internet access at the same reasonable service rates as voice connections, allowing travelers convenient and cost effective access to their e-mail and the Internet. The fastest option, a direct connection, provides a data throughput of about 10 kbps.

The service is configured to access an internet portal at the Iridium switch. Or, AirSat can be utilized as a data modem with an



**Aerospace Electronic Systems**  
 Business Regional and General Aviation  
 Honeywell  
 8323 Lindbergh Ct.  
 Sarasota, FL 34243  
 Tel: 941-360-6100  
 www.honeywell.com

A69-0817-000-000  
 September 2004  
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# HOW WE CREATE DATA SHEET APPLICATIONS IN THE HONEYWELL STYLE

Overall cover dimensions: 8.5" x 11"

## Product Name (optional)

20/24 pt. Helvetica Bold

Color: any primary or secondary color

## Secondary Headline

12/14 pt. Helvetica (all caps)

Color: any primary, secondary or tertiary color

## Body Copy

9/14 pt. Helvetica Light or 10/15 pt. Helvetica Light, point size may vary with length of copy.

Color: any primary, secondary or tertiary color

The address block and copyright information are in fixed positions for Data Sheet applications. See diagram for correct placement.

Back cover should be Brilliant White.

## Printing

When printing any literature containing photography, Honeywell Red should be printed as PMS 485 (CMYK equivalent may be used for digital printing only). Paper should be 100# Opus Cover, Dull White

Data sheets give us a lot of information to work with. All of these elements must work together to communicate our distinctive style. Structure your information so it flows. Maintain legibility. And remember to keep it simple. Never overload a page.

### AirSat II Satellite Communications

Honeywell's AirSat II allows business jet travelers to stay in touch with their home or office from anywhere on the planet utilizing the Iridium LLC satellite communication system. Lighter, more compact and simpler to install than conventional satellite communication systems, AirSat II keeps your aircraft connected and enhances the productivity of your Ovation™ cabin system.

AirSat II is an enhancement of Honeywell's original Iridium satellite communications unit. To increase efficiency and productivity in the cabin AirSat II additionally offers:

- Dual channels for simultaneous voice and data connections
- Use of IP-based telephone handsets (wired or wireless) using the latest generation SIP protocols
- Interface with other communications systems on-board the aircraft including the cabin telephone unit with the CEPT E1 or WH-10 interfaces allowing multiple options for off-aircraft transceivers
- Connection to the flight management system allowing the transfer of information to-and-from the Honeywell Global Data Center (GDC) using the AFIS protocol

- Enhanced operational and maintenance features utilizing the Short Message Service (SMS) protocol to send and receive messages about the system health and other valuable information

The AirSat II system includes maximum capability in a ¼ ATR line replaceable unit (LRU). The system can be conveniently mounted anywhere on the aircraft.

#### Voice Connections

Passengers enjoy simple, reliable telephone connections at substantially lower airtime costs than traditional satellite communication systems as well as all the calling tools that they are accustomed to on the ground such as voice mail, call forwarding and worldwide messaging. AirSat II supports the most common wired and wireless handsets.

#### Data Connections

AirSat allows direct and dial-up internet access at the same reasonable service rates as voice connections, allowing travelers convenient and cost effective access to their e-mail and the Internet. The fastest option, a direct connection, provides a data throughput of about 10 kbps.

The service is configured to access an internet portal at the Iridium switch. Or, AirSat can be utilized as a data modem with an

RS-232 connection between the phone and your computer. Dial-up service offers a data throughput of about 2400 bps and runs on any Microsoft® Windows® based operating system supporting standard functions and applications.

#### Cockpit Interface

AirSat II offers direct satellite communications interface with the cockpit providing the crew access to make or receive calls through a Telephone Dialer Unit (TDU) and their headsets. The unit also interfaces with the aircraft's flight management system to allow data transfer with Honeywell's Global Data Center for worldwide flight support.

#### Iridium Communications Service

Honeywell's OneLink™ Iridium communication service offers your aircrafts AirSat II system OneLink™ Iridium communication service. OneLink offers cost effective connection packages with exceptional service. Customers select from a wide range of calling packages designed to suit the needs of any aircraft or itinerary. OneLink account managers are available 24 hours a day, seven days a week to offer service and hardware support as well as service enrollment, customized billing and more. For further information on OneLink's Iridium packages, please contact a OneLink account manager at 941-360-0680 or visit us online at [www.honeywellcabin.com](http://www.honeywellcabin.com).



**Aerospace Electronic Systems**  
 Business Regional and General Aviation  
 Honeywell  
 8323 Lindbergh Ct.  
 Sarasota, FL 34243  
 Tel: 941-360-6100  
[www.honeywell.com](http://www.honeywell.com)

Air Sat II 17-508-508  
September 2004  
© 2004 Honeywell International Inc.



0.5"		1.0"
0.5"	3.08"	1.5"
		1.5"

# HOW WE CREATE A4 LITERATURE IN THE HONEYWELL STYLE

**Overall cover dimensions: 21cm x 29.7cm**

Do not place any copy in the image area of the brochure cover.

## Honeywell cover options:

Please reference the “How We Create Literature in the Honeywell Style”

## Cover Typography

### Product or Service Name

20 pt. Helvetica Bold, limit copy length to one line.

Color: Total Black or Brilliant White, if placed on black background.

### Primary Headline

22/24 pt. Helvetica Bold

Color: Brilliant White or Total Black depending on Global Arc color

### Secondary Headline

12/14 pt. Helvetica (all caps)

Color: Brilliant White or Total Black depending on the color below Global Arc - color must match that of the band at the top





# HOW WE CREATE A4 LITERATURE SPREADS IN THE HONEYWELL STYLE

Inside spreads give us many design elements to work with. All of these elements must work together to communicate our distinctive style. Structure your information so it flows. Maintain legibility. And remember to keep it simple. Never overload a page.

## Inside spread typography

### Main Spread Headline

50 pt. Helvetica Medium, size may vary with length of copy (minimum of 30 pt.)

Color: any primary, secondary or tertiary color

### Sub Headline

9.5/10.5 pt. Helvetica Bold

Color: any primary, secondary or tertiary color

### Body Copy

9/14 pt. Helvetica Light or 10/15 pt. Helvetica Light, point size may vary with length of copy.

Color: any primary, secondary or tertiary color

### Captions

8/9.5 pt. Helvetica Light

Color: Total Black

## Honeywell Digital HUD

**The Future of Display Technology is Looking Up**  
From the world's leading aviator in flight safety and cockpit display technologies comes an all-new Digital Head-Up Display (HUD) system that gives pilots the best view ever of essential flight information, without having to look down at the instrument panel during the most critical phases of flight.

Honeywell's new HUD system for air transport aircraft uses all-digital electronics and the latest liquid crystal display (LCD) projection technology to generate superior graphics and an image that is clearer, closer and more readable than any available on today's best cathode-ray-tube cockpit displays.

With unique symbology, flight path, vector capability, and an innovative Enhanced Vision System (EVS), the Honeywell Digital HUD sets a new standard for enhanced awareness, flight safety and reduced workload on crew members.

**Left:** Developed in partnership with General Atomics Ltd., the Digital HUD incorporates an LCD projection system for maximum legibility, resolution and contrast.

**Right:** Shows control valve for independent adjustment of the HUD symbology and the related sensor inputs.

**A New Approach to Head-Up Displays**  
Honeywell's Digital HUD system offers operators today's most advanced technology, with features that pilots value most, and the capacity to grow and add capabilities in the future. The benefits are clear:

- Superior display graphics that are sharper, clearer and more readable thanks to all-digital electronics and the industry's best LCD-based projection system.
- Intuitive symbology—designed by pilots, for pilots—to coexist with head-down displays.
- Full compatibility with existing avionics platforms, flight management systems and navigation aids, including GPS.
- Unparalleled situational awareness enhanced by a three-dimensional EVG image that conforms to the outside world's needed safety-critical flight data.
- Flight Path Vector technology that makes takeoffs and landings easier, smoother and safer.
- Unmatched ease, thanks to a unique curved condenser that gives pilots total and instantaneous field of view.
- Enhanced safety, because pilots keep their heads up and eyes focused on the outside world.
- Forward-looking infrared (FLIR) sensors provide an improved, condensed image of terrain, traffic and terrain—day or night, foggy or clear.
- Fourteen weather, debris and infrared terrain and landing information. The Honeywell Digital HUD is fully capable of being certified to Category B standards.
- Full flexibility with smaller, lighter, more reliable components, the Honeywell Digital HUD can be certified in any aircraft in a single or dual configuration.

**Operational flexibility**  
The operator's language for providing mass, uniform or control in other English, metric or various other units for altitude, airspeed, Mach, absolute pressure or differential pressure functions. When it is used as a pressure controller, desired pressure or altitude, airspeed and Mach values are entered as a new easy-to-use keypad on the front panel of the unit and information is displayed on 16-bit-of-the-air vacuum fluorescent displays. Control to newly selected values is initiated by a single push-button switch, negating the need for multiple equippers which many competitive products require. Dynamic test variations can be selected on the front panel and applied to the 16 or 18 channels.

Moreover, the ADI-220C allows for both dry air or nitrogen application. So, there's no longer a need for expensive calibration — one test available for you to conform with.

Honeywell's patented tuning fork control valve outperforms all competitive pressure controllers by having less maintenance, automatically adjustable inside flow areas. The emergency provides 100 percent vacuum pump efficiency and permits the ADI-220C to operate with only a single vacuum pump, while reducing gas consumption and reducing pneumatic load during operation. The high-performance valve allows the ADI-220C to flow 60 cu. in. volumes at 40,000 ft/min., up to 90,000 ft., and 100 ft/min. up to 1,000 ft., with a single 300 maximum vacuum pump, or 200 cu. in. volumes over the same range with two 50 maximum vacuum pumps.


The ADI-220C maintains precise volume range rate control over these operating ranges. Its electrically controlled pressure regulation valve provides high speed control response, with resolution and stability sufficient to resolve a one-half change in altitude at 65,000 ft.

**The ADI-220C: Better than the best**  
The Honeywell air data tester ADI-220C, once heralded as the most efficient, accurate and dependable pneumatic test equipment available in the industry has been replaced. Being its place is Honeywell's new ADI-220C, providing many new features and improvements, while maintaining the ease of use and reliability you expect from a Honeywell system. And rest assured that any investments you may have made in installed software and training for your ADI-2200 are safe, because the ADI-220C interface is compatible with its predecessor.


The ADI-220C improves the productivity of any air data test facility, whether laboratory, shop, production or even flight line. It dramatically reduces manual test times, and provides further savings in associated test. Although specifically designed to test Honeywell-developed air data systems, this versatile precision pressure controller is also suited to test other systems and will be an asset to your air data test facility.

The ADI-220C is smaller and lighter than its predecessor and consumes less power. Currently a bench unit is available; however, portable and flight line units are planned, as is remote operation. In addition to ADI-220B models, a Mach control mode is available with the ADI-220C and a new profile mode can store up to 10 profiles — a considerable improvement. Perhaps most significant is the use of Honeywell's new silicon pressure sensor which extends the calibration cycle to a minimum of six months.

**Electronic flow control**  
An automatic flow control system maintains recommended flight profile regardless of the pneumatic load volume or vacuum pump flow. The ADI-220C control system detects the load (PSI or PSI) with the largest pneumatic load and reduces the pressure rate on the opposite side by the control valve. Pneumatic loads greater than 1,000 cu. in. may be allowed while still maintaining the desired flight profile. A comprehensive flow regulation can be achieved for superior equipment to reduce test time by allowing the ADI-220C to proceed to the next



Tuning fork control valve





# HOW WE CREATE #10 SINGLE-FOLD BROCHURE COVERS IN THE HONEYWELL STYLE

**Overall cover dimensions :** 4"W x 9"L

Do not place any copy in the image area of the brochure cover.

## Honeywell cover options:

Two options are available for the band at the top of our literature.

**Option One:** Separate Product name and Honeywell logo appear in the upper band.

**Option Two:** Honeywell name spelled out in conjunction with product name in the upper band.  
Honeywell logo in bottom right position. Do not use the Honeywell logo in the product name.

## Cover Typography

Product Name or Service

10 pt. Helvetica Bold

Color: Total Black, or Brilliant White if placed on black background

## Primary Headline

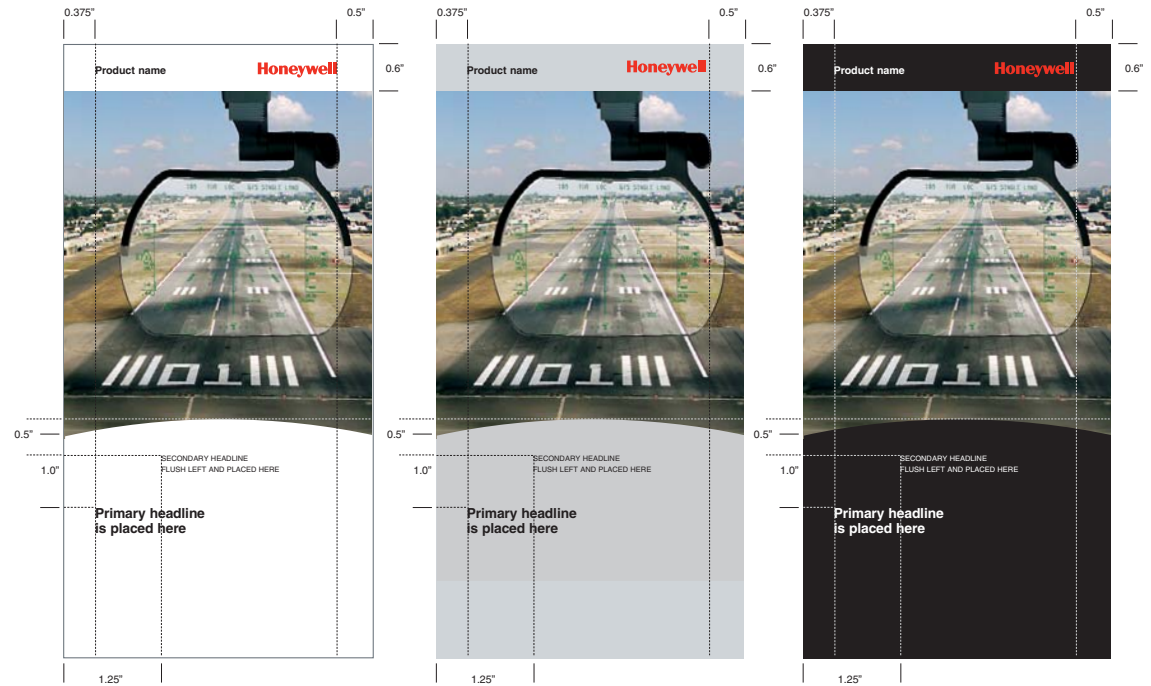
13/14 pt. Helvetica Bold

Color: Total Black or Brilliant White depending on Global Arc color

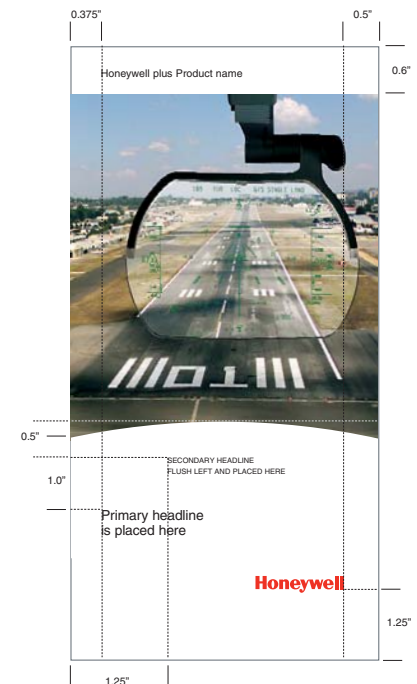
## Secondary Headline

7/10 pt. Helvetica Roman

Color: Total Black or Brilliant White depending on Global Arc color



**Option One**



**Option Two**

# HOW WE CREATE #10 SINGLE-FOLD BROCHURE SPREAD IN THE HONEYWELL STYLE

**Overall dimensions :** 8"W x 9"L

## Spread Typography

Main Spread Headline

34/36 pt. Helvetica Roman, size may vary with length of copy

Color: any primary, secondary or tertiary color

## Sub Headline

9 pt. Helvetica Medium

Color: any primary, secondary or tertiary color

## Body Copy:

8/12 pt. Helvetica Light, size may vary with length of copy

Color: any primary, secondary or tertiary color

## Captions

6/9 pt. Helvetica Light

Color: Total Black



# HOW WE CREATE #10 SINGLE-FOLD BROCHURE BACK COVERS IN THE HONEYWELL STYLE

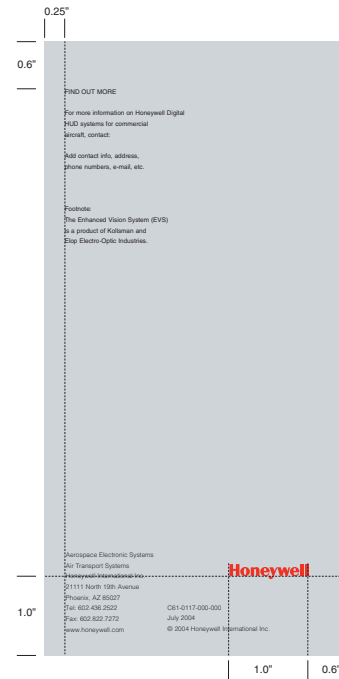
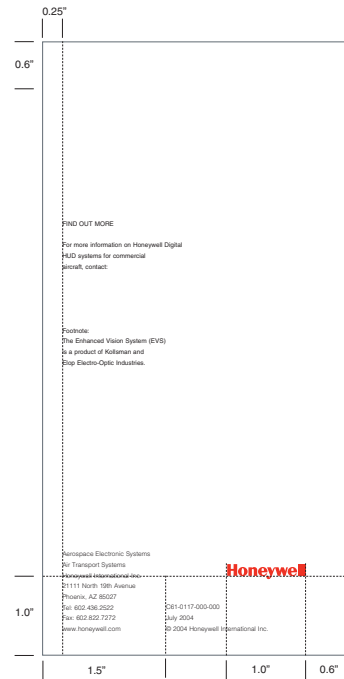
Overall back cover dimensions : 4"W x 9"L

## Back Cover Typography

6/10 pt. Helvetica Light

Color: Total Black or Brilliant White depending on

front cover Global Arc



# HOW WE CREATE PRICE BOOKS AND CATALOGS IN THE HONEYWELL STYLE

## Price Books and Catalogs

Front and Back Cover - Please follow the specifications listed under “How We Create Literature Covers in the Honeywell Style” and “How We Create Literature Back Covers in the Honeywell Style”.

Interior Pages - Layout of interior pages is determined by the business. Use only Helvetica fonts.

Footer - Every inside page carries a standard footer:

Left page

- Page number- far left side, placed at least 1/2 inch from left edge of page.

Honeywell Red or black, Helvetica font.

- Web address- to the right of page number, no closer than 1/2 inch. Black Helvetica font.

The web address [www.honeywell.com](http://www.honeywell.com) is required. Specific site may be added following main address page - example [www.honeywell.com/security](http://www.honeywell.com/security)

Right page

- Page number- far right side, placed at least 1/2 inch from the right edge of page. Honeywell Red or black, Helvetica font.

- Honeywell freestanding logo- to the left of page number, no closer than 1/2 inch. Honeywell Red when printing in color, black, if color printing is not required.

Nothing else should appear in the footer section.

Left Page

**Structured Wiring | SPEEDWRAP CABLE & WIRE**

**SPEEDWRAP CABLE**

**FT101 Ethernet Cable**

- 2 CAT5e and 2 RJ45 shielded RJ45 ports
- **ALSO AVAILABLE:** FT101J, Partial Roll of Ethernet Cable. Price is per foot.

**FT10 SpeedWrap Cable**

- 2 CAT5e and 2 RJ45 shielded RJ45 ports
- 500 ft. roll
- Weight: 10 lbs.
- **ALSO AVAILABLE:** FT10J, Partial Roll of FT10. Price is per foot.

**FT10J Jacketed SpeedWrap Cable**

- Same features as FT10, with jacket
- 500 ft. roll
- Weight: 10 lbs.
- **ALSO AVAILABLE:** FT10J, Partial Roll of FT10J. Price is per foot.

**FT10LJ Jacketed SpeedWrap Cable with Floor**

- 2 CAT5e for computers, 2 RJ45 shielded RJ45 ports, and 2 RJ45 shielded RJ45 ports
- 500 ft. roll
- Weight: 10 lbs.
- **ALSO AVAILABLE:** FT10LJ, Partial Roll of FT10LJ. Price is per foot.

**FT10P SpeedWrap Cable with CAT5e**

- 2 CAT5e, 2 RJ45, and 2 RJ45 ports
- 500 ft. roll
- Weight: 10 lbs.
- **ALSO AVAILABLE:** FT10P, Partial Roll of FT10P. Price is per foot.

**WIRE**

<b>CBLTP100BLU</b>	CAT5e Twisted Pair, 1000 ft. roll, 1000 ft. roll, 1000 ft. roll, 1000 ft. roll
<b>CBLTP100GRY</b>	CAT5e Twisted Pair, 1000 ft. roll, 1000 ft. roll, 1000 ft. roll, 1000 ft. roll
<b>CBLTP100ORIN</b>	CAT5e Twisted Pair, 1000 ft. roll, 1000 ft. roll, 1000 ft. roll, 1000 ft. roll
<b>CBLTP100YLW</b>	CAT5e Twisted Pair, 1000 ft. roll, 1000 ft. roll, 1000 ft. roll, 1000 ft. roll
<b>CBLCX100BLK</b>	RJ-45 Quad Shield Coax Cable, 1000 ft. roll, Black, Price per foot
<b>CBLCX100WHT</b>	RJ-45 Quad Shield Coax Cable, 1000 ft. roll, White, Price per foot
<b>CBLCX101BLK</b>	RJ-45 Quad Shield Coax Cable, 1000 ft. roll, Black, Price per foot
<b>CBLCX101WHT</b>	RJ-45 Quad Shield Coax Cable, 1000 ft. roll, White, Price per foot
<b>C184</b>	Speaker Wire, 500 ft. roll, 18 gauge, 4 conductor cable, Price per foot
<b>C224</b>	Speaker Wire, 1000 ft. roll, 22 gauge, 4 conductor cable, Price per foot
<b>HYD8</b>	KSU Hydra, 1/2 in. 2 wire, connect to KSL
<b>HYD12</b>	KSU Hydra, 1/2 in. 2 wire, connect to KSL

Right Page

**Structured Wiring | APARTMENT NETWORKS & DISTRIBUTION PANELS**

**APARTMENT NETWORKS**

**AN100 Distribution Panel**

- Distributes four incoming telephone lines to six locations and one incoming voice signal to four locations
- Easy installation
- Shielded cover provides a professional looking finish

**QND300 Distribution Panel**

- Distributes one incoming voice signal to four locations with two pass-through for satellite, eight RJ45 connectors for telephone distribution
- Room for expansion module
- Includes cover and one RJ45 jack
- Power not included
- Dimensions: 8" x 14.5"

**QND300 Distribution Panel**

- Distributes one incoming voice signal to eight locations with amplification and with two pass-through for satellite, eight RJ45 connectors for telephone distribution
- Room for one expansion module
- Includes cover and one RJ45 jack
- Power not included
- Dimensions: 8" x 14.5"

**DISTRIBUTION PANELS FOR QUICKNETWORK SERIES**

**QND40P QuickNetwork Panel**

- Services up to eight telephone lines and one TV connection
- One in, four out voice (TV) distribution module with two pass-through connections for QDS satellite
- Four line to eight location telephone module (CAT5) (RJ45 with RJ45X connector)
- Four separation bays
- Built-in 110V power outlet
- 1/2" install cut and cover
- Dimensions: 14.5"W x 10.75" x 4"D

**QND4000 QuickNetwork Panel**

- Same features as QND40P, except with 1 to 10 simultaneous voice connections via SIP/ISDN module (RJ45 with RJ45X connector)
- Dimensions: 14.5"W x 10.75" x 4"D

**QND50P QuickNetwork Panel**

- Services up to eight telephone connections and eight TV connections
- One in, eight out voice (TV) distribution module with two pass-through connections for QDS satellite
- Four line to eight location telephone module (CAT5) (RJ45 with RJ45X connector)
- Four separation bays
- Built-in 110V power outlet
- 1/2" install cut and cover
- Dimensions: 14.5"W x 10.75" x 4"D

# HOW WE CREATE TECHNICAL/ INFORMATION DOCUMENTS IN THE HONEYWELL STYLE

## Technical/Information Documents

Technical/Information Document layouts should be used for highly technical literature, white papers, case studies, and product information or application notes. This format should not be used for general marketing collateral.

**Front cover** - A black or red freestanding Honeywell logo is to appear on the front cover. The Honeywell logo is to be 1.5 inches in length and .5 inches from the top right edge.

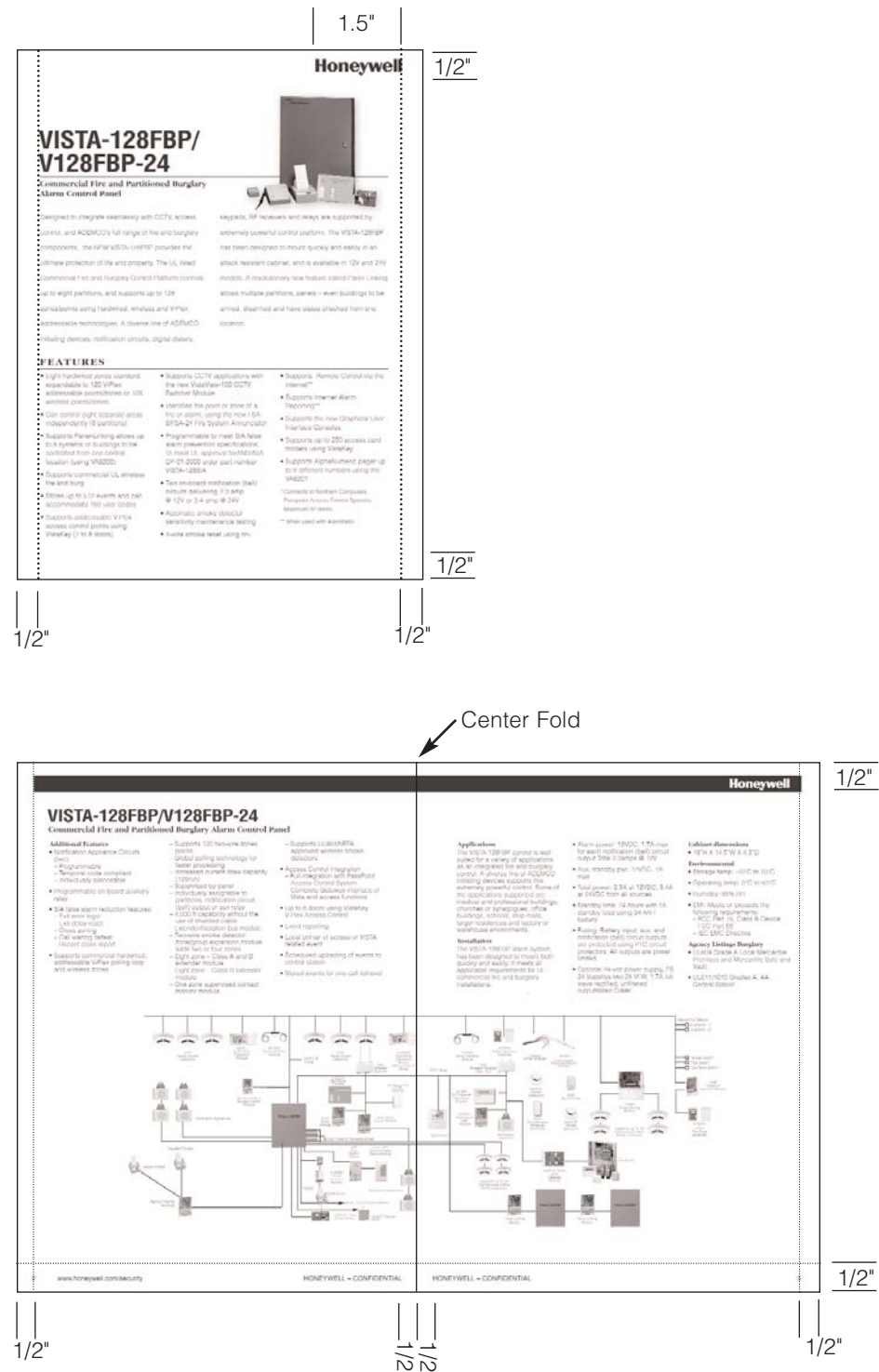
**Back cover** - Please follow the literature back cover specifications located in the section titled “How We Create Literature Back Covers in the Honeywell Style”.

**Footer** - Every inside page carries a standard footer:

- Left page, far left side, the page number in red or black, (Helvetica) at least 1/2 inch from left edge of page.

- Left page, to the right of the page number is Honeywell's main web address in black (Helvetica), no closer than 1/2 inch to page number. The web address **www.honeywell.com** is required. Specific site may be added following main web address - example **www.honeywell.com/security**

\* If any of the information within the document is confidential, include the words “HONEYWELL - CONFIDENTIAL” in all caps (Helvetica) on all pages 1/2 inch away from the center fold. Defense or government documents may require different phrasing.





# TRADE SHOW DISPLAY PANEL

It is crucial to maintain consistency and continuity across the various media channels if we are to build trust and credibility. That is why our trade show communications maintain a visual link to the graphic style we have developed. While there are multiple formats and applications to consider, this illustration simply demonstrates the application to a portrait format. Use this format for all external posters. The important thing to remember is that our trade show display panels and our external posters should be consistent as possible to other communications vehicles.

When selecting a primary image for usage, our goal is to use a single, concise image. The image should address our primary communications goal, as well as engage the viewer. If a single image is not available, a multiple image or collage is considered acceptable.

All trade show panels will use black (c:60 m:30 y:30 k:100) for the bar across the top and the area below the Global Arc.

Detailed specifications for designing Honeywell trade show panels and plasma displays may be found on Honeywell's Brand Management website at <http://www.honeywell.com/brandm>.

## Suggestions for Printing Trade Show Display Panels

**Flat surface** — glossy Lambda print with a satin laminate. Mount on 1/8" black sintra. Velcro (hook) attached to the back of the panel.

**Curved surface** — duraflex print with 15 mil. lexan laminate on the front surface. Velcro (hook) attached to the back of the panel.

Illustration of a 30" x 40" trade show display panel

**RVSM Solutions**

A new generation of air data computers and altitude indicators providing your RVSM solution for the SPZ-500 family of flight controls systems

SECONDARY HEADLINE CAN BE USED HERE (OPTIONAL)  
THREE LINES MAXIMUM

**Honeywell**

# HOW WE CREATE TRADE SHOW DISPLAY PANELS IN THE HONEYWELL STYLE

## 30" x 40" Display Graphic

Photoshop and Quark Xpress templates are available to use as a starting point to build your graphics. These files are set up at 100%—30x40, final output at 150 dpi, RGB color.

### Primary Headline

100/110 pt. Helvetica Bold  
Color: Light Gray

### Secondary Headline

40/50 pt. Helvetica Bold (3 lines max)  
Color: Light Gray

### Panel content information

Min. 40/50 pt. — Max. 80/90 pt. Helvetica  
Bullets may be used in this area - they must be round bullets in Honeywell Red. Copy should not go below the Honeywell logotype baseline. This text box is in a fixed position on the horizontal and vertical axis.  
Color: Brilliant White

### Inset Photo (Optional)

Size: 6" x 6"  
Use white frame (4pt.) to set off image from the background.

Illustration of a 30" x 40" trade show display panel



# HOW WE CREATE TRADE SHOW DISPLAY PANELS IN THE HONEYWELL STYLE

## 60" x 40" Display Graphic

Photoshop and Quark Xpress templates are available to use as a starting point to build your graphics. These files are set up at 50%—30x20, final output at 150 dpi, RGB color. All dimensions and point sizes reflect the document scaled to 50% of final output size.

### Primary Headline

50/55 pt. Helvetica Bold  
Color: Light Gray

### Secondary Headline

20/25 pt. Helvetica Bold  
Color: Light Gray

### Panel content information

Min. 20/25 pt. — Max. 40/45 pt. Helvetica

Bullets may be used in this area - they must be round bullets in Honeywell Red. Copy should not go below the Honeywell logotype baseline. This text box is in a fixed position on the horizontal and vertical axis.

Color: Brilliant White

### Inset Photo (Optional)

Size: 3" x 3"

Use white frame (2pt.) to set off image from the background.

Illustration of a 60" x 40" trade show display panel





# TRADE SHOW POWERPOINT PRESENTATIONS

To create trade show slide graphics, use the Adobe Photoshop template provided on the Brand Management website at <http://www.honeywell.com/brandm>. The Global Arc is placed on a separate layer in Photoshop and should not be moved vertically. The area below the Global Arc will always be Black.

Use images that are relevant to the needs of our customers. If you are selecting a range of photos, stay consistent in style and tone. Avoid overused metaphors. Avoid posed portraits. Use images of people that are candid, but natural. Using the right images can enrich the messages we send and help to break up pages of dense text and charts.

Illustration of a monitor format (10" x 7.5")  
PowerPoint presentation



**Slide title.**  
**24 pt. Arial Bold**  
**(4 lines maximum)**

- Main bullet - 14pt. Arial
- 2 decades of industry leadership and technical innovation
- New features in development
  - Sub bullet - 12pt. Arial
  - Graphical flight planning
- Additional bullets can form a second column.
- Be sure copy size is consistent with both columns.
- Columns should not be moved/re-sized to accommodate copy - reduce pt. Size if needed. Do not use copy below 10pt.

# HOW WE CREATE TRADE SHOW POWERPOINT PRESENTATIONS IN THE HONEYWELL STYLE

## 10" x 7.5" monitor presentation

The TITLE copy in Microsoft PowerPoint is 24 pt. Arial Bold, White, with four lines of copy maximum. Main bullet copy for content slides is 14 pt. Arial. Use only red round bullets. Sub bullet copy is 12 pt. Arial with white dash

Additional bullets can form a second column. Be sure copy size is consistent with both columns. Columns should not be moved/re-sized to accommodate copy - reduce pt. size if needed. Do not use copy below 10 pt. Content slide may be used with optional inset photo.

Slide transition "SPLIT VERTICAL OUT" FAST is recommended throughout the presentation. Timing for slide advancement is determined by content of each slide.



Title slide



Content slide with optional photo



Content slide

# HOW WE CREATE TRADE SHOW POWERPOINT PRESENTATIONS IN THE HONEYWELL STYLE

## 16" x 9" plasma presentation

Save slide image from Photoshop as a JPEG file and then import into PowerPoint. Use the PowerPoint template available on the Brand Management website at <http://www.honeywell.com/brandm> as a starting point to build your presentations.

The TITLE copy in PowerPoint is 36 pt. Arial Bold, White, with four lines of copy maximum. Main bullet copy for content slides is 18 pt. Arial. Sub bullet copy is 16 pt. Arial.

Additional bullets can form a second column. Be sure copy size is consistent with both columns. Columns should not be moved/re-sized to accommodate copy - reduce pt. size if needed. Do not use copy below 12 pt. Content slide may be used with optional inset photo.

Slide transition "SPLIT VERTICAL OUT" FAST is recommended throughout the presentation. Timing for slide advancement is determined by content of each slide.



Title slide



Content slide with optional photo



Content slide

# OUR STANDALONE BRANDS

Honeywell supports sixteen **Honeywell Standalone Brands**, which have excellent recognition, brand equity and value in their specific markets. These brands are supported and managed independently of the Honeywell Brand Management System and the Honeywell Visual Identity System. They have their own logos, brand colors and identity standards. In some cases, they have their own architecture of sub-brands, products and service brands.

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## Current Standalone Brands



PREMIUM NYLON 6IX FIBER SYSTEMS



# OUR ENDORSED BRANDS

Honeywell maintains and supports a family of **Honeywell Endorsed Brands**. These brands are co-branded with the Honeywell name. They have their own logos and brand colors, and in some cases, have their own identity standards. In most promotional uses, the endorsement line, “by Honeywell,” appears below the brand logo.

In many cases, Endorsed Brand status is a step in the migration to the Honeywell Master Brand. Over a relatively short period of time (18-36 months), many of the current Endorsed Brands will evolve into product or service brands under the Honeywell Master Brand architecture. Those few that do not migrate will maintain their current form.

Endorsed Brand status recognizes that each of these brands currently has value in its respective marketplace. Our overarching brand migration strategy is designed to transfer that existing value to the Honeywell Master Brand whenever practical. At the same time, by retaining the current brand name as a product or service brand, Honeywell can continue to capitalize on the brand equity that exists in the Endorsed Brand today.

Brand migration strategies will be developed in consultation with the business unit communications leader and the Honeywell Brand Council.

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## Current Endorsed Brands



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## Endorsed Brands – Aftermarket Only





# SUMMARY

**By now, you should understand how to use the key design elements of our identity to create a Honeywell look and feel. Before you send a communication out in the world, make sure it looks and sounds like us. Step back and take a moment to check:**

- ✓ Have you selected themes supporting our brand position?
- ✓ Have you used the authorized artwork for the Global Arc?
- ✓ Have you correctly placed the Global Arc?
- ✓ Have you correctly sized and placed the Honeywell logo?
- ✓ Is our logo in the correct colors? Is it on the right color background?
- ✓ Do the photos you are using reflect our style and personality?
- ✓ Are your graphics aligned with the messages you are sending?
- ✓ Have you used the Honeywell typefaces and no others?
- ✓ Are your headlines and copy sized and styled correctly?
- ✓ Have you stayed within our color palette?

By following these guidelines, you ensure that Honeywell's identity is always consistently presented to the world. Whether you're looking at our advertising or our literature, the look is unmistakably Honeywell. The success of our business depends on how well we communicate. Together, we will build a strong, distinctive and credible Honeywell brand.

If you have any questions or need help, contact your local Communications representative or access the Honeywell Brand Management website at <http://www.honeywell.com/brandm>.

# APPENDIX: THE UNITYMARK

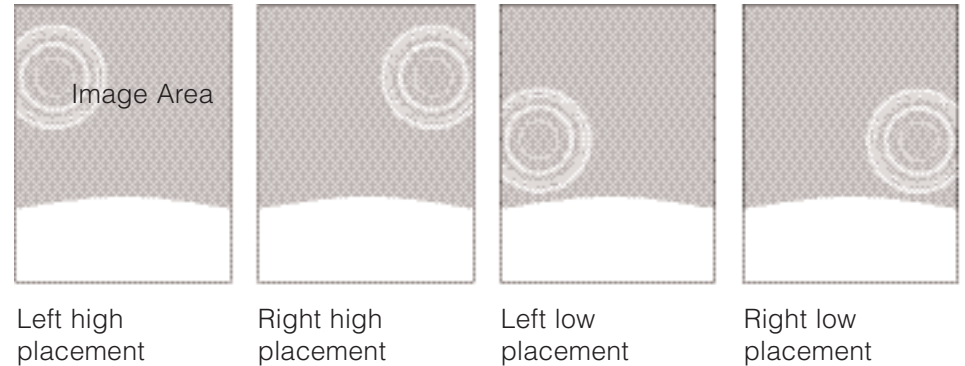
Use of the UnityMark will be phased out at the end of 2004. The UnityMark is only allowed for use by Honeywell Process Solutions.

The UnityMark, a secondary design element, has been intentionally “ghosted back” through use of a transparent effect. By keeping its emphasis down, it does not compromise or compete with our logo or our images and messages.

For maximum flexibility in application, we have established four zones for placement. Try to always maintain the visibility and legibility of the photos you use. Pick the zone that interferes least with the content of the photo. Never force-fit the UnityMark into your layouts.

To add drama and extend its flexibility, we bleed the UnityMark off of the side margins of the page. If you are using the highest placement of the Global Arc, bleed the mark off of the top of the format as well. This helps maintain its size and impact. From the lowest to highest placement, the UnityMark can be used within the full range of Global Arc options.

Schematic examples (U.S. Standard-8.5" x 11") illustrating four permissible zones for placement of the UnityMark on covers.



Schematic illustrations that demonstrate UnityMark size and placement within the Global Arc vertical range.

