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HONEYWELL INDUSTRIAL SAFETY BRANDING GUIDELINES

Honeywell

Table of Contents

- [Purpose of Document](#)
- [Our Brand Strategy](#)
- [Master Brand: Honeywell](#)
- [Color Palette](#)
- [House Brands](#)
- [Endorsed Brands](#)
- [Referencing Brands in Text Form](#)
- [Presenting Multiple Brands](#)
- [Brands By Product Line](#)
- [Commonly Used Trademarks](#)
- [Trademark Usage](#)
- [Wordmark Usage](#)
- [Legacy Brand Usage](#)
- [Promotional Items](#)
- [Branding Best Practices](#)

Questions? Contact hspmarketing@Honeywell.com

Purpose of Document

- Honeywell Industrial Safety (HIS) is a leading global provider of personal protective equipment (PPE) and gas detection devices. To increase our brand value and grow our position in the marketplace, HIS together with its distribution partners must ensure that our branding messages are unified and consistent.
- This document is intended to show distributors how to position and present our brands consistently with Honeywell brand management guidelines. It highlights how to use our brands, logos, color palettes, type-fonts, and more.
- Following the instructions and guidelines provided in this manual will ensure an efficient approval process when submitting materials for marketing programs.
- No marketing materials / programs including the Honeywell logo or brands may be published without the prior authorization of Honeywell. By using the Honeywell logo in your marketing materials or else you undertake to act in accordance with Honeywell brand management guidelines and applicable license terms.
- APPROVED VERSIONS OF THE HONEYWELL LOGO AND BRANDS CAN ONLY BE DOWNLOADED FROM: <http://www.hspmedialibrary.com/>

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Our Brand Strategy

- We are simplifying our branding by creating a more unified and consistent customer experience across all of our product categories.
- Most Endorsed Brands in the HIS business are transitioning to House Brands. House Brands feature an updated logo with greater emphasis on Honeywell. (See Slide 6)
- Our brand strategy unifies our portfolio into a five tier hierarchy:
 - Master Brand
 - House Brand
 - Endorsed Brand
 - Standalone Brand
 - Licensed Brand
- The brand migration a part of a company-wide effort to simplify our offerings, provide a better and more consistent end-to-end customer experience across all product categories, and ensure we are building long term value for Honeywell.
- To learn more about our brands, visit one of the following:
 - US: www.honeywellsafety.com/USA/Brands-US/
 - Canada: www.honeywellsafety.com/CA/Brands-CA/

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Master Brand: Honeywell

- The Honeywell freestanding logo has a proud history and is a globally recognized mark
- Always reproduce the logo with consistent high quality
- The logo must be bigger than 120 pixels for digital usage or 1.27” for print.
- A clear zone, known as the **control field**, must always surround the freestanding logo
 - “H” height top/bottom
 - “H” width left/right
- Do not use the freestanding logo as part of a sentence
- Never pair with any other icon, logo, graphic, photograph, or any other visual element
- Logos must always be placed on **solid white, black, red or gray** backgrounds
- Download approved logos from the HSP Media Library from the link below
 - <https://honeywell.northplains.com/files/collections/view/item139450/>



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Color Palette

- The Honeywell Core Palette drives our One Honeywell approach to a consistent customer experience across our brands
- Always reproduce the logo in Honeywell red or white
 - Black may be used in one-color documents only



- Find the full color palette at:

<http://www.honeywell.com/brand/global-elements/elements/brand-colors>

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House Brands

- Many formerly endorsed brands will transition to **house brands**
- Below are the brands in the US and Canada that are transitioning to house brands and their respective logos
- Distributors must start using the new house brand logos and discontinue usage of these endorsed brand logos **immediately**
- A clear zone must always surround the freestanding logo
 - House brand logo clear zone is defined by the width of the “H” in Honeywell



- Approved logos can be downloaded from the link below
 - <https://honeywell.northplains.com/files/collections/view/item139450/>



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Endorsed Brands

- Certain endorsed brand logos should continue being used:
 - Endorsed brands that are not affected by the brand migration
 - Endorsed brands that are transitioning to **Honeywell master brand** should be represented as endorsed brands during the transition period
- Below are endorsed brand logos that should be used in the US and Canada with their respective clear zones
- Size of the logomarks must be larger or equal to 5/8" or 1.6 cm
- Approved logos can be downloaded from the link below
 - <https://honeywell.northplains.com/files/collections/view/item139450/>



"W" height



"O" height



"N" height




"R" height

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Referencing Brands in Text Form

- Use Arial fonts for all marketing collateral and other materials
- Logos cannot be placed as part of a sentence

Correct Usage	Incorrect Usage
Honeywell Miller® fall protection products have protected people who work at height.	Honeywell has protected  people who work at height.

- The first reference to the brand needs to include its full brand name:
 - **Honeywell Miller**® DuraSeal™ Self-Retracting Lifeline (SRL) is designed to perform in the harshest environments.
 - **BW**® **Technologies** portable gas detectors are marked by flexibility and quality.
 - Omit “by Honeywell” when referencing an endorsed brand in writing
- Subsequent mentions can eliminate the reference to the full brand name and only include the product name:
 - The DuraSeal design entirely seals and protects the brake system, power spring and bearings.

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Presenting Multiple Brands

- When multiple brands are presented together, the Honeywell logo must be placed first and in the most prominent position
- Additional logos must be presented as subordinates in **Honeywell Grey 50** (See Slide 5) without the Honeywell logo or the “by Honeywell” endorsement. These can be downloaded at the link below.
 - <https://honeywell.northplains.com/files/collections/view/item144947/>
- Brands following the Honeywell master brand should be displayed in the following order:
 1. Miller®
 2. Howard Leight
 3. Uvex®
 4. North®
 5. RAE Systems®
 6. BW® Technologies
 7. Salisbury®
 8. Morning Pride®
 9. Fibre-Metal®
 10. Oliver®
 11. Servus®
 12. NEOS®

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Brands by Product Line

- The following table shows Honeywell's family of brands by product line
- Product lines **must only** be referenced by its approved names below

Product Line	Brand	Brand	Brand	Brand
Electrical Safety	Honeywell	Salisbury®		
Emergency Eyewash	Honeywell			
Eye, Face & Head Protection	Uvex®	North®	Fibre-Metal®	
Fall Protection	Miller®	North®		
First Aid	North®			
First Responder	Morning Pride®			
Gas Detection	Honeywell	RAE Systems®	BW®	
Hand & Arm Protection	Honeywell	North®		
Hearing Protection	Honeywell	Howard Leight®		
Laser Safety Products	Honeywell			
Lock-out/Tag-out	Honeywell			
Prescription Eyewear	Honeywell	Uvex®		
Protective Clothing	Honeywell			
Respiratory Protection	Honeywell	North®		
Safety Footwear	NEOS®	Oliver®	Ranger®	Servus®
Traffic Safety	Honeywell			
Welding Safety Products	Honeywell	Fibre-Metal®		

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Commonly Used Trademarks

- The table below represents some commonly used registered trademarks for brands in the United States and Canada

United States	Canada
BW®	BW®
Fibre-Metal®	Fibre-Metal®
KING'S®	KING'S®
MILLER®	MORNING PRIDE®
MORNING PRIDE®	NEOS®
NEOS®	NORTH®
NORTH®	OTTER®
OLIVER BOOTMAKERS SINCE 1887®	SALISBURY®
RAE SYSTEMS®	
RANGER®	
SALISBURY®	
SERVUS®	
UVEX®	

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Trademark Usage

- Always use a trademark as an adjective, not a noun or a verb, followed by the generic term for the product/service involved.

Correct Usage	Incorrect Usage
Honeywell Miller® fall protection products have protected people who work at height.	Honeywell Miller® has protected people who work at height.

- Whenever a registered trademark is used, it should be accompanied by the registered symbol "®" (as a superscript).





Correct Usage	Incorrect Usage
Honeywell Miller® fall protection products have protected people who work at height.	Honeywell Miller® fall protection products have protected people who work at height.

- It is appropriate to use the TM symbol in all other cases (as a superscript).
- The first mention of the trademarked term must have the applicable symbol (TM or ®); the symbols can be omitted in subsequent mentions in a document.

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Wordmark Usage

- Eliminate use of wordmarks in all instances
- Product names mentioned must be spelled verbatim in text form

Correct Usage	Incorrect Usage
SYNC WIRELESS	
GasAlertQuattro	
GasAlertMaxXTII	
GasAlertMicro5IR	

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Legacy Brand Usage

- Legacy brands such as “Sperian” and “Survivair” no longer exist
- Many legacy brand products are still active due to NIOSH certifications
- When referencing legacy brand products, utilize the Honeywell logo and include an asterisk (*) after the legacy brand name
 - include the following disclaimer in the footnote:
 - ****[Insert legacy brand name] is now Honeywell***
- A legacy brand can be referenced in word form if it is part of a product name. For example:
 - Sperian SAF-T-FIT® Plus
 - Sperian Survivair PANTHER™ SCBA

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Promotional Items

- The integrity of the Honeywell name and logo must always be protected
- Any promotional item using the Honeywell name or logo must adhere to the company's values and convey a sense of quality and good taste
 - Do not produce promotional items which may be perceived as dangerous or offensive
- When the Honeywell brandmark is used on a promotional item, all rules regarding the brandmark must be followed as set out herein
- The freestanding Honeywell brandmark should be used on all promotional items
- The brandmark should be printed in Honeywell Red, where available. If Honeywell Red is not available, print the logo in black or white
- In all cases, the clear zone (i.e.: control field) must be maintained
- No promotional items using the Honeywell name/logo (or any Honeywell trademark) may be made without Honeywell's prior written consent

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Branding Best Practices

- Access the latest, most up-to-date brand assets at:
 - <http://www.hspmedialibrary.com/>
- Always seek Honeywell approval **BEFORE** production
- When in doubt, contact hspmarketing@honeywell.com
- To learn more about our brands, visit one of the following:
 - US: www.honeywellsafety.com/USA/Brands-US/
 - Canada: www.honeywellsafety.com/CA/Brands-CA/

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