

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.

HONEYWELL INTERNAL VISUAL STANDARDS GUIDELINES

The Honeywell logo is displayed in a bold, red, sans-serif font. The letters are thick and closely spaced, with a distinctive rounded 'y' and 'l'.

Honeywell Brand Management

BRAND MANAGEMENT

Brand Matters

Brand matters to customers looking for products and partners they can count on. It also makes a big difference to the most talented job-seekers. Communities welcome companies that have positive brand images. And, more than ever before, investors reward companies with strong, well-known and respected brands.

Studies consistently show that, all other things being equal, people prefer to buy brands they know and trust. Strong brands can also help a company command a price premium, grow market share, reduce the cost of sales and become more competitive in the marketplace.

But what is this thing called "brand?" When people hear the word, they often think first about the company name, logo, product names, packaging and advertising slogans. All those things are important, of course. But when we talk about brand in today's Honeywell, we're really talking about the total Honeywell experience – all the factors that come together to form our image and reputation. It's about the way people think, feel and respond when they hear the word, "Honeywell."

The Honeywell Brand Promise

The Honeywell brand promise is backed by more than a century of accomplishments in a wide range of complex and exacting business specialties. While there is great strength in the diversity of our business and product portfolio, there is a common denominator that ties Honeywell together - a knowledge-based solutions expertise.

This brand promise was developed based on research with employees, customers, investors and business leaders around the world and is based on what Honeywell's brand means to them and what we can aspire to in the future. The promise is simple, direct, and focused on the solutions we bring to our customers and their customers every day.

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

BRAND GUIDELINES

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.

The Honeywell Brand Guidelines take you step by step through our commitment to the brand strategy, the brand architecture, and to Honeywell's brand management.

INTERNAL COMMUNICATION

Internal Identity Standards

Honeywell has developed Internal Identity Standards that are compatible with the company's external standards. Our goal is to create an integrated brand image that is clear, consistent and well-communicated both inside and outside our company.

These Internal Standards support the company's Modified Master Brand strategy, which requires that "Honeywell" be the primary identifier used for the company, its business units, products and programs. In particular, these Internal Identity Standards align with other Honeywell strategies, initiatives and programs designed to build and strengthen the connection between Honeywell and its employees.

Themeline

Themelines, tag lines and advertising slogans.

There is no currently approved themeline, tag line or advertising slogan for the Honeywell Master Brand. Honeywell Master Brand lines of business are strictly prohibited from developing themelines and advertising slogans to promote the master brand.

Brand Nomenclature

The name "Honeywell" is known and respected throughout the world, thanks to a record of achievement that is more than a century old and to the company's sizeable investment in advertising, promoting and communicating the Honeywell brand throughout its existence.

To take full advantage of that investment and to continue to build the value of the Honeywell brand, the company has adopted a modified Master Brand Strategy. An important element of that strategy is creating consistency in the way the company names its business units, products and services.

The company name

"Honeywell" is the predominant identifier used for the company and its business units.

While the company's full legal name is "Honeywell International Inc." (note that there is no comma after the word "International"), the full company name is used only where specifically required in contracts and other legal documents. In normal day-to-day written and verbal communications, the company should be referred to simply as, "Honeywell."

Business unit names

In most cases, use the name "Honeywell" alone to identify the company and its employees, facilities, products, services and other assets to external audiences.

Business unit names have little meaning to people outside the company, are subject to change and can cause confusion among the company's most important external audiences.

For example, in written text for a brochure, press release or other standard external communications, the preferred designation is, "Honeywell plans to open a new office," "Jane Doe works for Honeywell," or "Honeywell is a leading producer of specialty materials," without reference to a specific business unit name.

Business unit names may be used under the following circumstances:

- In internal communications, when it's important to distinguish one business unit from another;
- In external communications, when more than one business unit is being discussed and it's important to avoid confusion or make a distinction;
- In external communications when using a business unit name would help audiences better understand the company, its scope and its capabilities.

In all cases, the name of a business unit must be secondary to the Honeywell name.

For example, in a brochure, press release or other standard external communications, the preferred designation is, "Honeywell plans to open a new office. The office will house the company's Transportation Systems and Specialty Materials representatives." Or, "Honeywell had introduced a new product" and later in the communications, "The product will be manufactured at the company's Automation and Control Solutions facility."

The first reference to the company in external materials should always be the word "Honeywell" alone; when necessary and desired, a subsequent reference may include the name of specific business units.

Today's Honeywell is comprised of four Strategic Business Groups (SBGs), each of which consists of multiple Strategic Business Units (SBUs), or multiple Strategic Business Enterprises (SBEs).

In casual use, any of these entities may be referred to as a "business unit," "business" or "operation." Honeywell does not use the terms "division" or "sector" to officially describe its operations.

When using the names of Honeywell business units in internal or external communications materials, it's important that the correct business unit name be used.

APPROVED BUSINESS UNIT NAMES:

Honeywell Aerospace

Aerospace Electronic Systems
Aircraft Landing Systems
Engines, Systems & Services
Federal Manufacturing and Technologies
Honeywell Technology Solutions Inc.

Honeywell Automation and Control Solutions

Asia Pacific
Environmental and Combustion Controls
Honeywell Building Solutions
Honeywell Life Safety
Honeywell Process Solutions
Honeywell Security
Sensing and Control

Specialty Materials

Specialty Materials is segmented into several strategic business enterprises (SBEs):

Honeywell Chemicals

Honeywell Electronic Materials

Honeywell Nylon

Performance Fibers

Performance Products and Research and Life Science Solutions

Transportation Systems

Consumer Products Group
Friction Materials
Turbo Technologies

Note that in some cases the name "Honeywell" is incorporated as part of a business unit names for market identity reasons; in other cases, the business unit name is used independently from the Honeywell name. Do not attach the name "Honeywell" to business units where it is not a formal part of the name.

In cases where the business unit name does not contain the Honeywell name, usage similar to the following is preferred: "Aerospace is one of Honeywell's business units," or "Joe works for Honeywell's Specialty Materials business unit."

In all cases, business unit names should be spelled out in the first reference. In most cases, they may be abbreviated in subsequent references, using the approved abbreviations in the table to the right.

Abbreviations for businesses should not be used for any purpose externally and should only be use judiciously within the company.

They may be abbreviated in subsequent references if there is an approved abbreviation.

| | |
|--|-------------------|
| Honeywell Aerospace | Do not abbreviate |
| Aerospace Electronic Systems | AES |
| Aircraft Landing Systems | ALS |
| Engines, Systems & Services | ES&S |
| Federal Manufacturing and Technologies | FM&T |
| Honeywell Technology Solutions Inc. | HTSI |
| Honeywell Automation and Control Solutions | ACS |
| Environmental and Combustion Controls | ECC |
| Honeywell Building Solutions | HBS |
| Honeywell Life Safety | HLS |
| Honeywell Process Solutions | HPS |
| Honeywell Security | Do not abbreviate |
| Sensing and Control | S&C |
| Specialty Materials | Do not abbreviate |
| Transportation Systems | Do not abbreviate |
| Consumer Products Group | CPG |
| Friction Materials | FM |
| Honeywell Turbo Technologies | HTT |

Organization Names

When names are being chosen for other Honeywell organizations, functions, departments and teams, use names that clearly describe the entity's place and role within the company. Examples of descriptive organization names include: "Honeywell Travel Services," "Morristown Information Systems Help Desk," "Phoenix Learning Center," or "Aerospace Aftermarket Services."

Under no circumstances is a Honeywell business unit, function, department or team permitted to develop a unique brand name, logo or other symbol, or tagline to identify itself.

Naming Standards

Names that are simple, clear and descriptive should always be used for Honeywell organizations, locations, initiatives, employee programs, and the like. Following are the internal naming standards:

- Always choose names that are simple, clear and descriptive;
- Always choose names that reflect the audience and describe the program or entity being named;
- Choose names that will be meaningful to the intended global audience;
- Don't use the word "Honeywell" as part of an internal name, except when it's necessary to avoid confusion with an external entity or program with a similar name;
- Don't use the word "Honeywell" as part of a name when the possessive form "Honeywell's" will work equally well. For example: "Honeywell's Service Award Program," "Honeywell's Five Initiatives," or "Honeywell's Annual Operating Plan."
- Avoid acronyms and other abbreviations, because they are often vague and confusing.
- Never choose a name just because it produces an appealing abbreviation or acronym;

- Don't invent words or phrases, use poor grammar or unconventional capitalization;
- Don't brand internal programs or entities with unique names (see below). Choose clear, simple and descriptive names instead. Always remember that the name "Honeywell" is the primary identifier for Honeywell Master Brand organizations and programs.

Other Honeywell naming standards can be found in the Brand Nomenclature guidelines.

Program Names

At any given time, a wide variety of programs and initiatives are active within Honeywell, at the company, business unit and local levels. Some initiatives and programs are considered permanent and become an important part of the company's culture and operating system. Examples include: Six Sigma Plus, Honeywell Hometown Solutions, or Quest for Excellence. Other initiatives and programs are designed to address a short-term company need or priority; these programs may last a few months, a year or several years, but they're meant to be phased out at some point.

New initiatives and programs should be given names that clearly describe the audience and what the initiative or program is designed to accomplish. Illustrative examples include: "Manufacturing Employees' Suggestion Program," "Employee Compensation Program," or "Sales Force Incentive Plan."

New initiatives, programs and awards may not be given unique names that don't clearly describe the program and the intended audience. Unique names are often confusing to the target audience, because they don't adequately describe the initiative or program. Unique brand names are costly, in the sense that they take additional resources to launch, support and communicate. Most importantly, they compete with and detract from the Honeywell Master Brand. The name "Honeywell" should always be our primary identifier.

Existing Names

The policy prohibiting non-descriptive names for initiatives and programs was added to these standards in July 2004.

Initiative and program names that were established prior to July 2004 may continue to be used. In most cases, these programs have long histories and employees already recognize and understand their names. Changing them could cause unnecessary confusion.

Examples include: "Quest for Excellence," "Bravo" and "DigitalWorks." Where existing names are potentially unclear without explanation, the use of a program descriptor is encouraged when the name is communicated. (For example: "Bravo, Honeywell's online reward and recognition program.")

Logos, graphic symbols and taglines may not be developed for initiatives and programs under any circumstances.

Taglines

There is no currently approved tagline, themeline or advertising slogan for the Honeywell Master Brand. Business units, functions, departments, teams, programs and other entities are prohibited from developing taglines, themelines or slogans for their organizations.

Organizations with existing taglines, themelines or slogans should eliminate their use immediately.

INTERNAL LOGOS

The distinctive and globally recognized Honeywell logotype is the primary graphic symbol of the Honeywell Master Brand. Information and guidelines of the use of the logotype can be found in the Design Standards, and downloadable files can be found in the Logo Library on the Brand Management Website.

Honeywell does not permit other logos, graphic symbols or graphic elements to be used internally or externally. Do not develop new logos, graphic symbols or other graphic element for business units, departments, initiatives, programs, teams, internal campaigns or presentations. The reasoning:

- Such graphic elements compete for attention and detract from the Honeywell logotype, which is our company's primary identifier;
- Developing and reproducing internal logos consumes valuable company resources that could be applied toward achieving our more important objectives;
- The proliferation of a large number of unrelated logos create a disjointed image in company communications materials and runs counter to the sense of brand unity, clarity and simplicity that we are committed to at Honeywell.

The definition of a logo is - An identifying symbol, statement, graphic element, or words written in a stylized font that defines a product, service, place or organization.

Honeywell does not anticipate granting further exceptions to the graphic symbols and logos standards.

Existing Logos

The prohibition of logos and graphic symbols was added to these standards in July 2004.

Functions, departments and programs with existing logos, graphic symbols or other graphic elements created prior to July 2004 should eliminate their use, based on the following guidelines:

Functions, departments, initiatives and programs with existing logos should immediately discontinue their use on materials, websites, presentations.

Collateral materials (for example, program brochures and promotional items) may be used until existing stocks are depleted;

Annual award programs must discontinue use of the program logo beginning with the next award cycle, but no later than Dec. 31, 2004; the award program logo may not be used for the 2005 award cycle and beyond, except as described in the exception below.

Exception: The following award and recognition programs may inscribe logos on trophies, plaques, certificates and other awards: Chairman's Award for Everyday Heroes, Premier Achievement Award, Quest for Excellence, and President's Club. These logos are not to be used on posters, brochures, Websites or other collateral. Other award and recognition programs are not covered under this exception.

Honeywell does not anticipate granting further exceptions to the graphic symbols and logos standards in the future.

COMMUNICATION TOOLS

Standardized communication materials play an important role in Honeywell's internal communications program. Internal collateral material standards are consistent with the company's external standards, supporting our strategy of an integrated brand image inside and outside the company.

Several design elements help make Honeywell collateral material distinctive to our company:

- Our name and logo
- The Honeywell Red color
- Our use of typography and an established color palette
- The Global Arc, which creates the unique shape we crop our images
- Our photographic style

LITERATURE STANDARDS

Please refer to the literature section of the **"Honeywell Brand Guidelines"** book on the Brand Management Website.

E-MAIL

E-mail is increasingly being used to communicate with other employees within Honeywell and with outside contacts. In fact, e-mail is probably the most common means of handling routine company correspondence.

This section of the Visual Identity System provides guidelines only for the appearance and format of company e-mail messages.

Honeywell's formal policies for the use of e-mail can be found on the Intranet on the Law Department Website.

E-mail messages are considered less formal than written correspondence in letter or memo form. However, e-mail messages, especially those that are distributed outside the company, should be professional and consistent in content, tone and appearance.

- Avoid using graphic elements in e-mail messages. Graphic elements add significantly to the size of e-mail files and seldom add significantly to the value of the content.
- The Honeywell logotype should not be used in routine e-mails, either as a header or as part of a custom signature.
- No effort should be made to emulate the Honeywell logotype with a similar font, color or presentation of the Honeywell name.
- No effort should be made to recreate the Honeywell red bar or red rule, either as a header or part of a custom signature.
- Use standard typefaces in e-mail messages. Times New Roman or Arial are preferred for use in body copy; Arial is the preferred typeface for use in custom signatures.
- Do not use sayings, slogans, icons, or quotations in your company e-mail signature.

E-mail signature format

Honeywell employees may create a custom e-mail signature which can be used to "sign" all their company e-mail messages. Microsoft® Outlook provides the option of creating a signature that will automatically be used in any new e-mail messages you create.

The utility for creating a custom signature in Microsoft Outlook can be found in the "Tools" section on the main Outlook toolbar, under Options/Mail Format/Signature Picker.

- A custom signature should include the sender's name, title, business affiliation and appropriate contact information.
- The custom signature should be prepared in Arial. Employees may select any color(s) they wish.
- The sender's name should be in bold type, one font-size larger than the rest of the signature.
- The Honeywell Logotype should not be incorporated into the signature and no attempt should be made to emulate the Honeywell logotype, red bar or red rule.

Following is the suggested custom signature format:

First Name Last Name

Business Title and Function

Honeywell Business Unit

Address and Mail Station

Telephone Number

Cell Number

Fax Number

E-mail Address

INTERNAL BULLETINS

Internal bulletins are an important part of employee communications at Honeywell. There are two types of acceptable internal bulletins:

- “Organization Announcements” are used to communicate a change in job status that will directly affect members of the intended employee audience. Typical examples are the introduction of someone who is new to Honeywell who will assume a leadership position within the company, the promotion of an existing employee to a position with new or expanded responsibilities, or the restructuring of an organization that results in a reallocation of responsibilities for existing or new leaders.
- “Message From” Leadership Bulletins are used to communicate major business developments, business results or business direction. Examples are messages from senior leaders that are issued on or around earnings day to provide employees with an overview of how the business has performed and what expectations have been set for the upcoming quarter.

What is Honeywell's policy on when bulletins can be issued? All messages must conform with Honeywell's Code of Business Conduct, and messages issued to large employee groups must be reviewed, at minimum, by the relevant Internal Communications organization. If you're not sure who your communicator is, contact **Corporate Communications**. In addition to a Communications review, messages may be subject to review by senior leaders, Human Resources, Legal and others, depending on the contents. This type of review ensures consistency of message relative to the brand and company policy.

Who should receive Organization Announcements and "Message From" Leadership Bulletins? Honeywell's policy is to limit distribution of these messages to those employees who are directly affected by them or who need to know the information.

Wherever possible, messages to all employees within an organization should be reserved for communications from that organization's leader, distribution of an officially sanctioned company or business newsletter, or messages of a mission-critical nature that will directly affect employees' abilities to perform their jobs (e.g., messages about computer viruses, system shutdowns or power outages).

How should Organization Announcements and "Message From" Leadership Bulletins be formatted? These communications have two acceptable formats - one for e-mail and one for print or hard copy distribution. Hard copy distribution will be necessary for employees without ready access to e-mail. The only difference between the e-mail and hard copy formats is the hard copy format has a red bar on top with the Honeywell logo reversed in white on the right side of the bar. For e-mail messages, the red bar should NOT be used.

For most leaders within the company - defined as people with large numbers of direct reports and responsibility for an organization, function or site (e.g., SBU, SBE and site leaders, or functional leaders within these organizations) - there are two choices for headers:

- 1) Use an "Organization Announcement" header for communications about changes in job status, as described above.
- 2) Use a "Message From [Name]" Leadership header to communicate business news, as described above.

Both headers appear on top of the document in gray, 28 point, Times New Roman, italic font. The date should appear two lines below the header, right justified, in gray, 12 point, Times New Roman, italic font. The body text should start with the salutation two lines below the date, left justified in black, 12 point, Times New Roman plain font.

For Dave Cote and direct reports of Dave Cote, it is acceptable to use the "Message From [Name]" header at the top of any bulletin issued to employees. Dave Cote bulletins will say "Message From Dave" at the top. First name alone or both first and last name may be used, depending on the leader's preferred style. When in doubt, consult your local Communications department.

How should employee messages be addressed and signed?

Honeywell's policy is to encourage all bulletins to be addressed "Dear Colleague:" unless local custom dictates otherwise. Again, your Communications department can advise on what's appropriate. Honeywell discourages use of the term "associate" as a substitute for employee, so the greeting "Dear Associate:" should be avoided.

Honeywell policy also calls for all bulletins to be signed by an individual, with the person's name and title at the bottom of the message. Some leaders prefer electronic signatures; these are not required. If an electronic signature is not used, the signer's name should appear on one line, followed underneath by the title, followed underneath by the organization name. The type should be the same as for the body copy - black 12 point Times New Roman, plain text. For example:

Jane Doe
President
Aerospace Components Division

John Doe
Vice President, Human Resources
Aerospace Components Division

In the event that a bulletin is to be co-signed, the person with the higher title should appear on the left:

| | |
|-------------------------------|---------------------------------|
| Jane Doe | John Doe |
| President | Vice President, Human Resources |
| Aerospace Components Division | Aerospace Components Division |

In no instance should a bulletin be sent anonymously to a wide-spread employee audience, and no Honeywell message should discourage employees from replying or acting upon the contents.

ORG ANNOUNCEMENT TEMPLATE

Printed Hardcopy Format

| Honeywell |
|---|
| <i>Organization Announcement</i> |
| <i>Month date, year</i> |
| Dear Colleague: |
| I am pleased to announce that [first name & last name of person in bold] has joined the [XYZ Department] as [title, title]. [FName] will report to [name(s)] of individual(s) and have responsibility for [note top line responsibilities]. If applicable: org announcement may note effective date if it is immediately or at a point of time in the near future. |
| If applicable: [S/He or fName] was most recently [note experience/previous roles]. |
| If applicable: [S/He or FName] earned a [type of] degree in [subject] from [note school] in [city], [state]. |
| Please join me in welcoming [Fname] to the [name] Department and wishing [him/her] success in [his/her] new role. |
| [electronic signature – not required] |
| [name of person making announcement] [title of person making announcement] [org. name] |

| Honeywell |
|--|
| <i>Message From Jane Doe</i> |
| <i>Month date, year</i> |
| Dear Colleague: |
| [Insert text of business developments, business results or business direction.] |
| [electronic signature – not required] |
| [name of person making announcement] [title of person making announcement] [org. name] |

ORG ANNOUNCEMENT TEMPLATE

Electronic Format

Organization Announcement

Month date, year

Dear Colleague:

I am pleased to announce that **[first name & last name of person in bold]** has joined the [XYZ Department] as [title, title]. [FName] will report to [name(s)] of individual(s) and have responsibility for [note top line responsibilities]. If applicable: org announcement may note effective date if it is immediately or at a point of time in the near future.

If applicable: [S/He or fname] was most recently [note experience/previous roles].

If applicable: [S/He or FName] earned a [type of] degree in [subject] from [note school] in [city], [state].

Please join me in welcoming [Fname] to the [name] Department and wishing [him/her] success in [his/her] new role.

[electronic signature – not required]

[name of person making announcement]
[title of person making announcement]
[org. name]

Message From Jane Doe

Month date, year

Dear Colleague:

[Insert text of business developments, business results or business direction.]

[electronic signature – not required]

[name of person making announcement]
[title of person making announcement]
[org. name]

INTERNAL MEMOS

Today, e-mail is used for most routine interoffice correspondence. If it's necessary to prepare an interoffice memo on paper, use the Honeywell Memowriter template for Microsoft® Word.

You can download a Memowriter template in the internal memos section of the Honeywell Brand Management Website.

Printed interoffice memos created using this template can be reproduced in black and white on a computer printer. The recommended type font for interoffice memos is 12-point Times New Roman.

There are no computer letter templates for external correspondence. Because computer printers vary considerably in their ability to reproduce the Honeywell logotype and Honeywell Red color at a consistently high level of quality, the use of preprinted letterhead is mandatory for external correspondence.

For details on external communications, please go to the Media section under the Master Brand section of the Honeywell Brand Management Website.

An internal document template was created to be used for items that should not appear in a bulletin or on letterhead. For example:

- Town meeting transcripts
- Q&A documents
- FAQs
- Internal policies

The Internal Document Template is on the Brand Website in the Internal Communications section under Communication Tools.

INTERNAL NEWSLETTERS

Honeywell's employee newsletter standards are designed to ensure appropriate consistency across the company, while also allowing newsletter editors the freedom and flexibility to create publications that further the company's business objectives and meet the needs of their employee audience.

Before starting a newsletter or making changes to a current newsletter, contact the Strategic Business Unit Internal Communications leader for guidance and approval.

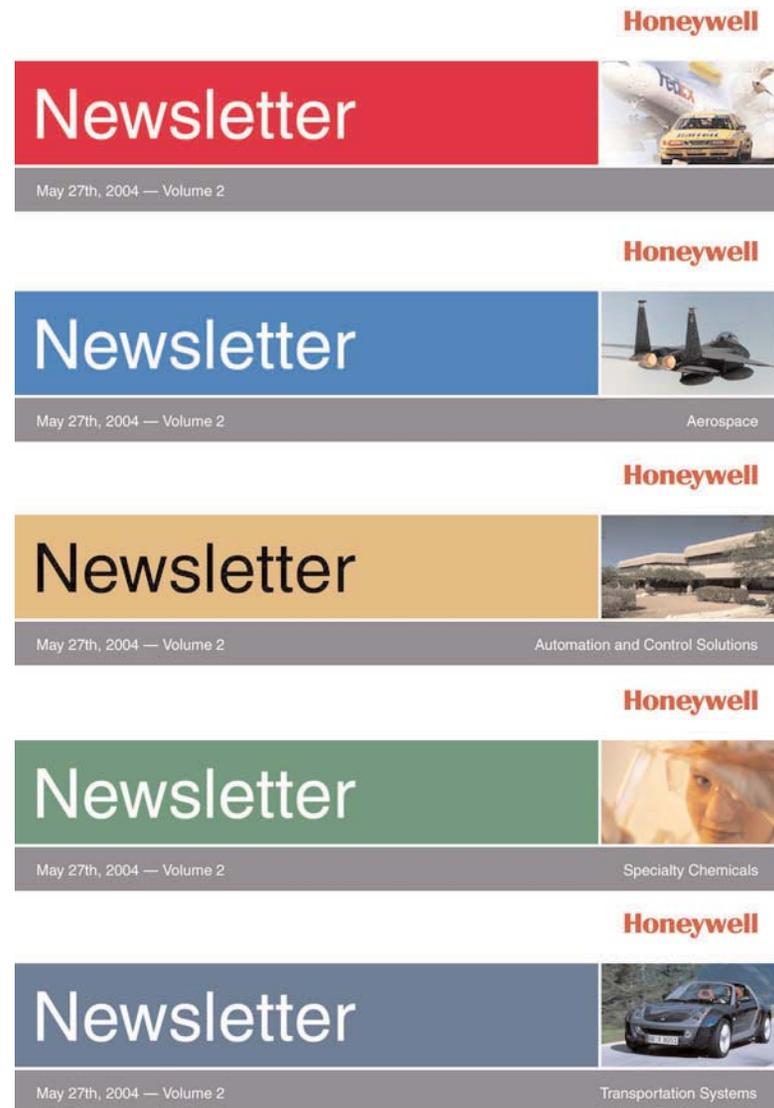
The following guidelines must be followed for Honeywell internal publications:

- Newsletter names should be short and descriptive, reflecting the business unit, location, audience or type of content;
- Honeywell newsletters must use a version of the Honeywell-standard newsletter nameplate at the top of the newsletter's front page. A nameplate template can be downloaded, and customized with an approved color from the Honeywell or SBG color palette and an appropriate image.
- A properly-sized image may be added on the right side. If no image is used, extend the solid color across the masthead.
- The nameplate must contain the newsletter title, date and business/function name in Title Case Helvetica in the font size specified;
- Newsletter editors must use approved company typefaces for headlines, body copy, display type and captions in all professionally typeset publications: Helvetica, Times and ITC Garamond; in newsletters prepared with Microsoft® Word software, Times New Roman or Arial may be used.
- No other logos, typefaces or stylized fonts may be used;
- 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.
- Do not use clip art;
- The editor may determine body copy layout of the newsletter;
- Copyrighted material (including articles, photos, cartoons and other information from the Internet) may not be used without the permission of the copyright holder;
- All newsletters must carry the following footer language somewhere in each edition:

© (Year). All rights reserved. (Newsletter name) is produced for internal use only and not for distribution outside the company.

INTERNAL NEWSLETTER TEMPLATE

Templates are available in Microsoft PowerPoint and Quark. An Adobe PhotoShop file is also available. Special graphics-related software is required to open the Quark file.



INTERNAL POSTERS

Regardless of their size, audience or subject matter, posters for Honeywell bulletin boards should be simple, easy to read and understand, and consistent in appearance, style and tone with other internal communications materials.

Poster templates are available in Microsoft PowerPoint.

You can find downloadable templates on the Honeywell Brand Management Website in the Communications Tools section within Internal Communications section.

Following are general guidelines for Honeywell posters:

- Keep posters simple, clear and informative;
- 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.
- Do not use clip art;
- Use large type and a minimum amount of copy - refer people to other sources of information for details;
- Avoid jargon and abbreviations;
- Include only the most essential information to support the ideas and messages being communicated;
- Use approved company typefaces, design standards and templates;

Honeywell Poster Template

This presentation contains:

- Slide 1: Instructions and guidelines
- Slide 2: Approved company typefaces, sizes, placement and design standards
- Slide 3-7: SBG poster templates/examples

General guidelines for Honeywell posters:

- Keep posters simple, clear and informative
- Use graphics that will attract attention - no clip art
- Use large type and a minimum amount of copy – refer people to other sources of information for details
- Avoid jargon and abbreviations
- Include only the most essential information to support the ideas and messages being communicated
- Use approved company typefaces, design standards and templates

- Colored bar at the bottom of the poster is SBG specific.
- Please use the template with your SBG color.



Electronic Town Meeting



With Joe Shmo

Location Placeholder

Wednesday, January 14, 2004
10:00 a.m. EST (3:00 p.m. GMT)

Topics covered will include:

- Honeywell's 4th quarter results
- Preview of Honeywell's plans for 2004
- Business update from each SBU leader
- Q&A session

You are invited to join Frank Daly for a company wide electronic town meeting that will broadcast to more than 170 sites in the Americas and Europe. The meeting will last about 2 minutes. Each SBU leader will also speak during the meeting. Please arrive and be seated 10 minutes prior to starting time.

Honeywell

POWERPOINT PRESENTATIONS

Honeywell has established a standard format for presentation slides prepared with the Microsoft PowerPoint® software. This format is to be used in all presentations for internal audiences. The use of a common, flexible format throughout the company is designed to promote consistency; make it easier to share and update presentations, data and graphics; and ensure that Honeywell presentations reinforce the company's visual identity.

To make it easy to develop PowerPoint presentations that comply with these standards, an approved internal Honeywell template has been created. This is the only approved standard PowerPoint template. Please delete all previous templates.

You can find downloadable PowerPoint template on the Honeywell Brand Management Website in the Communications Tools within the Internal Communications section.

Select "File", then "Save As" and copy to your harddrive. Or right click on link above and select "Save Target As" to copy to your harddrive.

The templates contain the standard Honeywell PowerPoint graphics including:

- The Honeywell logotype with red rule, which appears on the bottom of each slide;
- The red bar, which runs across the type of each slide and contains the title for the slide;
- The standard white background;
- The correct font (Arial) and the correct font size for each line of copy or level of bullets;

- The "Walk-Away Message" at the bottom of each slide. (The Walk-Away Message contains, in just a few words, the primary message that the presenter wants his or her audience to recall from that particular slide).

- 2-up and 4-up template pages;

- Instructions and guidelines;

General Guidelines

- Do not add other elements to the title slide or the closing slide;

- Do not resize fonts to fit more text on a standard slide;

- 2-up and 4-up slide templates use smaller fonts;

- Do not use clip art;

- The optional Walk-Away-Message may be used at the bottom of the slide. It should be short and clear.

- The Walk-Away-Message may be white text in a red box or simply red text. Do not use other colors.

- Do not change the color of the background area. It is costly to print colored backgrounds.

- If your version of the PowerPoint template has a closing slide with the Honeywell logo, please do not print it.

You can make the Honeywell templates your default PowerPoint presentation template by following these instructions:

Determine the name and location of your default PowerPoint presentation template (the format that automatically opens when you choose "Blank Presentation" in the New Presentation dialog box).

Keys to developing your presentation

- Always use the approved Honeywell PowerPoint presentation template.
- Go to the Master Slide and type in the information for the footer, including workshop or meeting title, date and file number (if desired). (You'll find it under the "View" button on the PowerPoint toolbar).
- Specify whether the presentation is proprietary. If the presentation does not contain company protected information, leave this area blank. See Below to determine whether your presentation is proprietary.
- Use the approved font for Honeywell Presentations: Arial
- Do not use shadows on slide title, subtitles or bullets
- Use the recommended font sizes:
 - Title in red bar at top is 28 pt Arial Bold - white text, title case
 - Subheads are 26 pt. Arial Bold in caps -- red text
 - Bullet level - 24 pt. Arial bold sentence case - black text
 - Second bullet level - 20 pt. Arial bold sentence case - black text
 - Third bullet level - 18 pt. Arial sentence case - black text
 - Walk-Away Box message - 32 pt. Arial - black text
- Limit the number of words and images you use on any one slide

- Keep the font size as large as possible
- Use as few levels of bullets as you can to tell your story
- Use the standards Honeywell title slide that's part of the template for your opening slide. You may insert clip art or other graphics as appropriate on the title slide.
- Use the Honeywell logo slide that's part of the template as the closing slide in your presentation.

Printing PowerPoint Presentations

To avoid formatting errors, follow the printing guidelines described in the PowerPoint template.

If your version of the PowerPoint template has a closing slide with the Honeywell logo, please do not print it.

Partnership Presentations

When presenting with a partner of Honeywell's, the partner's logo may be used. On the cover slide, the partner logo may be placed on the left side across from the Honeywell logo. The partner logo should not be larger than the Honeywell logo. On text pages of the PowerPoint template, the partner logo may be used under the Honeywell logo on the upper right side. Be sure to leave an "H" height's distance of free space under the red rule. The partner logo should not be larger than the Honeywell logo.

Confidential or not?

It's up to the creator of a slide presentation to determine whether it should be designated proprietary. In general, your presentation should be marked Honeywell confidential if it contains:

- Information, technical data or "know-how" that is not generally known outside Honeywell;
- Specific financial information or projections that are not public knowledge;
- Business, legal or personnel information related to the conduct of business at Honeywell;
- Plans, strategies, tactics or projections about the company's future;
- Intellectual property or trade secrets that Honeywell makes a reasonable effort to keep secret;
- Information that could provide a competitive advantage for Honeywell or could benefit a competitor;
- Technical or scientific information about the company's products or research activities.

Specialized PowerPoint Templates

Two additional templates have been created, both with very specific uses.

Template Two is designed to meet rear projection requirements. This template may only be used for presentation displayed to large groups using rear screen projection. Do not use this template for general projection. Do not print slides from this template.

You can find downloadable Template two for rear screen projection on the Honeywell Brand Management Website in the Specialized PowerPoint templates section.

Select "File", then "Save As" and copy to your harddrive. Or right click on link above and select "Save Target As" to copy to your harddrive.

Template Three is designed to meet broadcast requirements. This template may only be used for presentations displayed over a satellite transmission.

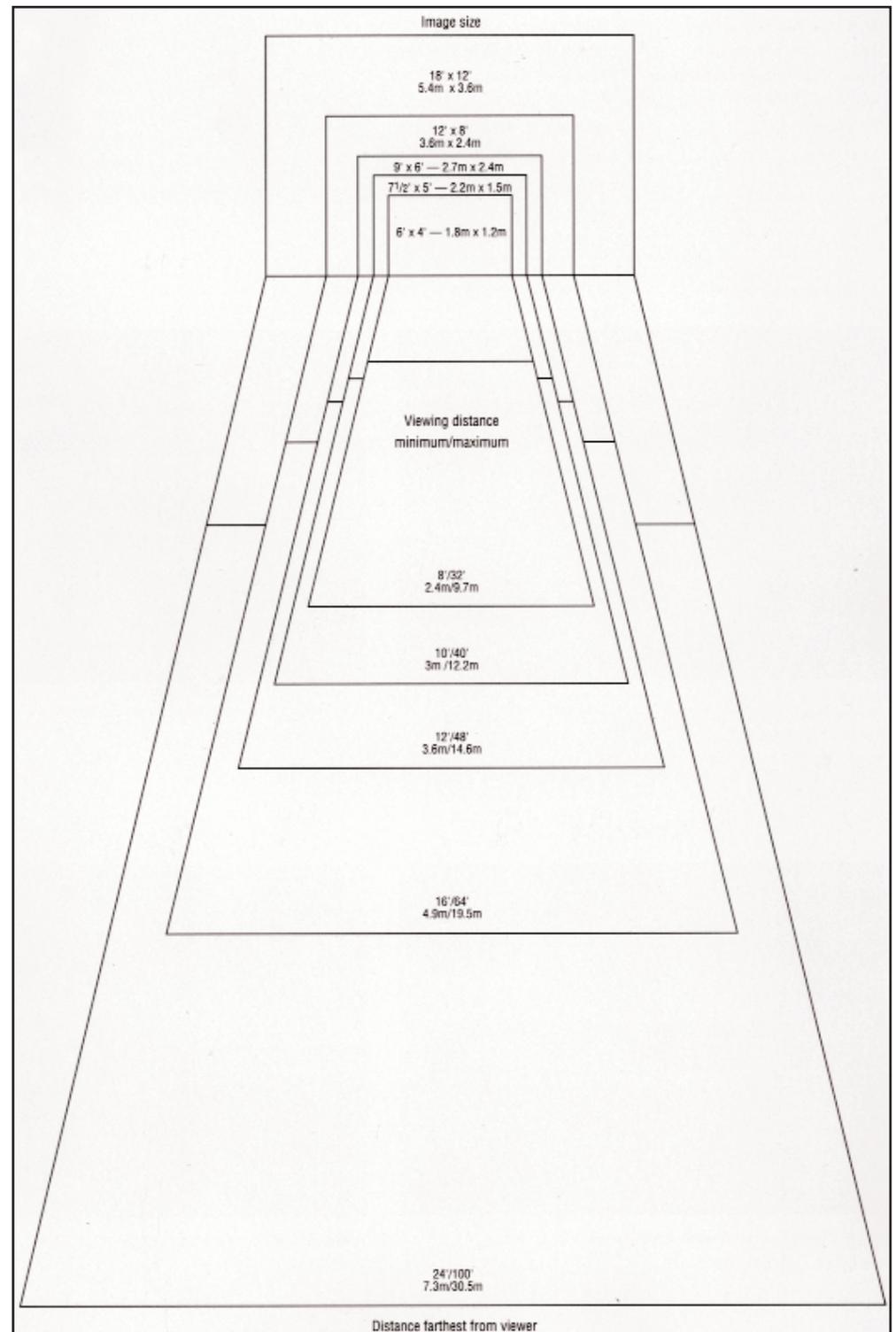
You can find downloadable Template three for satellite transmission on the Honeywell Brand Management Website in the Specialized PowerPoint templates section.

Select "File", then "Save As" and copy to your harddrive. Or right click on link above and select "Save Target As" to copy to your harddrive.

PROJECTION GUIDELINES

Projection Guidelines for PowerPoint presentations

There is a downloadable diagram available that indicates the minimum size of image that should be used to ensure legibility at various viewing distances. For adequate visibility, no viewer's sightline should be at an angle to the screen that exceeds 60 degrees.



BUSINESS CARDS

Honeywell provides business cards to employees who need to provide contact information to business associates outside or inside the company. Since a Honeywell business card identifies an employee's relationship with the company, cards may not be issued to anyone who is not a regular employee of Honeywell.

To ensure consistency, U.S. employees must order business cards through the company's stationery vendor, Standard Register. Business cards may be ordered on the Standard Register Website. Go to the Honeywell Brand Management Website located at www.honeywell.com/brandm to be linked to this vendor. Honeywell employees outside the U.S. should go to the Honeywell Brand Management website for vendor references for your region.

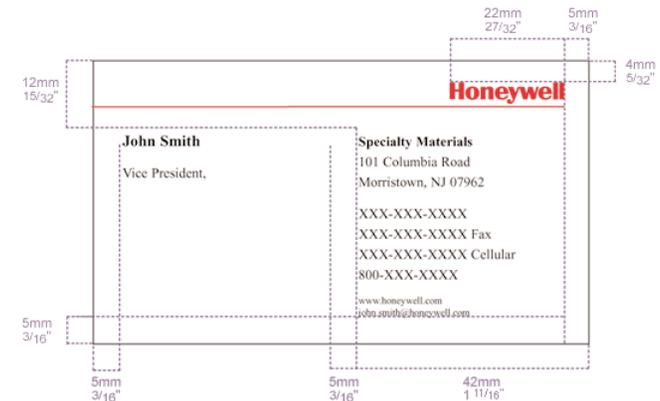
Note: Some U.S. business units purchase business cards and stationery through iBuy. Please check with your local purchasing department for your site's ordering process.

With the exception of the approved Standalone Brands and Endorsed Brands, no other logos or symbols may be reproduced on Honeywell business cards unless expressly required by legal standards (as in the case of ISO symbols). This represents a change from earlier versions of these standards, which allowed certain recognition marks to appear on individual's business cards.

BUSINESS CARD GUIDELINES

Business cards are preprinted with the Honeywell logotype (with red rule). Business cards must include the following information:

- Employee name
- Title
- Strategic business group or unit name
- Street address
- Telephone number



At the employee's discretion and space permitting, the business card may also contain the following information:

- Fax number
- E-mail address
- One Website address
- 1-2 additional phone numbers (e.g., cellular phone, pager, toll-free number)

No other information (e.g., photographs, logos, slogans, professional affiliations, certifications, awards, etc.) is permitted on either side of a Honeywell business card, unless expressly required by legal standards (as in the case of an ISO certification symbol).

BRANDED BUSINESS CARDS

Honeywell employees of the strategic business enterprises that manage Honeywell's Standalone Brands and Endorsed Brands may order modified business cards that also include the approved logo for their brand(s).

Honeywell business cards can be ordered that include one Standalone Brand or Endorsed Brand logo in the lower left-hand corner of the card. If the individual requesting the card represents more than one approved brand, additional brand logos may be reproduced on the back of the card.

On branded business cards, the Honeywell logotype and rule will be reproduced in Honeywell Red and the brand logo and all other type on the card will be reproduced in black. This is a change from earlier standards, which allowed the brand logo to be produced in its standard color under some circumstances.

Approved Business Names

Only the approved names of Honeywell's Strategic Business Groups or Strategic Business Units may be used as part of the return address on a Honeywell business card, with the exception of Specialty Materials employees, who may use their Strategic Business Enterprise name. For U.S. employees, please see the Standard Register Website for approved names. EMEA and Asia-Pacific employees, please go to the Honeywell Brand Management Website to see the list of approved business names.

Employees who want to identify their affiliation with a Strategic Business Enterprise, functional organization, project team, product line, etc., should incorporate that organization name in the three lines

permitted for their title: Mary Smith, accounting manager, Defense Avionics Systems; James Doe, senior engineer, Customer Support.

Languages

Honeywell business cards should be composed in the language in which the employee is most likely to conduct business. Employees whose normal business activities require a business card in two languages should request a business card printed on both sides (with English on one side and another language on the reverse, for example).

Two-Sided Printing

Printing on both sides of the business card increases the cost of producing the card significantly and should be avoided if possible. Exceptions are routinely made for two-language business cards (see above); in cases where one individual works from more than one office location and needs to make multiple addresses, phone numbers and other contact information available to his or her contacts; or where one individual represents multiple Honeywell Standalone Brands or Endorsed Brands.

BUSINESS NAMES FOR BUSINESS CARDS

Alphabetized List of Approved Business Names For Business Cards:

Aerospace Electronic Systems

Aircraft Landing Systems

Asia Pacific

Automation and Control Solutions

Consumer Products Group

Engines, Systems & Services

Environmental and Combustion Controls

Federal Manufacturing & Technologies

Friction Materials

Global Business Services

Honeywell

Honeywell Aerospace

Honeywell Building Solutions

Honeywell Chemicals

Honeywell Electronic Materials

Honeywell Intellectual Properties Inc.

Honeywell Life Safety

Honeywell Nylon

Honeywell Process Solutions

Honeywell Security

Honeywell Technology Solutions Inc.

Honeywell Technology Solutions Lab

Performance Products

Sensing and Control

Specialty Materials

Transportation Systems

Turbo Technologies

Other Symbols

With the exception of the approved Standalone Brands and Endorsed Brands, no other logos or symbols may be reproduced on Honeywell business cards unless expressly required by legal standards (as in the case of ISO symbols). This represents a change from earlier versions of these standards, which allowed certain recognition marks to appear on individual's business cards.

FAXES

Fax Guidelines

The Honeywell fax form/cover sheet is available for download on the Honeywell Brand Management Website.

| Honeywell | | | |
|---|-------------------|------------------------------|---|
| FAX TRANSMISSION – [Click here , type business unit name and save] | | | |
| Honeywell [type address and then save] | | [type address and then save] | |
| Date: | 01/29/04 | To: | [Click here and type name] |
| # of Pages: (including cover) | [type # of pages] | Company: | [Click here and type Company] |
| <input checked="" type="checkbox"/> Urgent | | Fax #: | [Click here and type Fax #] |
| <input checked="" type="checkbox"/> Please Review | | Phone #: | [Click here and type Phone #] |
| <input checked="" type="checkbox"/> Reply ASAP | | From: | [Click here , type name and save] <small>[Click here, type email address and range]</small> |
| | | Fax #: | [Click here , type Fax # and save] |
| | | Phone #: | [Click here , type Phone # and save] <small>[Call if you did not receive all pages, or if document is illegible]</small> |
| MESSAGE: | | | |
| Select this text and delete it or replace it with your own. To save changes to this template for future use, choose <u>S</u> ave <u>A</u> s from the File menu. In the Save <u>A</u> s Type box, choose Document Template. Next time you want to use it, choose <u>N</u> ew from the File menu, and then double-click your template. | | | |
| <small>WARNING: The actual cost in the caption of this facsimile transmission may be a multiple of that of this fax. This message is intended only for use by the individual or entity to which this address and contains privileged or confidential business information the disclosure of which may be a violation of federal or state law. If the reader of this message is not the intended recipient, or the recipient is unable to receive the message, the sender of this message is not responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this message is strictly prohibited. If you have received this message in error, please notify us immediately by telephone, and return the original message to us at the address listed above via U.S. Postal Service. Thank you.</small> | | | |

FORMS

The company's most frequently used pre-printed business forms can be ordered through Standard Register or the administrative department in your organization with Forms Control Responsibility.

If it's necessary to create a unique preprinted or electronic form not available from the sources, design standards consistent with those required for other stationery items should be applied. Depending on their use, newly created forms may need to be reviewed with Legal or Administration departments at your business units.

On preprinted forms, the Honeywell Red logotype (with red rule) should be used whenever possible. Basic design requirements for color and typography outlined in these standards should be followed to the greatest extent possible.

Forms need to be readable, practical and easy-to-use. Reasonable variations from the design standards for other stationery items are allowed, provided the spirit of the standards is followed.

Legislation varies outside the United States. Businesses must comply with all local regulations. For example, some regions require the legal entity's name on all stationery. If you have questions, please contact your Strategic Business Unit's Legal Department.

Forms may be ordered on the Standard Register Website go to the Honeywell Brand Management website to be linked to Standard Register.

PROMOTIONAL ITEMS

Promotional items are used to build and reinforce the Honeywell brand with customers, employees and others, and to build a sense of community and teamwork among Honeywell employees and partners. Common promotional items include such things as pens and pencils, mugs, mouse pads and shirts. The guidelines in this section pertain to these items and any similar items using the Honeywell name or logotype.

Honeywell has selected leading suppliers who have guaranteed competitive pricing and customer satisfaction. These suppliers also have agreed to work with us to track our company-wide spend on promotional items and to identify opportunities for ongoing cost savings.

Beyond cost savings, these suppliers have committed to upholding our brand standards and supplying high-quality items that are worthy of bearing the Honeywell name. Clearly, strengthening and protecting our brand is about more than just using the correct logo and color. It is also about portraying our brand in the best possible light, whether our name is on one of our leading technologies or on a promotional item.

Do one of the following two things when buying promotional items:

- Purchase pre-selected items from a catalog produced by Corporate Express Promotional Marketing, or
- Solicit competitive bids on customized items from both Corporate Express Promotional Marketing and Barker Specialty Company.

The Corporate Express Promotional Marketing catalog includes commonly purchased items ranging from golf balls to shirts to business items that can be shipped immediately. When possible, existing and approved promotional items should be used. You can access this catalog online at <http://honeywell.promocollection.com>.

If the item you're looking for isn't in the Corporate Express Promotional Marketing catalog, you must bid the item between Corporate Express and Barker Specialty. Contact Corporate Express's Special Order Department at 1-800-432-8118. For more information about Barker, visit www.barkerspecialty.com or call 1-877-466-2275. Buyers should not purchase items from other promotional item suppliers.

Rules for use of the Honeywell name, logotype and trademarks apply to promotional items.

Barker Specialty

27 Realty Drive
Caller Box 22
Cheshire, CT 06410
(800) BARKERS (227-5377) Toll Free
(203) 272-2222 International
Fax (203) 272-2727
www.barkerspecialty.com
Email gerry@barkerspecialty.com
Gerry Barker is principal account manager

Corporate Express Promotional Marketing

16348 Westboro Cr.
Chesterfield, MO 63017
Custom Orders: (800) 423-8118 Toll Free
For personal service, call between 7:30 a.m.- 5:30 p.m.(CT) M - F.
Fax 1-800-200-6009
To Order a print Catalog: (800) 972-1331
Email clientservices.honeywell@cepm-us.com
<http://honeywell.promocollection.com/>

For other regions, check the Brand Management Website for contact information.

PROMOTIONAL ITEMS

When developing promotional items:

In all cases, the integrity of the Honeywell name and logo must 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.

Promotional items incorporating the Honeywell logo should be viewed as an opportunity to promote the Honeywell brand, primarily, and products or product families secondarily.

When the Honeywell logotype is used on a promotional item, all rules regarding the Honeywell logotype must be followed.

The freestanding Honeywell logotype should be used in all promotional items.

The logotype should be produced in Honeywell Red, whenever that color is available. If Honeywell Red is not available, then use black.

When possible, promotional items should be designed so that they can be used for multiple events and an extended period of time.

In all cases, the "clear zone" described in the Design Standards section must be maintained. No slogan, business unit or product name, word, phrase, or graphic element may encroach on the clear zone.

Second imprints (in addition to the Honeywell logotype) on promotional items should not compete with the Honeywell logotype for attention in any way. Whenever possible, second imprints should be limited to product or product family names, imprinted simply in black in the Helvetica typeface.

If the Honeywell logotype is used on a promotional item, no other logo, icon or design element should be used.

Exception:

Promotional items that are intended to build a sense of teamwork among employees (team shirts for example) may use a second imprint such as a team name, team mission or an accomplishment, but no icons or logos.

For example:

If a team t-shirt is being developed, it's permissible to imprint the Honeywell logo on the front pocket and a team name or mission on the back. In all cases, the clear zone surrounding the Honeywell logotype must be maintained.

RECRUITMENT

Honeywell's recruitment collateral will follow the same standards as our marketing collateral. This includes advertisements, brochures, exhibit graphics, billboards, direct mail pieces, posters, and web applications. Details of these collateral pieces can be found in the Master Brand section on the Honeywell Brand Management Website.

The layout for the 'Job Role' recruitment collateral features a white background with a grey curved graphic at the bottom. The text is arranged as follows: 'Job Role' in a large font at the top; 'image to go here' in the center; 'Technical Role' in a smaller font below the image; a paragraph of Latin placeholder text; the Honeywell logo at the bottom left; and a small disclaimer at the bottom right.

Primary Headline
Helvetica Roman
54pt

Job Role

image to go here

Technical Role

Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos? Excludat lurgia finis, Est vetus atque probus, centum qui perlicit annos, Ulor permissio, coad- aequae pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione rueritis acceri, reddi in fastos et virtutem aestimat annis miraturque nihil nisi quod Libina. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos? Quid qui deperit minor uno mense vel anno, interquos referendus erit? Veteresne poetas, an quos it prasers et poster respuat aetas.

Iste quidem veteres inter ponetur oneste, qui vel mense brevi vel toto est iunior anno. Ulor permissio, coad- aequae pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione rueritis acceri, reddi in fastos et virtutem aestimat annis miraturque nihil nisi quod Libina. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos?

Ennius et sapines it forlis et alter Homerus, ut critici dipros, leviter curare viditur, quo promissa cadant et somnia Pythagora. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos?

Honeywell

As an Equal Opportunity Employer, we are committed to a diverse workforce. For more information visit our website www.honeywell.com © 2005 Honeywell International Inc. All rights reserved.

Subhead
13/15 pt.

Body Copy
Helvetica Roman
8.25/14 pt.
Word count approx. 130

Control Field
Honeywell logo control field has been adhered to by using "H" as the measure of space.

Call to Action
Helvetica Roman
8.25/9 pt.
Last line of Call to Action must be:
© 20XX Honeywell International Inc.

The layout for 'We are Honeywell' features a white background with a grey curved graphic at the bottom. The text is arranged as follows: 'We are Honeywell' in a large font at the top; 'image to go here' in the center; a paragraph of Latin placeholder text; the Honeywell logo at the bottom left; and a small disclaimer at the bottom right.

We are Honeywell

image to go here

Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos? Excludat lurgia finis, Est vetus atque probus, centum qui perlicit annos, Ulor permissio, coad- aequae pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione rueritis acceri, reddi in fastos et virtutem aestimat annis miraturque nihil nisi quod Libina. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos? Quid qui deperit minor uno mense vel anno, interquos referendus erit? Veteresne poetas, an quos it prasers et poster respuat aetas.

Iste quidem veteres inter ponetur oneste, qui vel mense brevi vel toto est iunior anno. Ulor permissio, coad- aequae pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione rueritis acceri, reddi in fastos et virtutem aestimat annis miraturque nihil nisi quod Libina. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos?

Ennius et sapines it forlis et alter Homerus, ut critici dipros, leviter curare viditur, quo promissa cadant et somnia Pythagora. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos?

Honeywell

As an Equal Opportunity Employer, we are committed to a diverse workforce. For more information visit our website www.honeywell.com © 2005 Honeywell International Inc. All rights reserved.

Primary Headline
Helvetica Roman
54 pt.

Body Copy
Helvetica Roman
8.25/14 pt.
Word count approx. 130

Control Field
Honeywell logo control field has been adhered to by using "H" as the measure of space.

Call to Action
Helvetica Roman
8.25/9 pt.
Last line of Call to Action must be:
© 20XX Honeywell International Inc.

The layout for the 'Job Role' recruitment collateral features a white background with a grey curved graphic at the bottom. The text is arranged as follows: 'Job Role' in a large font at the top; 'Technical Role' in a smaller font below the image; a paragraph of Latin placeholder text; the Honeywell logo at the bottom left; and a small disclaimer at the bottom right.

Job Role

Technical Role

Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos? Excludat lurgia finis, Est vetus atque probus, centum qui perlicit annos, Ulor permissio, coad- aequae pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione rueritis acceri, reddi in fastos et virtutem aestimat annis miraturque nihil nisi quod Libina. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos? Quid qui deperit minor uno mense vel anno, interquos referendus erit? Veteresne poetas, an quos it prasers et poster respuat aetas.

Iste quidem veteres inter ponetur oneste, qui vel mense brevi vel toto est iunior anno. Ulor permissio, coad- aequae pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione rueritis acceri, reddi in fastos et virtutem aestimat annis miraturque nihil nisi quod Libina. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos?

Ennius et sapines it forlis et alter Homerus, ut critici dipros, leviter curare viditur, quo promissa cadant et somnia Pythagora. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos?

Iste quidem veteres inter ponetur oneste, qui vel mense brevi vel toto est iunior anno. Ulor permissio, coad- aequae pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione rueritis acceri, reddi in fastos et virtutem aestimat annis miraturque nihil nisi quod Libina. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos?

Ennius et sapines it forlis et alter Homerus, ut critici dipros, leviter curare viditur, quo promissa cadant et somnia Pythagora. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos?

Excludat lurgia finis, Est vetus atque probus, centum qui perlicit annos, Ulor permissio, coad- aequae pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione rueritis acceri, reddi in fastos et virtutem aestimat annis miraturque nihil nisi quod Libina. Si melior dieu, ut vina, poemata reddidit, scire velim, charis pretium quotus arrogat annus, scriptor abinc annos centum qui didicit, inte perfectos veteresque referri debet an inter villis atque novos?

Inius it sapines it forlis et alter Homerus, ut critici dipros, leviter.

Honeywell

As an Equal Opportunity Employer, we are committed to a diverse workforce. For more information visit our website www.honeywell.com © 2005 Honeywell International Inc. All rights reserved.

Primary Headline
Helvetica Roman
54pt

Subhead
13/15 pt.

Body Copy
Helvetica Roman
8.25/14 pt.
Word count approx. 200

Control Field
Honeywell logo control field has been adhered to by using "H" as the measure of space.

Call to Action
Helvetica Roman
8.25/9 pt.
Last line of Call to Action must be:
© 20XX Honeywell International Inc.

SECURITY

Security Badges

Honeywell employees who are authorized issue security badges for their locations should contact Tom Pye at (973) 455-3270.

SHIPPING AND MAILING

To ensure consistency, standard mailing labels should be ordered from the company's stationery vendor, Standard Register, whenever possible. Mailing labels in several standard sizes are available from the vendor. Labels are preprinted with the Honeywell logotype (with red rule) and customized to your location with the business unit name and return address.

Mailing labels may be ordered on the Standard Register Website.

SIGNAGE

Honeywell signs serve the practical purpose of identifying company locations and directing employees, customers and other visitors around our sites. They also help reinforce the Honeywell name and brand. So it's important that Honeywell signs be both functional and as consistent as possible, location to location.

It's also important to remember that the type, size and appearance of external and internal signage are often subject to government codes, leaseholder contracts, and other rules and agreements that may be in force at a particular location. Care should be taken to understand and comply with any such rules when external signs are installed, upgraded or replaced.

To ensure consistency with Honeywell signage rules, all major sign installations at U.S. facilities must be coordinated through the company's selected sign vendor, Federal Sign. Federal Sign can be contacted by calling 630-887-6981 or 800-231-1417, faxing 630-887-6975.

Honeywell facilities ordering signage are responsible for contacting Federal Sign to request a proposal, which will include recommended external locations, designs, specifications and a price estimate. Locations are responsible for ensuring that signage installations are coordinated with the appropriate authorities.

DIRECTIONAL & REGULATORY SIGNAGE

External directional and regulatory signage should be prepared following the principles of the Signage Design Standards. Signs should be consistent in size and uniform in appearance. In all cases, visibility and readability should be primary considerations.

INTERIOR SIGNAGE

Internal directional signs, room identification signs and other internal signage should be prepared following the principles of these standards. In general, the Honeywell logotype need not be used on signs within buildings that are exclusively Honeywell operations.

LOBBY SIGNAGE

Preferred identification for reception areas is a freestanding logotype of separate letters, individually cast and wall-mounted. The name of the business unit, if displayed, is centered below the logotype. There may be occasions when Honeywell Red is not appropriate to the reception area decor.

PRIMARY SITE IDENTIFICATION

Facility identification (for example, a business unit name) appears below the logotype, reversed to white in a black field which abuts a panel of Honeywell Red. The black field must be the same width as the red panel. Height of the black field is equal to the height of the letter "H" in the Logotype. Type size is such that capital letters occupy the center 40 percent of the black field. Please refer to the Honeywell Brand Management website to primary site identification on a monument base. Preferred primary site identification is the Logotype reversed to white on a panel of Honeywell Red with interior lighting. It may be mounted on a pylon or mounted on a building wall



SIGNAGE DESIGN STANDARDS

While every business location will have different site-specific signage requirements, it's important that all signage adhere to basic signage design principles:

- The Honeywell logotype is used for primary site identification, at reception areas and entrances where appropriate, and on directional signs where Honeywell identification is necessary to avoid confusion.
- Honeywell Red is the primary color associated with the logotype in all signage; when the logotype is not used (in directional signs, for example) Honeywell Red should be used as an accent color.
- We recognize that there may be legitimate reasons (e.g., lease requirements, building décor, etc.) preventing the use of Honeywell Red in signage. In these cases, other Honeywell approved colors should be used whenever possible and good taste should prevail.
- In signage only, a white Honeywell logo (reversed out of a Honeywell Red background at least the size of the control field) may be used.
- Times Bold is the preferred signage typeface; Helvetica Bold is an acceptable alternative.

STATIONERY

The Honeywell stationery system helps the company to reinforce a consistent image among its customers, prospects, shareowners and other stakeholders. To ensure consistency, standard stationery items such as business cards, letterhead and envelopes must be ordered through the company's stationery vendor, Standard Register.

Common stationery items may be ordered on the Standard Register Website.

Note: Some U.S. business units purchase business cards and stationery through iBuy. Please check with your local purchasing department for your site's ordering process.

Legislation varies outside the United States. Businesses must comply with all local regulations. For example, some regions require the legal entity's name on all stationery. If you have questions, please contact your Strategic Business Unit's Legal Department.

STANDARD LETTERHEAD

All correspondence sent outside the company should always be prepared on standard, preprinted Honeywell letterhead. Senior Honeywell managers (generally defined as directors, vice presidents and presidents) may order personalized letterhead if they frequently send letters to external contacts.

There are no computer letter templates for external correspondence. Because computer printers vary considerably in their ability to reproduce the Honeywell logotype and Honeywell Red color at a consistently high level of quality, the use of preprinted letterhead is mandatory for external correspondence.

To ensure consistency, standard letterhead should be ordered from the company's stationery vendor, Standard Register, whenever possible. Letterhead is preprinted with the Honeywell logotype (with red rule) and customized to your location with the business unit name, return address and a common (switchboard) phone number for the facility.

Letters should always be typed in 12-point Times New Roman on standard, preprinted Honeywell letterhead, using the margins and other specifications in the examples.

Regulations vary outside the United States. Businesses must comply with all local regulations. For example, some regions require the legal entity's name on all stationery. If you have questions, please contact your Strategic Business Unit's Legal Department.

BRANDED STATIONERY

Branded Letterhead

Honeywell employees of the strategic business enterprises that manage Honeywell's Standalone Brands and Endorsed Brands may order letterhead that also includes the approved logo for their brand(s).

To ensure consistency, branded letterhead should be ordered from the company's stationery vendor, Standard Register, whenever possible. Letterhead is preprinted with the Honeywell logotype (with red rule) and the appropriate Standalone Brand or Endorsed Brand logo. Letterhead is customized to your location with the business unit name, return address and a common (switchboard) phone number for the facility.

Honeywell letterhead can be ordered that includes one Standalone Brand or Endorsed Brand logo below the Honeywell logo (with red rule) treatment and above the return address, as shown in the example. Single-brand letterhead will use the brand logo in its standard color, with the exception of the Prestone Logo which will be reproduced in black. Multi-brand letterhead, with the brand logos at the bottom of the sheet, may also be ordered (see example), with the brand logos reproduced in black.

Go to the Honeywell Brand Management Website to view approved Standalone and Endorsed Brands.

If Branded envelopes are not available, standard Honeywell envelopes should be used.

Personalized Branded Letterhead

Senior Honeywell managers (generally defined as directors, vice presidents and presidents) who represent business units with approved Standalone Brands or Endorsed Brands may order personalized branded letterhead if they frequently send letters to external contacts.

To ensure consistency, personalized letterhead should be ordered from the company's stationery vendor, Standard Register, whenever possible. Letterhead is preprinted with the Honeywell logotype (with red rule) and customized with the executive's name, title, and contact information.

Go to the Honeywell Brand Management Website to view branded letterhead and personalized branded letterhead examples.

VEHICLES

Vehicle Appearance Standards

The consistent appearance of Honeywell vehicles supports and reinforces the company's brand position and provides a frequent reminder of the company's strong market presence. In essence, vehicles that have a consistent, simple and up-to-date appearance serve as rolling billboards that remind the public of the breadth and depth of Honeywell's product and service offerings.

These guidelines apply to all owned and leased company vehicles that travel on public thoroughfares.

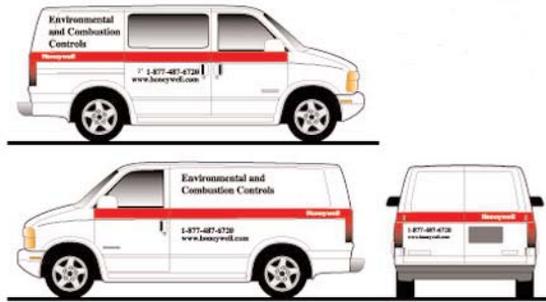
Exceptions

- These revised standards apply to all Honeywell vehicles purchased or leased after April 1, 2004. To minimize transition costs, conversion of existing vehicle fleets is not required.
- Vehicles used exclusively to transport, service and in other ways support Honeywell Standalone or Endorsed branded products or services should adhere to any established standards for those brands.

Honeywell Master Brand Vans

Vans used to transport, service and in other ways support Honeywell Master Brand products and services will adhere to these appearance standards, which are consistent across the company.

- All vans will be painted white and will use the Honeywell logotype in red bar on the left, right and rear panels of the van as shown in the accompanying examples. The logotype will be reversed out of the red bar and must appear in white.
- The logotype within the bar on the sides of the vehicle is always positioned toward the rear of the van. Therefore it is placed at the right or left end of the red bar, depending on which side of the vehicle it is applied.



- The bar is extended as far as necessary to fit the vehicle on which it is used.
- A clear zone (control field) of at least one "H" height from the red bar must be maintained from other lettering, as prescribed in the Basic Elements section of these standards.
- The width of the bar should be proportionate to the size of the vehicle. The size of the logotype within the bar is prescribed in the Basic Elements section of these standards. Decals of the logotype and bar are available in the five-inch, 127 mm width.
- Other lettering on a Honeywell Master Brand is limited to that specifically described in these standards.
- Other than the logotype, all lettering on Honeywell vehicles will be in black, using the Times type family.
- All lettering will be accomplished using decals (rather than by painting the vehicle) to minimize cost and facilitate the transfer of vehicles between business units when required.
- Standard decals are available for U.S.-based operations through Corporate Fleet Management by contacting honeywell@ge.com
- The name of the appropriate Honeywell Strategic Business Group or Strategic Business Unit will appear on the left and right panels of all vans, as shown in the accompanying examples. Only approved names may be used:
- All vans will display the Honeywell top-level website address (www.honeywell.com) on the left, right and rear panels as shown in the accompanying examples.
- All vans will display a telephone number that a potential customer or other interested party can use to contact the appropriate SBG, as shown in the accompanying examples.
- No other typography, logos, bumper stickers, etc., may be applied to Honeywell Master Brand vans.

For Fleet Policies and updated forms, visit the Fleet Website at <http://my.honeywell.com/fleet/index.jsp>

WEB DESIGN STANDARDS

The Internet and our internal Intranet have become increasingly important ways for Honeywell to connect with current and prospective customers, employees, job seekers, investors, community members, and others interested in learning about our company, its capabilities, and its products and services.

Honeywell's Web Design Standards were developed to ensure that the company has a consistent - and consistently positive - web presence, internally and externally. These standards support the company's modified Master Brand strategy.

The standards require that all Honeywell websites (internal and external) adopt a common and consistent look and feel. All Honeywell sites will also use common and intuitive web navigation tools that will make it easier for visitors to locate information about Honeywell and its operations.

These standards apply to all business units, product lines, operations and locations that are included in the Honeywell Master Brand.

When new websites are developed, they must be developed in accordance with these standards, using the appropriate templates provided.

- All existing Honeywell websites must be modified to adhere to these standards.
- As part of the modification process, Honeywell webmasters and website "owners" should evaluate the necessity, value and accuracy of all existing web pages within Honeywell's global network.
- Pages that are no longer useful should be deleted; pages with inaccurate or outdated information should be updated.

If you have questions about Honeywell's Web Design Standards e-mail the Corporate Web Council.

URL GUIDELINES

Strategy and Objectives

Honeywell's URL site strategy includes the following objectives:

- Provides a framework for making strategic decisions on the Honeywell website and other Honeywell domain names worldwide
- Supports Honeywell as the Master Brand
- Introduces a consistent approach for domain name formats to improve site usability, and therefore, improve the overall customer experience
- Supports hosting convergence strategies, thereby reducing the costs and resources needed to support a wide range of domain names and URL structures

Summary

Best practices and usability research shows that URLs help users navigate the website when they reflect the overall site information architecture. Standard URL syntax and vanity URL redirects that support the Honeywell Master Brand architecture, as well as Honeywell site's information architecture, are recommended as follows:

Standard Syntax

Standard URL syntax would follow a directory-style URL format consistent with the Master Brand architecture.

www.honeywell.com/SBG/category (substitute appropriate country code for local URLs) where "category" refers to one of the following marketing or brand-approved types of categories:

- General content categories or destinations (e.g., Your Home or Investor Relations)
- SBE
- Product/service categories if not already defined by SBE (e.g., Analytical Instruments with ACP-IM&C)
- Sub-brands (e.g., Honeywell Hometronic)
- Online services (e.g., Product Training)
- Solutions (e.g., Car Care Solutions, Field Instrument Solutions)

Each approved category would be reserved for company-wide or SBG-wide use based on whether the category would apply beyond the SBG.

Vanity URL Redirect Syntax

In addition to this standard URL format, redirects would be available for customers to quickly go to specific sub-brand or content areas, primarily as a result of viewing or linking to a URL via marketing communications. These vanity URLs redirects would use the following syntax:

www.honeywell.come/vanityname (substitute appropriate country code for local URLs)

Governance and Transition

Because categories and vanity URLs will need to be approved and managed across SBGs/SBEs, the Unified Web Strategy (UWS) Council has been established as the committee to oversee the corporate URL strategy. For more information, please contact the Corporate Web Council at **www.webcouncil@honeywell.com**.

CONTACTS

We hope you find these guidelines informative and easy to use. If you have questions that are not answered here, email us at **Corporate Communications** or contact one of the communications leads at the appropriate Honeywell business group.

EXTERNAL CONTACTS

Business Cards, Stationery and Forms

(for U.S. employees)

Standard Register

<https://www.bsp-press.com/honeywell>

user name - honeywell

password - govaps

(both in lower case)

Suggested vendors for non-U.S. employees

Business Cards, Stationery and Forms

(for EMEA employees)

Please contact your site's purchasing department.

Business Cards, Stationery and Forms

(for Australia and New Zealand employees)

Contact Ruth Bray of GBC

02 9353 7323

ruth.bray@honeywell.com

Business Cards, Stationery and Forms

(for Asia Pacific employees)

Please contact your site's purchasing department.

Business Facility Signage

(for U.S. facilities)

Federal Sign

630-887-6981 or 800-231-1417

Fax 630-887-6975

sstankus@fedsign.com

Business Flags

Barker Specialty

27 Realty Drive

Caller Box 22

Cheshire, CT 06410

(800) BARKERS (227-5377) Toll Free

(203) 272-2222 International

Fax (203) 272-2727

www.barkerspecialty.com

Email gerry@barkerspecialty.com

Gerry Barker is principal account manager

CONTACTS-TRADEMARKS & SERVICE MARKS

If you have specific questions about trademarks or service marks, contact David A. Cohen, Corporate Trademark Counsel, at (973) 455-5686, Email: david.cohen2@honeywell.com or visit <http://my.honeywell.com/law/ip/> .

CONTACTS-WEB STRATEGY

If you have specific questions about Honeywell's Unified Web Strategy, including the new web templates, please email the **Corporate Web Council**.