



Honeywell Silent Knight Brand Guidelines

Color Palette

Logo colors are specified in the Honeywell color palette.

The logo may only appear in **Honeywell Red, White, Black, or Gray.**

No other colors are acceptable, even if they are present in our color palette.

Honeywell Red Print/Digital PMS 1795 C 9 M 100 Y 93 K 0	Honeywell White Print/Digital PMS N/A C 0 M 0 Y 0 K 0	Black Print/Digital PMS N/A C 0 M 0 Y 0 K 100		
Honeywell Gray 10 Print/Digital PMS Cool Gray 2C C 0 M 0 Y 0 K 11.5	Honeywell Gray 20 Print/Digital PMS Cool Gray 3C C 0 M 0 Y 0 K 18.5	Honeywell Gray 25 Print/Digital PMS N/A C 0 M 0 Y 0 K 25	Honeywell Gray 30 Print/Digital PMS Cool Gray 5C C 0 M 0 Y 0 K 34	
Honeywell Gray 40 Print/Digital PMS Cool Gray 7C C 0 M 0 Y 0 K 47	Honeywell Gray 50 Print/Digital PMS Cool Gray 8C C 0 M 0 Y 0 K 56	Honeywell Gray 60 Print/Digital PMS Cool Gray 9C C 0 M 0 Y 0 K 65	Honeywell Gray 70 Print/Digital PMS Cool Gray 10C C 0 M 0 Y 0 K 72	

Logo Usage and Placement

For our branding to remain consistent, the Honeywell Silent Knight logo should be used as provided and should be clearly visible.

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



1.39 inches

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



Logo Clear Zone

Dos and Don'ts



Do

Place logo on a neutral background – white, black, gray, or red are preferred colors. Be mindful of darker colors and use the appropriate logo for darker backgrounds. The Knight head should appear in white on dark backgrounds.



Do Not

Place logo over busy patterns.



Do

Use Honeywell logos in approved colors. **Honeywell Red** is either PMS 1795 or broken down into CMYK colors:
C 9 M 100 Y 93 K 0



Do Not

Change the color of the Honeywell logos to those not already approved.

Do Not

Alter, stretch, distort, rework, or otherwise change the logo's appearance.

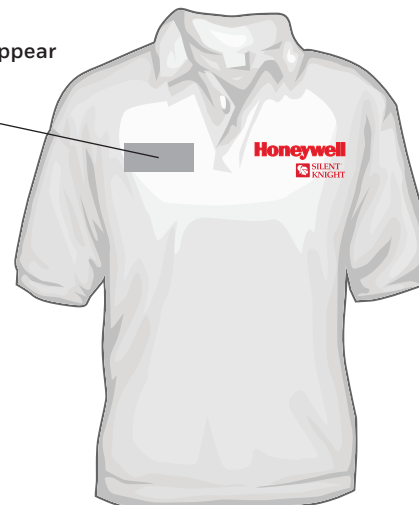
Shirts

Embroidered shirts are a popular way to display brand loyalty and co-branding relationships. With Honeywell logos, the preferred colors for shirts are red, black, white or gray. It is important that the Honeywell logos remain in their sanctioned colors when applying to shirts.

Note:

Additional information on Brand Guidelines can be found on the Honeywell Design Language System Portal.
<https://www.honeywell.com/brand>

Dealer logo may appear on right chest no larger than the Honeywell Silent Knight logo



For More Information

www.silentknight.com

Honeywell Silent Knight

12 Clintonville Road
Northford, CT 06472
203.484.7161
www.honeywell.com

01 | 08/17
© 2017 Honeywell International Inc.

