



Resideo Brand Use Guidelines

We appreciate your interest in Resideo and your efforts to represent our brands accurately. To ensure consistency and integrity in how the brands are presented in media (online, social, print or broadcast), follow these guidelines when using our logos, imagery and other brand assets. By downloading or using any Resideo, Honeywell Home, First Alert® or other brand assets, you agree to comply with these rules and any applicable terms related to your use.

For additional support—brand assets, mockups, permissions—reach out to brand@resideo.com.

1. General Principles

- **Media Access Granted:** These assets are for media reporting on Resideo, Honeywell Home, First Alert® or other brands in editorial content, news articles or academic publications—with proper attribution.
- **Any Other Permission Required:** Outside of standard media reporting, all use of brand logos or imagery requires written permission from brand@resideo.com, including any commercial, co-branded or promotional use.
- **Brand Integrity:** Our Brand Assets must always be used accurately, respectfully and without alteration.

2. Permitted Trademarks & Legal Usage

- **Ownership:** Resideo retains ownership of all Brand Assets on our media resources page.
- **Marking:** Use ® or TM symbols with trademarks as indicated.
- **Honeywell Home:** The Honeywell Home trademark is used under a long-term license from Honeywell Internal Inc., and requires adherence to proper brand usage guidelines.

3. Logo Usage Guidelines

- **Logo Integrity:** Maintain original design of logo as provided; do not alter, stretch, crop or re-color any logos.
- **Clear Space**
 - Adhere to the required clear space around our logos. No violators, such as promotional graphics, should compete with our brand logos.
 - Examples available on our [Logo Quick Guide](#).



- **Backgrounds:** It is preferred that our logos are placed on a solid background to maintain logo visibility and integrity. In limited instances, logos may be placed on an image in which the logo is unobstructed and visually appears to be the primary focus. Logos should not be placed over images of people, visually busy environments or scenes, or patterns.
- **Image size and resolution:** Logos should be displayed clearly and with a high resolution.

4. Prohibited Uses

Do not:

- Alter trademarks. Trademarks must be used exactly as provided—no abbreviations, pluralization or incorporation into other terms.
- Use Resideo, Honeywell Home, First Alert® or other branding more prominently than your own, or in ways that imply endorsement, affiliation, sponsorship or partnership.
- Include assets on merchandise, swag, promotional products, packaging or commercial materials without prior approval.
- Use Brand Assets in defamatory, misleading, unlawful or harmful contexts.

Additional instances in which Prior Approval is Required:

- Internal communications referencing Resideo, Honeywell Home, First Alert® or other that aren't publicly distributed.
- Educational materials or case studies, so long as usage is fair, accurate, and appropriately credited.