



### 3. Universal Graphic Standards IRWIN Logos

#### A. IRWIN Logos

The primary IRWIN logo, or sub-branded logo, is to be used in all product marketing communications including:

- Packaging
- Merchandising/POP
- Product-specific literature – brochures, flyers, sales and trade show materials

The official company logo is IRWIN® Tools. The preferred orientation is vertically stacked. The horizontal orientation should be used only in cases where surface height constraints would render the stacked version very small, compromising the branding impact. This will be the primary logo for internal and external company business communications.

#### Preferred Primary Brand Logo Usage 2 Colors – IRWIN Blue and IRWIN Yellow



**Note:** Where two-color application is not available, the IRWIN logos shown below are acceptable.



**Note:** The minimum height is .25" (6.35 mm).



#### Optional Company Logo Usage – Horizontal 2 Colors – IRWIN Blue and IRWIN Yellow

