

### 3. Universal Graphic Standards IRWIN Logos

#### Acceptable Company Logo Usage



1 Color - IRWIN Blue



1 Color - 100% K (Black)

**Note:** Although not preferred, a white logo can be used on a black background.



**Note:** The word "tools" in the IRWIN® Tools company logo may be translated into other languages to clearly communicate to the regional target audience. Submit translation requests to the Marketing Communications Department for design execution.

#### Advertising Campaign Logo Usage

4 Color Process Build



#### Use the company logo for the following:

- Business-to-business communications
- Divisional communications
- Meeting or trade show signage
- Premiums and apparel
- Price lists
- Vehicles
- Packaging closure (back)
- When products are not nearby, to identify the IRWIN brand

**Note:** This is a general list of company communications; it is not all-inclusive. Please work with the Marketing Communications Department to ensure logo usage is applied according to these standards.

**DO NOT use the company logo for a product category that does not have a sub-brand (i.e. Utility Knives & Blades).**

#### Advertising Campaign Logo

The IRWIN Tools, Reach For Greatness logo is to be used specifically for campaign communications. This must be used with approval of the Marcomm Director on a case-by-case basis. It must always be translated for applications other than English.

#### Maximum Logo Size

There is no maximum size limitation set for the IRWIN Tools logo, IRWIN primary logo or IRWIN and its respective sub-brand logos.

#### Minimum Logo Size

The minimum size for the IRWIN Tools logo, IRWIN primary logo or IRWIN and its respective sub-brand logos is .25" (6.35 mm) in height. Use of smaller sized logos is not recommended due to poor legibility and the impairment of the integrity of the logos. However, the use of a graphic designer's best judgment is highly recommended.