

Global Sub-brands



Alternate sub-brand logo when logo spans both blue and yellow fields  
2 Colors - IRWIN Blue and IRWIN Yellow



B. Sub-brand Logos

The company is positioning IRWIN as the primary brand for its user-preferred "super seven" product brands: VISE-GRIP®, MARATHON®, QUICK-GRIP®, SPEEDBOR®, STRAIT-LINE®, Unibit® and HANSON®. Each independent product sub-brand will retain its category-leading name, while sharing the common IRWIN identity and endorsement. The brand portfolio also includes products marketed exclusively under the IRWIN name.

Therefore, in most cases the IRWIN logo will be combined with one of the proprietary product brand names in order to maximize brand relevance with our target audience.

Sub-brand logos follow the same set of positioning and IRWIN "I" space guidelines as the IRWIN company and primary brand logos. In logotypes utilizing lowercase letters, the "l" width should be measured from the baseline, not from the descender.

Sub-brand Color Usage

Preferred Sub-brand Logo Usage  
2 Colors - IRWIN Blue, IRWIN Yellow

Acceptable Sub-brand Logo Usage  
1 Color - IRWIN Blue, 100% Black or white on a black ground.

◇ = Regional Sub-brands