

3. Universal Graphic Standards Product Family Identification

C. Product Family Identification

Category or Product Attribute Logotypes

Category or product attribute names are not sub-brands, but are part of the product range architecture. As a logotype, they become a visual indicator. The width of these logotypes should be no larger than 3/4 of the IRWIN logo, or no wider than the second “I” on the IRWIN logo. They must be smaller than the sub-brand logo.

Note: Different fonts are permitted to be used for stylized logotypes such as a product name (4Point, Mach6, etc.) or a family logotype. All new additions to category, program or family logos must be approved by Marketing Communications & VP of Global Marketing in concepting phase.

US Category/Program/Family Logo Size Relationships



EU Category/Program/Family Logo Examples

GRANITE

SPEED
PLUS
HAMMER™

SPEED
MAX
HAMMER™

US WeldTec Icons



Auger Execution



Circular Saw Blade Execution