

3. Universal Graphic Standards Iconography

Icons – Product Benefit/Performance Claims

The most important thing for the user to know about this product should be communicated in the style we have established, in close proximity to the product. When a numerical value is assigned to a feature, such as 3X, the claim must be quantified on the front of the package with an asterisk and corresponding copy (i.e. "vs. traditional tooth saws").

The supporting copy should be set to the right, as shown, whenever possible. It is incorporated into a 45° angled box with a brushed metal background and IRWIN Yellow 1pt. border, unless graphic is set on a yellow background, in which case the border should be white.

When a secondary supporting box is needed, it should be placed below it and follow the same angle, with a dark blue brushed metal background instead of silver. When needed, a drop shadow can be added to the X-Factor graphic lock-up.

Numeric Claims

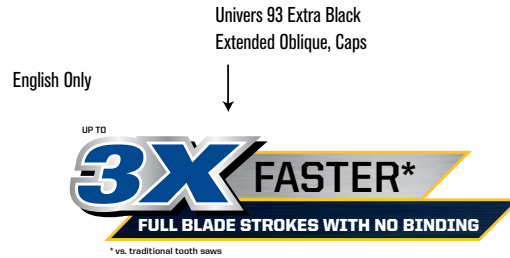
The primary color of the X-Factor text should be IRWIN Blue.

Supporting Text

Supporting text may be black, white, or white with a black outline at the designer's discretion.

Note: This page illustrates the full graphic range of the X-Factor product claim. There is flexibility to combine different elements based on particular packaging constraints, but the X Factor 'style' should be used consistently across a product family.

Italic text may be used in the numeric or primary headline, if showing speed is desired.



Bilingual English-dominant



Bilingual Equal-prominence



Trilingual



Stacked (Alternative Version)

