

### 3. Universal Graphic Standards Photography

#### H. Photography

##### In-Use Product Photography

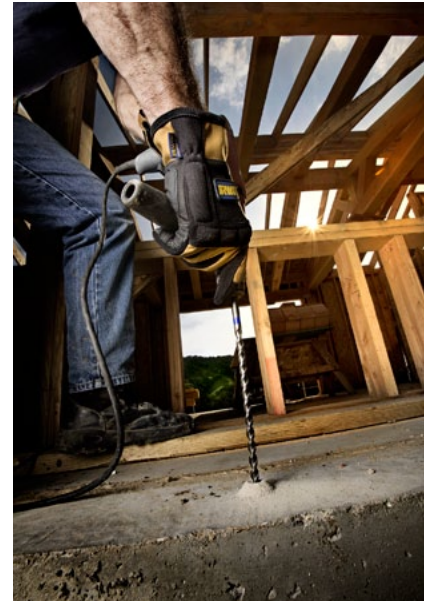
Action photography should showcase that our tools work as hard as the people who use them. Treat the tradesman as a hero using realistic backgrounds that set the tone of professionalism and quality workmanship. Tools, clothing and accessories such as bags, belts, and safety equipment should appear used and "broken-in", and reflect the everyday appearances of the tradesman at work. The art director should incorporate the brand colors, such as blue shirts, khaki or beige pants, natural woods, color of equipment, etc. However, IRWIN-branded clothing should be avoided. Tool boxes and belts should contain several IRWIN products, but not exclusively. When other products are included, all logos and identifying graphics must be retouched out of the photo, and colored handles should be converted to grayscale to appear generic. In addition, logos, graphics and warnings must be removed in post-production from all clothing, equipment, etc.

##### Environment Photography

Environment photography should portray the contributions professional tradesman make to society. The setting should illustrate hard work with dynamic backgrounds. Shoot from a slightly lower angle to capture the tradesman somewhat larger than life, without becoming over-powering or intimidating. When possible, use actual tradesmen as models, chosen to reflect the ethnographics and demographics of your specific region, and mimic the way they typically move through the day (taking safety measures into account). Capture the expression on his face, without having him look directly at the camera.



Environment Photography



Product In-Use Image



Example of Brand Color Incorporation