

## 7. Collateral Template

### Masthead

#### IRWIN with Sub-Brand

The masthead consists of the standard blue gradient with an IRWIN yellow rule inset 1/16" from the edge. An IRWIN yellow panel containing the sub-brand logo in black sits underneath. The yellow panel ends at an "I" width from the baseline of the sub-brand logo. The IRWIN yellow panel should have a black drop shadow. Apply these settings to the shadow: Multiply, Opacity 75%, 135°, X-0.03" Y-0.03", Distance-0.05".

#### IRWIN with no Sub-Brand

The IRWIN-only masthead consists of the standard blue gradient with an IRWIN yellow rule inset 1/16" from the edge. The blue gradient panel should have a black drop shadow. Apply these settings to the shadow: Multiply, Opacity 75%, 135°, X-0.03" Y-0.03", Distance - 0.05".

#### Title

The brochure or section title appears in the lower area of the masthead. It should be right-justified, set at 1/4" from the right edge and 1/8" from the yellow rule below it. The preferred type size is 24pt.

#### Footer

The footer should always be 0.5" high at its tallest point. It consists of the standard blue gradient with an IRWIN yellow rule inset 1/16" from the edge. The URL or Customer Service number appear on the left, 1/4" from the edge of the live area and centered vertically. Only the URL may appear on the front cover. On interior pages, the URL and Customer Service number should alternate pages. For sell sheets, the URL appears on the front page, and the Customer Service number on the back. A 1/8" tall IRWIN yellow box sits at the bottom of the footer and bleeds off the sides and bottom.

Masthead with Sub-brand



Berthold Akzidenz  
Grotesk Bold  
Condensed,  
white,  
title case

Berthold Akzidenz Grotesk Bold Condensed, IRWIN yellow,  
lowercase

1/8"

Masthead - IRWIN only

