

## Graphic Elements

### Topic Headers

**IRWIN  
DEMAND TEAM**

To support the IRWIN VISE-GRIP GrooveLock launch, the IRWIN Demand Team has multiple “feet on the street” who will target key distributor partners and high volume end users in the MRO trade.

- Highly-focused sales calls
- Distributor ride-a-longs
- Product demonstrations
- Product trade-outs
- Key distributor events.

Viper Irwin white, uppercase

### Product Specification Grid Example

All grid text is set in Berthold Akzidenz Grotesk.

ExtraBold Condensed

Description	Blade Length	Blade Thickness	Tooth Count	Item #
Universal Handsaw	15" (381 mm)	.85 mm	11 pt.	1773465
	20" (508 mm)	.85 mm	11 pt.	1773466
ProTouch Coarse Cut Saw	15" (381 mm)	1 mm	9 pt.	2011201
	20" (508 mm)	1 mm	9 pt.	2011204
	24" (609 mm)	1 mm	9 pt.	2011203
ProTouch Fine Cut Saw	15" (381 mm)	1 mm	12 pt.	2011200
	24" (609 mm)	1 mm	12 pt.	2011202
Standard Coarse Cut Saw	15" (381 mm)	1 mm	9 pt.	2011102
	20" (508 mm)	1 mm	9 pt.	2011104

Bold Condensed title case, left justified

Condensed title case, left justified

## B. Graphic Elements

### Topic Headers

Topic headers consist of the standard blue gradient with a step down on the top and bottom as shown. An IRWIN yellow rule runs along both the top and bottom, inset 1/16" from the edge. They may be used on the right or left side of the page, but must bleed off the edge. Text must be left justified and should be set to fit between the top and bottom step-downs whenever possible. Apply these settings to the drop shadow below the blue bar: Multiply, Opacity 75%, 135°, X-0.03" Y-0.03", Distance-0.05".

### Column Headings

Column headings should be inside a blue box. If a column descriptor needs to be two lines, all descriptors should be bottom-aligned.

### Grid Title

The grid title should always be an IRWIN blue block with yellow text.

### Product List

The entire grid should be in a white box (with the exception of column headings). SKU lists should be on an alternating pattern of gray (20% Black) and white block backgrounds. The first line block of the grid should be white. Blocks should be evenly spaced.