A. Print Advertising

IRWIN print advertising will use a consistent template for all IRWIN branded communications. Print advertising consistency will maximize impressions and aid in brand recognition.

The blue header should be 0.5 tall at the bottom of the step-down. The position of the step-down may move left or right to achieve spatial balance with the photo below it. It should not cut off vital parts of the image. Use the standard header and footer graphics for the blue bar with yellow rule to ensure consistent application of the gradient. The header and footer both utilize a drop shadow set at 80% Black with a gaussian blur applied at 3.0%. The shadow should be spaced evenly from the blue bar at all points.

The photograph chosen should elevate the role of the tradesman and incorporate the in-use photography standards. For composition, please be cognizant of angles and perspective lines, placing the image within the frame in a way that compliments the angles of the step-downs whenever possible. The headline should be incorporated into the primary image. Utilize drop shadows tinted to match the coloration of the photo below the text and, when necessary, place a gradient overlay in the image itself to help the typography stand out clearly.

A static image of the featured tool is incorporated into the image just above the step-down of the bottom header. The product may be rotated to achieve the ideal fit within the layout. Drop shadows, tinted to match the coloration of the image below and set to Multiply, should be used to bring attention and focus to the product. The size should not exceed 30% of the total height of the live area.

The bottom section of the ad template is the "blue brand bar." Copy for the ad shall be placed in this section, along with the placement of the IRWIN brand and/or sub-brand. The URL should be placed beneath the copy and justified to the right, set in Akzidenz Condensed Bold, IRWIN yellow. Placement of the bottom step-down should remain consistent, and can be adjusted slightly to accommodate for the static product image above it.

Print Ad Template

Header

Image & Headline

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WeldTec™ Ship Auger Bit: Powers Through Nails

Nails are no match for the new IRWIN® SPEEDBOR® with WeldTec™ Ship Auger Bit. It has a hard, welded cutting edge that drills through nail-embedded wood with ease. With twice the nail cutting life than any other ship auger bit around, these bits last and last and last – even in the toughest of materials. When you need tools that help you do the job the way it was meant to be done, IRWIN Tools deliver.

* Compared to standard IRWIN ship augers

Blue Brand Bar

www.irwin.com

IRWIN® SPEEDBOR®

Primary Brand

Sub Brand

Body Copy

URL