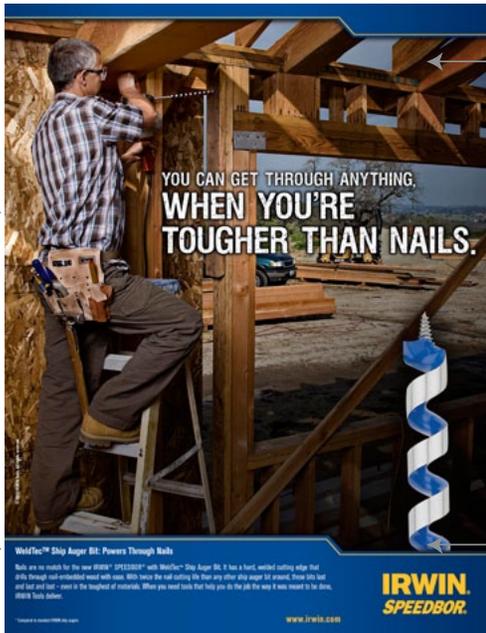


## 8. IRWIN Brand Building and Activation Print Advertising

Drop shadows behind text use natural tints found in the photo underneath, and a gradient overlay has been added to the image to help the text stand out.



Example of ways to incorporate angles and layout of photo within the header and footer

Primary product claim

Product-specific and sub-brand logo

The total height of the footer may be adjusted to accommodate the length of the body copy. Please maintain 1/4" of negative space between the copy and yellow rule, and allow dead space at the gutter and bottom crop according to individual publisher's specifications.

The copy should be placed in a text box with the right side angled to allow an even rag along the step down. It should be Akzidenz Grotesk Regular, set in white, at no larger than 11 pt.

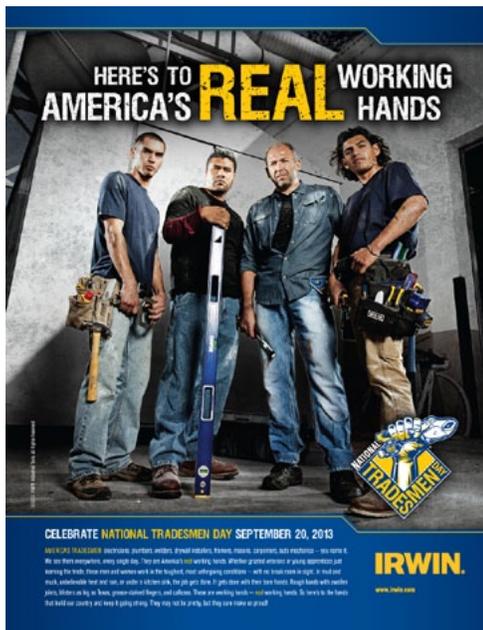
The copyright should be set in white Akzidenz Grotesk Roman, at a 90° angle reading up. For ads utilizing a static product photo, it should always be placed on the right side of the image, at the edge of the live area.

### Product-Specific Advertising

For product-specific advertising, the primary product claim should be incorporated into the body copy heading.

### National Tradesman Day Advertising

National Tradesmen Day advertising is consistent with the ad template for product advertising, but should always feature an image of tradesmen as heroes, with a powerful headline that celebrates everything tradesmen contribute to our society. "Here's to America's REAL Working Hands" is the primary headline. In instances where the ad will be seen outside of the United States, headline should read: "Here's to Our Country's REAL Working Hands." A variety of images are available for use, but generally a group shot is preferred. The National Tradesmen Day logo should always be visible. The generic subhead is: "Celebrate National Tradesmen Day | September 20, 2013," however, other subheads are appropriate if there is a particular call-to-action (for instance, an invitation to an event). In that case, "Celebrate National Tradesmen Day | September 20, 2013" should serve as a "closer" at the end of the running copy. The actual date of NTD should be clearly visible. Approved running copy can be found in the NTD communications platform. Preferred website address in bottom, right-hand corner is [www.nationaltradesmenday.com](http://www.nationaltradesmenday.com).



National Tradesmen Day Advertising