



National Tradesman Day logo on blue background -
Bilingual (preferred)



National Tradesman Day logo on white background -
Bilingual (preferred)



IRWIN Tools Night Race logo

E. Brand Activation

National Tradesmen Day Logo

- The National Tradesmen Day logo shows an uplifted hand—an image of strength and confidence—clenching a pair of VISE-GRIP locking pliers, a universal symbol of hard work and productivity. This image conveys power, and is a ‘quick-read’ for the role of tradesmen in our lives.
- The logos on this page are the preferred logos. The primary logo is bilingual (English/Spanish), and is acceptable on a blue or white background. An English-only version is available, but should only be used in appropriate instances. Bilingual versions also exist with English/French, as well as with Spanish/English, with Spanish as the primary language. No other versions of this logo area acceptable.
- IRWIN Blue, IRWIN Yellow, and White.

IRWIN Tools Night Race Logo

- The logo on this page is the only approved IRWIN Tools Night Race logo. No other versions of this logo are acceptable.
- IRWIN Blue and IRWIN Yellow.

Logo Sizing

- There is no maximum size limitation set for this logo.
- The minimum size for the logos is .5" (12.7 mm) in height. Use of a smaller-sized logo is not recommended due to poor legibility and the impairment of the integrity of the logo once in print.

Improper Usage

- The logo should not be altered in any way in regard to proportions, color, typography, etc.
- This includes any effects applied such as drop-shadows, glows, beveling, textures, etc. within the design. The application of the logo as an artistic background is acceptable, as long as it does not affect the overall IRWIN brand or its integrity.
- The logo should always include the registered trademark symbol in the approved position and color. It is only acceptable to remove the ® mark when there are extreme space constraints.