

## 8. IRWIN Brand Building and Activation Brand Activation

### Premiums and Apparel Items

Premiums and apparel items are a great way to get our brand name into the market. Marketing Communications, using the logo standards and PMS guidelines for IRWIN Blue and IRWIN Yellow, has approved select premium items that are acceptable for communicating and representing the brand. To ensure the proper use and integrity of the IRWIN brand, all premium items will be purchased or requested via the <http://www.quikey-c.com/irwin/>, accessible via the IRWIN intranet site. If a particular premium is not available, it may be requested via the intranet site, where it will be designed and approved by Marketing Communications. All premiums developed or ordered outside of the approved site must be approved by the Director of Marketing Communications **PRIOR** to ordering. All questions or issues related to premiums should be directed to the Marketing Communications Department. The IRWIN Tools logo will be the preferred logo for all premiums and apparel. The IRWIN Tools Night Race logo should be limited to premiums and apparel that would be worn or given away during at-track race events.

### Approved Thread Colors:

Yellow - Goldenrod #775

Blue - Pacific Blue #477

### Ordering Website and URL

<http://newellco.corpmerchandise.com>

