



## 8 IRWIN Brand Building and Activation Brand Activation

### Vehicles and Trailers

IRWIN Tools vehicles and trailers are mobile branding opportunities used by our sales teams. They generate a tremendous amount of awareness for our brand and our sub-brands; therefore, every effort should be made to achieve design consistency in terms of application of our logo and brand standards.

### Paint Color Specs

Color Code: CMS4484D Glasurite (Blue)

