

3. Universal Graphic Standards IRWIN Logos

Logo Sizing and Spacing Guidelines

The consistent use of “non-intrude” space around the logos is required to create a strong presence. Sufficient “non-intrude” spacing creates a visual frame, freeing the logo from competing with other graphic elements and typography.

The minimum required “non-intrude” space is equal to one “I” width around all sides of the IRWIN logos.

The use of 1-½ of an “I” space is required after the “N” in IRWIN. This allows for a visually balanced non-intrude space, that includes the ®.

All logo enlargements or reductions must be scaled proportionally.

Note: Violating the non-intrude space is strictly prohibited.

Improper Logo Usage

The IRWIN Tools company logo and all brand logos should not be altered in any way, in regard to proportions, color, typography, etc.

This includes any effects applied to the brand such as drop-shadows, glows, beveling, textures, etc., within the design.

The brand 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.

Note: For any promotional material produced by customers and/or by distributors that contain logos or sub-brand logos, be sure to submit them to your MarComm team for usage approval before publishing.



■ = one IRWIN “I” width
■ = 1/2 of one IRWIN “I” width



Do Not use brand color combinations other than those specified in this guide.



Do Not skew IRWIN Tools brands.



Do Not elongate or stretch any IRWIN brand.



Do Not deviate from approved brand colors.



Do Not apply any effects to the brand, such as drop-shadows, glows, beveling, textures, etc.