

3. Universal Graphic Standards IRWIN Color Palette

E. IRWIN Color Palette

Primary Brand Colors

One of the core equities of the IRWIN brand is our use of the combination of blue and yellow in our marketing communications. While these colors are used individually by some of our competitors, IRWIN owns the blue/yellow combination in the hand tools and accessories industry. It is critically important that specifications of "IRWIN Blue" and "IRWIN Yellow" are followed and maintained across all marketing elements to achieve consistency in our brand communication.

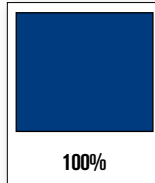
These colors have evolved slightly to become IRWIN Blue and IRWIN Yellow. The primary reasons for this shift are compatibility with fade-resistant pigments in ink formulating and inherent differences between Pantone[®] reference books. The IRWIN Global Color Standards reference is distributed to all suppliers of packaging, merchandising and collateral material. Tolerances are established for high and low density values of each spot color to ensure consistency in every process.

Secondary Brand Colors

The use of red is allowed on packaging and merchandising to call attention to a promotional message.

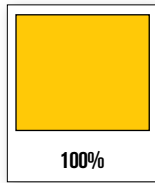
Primary Brand Colors

IRWIN Blue



PMS (C) U.S./EU:	280 C
PMS (U) U.S./EU:	Simulation of PMS 280 C
CMYK Value U.S.:	100% C, 79% M, 0% Y, 28% K
CMYK Value EU:	100% C, 72% M, 0% Y, 35% K
RAL (classic) EU:	5002
RGB Value U.S.:	0 R. 58 G. 127 B.
RGB Value EU:	0 R. 51 G. 102 B.
Hex Value U.S./EU:	003366

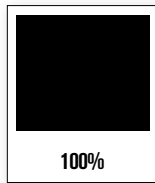
IRWIN Yellow



PMS (C) U.S./EU:	123 C
PMS (U) U.S./EU:	Simulation of PMS 123 C
CMYK Value US:	0% C, 21% M, 100% Y, 0% K
CMYK Value EU:	0% C, 18% M, 90% Y, 0% K
RAL (classic) EU:	1023
RGB Value US:	255 R. 201 G. 7 B.
RGB Value EU:	255 R. 204 G. 0 B.
Hex Value U.S./EU:	FFCC00

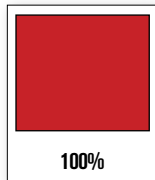
Secondary Brand Colors

Process Black



PMS (C) U.S./EU:	Process Black C
CMYK:	0% C, 0% M, 0% Y, 100% K
RAL (classic):	9005
RGB:	0 R. 0 G. 0 B.
HEX:	000000

Promotional Red



PMS coated U.S.:	185 C
PMS uncoated U.S.:	185
PMS coated EU:	186 C
PMS uncoated EU:	186
CMYK Value U.S.:	0% C, 91% M, 76% Y, 0% K
CMYK Value EU:	15% C, 100% M, 100% Y, 5% K
RAL (classic):	3020
RGB Value U.S.:	239 R. 62 G. 66 B.
RGB Value EU:	153 R. 0 G. 0 B.
HEX Value EU:	990000