

7. Collateral Graphic Elements

Product Walk-Around

Walk-arounds should be anchored by a static product photo with a drop shadow (set to below specifications). Black leading lines are straight, ending in a 0.10" x 0.10" black square. When needed, apply a 0.5 pt. white border around both the leading line and black square for maximum contrast. Sell sheets should have numbered walk-arounds, with the supporting copy appearing as a complete list.

Drop Shadows

Drop shadows should be applied to all product images, in-use photos and headers. Use the following settings for consistency: Black, Multiply, Opacity 75%, 135°, X-0.03" Y-0.03", Distance-0.05".

Running Copy

Running copy should be left-justified, ragged right when possible. Forced justification is not recommended, to avoid rivers. Leading should be set to be the text point size + 2. (i.e. 9pt text, 11 Leading). Auto Hyphenation should be turned off, unless absolutely essential.

Walk-Arounds

All walk-around text is set in United Sans Semi Condensed.

IRWIN
STRAIT-LINE Chalk Reel

MACH6

6X FASTER REWIND*
*vs. traditional chalk reels

HERO PRODUCT - CHALK REEL

FEATURES

1. 6:1 Gear ratio rewinds line faster*
2. EZ access door allows for quick line change and cleaning
3. Nylon/polyester line is 2 times stronger; resists fraying and breaking*
4. Durable aluminum housing provides greater impact resistance
5. Steel handle for increased durability and strength
6. Wide-prong hook for secure anchoring
7. Chalk refill cap tightens securely

www.irwin.com

Bold, IRWIN Blue, Title Case
Maximum size: 13pt.

Bold, Bulleted, Black, Sentence Case
Maximum size: 12pt.

Running Copy

All running copy is set in Berthold Akzidenz Grotesk Condensed.