

LOGO USAGE

Primary Fastenal Logos:

FASTENAL®

Fastenal Logo_blk.eps

- ✓ Acceptable: Used on lighter backgrounds.
Example: White -or- gray (less than 50%) backgrounds.



Fastenal Logo_wht.eps

- ✓ Acceptable: Used on darker backgrounds.
Example: Blue -or- black backgrounds.

Secondary Fastenal Logos:

FASTENAL®

Fastenal Logo_blue.eps

- ✓ Acceptable: This logo should only be used in instances where using either of our primary logos is not an option.

- ✓ Acceptable: Examples of acceptable logo application.

FASTENAL®



FASTENAL®

- ✗ Unacceptable: Logo distortion (compressed)

FASTENAL®

- ✗ Unacceptable: Logo distortion (stretched)



- ✗ Unacceptable: Logo color change



- ✗ Unacceptable: Logo placed on a "busy" background without a neutral backdrop.

FASTENAL®

- ✗ Unacceptable: Logo blurred/pixelated. Do not use Fastenal logos copied from the web for printed items.

FASTENAL®
INDUSTRIAL & CONSTRUCTION SUPPLIES

- ✗ Unacceptable: Fastenal no longer uses the blue-line or the "Industrial & Construction" tagline with their logo.

FASTENAL®

- ✗ Unacceptable: Logo skewed