LOGO & TRADEMARK USAGE

Primary:

Fastenal Logo_wht.eps

Fastenal Logo_blk.eps

Acceptable Background Color Options:	Blue - PMS: 293	Black		Acceptable Background Color Options:	White	Lt. Gray - PMS: 428

Black/ Gray tolerance range: 45% – 95%

Black/ Gray tolerance range: 5% – 40%

Secondary:

Fastenal Logo_blue.eps

Application: This logo serves as a means by which to more effectively represent the Fastenal brand by utilizing another key visual element of the Fastenal® brand (Blue - PMS: 293), in instances where there may otherwise not be an option. It is generally only used on a kraft stock/materials (cardboard boxes, bags, etc.) or a plain white backgrounds that may not allow for more than 1-color in the design.

Note: On a case by case basis **Pantone Reflex Blue** may be used in place of our **Blue - PMS: 293** on kraft stock/materials, this is largely determined by the natural coloration of material itself.

Acceptable Background Color Options:	White	Lt. Gray - PMS: 428	Kraft Material / Stock

Logo Clearance / Safey Zone:

X = minimum clear space required surrounding Fastenal® logo

Safety Zone: The Safety Zone is an area of "clear space" that surrounds the logo to prevent other graphic elements from diminishing its impact. No other graphic element should violate the safety zone of the Fastenal® logo. The size of this area is determined by measuring the height of the flag/ crossbar of the letter "F" as indicated in the diagram above. The minimum clear space surrounding the logo is equal to this measurement as indicated by "**X**" in the diagram above. Please note that this is the minimum requirement and that more space should be allowed when possible.

Proportions: When resizing the Fastenal® logo, it is critical that the proper proportions are maintained. With most software applications, holding down the shift key while dragging a corner of the artwork will accomplish this. If entering a scale in a dialog box, be sure that the horizontal and vertical adjustments are the same percentage.

Trademarks:

A trademark identifies a product or service and distinguishes it from its competition. Trademark rights can endure time, but incorrect use can result in trademark rights being lost.

The Fastenal® brand has several registered trademarks that are essential elements of our brand identity. One mark is our "**Design Mark**", the other is our "**Word Mark**".

Design Mark:

Word Mark:

Fastenal®

Example of proper use:
Fastenal® proudly offers a wide range of quality Products & Services to their customers on a local level at more than 2,300 stores, as well as online.