

COLOR PALETTE

Brand Colors:	CMYK (Print / Process)	RGB (Screen)	Hexachrome (Web)	Pantone - PMS (Spot Color)
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Primary Colors:

Fastenal Blue



C: 100% M: 57% Y: 0% K: 2%

R: 0 G: 89 B: 156

#00599C

PMS 293

Black

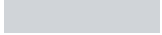


C: 0% M: 0% Y: 0% K: 100%

R: 28 G: 27 B: 26

#1C1B1A

Lt. Gray



C: 2% M: 0% Y: 0% K: 18%

R: 200 G: 204 B: 206

#C8CCCE

PMS 428

White



C: 0% M: 0% Y: 0% K: 0%

R: 255 G: 255 B: 255

#FFFFFF

Secondary Colors:

Dk. Blue



C: 100% M: 57% Y: 0% K: 40%

R: 0 G: 59 B: 105

#003B69

PMS 295

Dk. Gray



C: 5% M: 0% Y: 0% K: 45%

R: 136 G: 141 B: 145

#888D91

PMS 430

Gradient Blends:

Blue Blend



Blend accomplished by mixing *Fastenal Blue* and *Dk. Blue* (as shown above).

Gray Blend



Blend accomplished by mixing *Lt. Gray* and *Dk. Gray* (as shown above).

Usage: Generally used as a background for headers, covers, web banners, and occasionally on line cards.

Metallic Color Option:

Silver 877



C: 0% M: 0% Y: 0% K: 40%

R: 155 G: 155 B: 156

#9B9B9C

PMS 877

Usage: Used in print as a substitute for *Lt. Gray* when a metallic accent is desired.

LOGO & TRADEMARK USAGE

Primary:



Acceptable Background Color Options: Blue - PMS: 293 Black
Black/ Gray tolerance range: 45% – 95%



Acceptable Background Color Options: White Lt. Gray - PMS: 428
Black/ Gray tolerance range: 5% – 40%

Secondary:



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

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.

Logo Clearance / Safety 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.

LOGO USAGE & IDENTIFICATION

Logo Usage:

✓ = Acceptable logo usage

⊘ = Unacceptable logo usage



⊘ Compressed



⊘ Stretched



⊘ Skewed
Note: Special permission is required prior to displaying the logo any way other than horizontally.



⊘ Pixelated
Note: Please do not use artwork that has been prepared for the web on printed materials.



INDUSTRIAL & CONSTRUCTION SUPPLIES

⊘ Old/ Wrong logo
Note: We no longer uses the blue-line or the "Industrial & Construction" tagline with our logo (see below).



⊘ Busy Background
Note: Use neutral background to help with logo visibility.



⊘ Color Changed



⊘ Altered
Note: Please do not attempt to recreate or otherwise modify any of the Fastenal® logos without permission.



⊘ Excessive use of effects
Note: Moderate use of effects is acceptable on occasion, but should never be used in excess. The same rule applies for any project or promotion the Fastenal® logo is displayed.

Logo Identification:

Over the years the Fastenal logo has slowly evolved into what it is today. As a result of these changes we inevitably will see some inconsistency, which will in turn lead to confusion as to which logo is the correct one to be using. Here are few quick ways that you can easily identify whether or not you are using the correct logo. 1.) There should be a gap between the "A" and "S" in Fastenal. If there is not a gap, then you have the wrong logo, please request an updated version from the Fastenal graphic department. 2.) As mentioned above, Fastenal no longer uses either the blue-line or the "Industrial & Construction Supplies" tagline.

