

COLOR PALETTE

Brand Colors:	CMYK (Print / Process)	RGB (Screen)	Hexadecimal (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

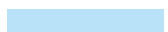
#9B9B9C

PMS 877

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

Accent Color Options:

Lt. Blue



C: 25% M: 2% Y: 0% K: 0%

R: 171 G: 216 B: 244

#ABD8F4

PMS 290

Usage: Used very sparingly (ex. instances where special information may require contrast in order to provide additional emphasis).

Green



C: 59% M: 0% Y: 100% K: 7%

R: 92 G: 165 B: 51

#5CA533

PMS 369

Usage: Used only on projects for our *Go Green with Fastenal* initiatives, or where the obvious focus is on the environment.

Red



C: 0% M: 95% Y: 100% K: 0%

R: 224 G: 52 B: 22

#E03416

PMS 485

Usage: Used only on sales promotions to highlight special pricing and exclusive offers.