

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.

