

# ***FASTENAL***<sup>®</sup>

**BRAND IDENTITY MANUAL**

## Logos

The corporate logotype consists of its stylized wordmark, Fastenal®. There are three 1-color options that may be used depending upon the color value of the background or substrate that the logo is placed.

**Note:** The 1-color white version of the logo is primarily displayed on a Fastenal Blue\* (Pantone® 2935) or black background. Other dark background colors may be used as required, but must receive prior approval [ex. 1-color, co-branded pieces that are not primarily Fastenal focused].

The wordmark "FASTENAL" in a bold, italicized, sans-serif font, colored blue, with a registered trademark symbol (®) to the upper right.

Fastenal Logo\_blu.eps

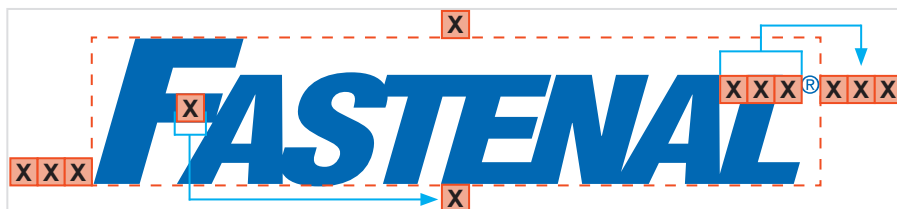
The wordmark "FASTENAL" in a bold, italicized, sans-serif font, colored black, with a registered trademark symbol (®) to the upper right.

Fastenal Logo\_blk.eps

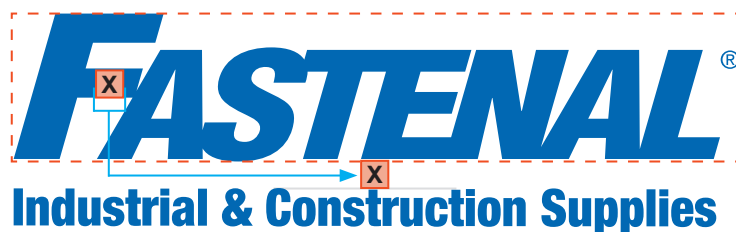
The wordmark "FASTENAL" in a bold, italicized, sans-serif font, colored white, with a registered trademark symbol (®) to the upper right, set against a solid blue rectangular background.

Fastenal Logo\_wht.eps

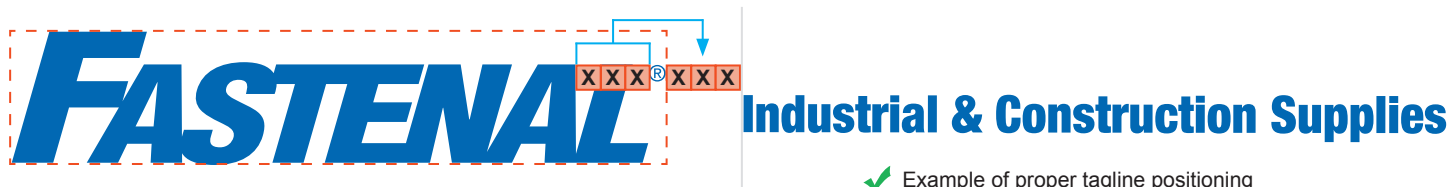
\* Blue background not actually a part of the logo.



**X** = minimum clear space required surrounding Fastenal® logo



✓ Example of proper tagline positioning



✓ Example of proper tagline positioning

## Clear Space

Clear space is the assigned safety area that surrounds the logo to prevent other graphic elements from diminishing its impact. No other graphic element should violate the clear space 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 on the left. The minimum clear space surrounding the logo is equal to this measurement as indicated by “X” in the diagram.

**Note:** This is the minimum space requirement and that more distance should be allowed where 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.

## Incorrect Logo Usage

Here are a few common examples of incorrect logo usage of the Fastenal logo. These same usage rules also apply to any approved variation of the Fastenal logo or lockups that may include; countries of origin, iconography, a subsidiary of Fastenal, or the inclusion of any tagline/slogan such as "Distributed Exclusively by Fastenal".

# FASTENAL®

⊘ **Compressed**

# FASTENAL®

⊘ **Stretched**

# FASTENAL®

⊘ **Skewed**

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

# FASTENAL®

⊘ **Pixelated**

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

# FASTENAL®

INDUSTRIAL & CONSTRUCTION SUPPLIES

⊘ **Old/ Wrong logo**

Note: We no longer this version of the Fastenal logo with blue-line and "Industrial & Construction" tagline (for more information see pg. 04 ).



⊘ **Busy Background**

Note: Use a neutral background to help with logo visibility.

# FASTENAL®

⊘ **Color Changed**

Note: This also includes any Fastenal logo / tagline combination.

# FASTENAL®

⊘ **Altered**

Note: Please do not attempt to recreate or otherwise modify any of Fastenal's logos.

# FASTENAL®

⊘ **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.

⊘ = Incorrect Logo Usage

### Logo Change (2008)

Over the years the Fastenal logo has slowly evolved into what it is today – Bold and Forward looking. Along the way towards ensuring a more consistent, simple, and clean design we inevitably identified some inconsistencies, which in turn could lead to confusion as to which logo is the correct one to be using...

### Identification

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 Fastenal's marketing department.

2.) Fastenal no longer uses either the blue-line or the “Industrial & Construction Supplies” tagline lockup as an official part of the logo itself – those components may still however be used separately, but not locked in with the logo (see example of tagline usage).



## Color Change

Fastenal Blue was previously Pantone® (PMS) 293; however due to changes with software and the original color matching system used, it has been changed to PMS 2935 in order to maintain a closer match with the original Fastenal Blue.

## Primary Brand Colors

Primary brand colors should be used in the logo and other core applications to convey the brand.

## Secondary Brand Colors

Secondary brand colors are meant to help supplement the core colors.

## Accent Colors & Gradients

Color accents when used should be used sparingly to provide some additional color contrast. Metallic silver may be used as a substitute for Lt. Gray (PMS: 428). Gradient Blends may be used to provide additional color depth.

## Fastenal Blue with Other Color Matching Systems

These colors options won't be an exact color match with the Pantone® color matching system primarily used by Fastenal, but they will come close when other color matching systems are required.

**RAL:** 5005

**Sherwin Williams®:** F75LC14 – "Equipment Blue" (metal), -or- SW 6965 – "Hyper Blue" (non-metal)

**Krylon®:** 2329 – "Patriotic Blue"

## PRIMARY



### Fastenal Blue (PMS: 2935)

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

R: 0 | G: 89 | B: 156

Web (Screen): #00599C



### Black

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

R: 28 | G: 27 | B: 26

Web (Screen): #1C1B1A



### Lt. Gray (PMS: 428)

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

R: 200 | G: 204 | B: 206

Web (Screen): #C8CCCE



### White

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

R: 255 | G: 255 | B: 255

Web (Screen): #FFFFFF

## SECONDARY



### Dk. Blue (PMS: 295)

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

R: 0 | G: 59 | B: 105

Web (Screen): #003B69



### Dk. Gray (PMS: 430)

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

R: 136 | G: 141 | B: 145

Web (Screen): #888D91

## ACCENT COLORS



### Lt. Blue (PMS: 290)

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

R: 171 | G: 216 | B: 244

Web (Screen): #ABD8F4

Note: This accent color is used very sparingly, if at all.



### Silver (PMS: 877)

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

R: 200 | G: 204 | B: 206

Web (Screen): #C8CCCE

Note: Metallic accent sometimes used in print as a substitute for Lt. Gray.

## GRADIENT BLENDS



### Blue Blend

Gradient blend is a mix of Fastenal Blue and Dk. Blue (as shown above).



### Gray Blend

Gradient blend is a mix of Lt. Gray and Dk. Gray (as shown above).

## Helvetica LT Std – Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.:;(:\*!?)

## Helvetica LT Std – Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.:;(:\*!?)

## Helvetica LT Std – Bold Condensed

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789.:;(:\*!?)**

## Helvetica LT Std – Black Condensed

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789.:;(:\*!?)**

## Helvetica Neue LT Std – Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.:;(:\*!?)

## Helvetica Neue LT Std – Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.:;(:\*!?)

## Helvetica Neue LT Std – Bold Condensed

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789.:;(:\*!?)**

## Helvetica Neue LT Std – Black Condensed

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789.:;(:\*!?)**

\*\* Note: All corresponding Oblique or Italic styles may be used as well. \*\*

## Alternate Typeface Usage

Although **Helvetica** and **Helvetica Neue** are very traditional typeface, they are not always pre-installed on a computer. That said, there are several other acceptable typeface alternatives that we allow.

**Arial:** Typically used in Power Point presentations and Word Documents due its similarity to the Helvetica font family, as well as being a common typeface that is generally installed on all computers.

**Open Sans:** Only used as an alternative typeface for web related projects, specifically for live text.

**Note:** If one of these alternative fonts is used, then it should be used uniformly throughout the project. If more than one typeface is desired for a project, it should never exceed more than two different fonts.

## **Contact Information:**

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**Notice:** This visual reference guide is subject to change. Please contact David Herold for the latest version.

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