

FASTENAL®

BRAND IDENTITY MANUAL

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Fastenal's logo can be exclusively used by our supplier partners. If you are a supplier partner or media that is needing the logo, please contact marketinggoup@fastenal.com.

To learn more about becoming a supplier partner, please email newvendorcontacts@fastenal.com.

FASTENAL[®]

BRAND IDENTITY MANUAL
SECTION 1: BRAND STANDARDS

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, blue sans-serif font with a registered trademark symbol (®) to the upper right.

Fastenal Logo_blu.eps

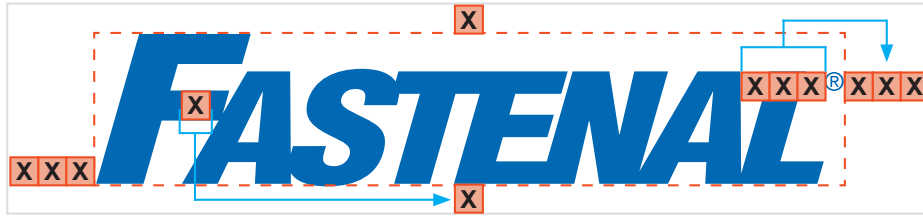
The wordmark 'FASTENAL' in a bold, italicized, black sans-serif font with a registered trademark symbol (®) to the upper right.

Fastenal Logo_blk.eps

The wordmark 'FASTENAL' in a bold, italicized, white sans-serif font 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

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 may be allowed where possible.

Proportions

When resizing the Fastenal® logo, it is critical that the proper proportions are maintained when resizing the logo.

If entering a scale in a dialog box, be sure that the horizontal and vertical adjustments are the same percentage.

Taglines & Identifiers

Various taglines and other identifiers (country, departmental, etc.) should adhere to our Clear Space rules outlined in these guidelines, where they may also be displayed either below or off to the right side of the Fastenal logo – other positioning requires approval prior to use (ex. Distributed Exclusively by Fastenal).

Note: Department identifiers are intended for internal use, unless otherwise legally required.

TAGLINES



✓ Examples of proper tagline positioning



DEPARTMENTAL IDENTIFIERS



✓ Examples of proper departmental positioning



COUNTRY IDENTIFIERS



✓ Examples of proper country positioning



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".



⊘ **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.



⊘ **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.



⊘ **Color Changed**
Note: This also includes any Fastenal logo / tagline combination.



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



⊘ **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.
- 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).
- 3.) Fastenal no longer uses the "Flying Nut" icon as part of its logo to represent International locations. Our standard logo is now used to represent all Fastenal locations.

Note: With prior approval, some International locations may opt to include a version of the Fastenal logo that has been translated to the relevant language of the area, which may then be displayed in conjunction with our standard logo (ex. Fastenal – China).



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 support the core colors.

Accent Colors & Gradients

When Light Blue is used it should be done very sparingly. 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 match with the Pantone® colors 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"
Rust-oleum®: "Signal Blue"
 Part #: 260275/08L-578
 Base System: V7400

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



Silver (PMS: 877)
 C: 2% | M: 0% | Y: 0% | K: 18%
 R: 200 | G: 204 | B: 206
 Web (Screen): #C8CCCE

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

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.

FASTENAL[®]

BRAND IDENTITY MANUAL
SECTION 2: CORPORATE IDENTITY

International

The Fastenal logo present upon stationary and various Fastenal branded items (may sometimes vary depending upon country or departmental identifier used).



Jonathan Smith
Branch Manager

Fastenal
Street Address
City, State, Zip Code



Multiple horizontal lines for writing the body of the letter.



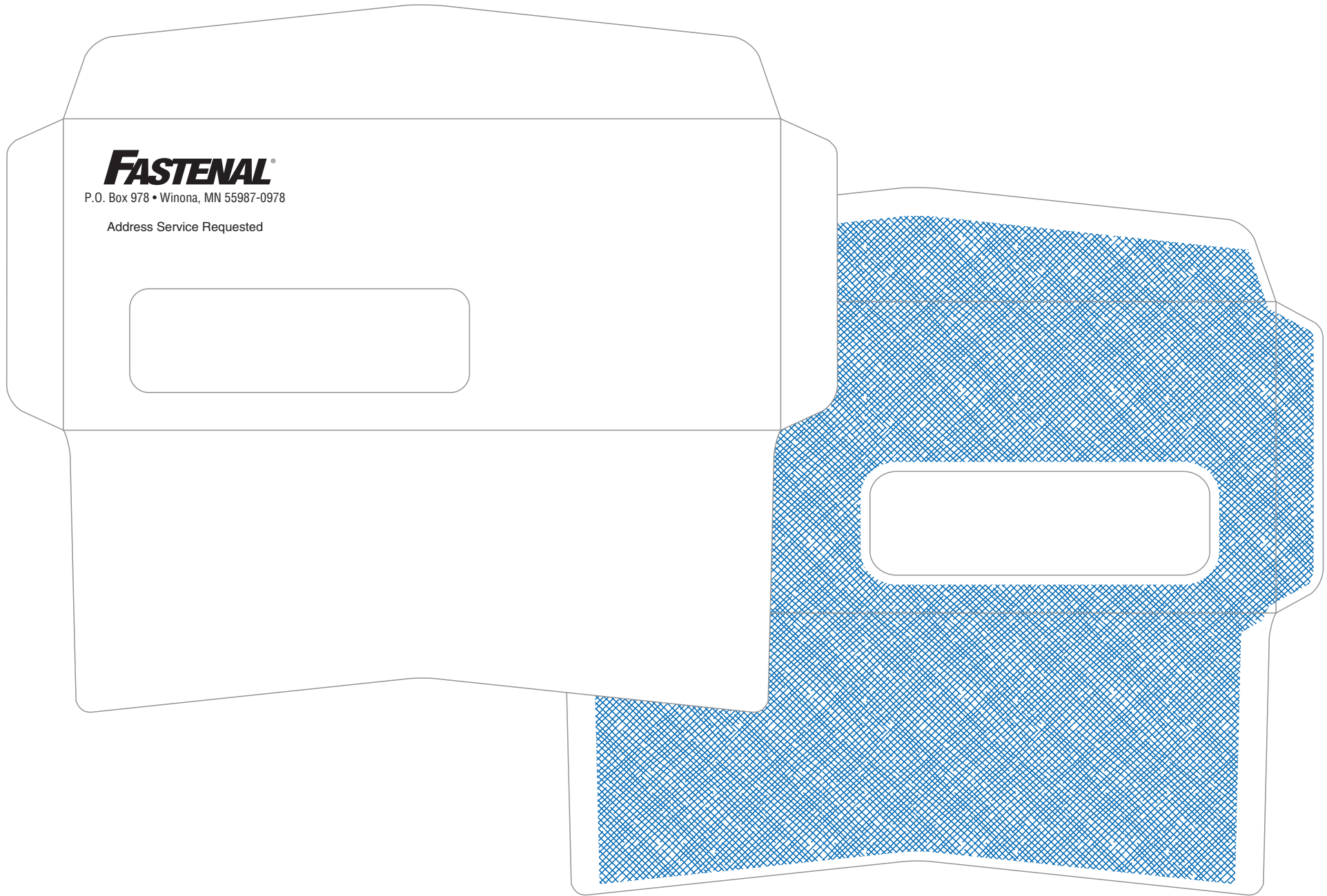
Employee Name
Job Title

Fastenal
Address Line 1
Address Line 2
Address Line 3

Ph: 000-000-0000
Mb: 000-000-0000
Fx: 000-000-0000
Em: email@fastenal.com
Web: www.fastenal.com

2001 Theurer Blvd • Winona, MN 55987
Branch Phone: 000-000-0000 • Email: jsmith@fastenal.com
Web: www.fastenal.com

Email / jsmith@fastenal.com — Phone / 000-111-2323 — Fax / 000-111-2323



FASTENAL

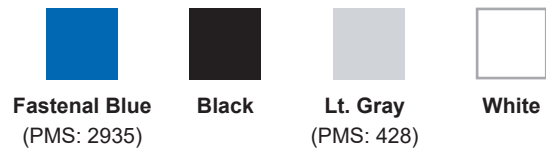
P.O. Box 978 • Winona, MN 55987-0978

Address Service Requested



Note: Any Fastenal subsidiary logo, country, department identification, or other co-branded logos should be placed on the Right side sleeve — text may be on 1 or 2 lines.

COLOR OPTIONS





Note: Fastenal or any of its subsidiary logos should be placed on the right-side sleeve in co-branded scenarios, where the other company is considered the primary brand, and Fastenal the secondary brand. [Example of usage: When one of our customer's strictly requires a specific color shirt be worn at thier Onsite facility.]

CO-BRANDED COLOR OPTIONS

Variable

Available color options may vary depending on the primary company's color requirements. In co-branded scenarios, ideally a color that is considered 'neutral' for all brands involved is selected. **Note:** All co-branded items should be routed to Fastenal's marketing department for approval prior to production.

Note: Any Fastenal subsidiary logo, country, department identification, or other co-branded logos should be placed on the Right side sleeve — text may be on 1 or 2 lines. →



COLOR OPTIONS



Fastenal Blue
(PMS: 2935)



Black



Lt. Gray
(PMS: 428)



White

Note: Any Fastenal subsidiary logo, department identification, or logo should be placed on the Right side sleeve — text may be on 1 or 2 lines.



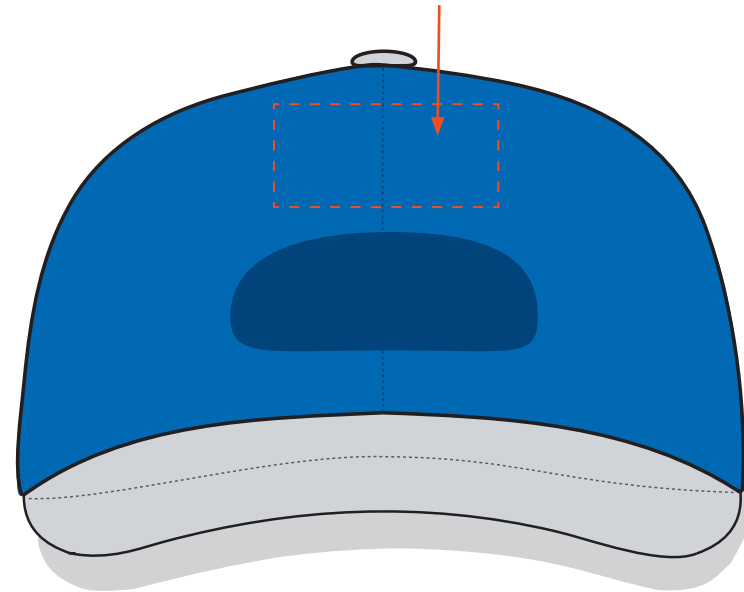
Note: Fastenal or any of its subsidiary logos should be placed on the right-side sleeve in co-branded scenarios, where the other company is considered the primary brand, and Fastenal the secondary brand. [Example of usage: When one of our customer's strictly requires a specific color shirt be worn at their Onsite facility.]

CO-BRANDED COLOR OPTIONS

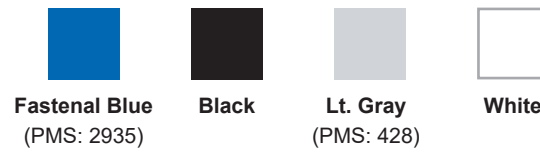
Variable

Available color options may vary depending on the primary company's color requirements. In co-branded scenarios, ideally a color that is considered 'neutral' for all brands involved is selected. **Note:** All co-branded items should be routed to Fastenal's marketing department for approval prior to production.

Note: Any Fastenal subsidiary logo, country, department identification, or other co-branded logos should be placed on the Right side sleeve — text may be on 1 or 2 lines.



COLOR OPTIONS





Note: Due to differences in materials used for various kraft substrates (e.g. cardboard), there may be color shifts with Fastenal's Blue (PMS 2935). To help counter some of these color inconsistencies, please work with Fastenal's marketing and product development groups when working with these materials.



Note: The marketing focus or messaging may change with Fastenal's packaging tape, but the overall branding should remain the same.



Illustration Examples / Spanish / French / Chinese*



1. English - Maecenas bibendum tincidunt nibh id metus nisi unc a tortor et arcu pretium tristique.

1. Spanish - Maecenas bibendum tincidunt nibh id metus nisi unc a tortor et arcu pretium tristique.

1. French - Maecenas bibendum tincidunt nibh id metus nisi unc a tortor et arcu pretium tristique.

1. Chinese - Maecenas bibendum tincidunt nibh id metus nisi unc a tortor et arcu pretium tristique.



2. English - Maecenas bibendum tincidunt nibh id metus nisi unc a tortor et arcu pretium tristique.

2. Spanish - Maecenas bibendum tincidunt nibh id metus nisi unc a tortor et arcu pretium tristique.

2. French - Maecenas bibendum tincidunt nibh id metus nisi unc a tortor et arcu pretium tristique.

2. Chinese - Maecenas bibendum tincidunt nibh id metus nisi unc a tortor et arcu pretium tristique.

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STOCK LABEL HERE

Product Name / Spanish / French / Chinese*

Lorem Ipsum Dolor / Spanish / French / Chinese

- Curabitur convallis neque vitae / Spanish / French / Chinese
- Nulla eget nunc nisi euismod / Spanish / French / Chinese
- Nunc a tortor et arcu pretium / Spanish / French / Chinese
- Aenean hendrerit felis / Spanish / French / Chinese

PRODUCT IMAGE

FASTENAL®

Table Style - Example

Product Material	Product Length*	Product Diameter	Misc. Length*
0 - 1/4"	1-1/4"	3/16" or 1/4"	3-1/2"
1/4" - 3/4"	1-3/4"	3/16" or 1/4"	3-1/2"
3/4" - 1-1/4"	2-1/4"	3/16" or 1/4"	4-1/2"
1-1/4" - 1-3/4"	2-3/4"	3/16" or 1/4"	4-1/2"
1-3/4" - 2-1/4"	3-1/4"	3/16" or 1/4"	5-1/2"
2-1/4" - 2-3/4"	3-3/4"	3/16" or 1/4"	5-1/2"
2-1/2" - 3"	4"	3/16" or 1/4"	5-1/2"
3-1/4" - 4"	5"	1/4"	6-1/2"
4-1/4" - 5"	6"	1/4"	7-1/2"

Aliquam vitae augue Fastenal® / Spanish / French / Chinese:
 • 3/16" diameter sit amet laboris = 5/32" drill
 • 1/4" diameter sit amet laboris = 3/16" drill
 • Qui ultrices faucibus / Spanish / French / Chinese;
 • Viverra id arcu 1/4" justo felis / Spanish / French / Chinese

1168019

FASTENAL

Product Name
Spanish
French
Chinese



(English)

- Wide range of sizes (12)
- Carbon Spring Steel
- Steel, Phosphate Coated

(Spanish)

- Wide range of sizes (12)
- Carbon Spring Steel
- Steel, Phosphate Coated

(French)

- Wide range of sizes (12)
- Carbon Spring Steel
- Steel, Phosphate Coated

(Chinese)

- Wide range of sizes (12)
- Carbon Spring Steel
- Steel, Phosphate Coated

1168019

FASTENAL

Product Name
Spanish
French
Chinese



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- Wide range of sizes (12)
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(French)


- Wide range of sizes (12)
- Carbon Spring Steel
- Steel, Phosphate Coated

(Chinese)

- Wide range of sizes (12)
- Carbon Spring Steel
- Steel, Phosphate Coated

FASTENAL


**Product Name / Spanish
 French / Chinese**



Information 1/ Spanish/ French / Chinese
 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nullam justo urna, mollis sit amet, scelerisque ac, venenatis quis, libero.


Nunc arcu nisi, vestibulum et, volutpat a, dictum sed, mi. Aenean dolor nisi, commodo nec, tempor consectetur urna.



Information 2/ Spanish/ French / Chinese
 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nullam justo urna, mollis sit amet, scelerisque ac, venenatis quis, libero.

Nunc arcu nisi, vestibulum et, volutpat a, dictum sed, mi. Aenean dolor nisi, commodo nec, tempor consectetur urna.



Information 3/ Spanish/ French / Chinese
 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nullam justo urna, mollis sit amet, scelerisque ac, venenatis quis, libero.

Nunc arcu nisi, vestibulum et, volutpat a, dictum sed, mi. Aenean dolor nisi, commodo nec, tempor consectetur urna.


Nullam justo urna, mollis sit amet, scelerisque ac, venenatis quis, libero.

Caution: Product Specific Warning Information

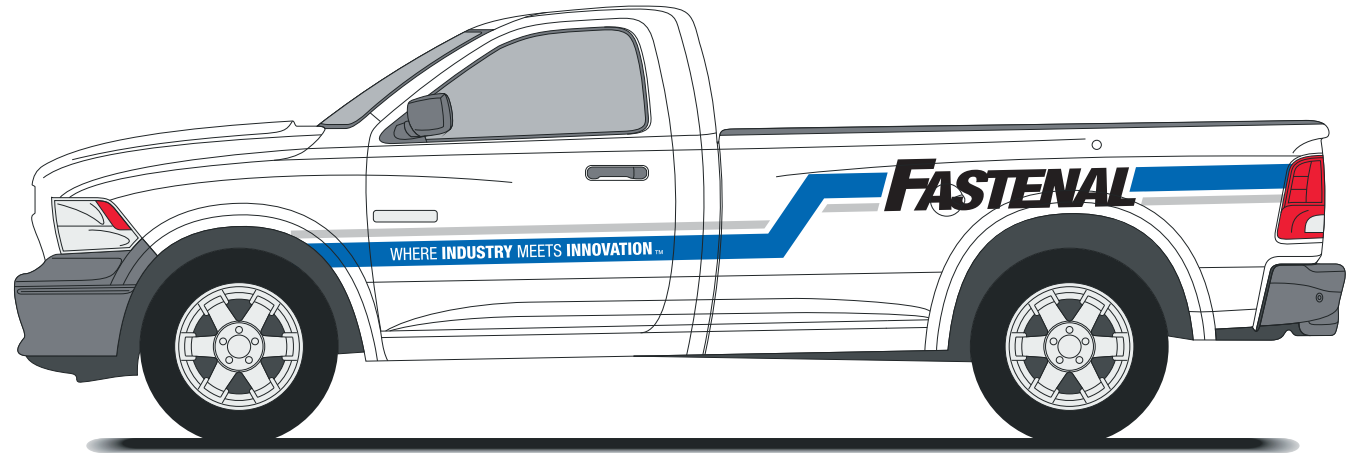
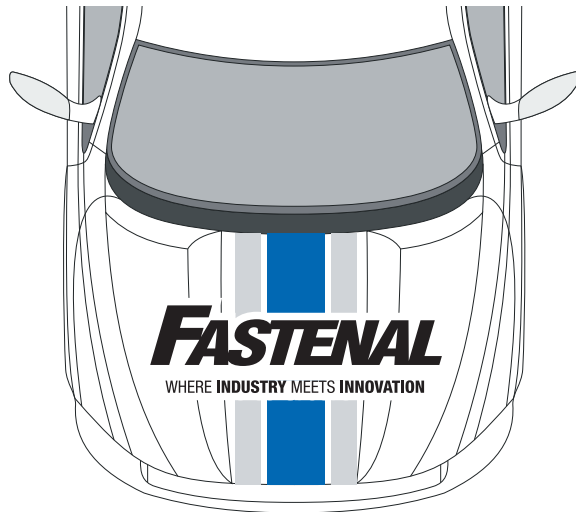
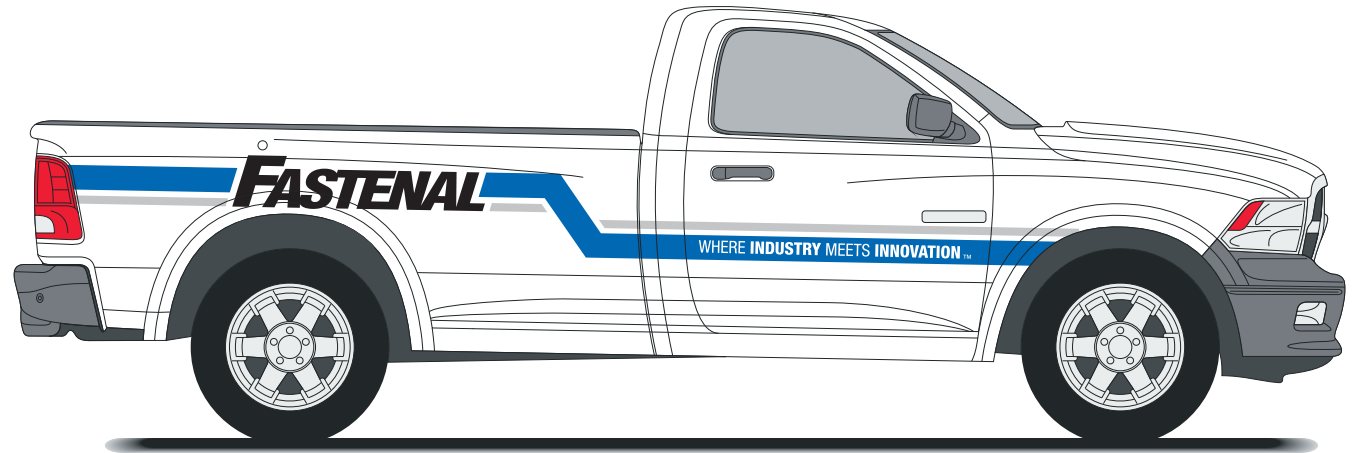
Precaución: Los repuestos son extremadamente filosos, manejarse con cuidado

Avertissement: Lames extrêmement coupant ,manipuler avec précaution

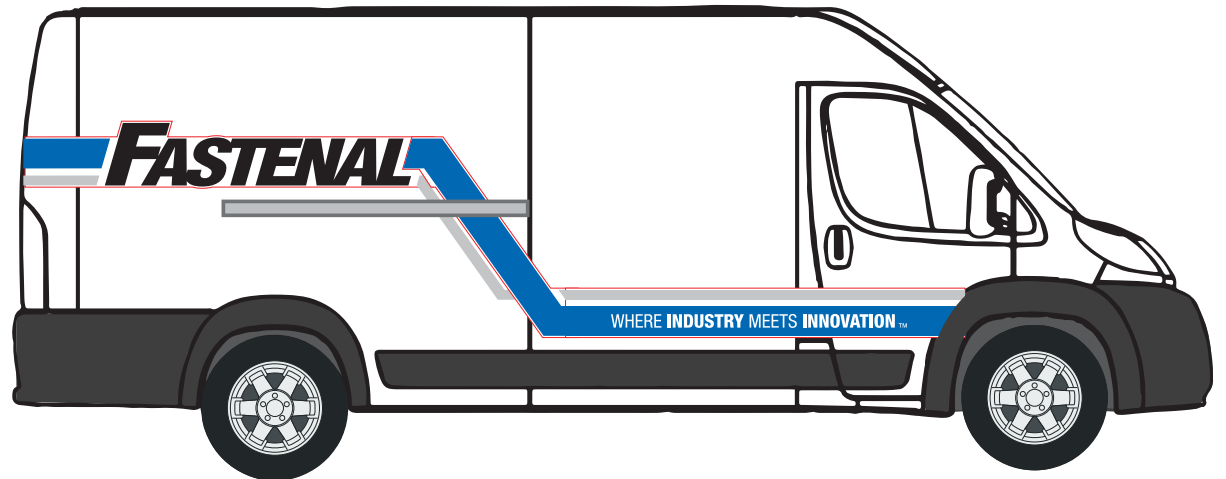
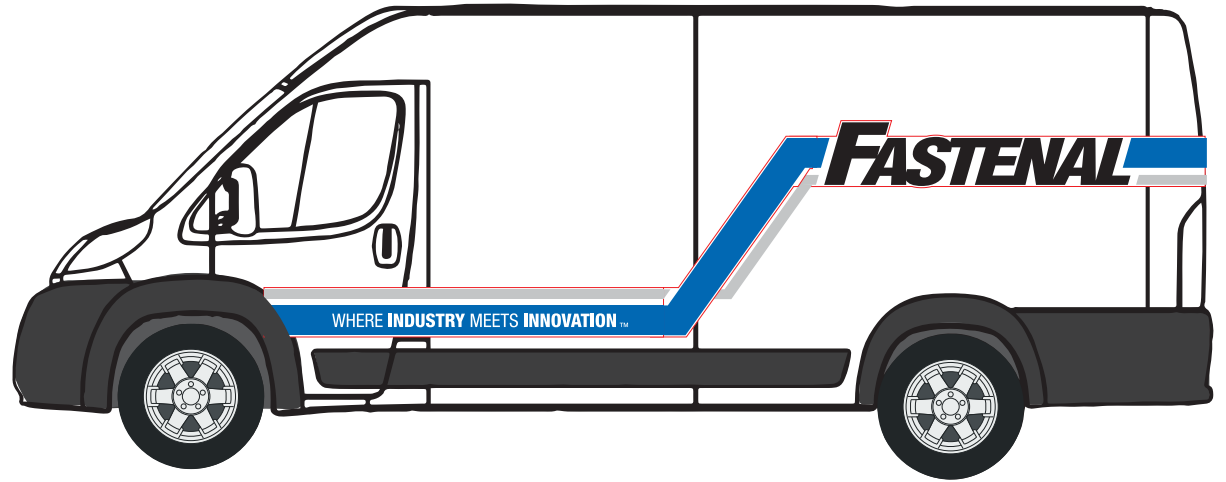
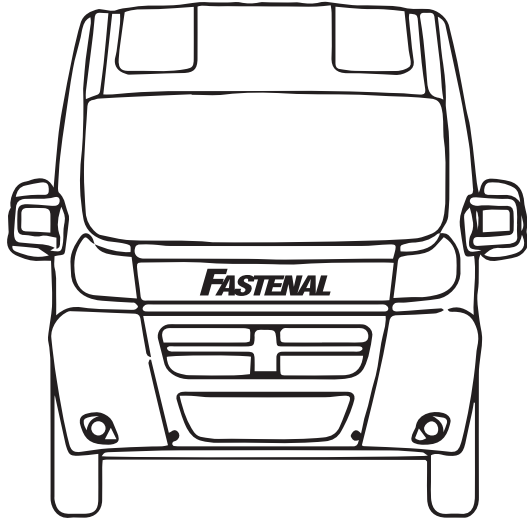
Avertissement: Lames extrêmement coupant ,manipuler avec précaution

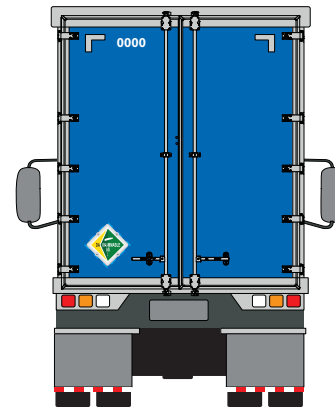
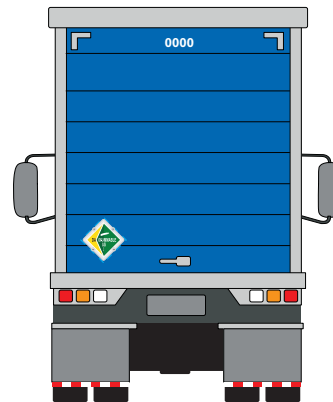


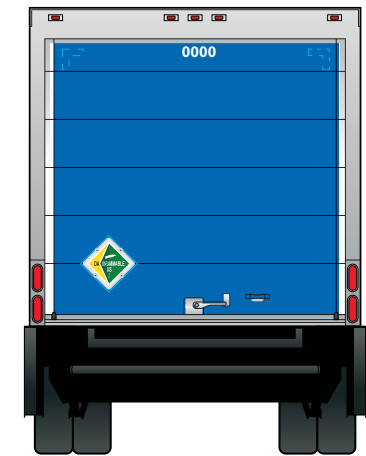
Part #1168019
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Note: This design is used on both Standard and Quad cab pickup trucks. The vendors displayed on the tailgate wrap change annually.









MOUNTED 3D SIGNAGE



Note: Lighted options are also available for both the mounted 3D and cabinet signage. Please contact Fastenal's merchandising department for more details. For custom window signage and graphics please contact Fastenal's marketing department.

BOX CABINET & DIBOND SIGNAGE



Note: The Industrial & Construction Supplies tagline may also be added to custom dibond or cabinet signage.

Contact Information:

Brand Manager:

David Herold

Email: dherold@fastenal.com

Phone: (507) 453-8621 | ext. 8621

Graphic Design Manager:

Joe McCormick

Email: mmccormi@fastenal.com

Phone: 507-453-8969 | ext. 8969

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

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