

The logo is a circular emblem with a blue background. A thick red arc with a thin white inner border curves around the top and sides. In the center, the number '50' is written in a large, white, bold, sans-serif font. Below the '50', the word 'YEARS' is written in a smaller, white, bold, sans-serif font. A white horizontal banner with a blue border and blue ribbon-like ends at the sides is positioned across the middle. On this banner, the words 'HARBOR FREIGHT' are written in a bold, red, sans-serif font. Below the banner, the words 'SINCE 1977' are written in a white, italicized, sans-serif font, following the curve of the bottom of the emblem.

50

YEARS

HARBOR FREIGHT

SINCE 1977