

The logo is a circular emblem with a blue outer ring and a red inner ring. In the center, the number '50' is written in a large, bold, blue sans-serif font. Below the '50', the word 'YEARS' is written in a smaller, bold, blue sans-serif font. A red banner with a white border and a blue outline runs horizontally across the middle of the emblem. On this banner, the words 'HARBOR FREIGHT' are written in a bold, white, sans-serif font. Below the banner, the text 'SINCE 1977' is written in a blue, sans-serif font, following the curve of the bottom of the emblem.

50

YEARS

HARBOR FREIGHT

SINCE 1977