

The logo is a circular emblem with a thick 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 slight 3D effect is positioned 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.

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YEARS

HARBOR FREIGHT

SINCE 1977