

The logo is a black and white emblem. It features a large, bold '50' inside a semi-circular frame. Below the '50' is the word 'YEARS'. A banner with a pointed end on the left and a tail on the right wraps around the bottom of the semi-circle. The banner contains the text 'HARBOR FREIGHT' in a bold, sans-serif font. Below the banner, within the semi-circular frame, is the text 'SINCE 1977' in a smaller, italicized font.

50

YEARS

HARBOR FREIGHT

SINCE 1977