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HI-TECH FASTENERS IDENTITY

## ► Overview

What follows depicts our first round design of unique logo treatments aimed at bringing the Hi-Tech Fasteners brand into 2018 and beyond. Goals of this effort include:

- a more accurate representation of the brand
- an embodiment of the value the brand brings
- an industry appropriate look/feel
- a mark/type treatment that stands the test of time
- a look/feel that will unify HTF Canada and HTF USA
- an evolution of the brand that resonates with customers and employees

## ► Brand Pillars

- excitement, energy, inspiration
- trustworthy, confident, knowledgeable
- intelligent, inclusive, innovative
- ready, resourceful, responsive
- proactive, fast, efficient



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5 LBS 1 OF 1  
SHIP TO:  
JOHN DOE  
111 W LEXINGTON  
WHITEHALL, MT 59759

MT 597 0-01

UPS GROUND  
TRACKING #: 1Z 597 746 03 9004 3291

SHIP TO:  
JOHN DOE  
111 W LEXINGTON  
WHITEHALL, MT 59759

SHIP TO:  
JOHN DOE  
111 W LEXINGTON  
WHITEHALL, MT 59759

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FASTENERS**

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► **Thank You**