

Put a “roughneck” face and Hard hat here... one that is robust, strong but looks less like the devil..



Big strong shoulders

Remove all of the lettering here and replace it with “DURA-DUTY”. I like the streaks of lighting in in the lettering. You will need to make your own strong hands holding the DURA-DUTY. Please see slide number 2 – 8 where it shows the roughnecks in actions. These are strong, proud and RELIABLE guys, they may be a little rough around the edges but they are someone you can depend on. ... I want our logo to represent that.













