

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.













