



ANTHONY

Rebrand 2024 - Logo

Prepared by High Sign Design®

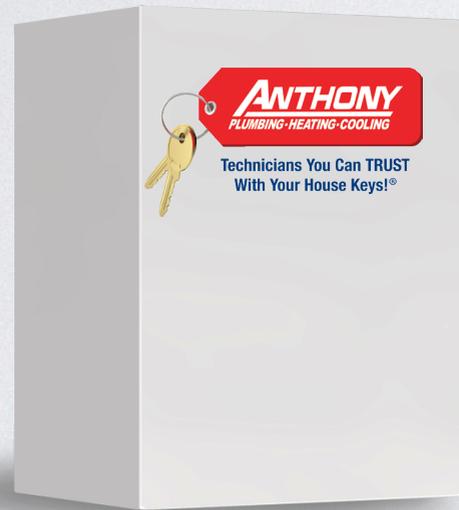
STEPS TO A REBRAND

- ✓ 1) Research market and competitors and establish objectives
- ✓ 2) Undergo logo redesign
- 3) Build out brand standards including fonts, colors, graphic elements and brand personality
- 4) Incorporate brand standards in all advertising

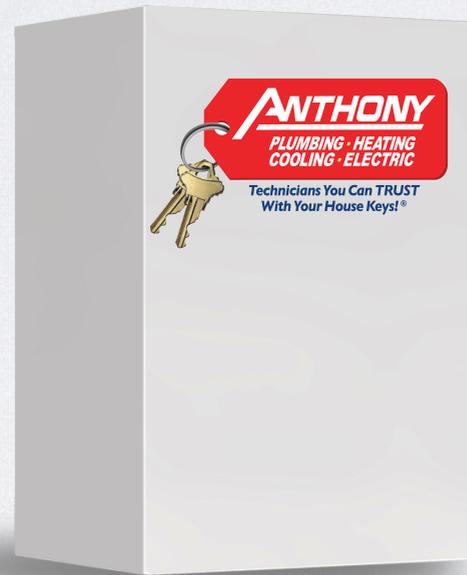
OBJECTIVES

Position as a High Tech, Cutting Edge,
Total Home Services Company

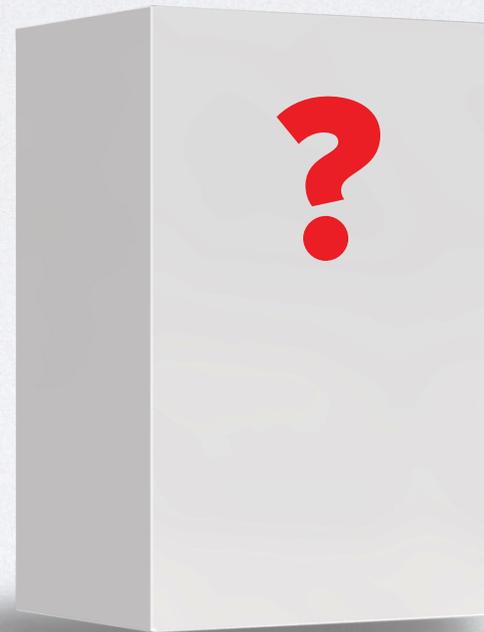
- Shorten name to Anthony
- Reflect new services added to serve the whole home
- Hint to new hi-tech smart products
- Keep brand equity in “house keys” slogan



2017



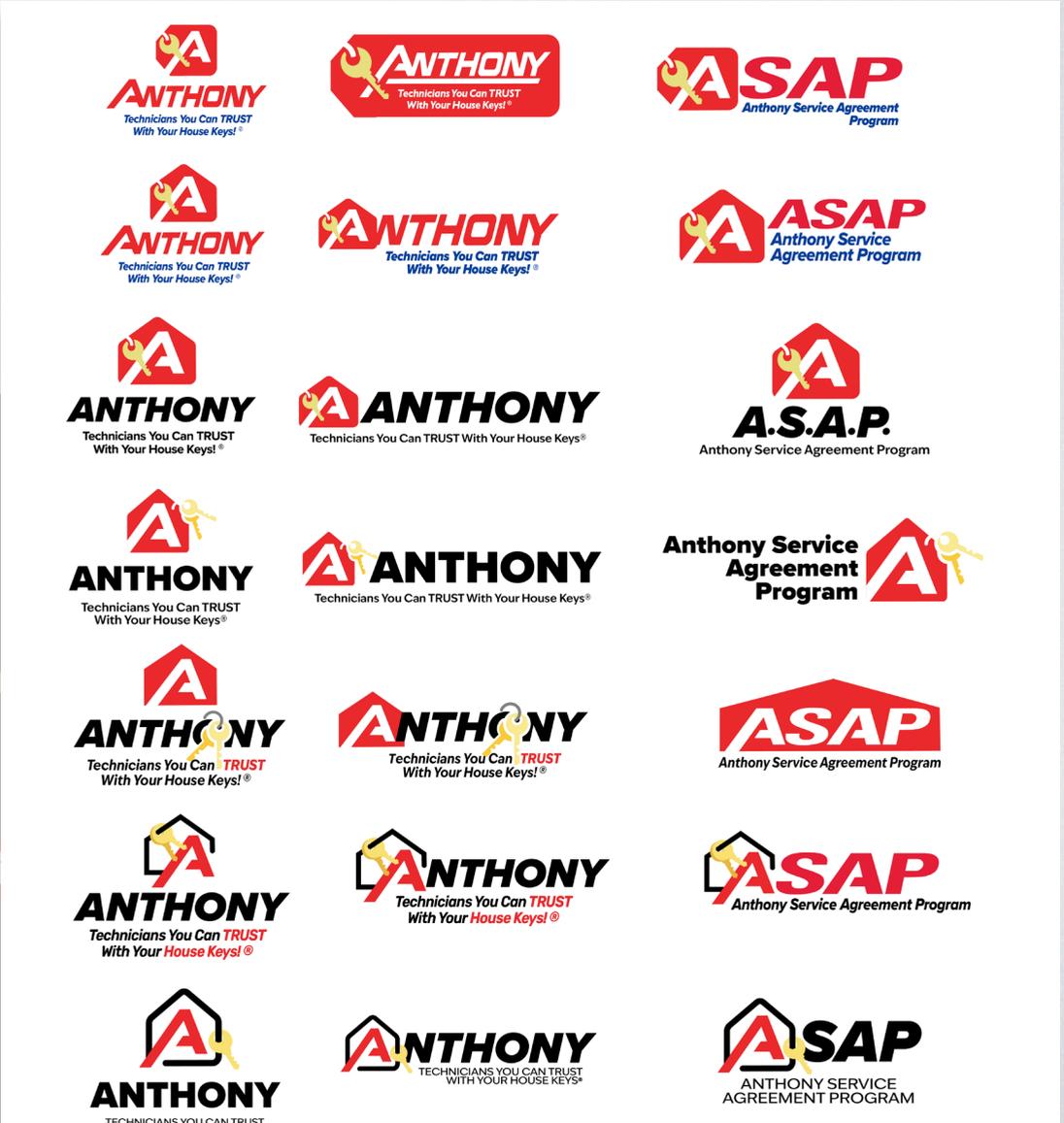
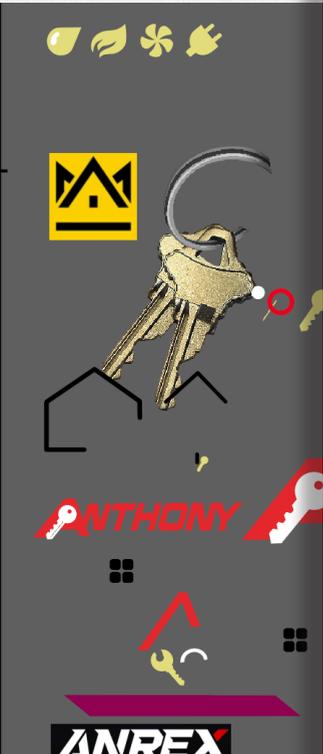
2020



2024

LOGO REDESIGN PROCESS

The logo design process involved lots of research, creative inspiration, and playing with design ideas while keeping in mind the current logo and the brand objectives.



SOLUTIONS

Elements conserved to maintain brand recognition:
 1) colors, B) iconic “A”, 3) registered slogan

CURRENT LOGOS



OPTION 1: Same text, key tag changed to shape of a home, “angle” key used



OPTION 2: Text changed to more modern font, “dangle” keys used



OPTION 3: Text capitalized and even more modern, keys gone



EXAMPLE 1

One Step Away from Present Logo



- Same brand colors
- Same logo fonts
- Swoosh is more modern and denotes cool air, water, and heat



EXAMPLE 2

Two Steps Away from Present Logo



- Red in the key chain is the same, blue is more saturated



- Logo fonts are different and more modern

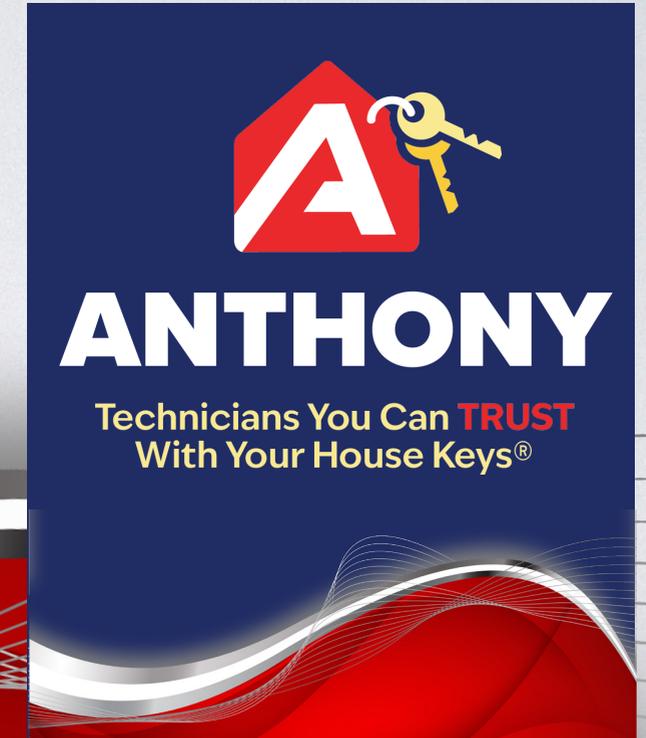


- TRUST is red in the slogan

- Swoosh is more modern and shine and dimension denotes luxury



**Anthony Service
Agreement
Program**



EXAMPLE 3

Three Steps Away from Present Logo



- Red in the key chain is the same, blue's is more saturated



- Logo fonts are different and more modern

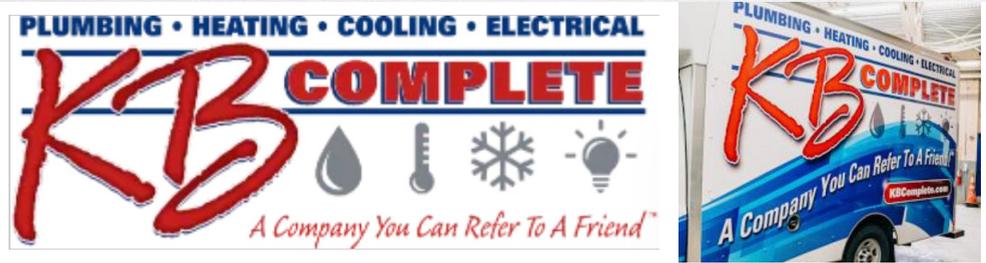


- Swoosh is more modern and shine and dimension denotes luxury



COMPETITOR LOGOS

How do we compare?



NEXT STEP: DECIDE.

We have looked at 3 different logo options and how they would look on advertising with other colors and graphic elements. We need to pick one.

THEN THE BRAND STANDARDS PHASE BEGINS

Once we have picked a logo option, we can always tweak the design as well as the colors and graphic elements shown with it. This happens more in the brand guidelines development phase.

THANK YOU.

Prepared by High Sign Design®