



**ANTHONY**

Technicians You Can **TRUST**  
With Your House Keys®



# ANTHONY

## 2024 Brand Standards

Prepared by High Sign Design®



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# LOGO VARIATIONS



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**ANTHONY**  
**Happy Home**



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**ANTHONY**  
**Happy Home**



**#f9e991 Anthony Yellow** for Dark Backgrounds

- Text & Top Key

**#f9cb3a Darker Yellow** for Dark Backgrounds

- Back Key



**#d89c16 Anthony Yellow** for Light Backgrounds

- Text & Top Key

**#af7e05 Darkest Yellow** for Light Backgrounds

- Back Key



**#e92a2d Anthony Logo Red**



**#b22024 Anthony True Red**



**#1d417b Anthony Logo True Blue**



**#002469 Anthony Accent Blue**

# LOGO COLORS & FONTS

**ANTHONY & Happy Home:**

Proxima Nova - Black

**TYCT Registered Slogan &**

**Cares:**

IvyEpic Variable - Semi-Bold

(except for TRUST which is Bold)



# SWOOSH USAGE



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