

# Logo Usage Guidelines

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### DISCONTINUED LOGO

This logo has been discontinued as of immediately. In rare cases under special circumstances where lack of space is an issue, this version without the tag line can be used. Contact the Anthony marketing department for approval.



### NEW APPROVED LOGO

This logo has been approved by Anthony brand standards and is the preferred logo. The approved logo incorporates our new tag line "Innovating What's Next" separated by a thin gray vertical rule.

## ANTHONY CORPORATE COLORS

To maximize the impact of the Anthony color palette, a dark gray, which complements the dark and light greens, is used to support our identity. The gray resonates stability, while the green represents growth and ambition — all positive reflections of Anthony’s image. The full color logo is the preferred signature. It should be used on all materials whenever possible. Black will be used in cases where color is not allowed, as shown on the next page.



## COLOR PALETTE

### SPOT COLOR

Pantone® is the dominant spot color printing system. It uses specially formulated inks to reproduce exact colors that are not possible with 4-color process. Spot colors are used to specify colors with building signs, promotional items, embroidery, etc.

COLOR	PANTONE
■ GRAY	COOL GRAY 11C
■ L GREEN	361C
■ D GREEN	356C

#### DIGITAL FILE NAMES:

- Anthony\_Logo\_TagLine\_SPOT.ai

### 4-COLOR PROCESS (CMYK)

Four Color Process (CMYK) is used for all printed materials – brochures, flyers, trade show artwork, etc.

COLOR	C	M	Y	K
■ GRAY	38	29	20	58
■ L GREEN	61	0	98	0
■ D GREEN	100	4	87	18

#### DIGITAL FILE NAMES:

- Anthony\_Logo\_TagLine\_CMYK.ai

### RGB

RGB is the color model that all electronic devices use to reproduce color, such as televisions, computers, phones, tablets, etc. RGB files are suited for electronic presentations created in PowerPoint, Word, Key Note, Prezi, etc. or any Internet-related needs.

COLOR	R	G	B
■ GRAY	84	88	97
■ L GREEN	110	190	71
■ D GREEN	0	138	82

#### DIGITAL FILE NAMES:

- Anthony\_Logo\_TagLine\_72DPI.jpg
- Anthony\_Logo\_TagLine\_72DPI.png
- Anthony\_Logo\_TagLine\_300DPI.jpg
- Anthony\_Logo\_TagLine\_300DPI.png

### HEX COLOR

HEX colors are used for specifying colors within web pages. In most cases, you can use the RGB files for this purpose.

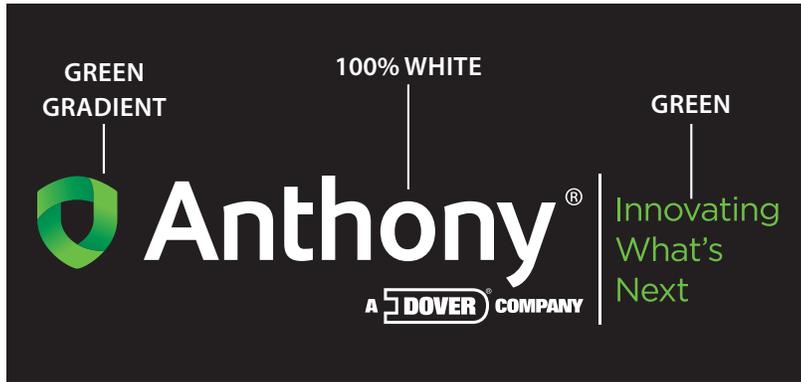
COLOR	HEX:
■ GRAY	#545861
■ L GREEN	#6ebe46
■ D GREEN	#068d51

When it is not possible to print using PANTONE® Color Inks, use only the colors indicated, the standards for which are shown in the current edition of the PANTONE Coated (C) Color Formula Guide. The colors shown on this page and throughout these guidelines are an approximation and are not intended to match the PANTONE Color Standards. PANTONE is a registered trademark of PANTONE, Inc.

## ANTHONY CORPORATE COLORS CONT.

The full-color logo is always preferred, but for one-color applications and logo usage on dark backgrounds, see the following additional signatures.

### NEGATIVE SIGNATURE WITH GREEN SHIELD & TAG LINE



The black box shown above is only for demonstration purposes and is not a part of the official logo.

#### REVERSED WITH DARK & LIGHT GREEN

This logo should only be used in special circumstances where the background is too dark and the gray coloring is not legible.

COLOR	C	M	Y	K
☐ WHITE	0	0	0	0
■ L GREEN	61	0	98	0
■ D GREEN	100	4	87	18

#### DIGITAL FILE NAMES:

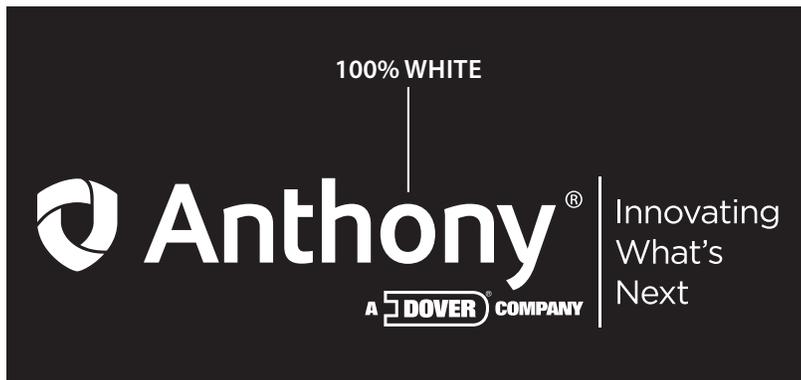
##### FOR PRINT

- Anthony\_Logo\_TagLine\_1C\_WHITE.ai

##### FOR DIGITAL

- Anthony\_Logo\_TagLine\_WHITE\_72DPI.png
- Anthony\_Logo\_TagLine\_WHITE\_300DPI.png

### NEGATIVE SIGNATURE (WHITE)



The black box shown above is only for demonstration purposes and is not a part of the official logo.

#### ONE COLOR - REVERSED (WHITE)

This logo should only be used in special circumstances where color is not an option or only one color is allowed - particularly for embroidery.

COLOR	C	M	Y	K
☐ WHITE	0	0	0	0

#### DIGITAL FILE NAMES:

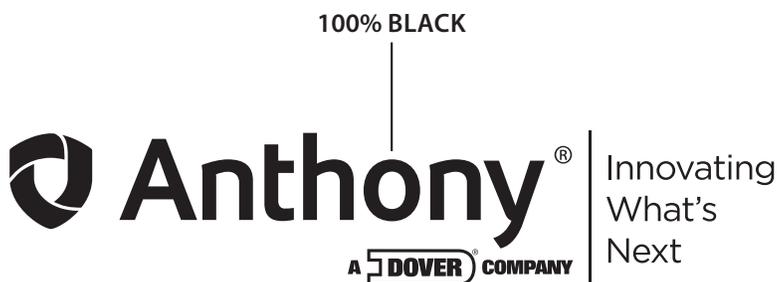
##### FOR PRINT

- Anthony\_Logo\_TagLine\_1C\_WHITE.ai

##### FOR DIGITAL

- Anthony\_Logo\_TagLine\_WHITE\_72DPI.png
- Anthony\_Logo\_TagLine\_WHITE\_300DPI.png

### POSITIVE SIGNATURE (BLACK)



#### ONE COLOR - BLACK

This logo should only be used in special circumstances where color is not an option or only one color is allowed such as forms, memo pads, embroidery, etc.

COLOR	C	M	Y	K
■ BLACK	0	0	0	100

#### DIGITAL FILE NAMES:

##### FOR PRINT

- Anthony\_Logo\_TagLine\_1C\_BLACK.ai

##### FOR DIGITAL

- Anthony\_Logo\_TagLine\_BLACK\_72DPI.jpg
- Anthony\_Logo\_TagLine\_BLACK\_72DPI.png
- Anthony\_Logo\_TagLine\_BLACK\_300DPI.jpg
- Anthony\_Logo\_TagLine\_BLACK\_300DPI.png

## MINIMUM SIZE & AREA OF ISOLATION

To preserve the clarity and integrity of the Anthony signature, always follow the minimum size and clear space guidelines described here. The minimum size regulations help to protect the detail and legibility of the signature in all applications. When small sizes are required, use only the specially drawn Minimum-Size signatures. Never reduce signatures smaller than the approved width shown below.

Area of Isolation is the area surrounding the signature and must be free of any other logos, graphics or text, as well as the edge of the printed piece. Following these guidelines ensures optimal presentation of the signature.

Should there be any questions regarding size or clear space, contact Anthony marketing before proceeding.

### MINIMUM SIZE



The minimum size for the signature is 1.75" in width.

Use good judgement as to what constitutes "too small." A logo that is unreadable defeats its purpose and diminishes the brand.

### MINIMUM AREA OF ISOLATION



A minimum amount of clear space must always surround the logo. More space is always preferred. This helps to frame the logo and prevent it from getting lost in the surrounding elements.

Use the height (X) of the gray lowercase letters in the word Anthony to determine the amount of minimum space required. This is to be used as a visual aid, as an exact measurement will vary depending on the size of the logo.

## THE ANTHONY MARK

One of the ways Anthony builds and maintains a strong brand identity is through the proper use of trademark and registration symbols. First usage and prominent display of the proper name Anthony must include the use of the ® symbol. This guideline encompasses printed as well as electronic communications. The trade name Anthony should be used as a noun when required in body copy. When used in this context, the ® is not required so long as the first and prominent usage has been applied.



This registered mark represents the shield and Anthony word. It is an official part of the logo and should never be moved.

This registered mark represents the Dover logo. It is an official part of the Anthony logo and should never be moved.

## WHAT IS A TRADEMARK?

A trademark is any word, name, symbol or device, or any combination thereof, that identifies the goods of a manufacturer and distinguishes the goods of that manufacturer from those of another. A service mark is any word, name, symbol or device, or any combination thereof, that identifies the services of a provider and distinguishes the services of that provider from those of another. The overall look of a product, such as shape or color, otherwise known as trade dress, can also function as a mark as long as the trade dress acts as an identifier of the source of the goods or service. A trademark or service mark assures consumers of consistent quality with respect to those goods or services and aids their promotion.

In the United States (and some other countries), trademark rights arise from use of the mark in the ordinary course of business and can be further protected by obtaining a trademark registration. Trademark registration with the United States Patent and Trademark Office entitles the trademark owner to national protection of the mark (as opposed to protection limited to the actual geographic area of use) and allows the trademark owner to sue for past damages and attorney's fees, as well as treble damages if the infringement is willful. It is important to note that in most countries outside the United States (including China, Japan and Germany), rights are created through the registration process only.

A trademark should be affixed to the product, product labels, product packaging or user manuals for the product. A service mark should be used on promotional material, including websites, describing the services.

Trademarks must be used properly in order to avoid loss of exclusive rights. For example, through misuse, a mark can become the common name for a product or service rather than an identifier of source. Such generic terms are available to the public for use and cannot be protected. Likewise, failure to enforce and protect a mark can lead to abandonment of rights. A good example of this is the word "aspirin," which originally was a trademark for medication, but was lost due to common usage and failure to enforce rights.