

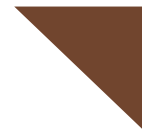
The logo consists of a dark red oval background. Inside the oval, the text "Anthony-Thomas" is written in a white, bold, italicized serif font. A thin white horizontal line is positioned above the "Thomas" portion of the name. Below this, the word "Chocolates" is written in a smaller, white, italicized serif font.

*Anthony-Thomas*  
*Chocolates*



# **BRAND GUIDELINES**

Anthony Thomas



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# INTRODUCTION



**We are here to make  
the world a sweeter  
place, one piece of  
chocolate at a time.**



## **History**

**Anthony Thomas Candy Co.** is the largest family owned and operated candy company in the Midwest. Over 200 people are employed in the factory, office, warehouse, and retail stores. Besides manufacturing candy for its retail outlets, the company produces for its wholesale, fund-raising, and contract manufacturing divisions. On the average, about 60,000 pounds are produced on two shifts daily with the company planning to expand its retail and wholesale divisions.

**Anthony Thomas's** success spans 5 generations with an accumulation of over 185 years of experience between the family.

## **Mission**

With our customers as our core value, the **Anthony Thomas** family lives these values:

- Finding ways for both our employees and company to grow.
- Being transparent with the community and treating all with respect.
- Creating an old-time, warm atmosphere in our 13 retail stores to hold our founders vision.
- Delivering quality and consistent candy with all our products.
- Committing to strengthening and developing relationships within the community.



**THE MARK**



### **The Mark**

The primary **Anthony Thomas** mark encompasses everything that the brand represents. The brand is refined, modern, and feels elevated. In all, the mark is meant to serve the brand and its recognition.

This mark consists of a refined monogram, that conveys smooth chocolate. Meanwhile, the mark is surrounded by truffle shape to visually connect the brand to chocolates. All of which is supported by a serif typeface to connect to **Anthony Thomas's** promise to make high-end, delectable chocolate.



### **Clear Space**

When using the **Anthony Thomas** mark, clear space must be maintained at all times. Clear space is the proximity of a logo to other visual elements.

For the **Anthony Thomas** logo, the "AN" in Anthony found within the logo should be placed around all sides of the mark to create equal spacing. This will allow for the logo to have breathing room in any application.



**ANTHONY**  
t h o m a s

### Sizing

When using the mark for **Anthony Thomas**, the mark shall not be reduced past 1 inch or 100px in the respective printed or digital media. If a smaller size is required, use only the monogram.



1" Minimum Print Size



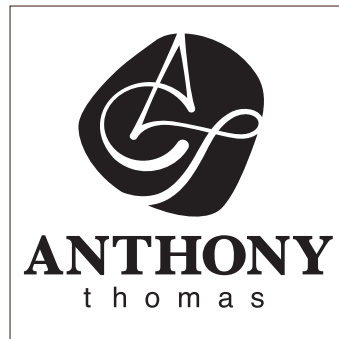
100px Minimum Digital Size



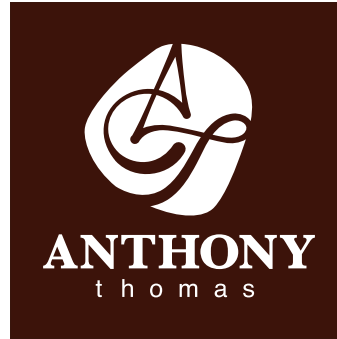
Less than 1"



Standard Gradient



Black



White



Type Dominate



Monogram Only



Truffle Monogram

## Correct Use

The mark of a brand is essential to building brand recognition with consumers. So, it is important to correctly use the logo and its variations when it comes to branding anything that uses the **Anthony Thomas** name.

## Variations

These are the acceptable variations that could be used in lieu of the main logo. For example, when a horizontal logo is more practical, it is acceptable to use the type dominate variation. Meanwhile the monogram and the truffle monogram can be applied as decorative elements. In the end, these logos must adhere to the same color scheme and orientation of the main logo.



No angles



No color use outside of pallet



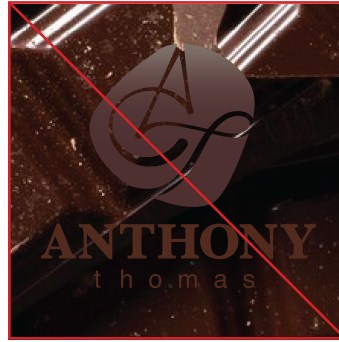
Do not place on colors that create a low contrast



Do not remove elements



Do not distort



Do not place on like colors

### Incorrect Uses

As demonstrated on the left, there are incorrect ways apply **Anthony Thomas's** logos. By avoiding these mistakes, the integrity and refinedness of **Anthony Thomas's** logos can be maintained.

The image features a dark brown background. On the left side, there is a geometric pattern consisting of a grid of squares. Each square is bisected by a diagonal line from the top-left to the bottom-right. The top-left and bottom-right triangles are a slightly darker shade of brown, while the top-right and bottom-left triangles are a slightly lighter shade. This pattern is partially obscured by a large, solid dark brown diagonal shape that extends from the top-left towards the bottom-right, covering the right half of the image.

**THE LOOK**



## Primary Colors



**Milk Chocolate**  
Pantone 7602 C

**c31 m64 y76 k45**  
**r97 g50 b34**  
hex #613222



**Dark Chocolate**  
Pantone 4625 C

**c46 m81 y83 k72**  
**r39 g14 b12**  
hex: #270E0C

## Color

**Anthony Thomas's** color library consist of a primary and secondary set of colors. The primary color set should be used in all applications, sometimes in combination with the secondary colors. The secondary set is reserved for additional colors needed for things like illustrations. These colors maintain the elegant and refined nature of the logo, so it is imperative to adhere these colors to all digital and print materials.

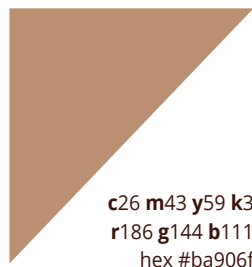
## Secondary Colors



**c0 m7 y11 k0**  
**r255 g237 b222**  
hex #ffedde



**c0 m15 y27 k15**  
**r217 g178 b148**  
hex #d9b294



**c26 m43 y59 k3**  
**r186 g144 b111**  
hex #ba906f



**c0 m23 y39 k39**  
**r156 g97 b56**  
hex #9c6138

**BASKERVILLE**  
Bold · Semi-bold · Regular

**OPEN SANS**  
Bold · Regular · *Italic*

# THIS IS THE HEADER.

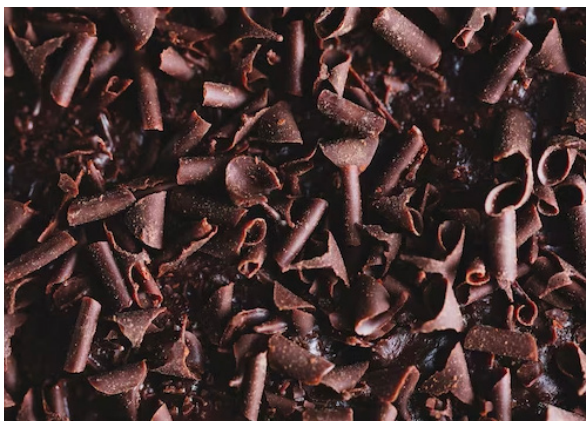
## This is a subhead.

Sectioning, for smaller sections within subheads or paragraphs.

This would be the body copy. Please use as directed to help create contrast between the sectioning and the bulk of the heading. When creating **emphasis**, you can use Open Sans Bold to create contrast withing the body copy. Open Sans Italic can be use when *grammatically necessary or for citing*.

## Typography

Another extremely important aspect, aside from the mark itself, is the use of typography. Typography communicates to the consumer that there is consistency in brand and product, making it a very important aspect of brand identity. As a result, to the left is an example of how and when to correctly use the two different typefaces Baskerville and Opens Sans as it relates to headers and body copy.



## Photography

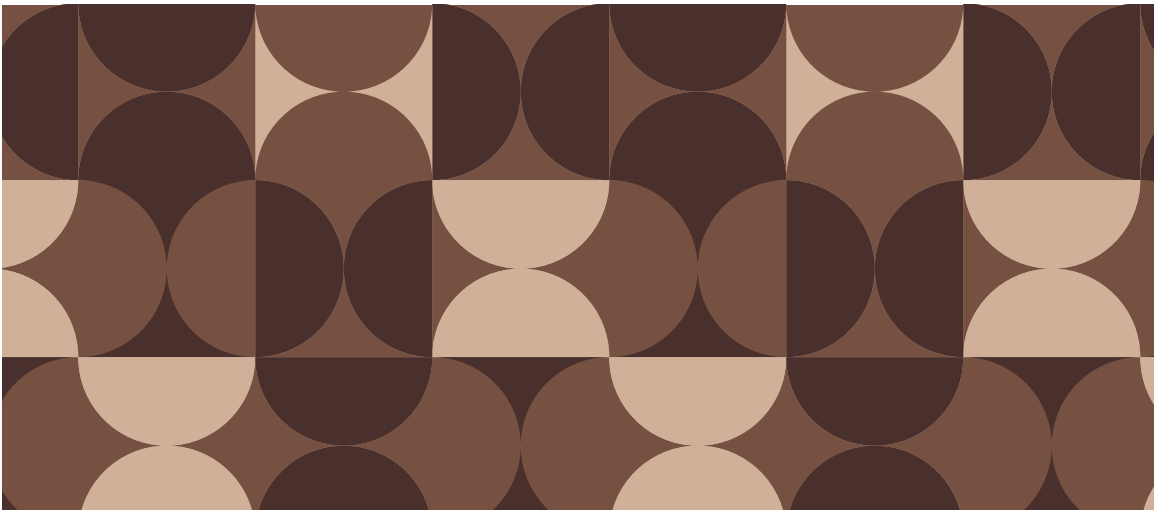
When it comes to the photography, the goal is for the consumer to experience more than just simply viewing a picture of chocolate. The viewer should experience the emotions of desire, interest, and anticipation.

All photography should be dark and moody to create the imagery necessary to achieve the emotions viewers should experience. This should included individuals that match the tone and value of the ad, creating a monochromatic look and feel.



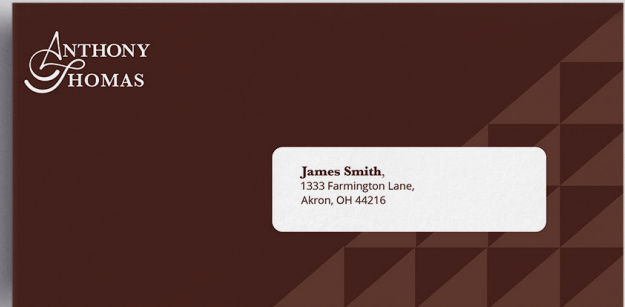
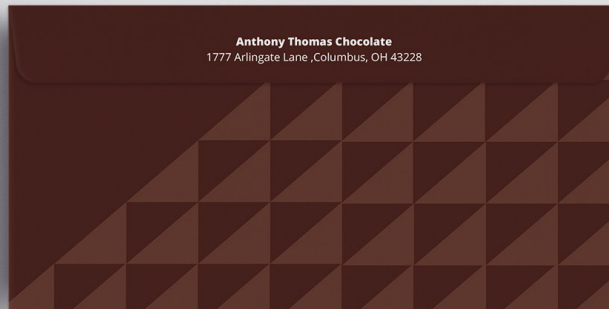
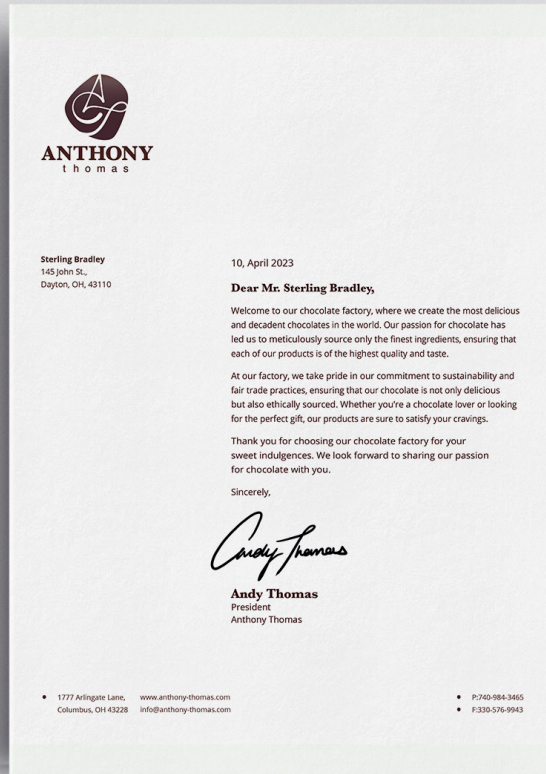
## Illustration

Illustration can be used as an alternative to photography. It is highly encouraged that illustrations are used for special events or branding opportunities like a Dia de los Muertos. The illustrations can vary in style and artist, but the colors used in the design must be from the primary and secondary color systems.





**APPLICATIONS**

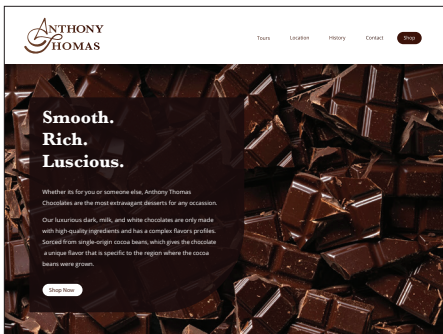




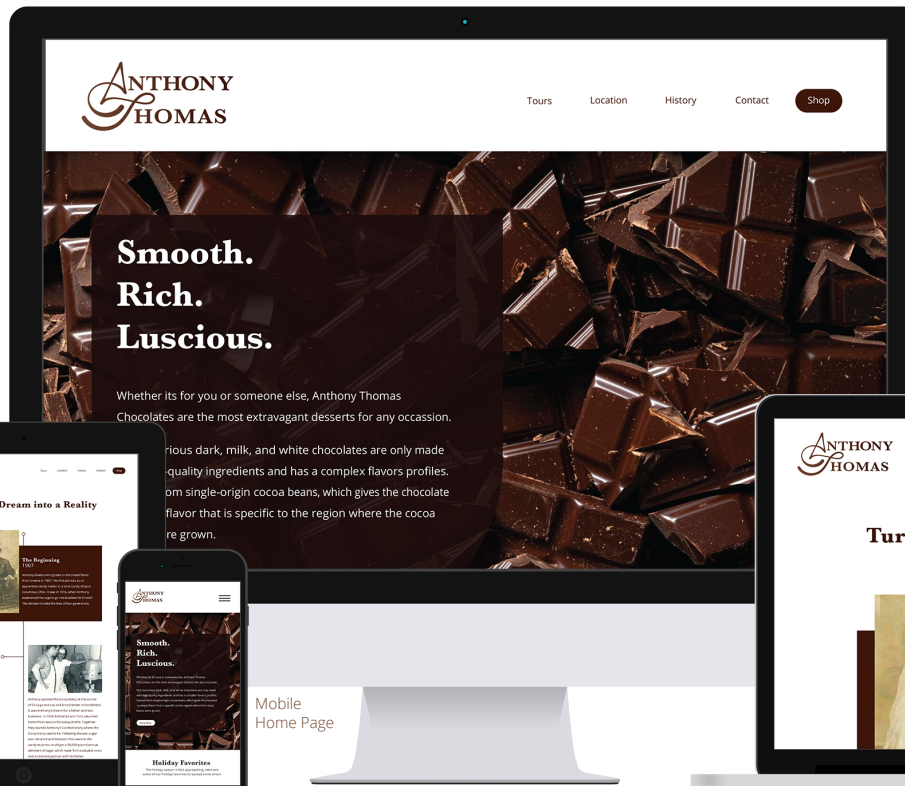
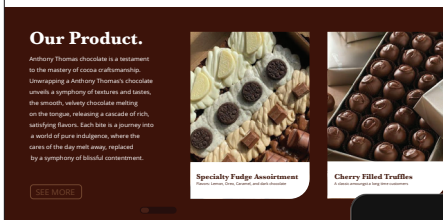
**INVOICE**#0000049572048  
5th November 2023**TO:**  
**Sterling Bradley**  
145 John St.,  
Dayton, OH, 43110

Description	QTY	Unit Price	Amount
OSU Buckeye Box 7.25 oz. - 3466	1	\$10.95	\$10.95
Assorted Truffles - 5891	2	\$17.95	\$35.90
Sub Total			\$46.85
Shipping			\$8.99
<b>Total</b>			<b>\$55.84</b>

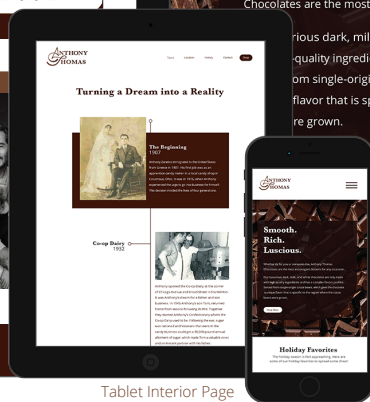
**DUE:**  
1st December 2023**Terms & Conditions**Payment is due in full within 30 days of the invoice date.  
Shipping and handling fees are additional and will be calculated based on the weight and dimensions of the shipment.• 1777 Arlingate Lane, www.anthony-thomas.com  
Columbus, OH 43228 info@anthony-thomas.com• P:740-984-3465  
• F:330-576-9943



Home Page



Home Page

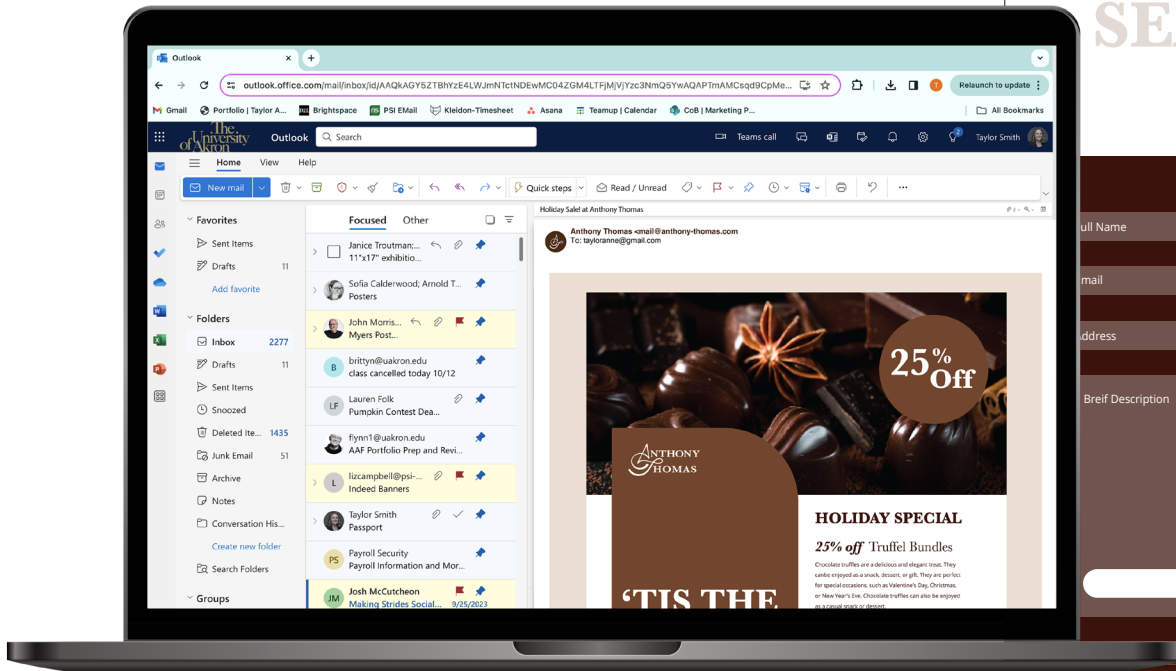


Tablet Interior Page



Interior Page





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# ‘TIS THE SEASON SEASON SEASON SEASON SEASON SEASON

25%  
Off

Full Name

mail

address

Brief Description

SUBMIT

## HOLIDAY SPECIAL

### 25% off Truffel Bundles

Chocolate truffles are a delicious and elegant treat. They can be enjoyed as a snack, dessert, or gift. They are perfect for special occasions, such as Valentine's Day, Christmas, or New Year's Eve. Chocolate truffles can also be enjoyed as a casual snack or dessert.

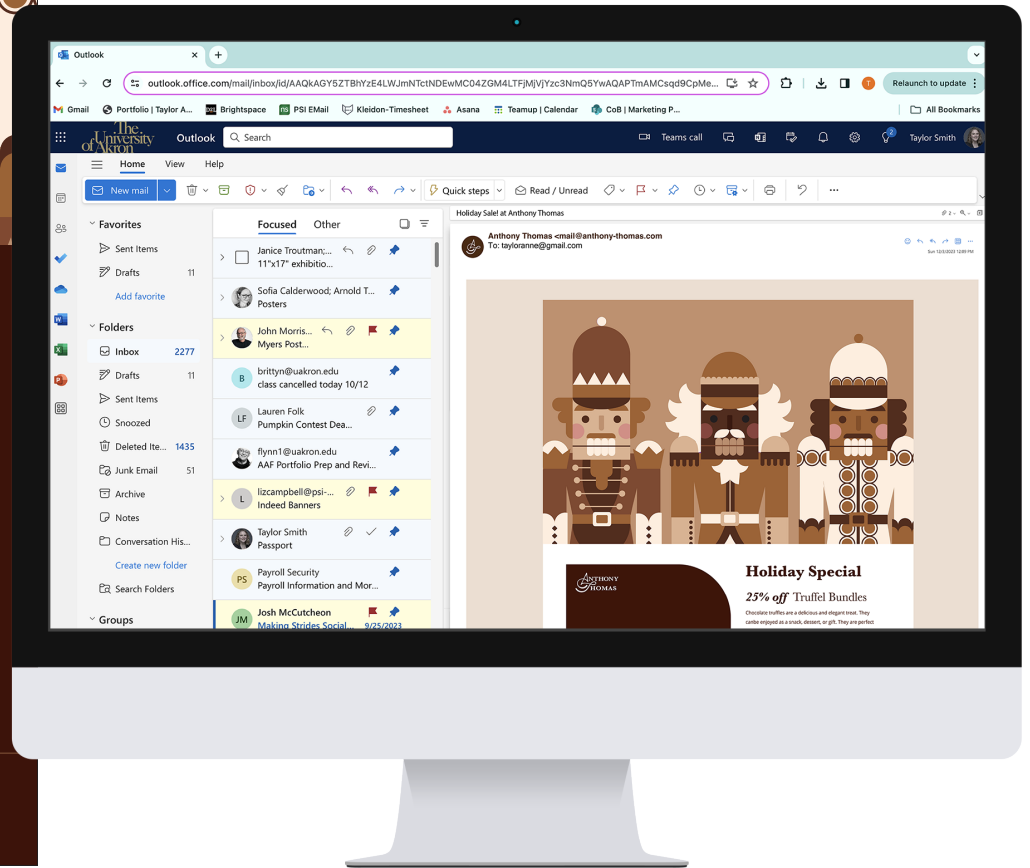
**December 1st- 15th**

*In stores and online*

[Tours](#)  
[Locations](#)  
[History](#)  
[Contact](#)

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1777 Arlingate Lane  
Columbus, OH 43228









**ANTHONY THOMAS**

**ETHICALLY SOURCED.  
EPICALLY DELICIOUS.**

Cocoa farming and production is responsible for about 10% of all deforestation in West Africa's tropical rainforests. Deforestation destroys animals habitat, forces them to migrate, and increases their risk of extinction. For example, cocoa-driven deforestation is threatening chimpanzees, elephants, and other endangered species. This is why Anthony Thomas Chocolate is dedicated to sourcing all cocoa from conflict free farms. To help prevent deforestation and protect the species that live there.

For more information, go to:  
[anthony-thomas.com/chocolateforgood](http://anthony-thomas.com/chocolateforgood)

or contact us at:  
[customerservice@anthony-thomas.com](mailto:customerservice@anthony-thomas.com)

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 THOMAS

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CHOCOLATEFORGOOD.COM

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[customerservice@anthony-thomas.com](mailto:customerservice@anthony-thomas.com)















