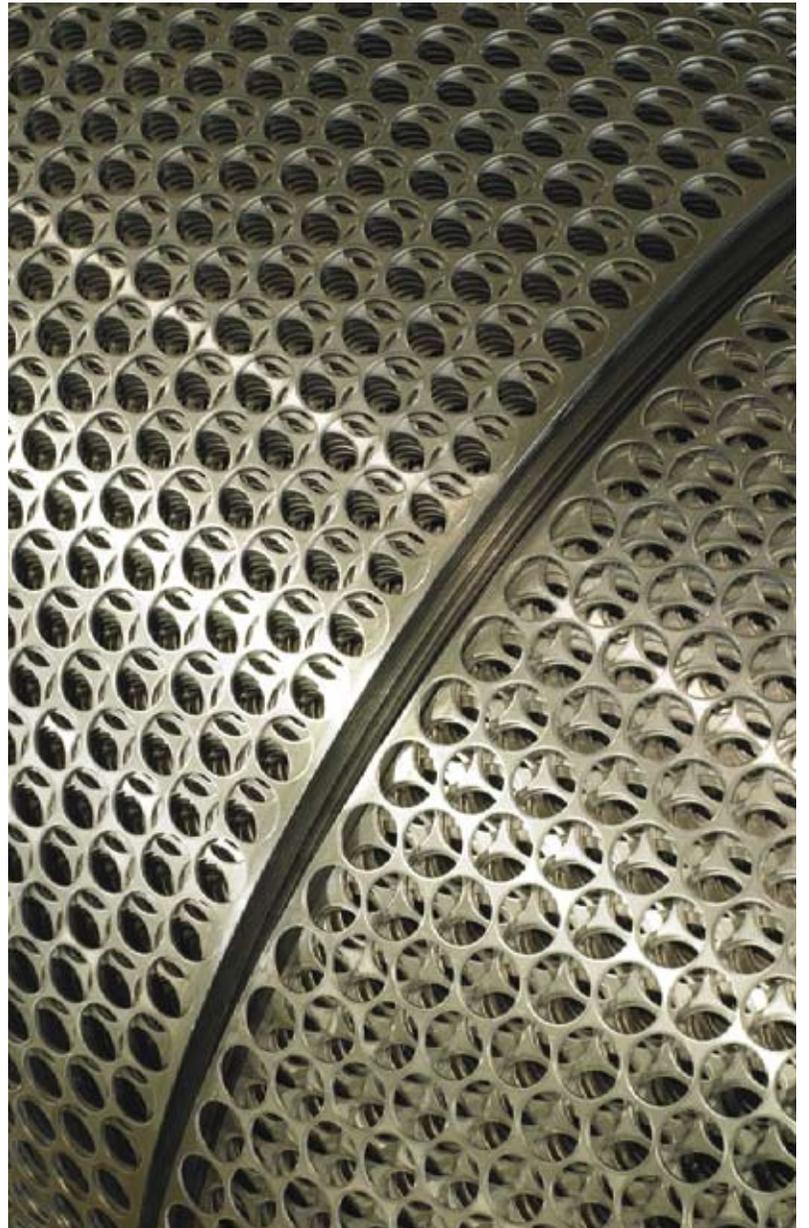
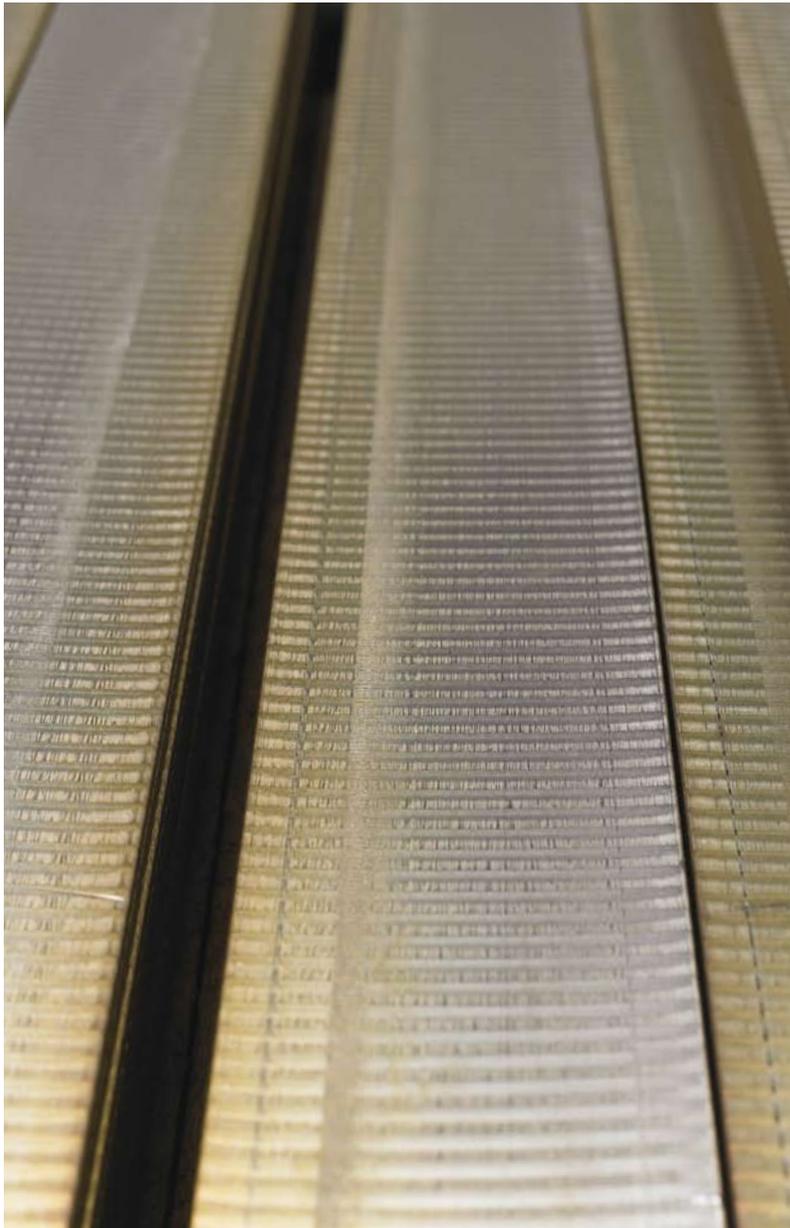


The Royal Mint  
Identity Guidelines













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The Royal Mint  
Identity Guidelines



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## The Royal Mint Beyond value

The Royal Mint is a unique British institution that lays claim to eleven centuries of royal heritage, running from the time of Alfred the Great to the present day. It is solely responsible for the minting of the 27 billion coins in circulation in the UK today, together with many commemorative coin issues. In addition, the Royal Mint produces a further three billion coins a year for over 60 countries around the world.

To project our proud heritage, our expertise and the trust implicit in our appointment as coin-makers to the Crown, we are moving into the future with an updated visual identity that clearly differentiates the Royal Mint from its competitors. It embodies the core strengths that make the Royal Mint unique and creates a sharper focus on our leadership as the world's foremost authority on minting.

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1



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2



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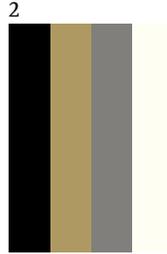
3



The most publicly visible part of our identity is the logo. It represents the ultimate guarantee of quality as the authentic symbol of the only mint authorised to bear the Royal Family's Coat of Arms<sup>1</sup>. The design of the symbol is inspired by the values which distinguish the Royal Mint from any other mint, namely our royal heritage and our production expertise. Its construction is a blend of traditional and contemporary visual cues. The Tudor Rose struck on the first gold sovereign<sup>2</sup> of 1489, the coin dial plates<sup>3</sup> used in modern coin production, and the Royal Family's Coat of Arms, are influences which come together to create an instantly recognisable visual expression of our brand.

The identity programme is more than just a logo. It affects the way we engage with our customers at every level. It creates a coherent framework for all our communications and allows us to project our values, build brand loyalty and extend an awareness of our expertise to the widest possible audience.

## The Royal Mint Design elements



The visual identity consists of five design elements: the logo, colour palette, typography, grid system and photography. The following pages guide you through these elements and show you how to bring them together to create compelling communications that have a consistent and recognisable look and feel.

### The logo

The logo<sup>1</sup> is constructed from the Royal Family's Coat of Arms overlaying the gold heraldic supporter. The inspiration for the supporter is derived from the Tudor Rose together with the geometry of the Royal Mint's coin dial plates.

### Colour

The use of gold and silver derives from the precious metals used for minting the most valuable coins. Combined with black and off-white these colours<sup>2</sup> evoke premium quality.

### Typography

Nexus Serif<sup>3</sup> is classic yet contemporary, making it the perfect choice as the primary typeface of the Royal Mint.

### Grid system

An invisible grid system<sup>4</sup>, based upon the proportions of the Royal Mint symbol, ensures consistent graphic design across all communications.

### Photography

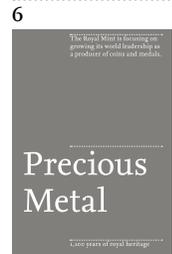
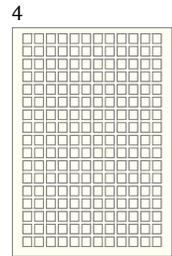
A library of engaging and relevant brand images<sup>5</sup> portrays the Royal Mint's production expertise.

### Design principles

The design principles<sup>6</sup> underpinning the visual identity are founded on strong asymmetric composition; the use of black and off-white as a counterpoint to metallic gold and silver, and tonal gradients that evoke the reflective attributes of precious metals. Follow the design principles to create engaging communications which can range from classic to strikingly modern.

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