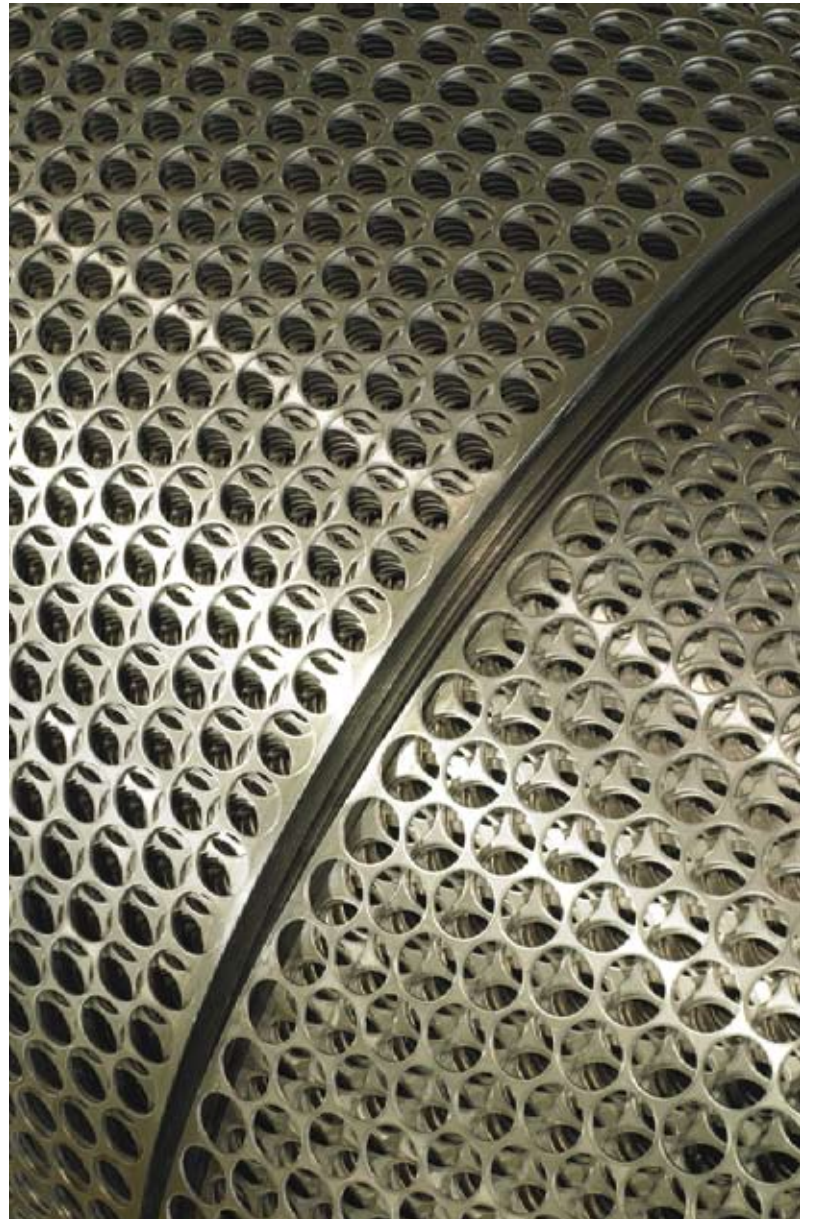
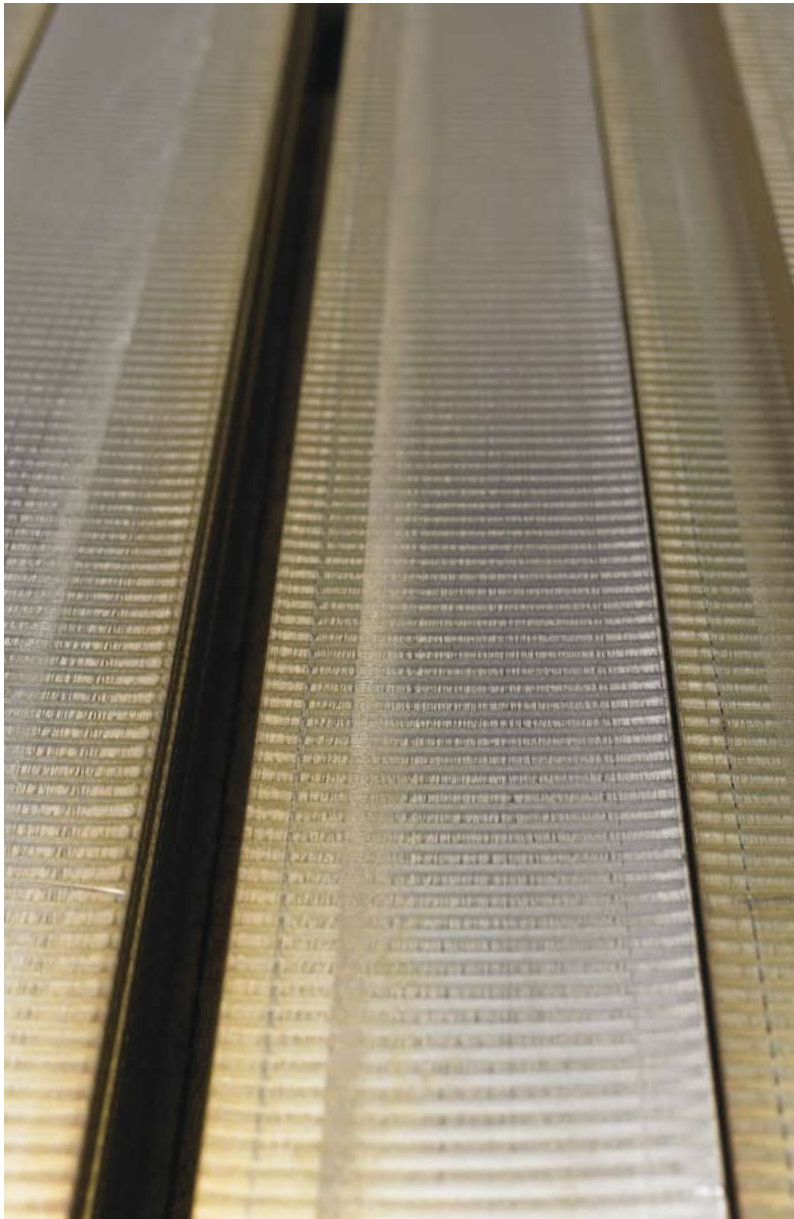


The Royal Mint
Identity Guidelines













The Royal Mint
Identity Guidelines



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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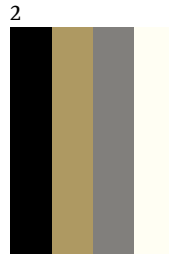
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The most publicly visible part of our identity is the logo. It represents the ultimate guarantee of quality as the authentic symbol of the only mint authorised to bear the Royal Family's Coat of Arms¹. The design of the symbol is inspired by the values 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 sovereign² of 1489, the coin dial plates³ 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 logo¹ 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 colours² evoke premium quality.

Typography

Nexus Serif³ is classic yet contemporary, making it the perfect choice as the primary typeface of the Royal Mint.

Grid system

An invisible grid system⁴, based upon the proportions of the Royal Mint symbol, ensures consistent graphic design across all communications.

Photography

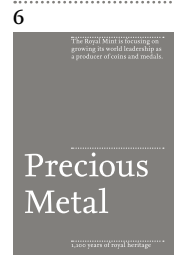
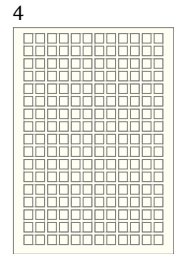
A library of engaging and relevant brand images⁵ portrays the Royal Mint's production expertise.

Design principles

The design principles⁶ 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.

3

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Contents

1 — The logo

- 22 23 Constructing the symbol
 - 24 25 Introducing the symbol
 - 26 27 Introducing the logotype
 - 28 29 Primary use logo
 - 30 31 Secondary use logo
 - 32 33 Recommended sizes
 - 34 35 Protecting the logo
 - 36 37 Stand-alone symbol
 - 38 39 Special case logo use
 - 40 41 Cobranding
-

2 — Colour

- 44 49 Introducing the colour palette
 - 50 53 Tints of the colour palette
 - 54 57 Colour gradients
-

3 — Typography

- 60 61 Primary typeface—Nexus Serif
 - 62 63 Nexus Serif weights
 - 64 67 Typeface anatomy
 - 68 69 Nexus Serif character set
 - 70 71 Secondary typefaces
 - 72 73 Nexus Serif glyph set
 - 74 75 Recommended type sizes
 - 76 77 Creating emphasis
-

4 — Grid system

- 80 81 ISO/DIN A-series formats
 - 82 83 Grid construction
 - 84 85 Introducing the grid system
 - 86 87 Column grid
 - 88 89 Baseline grid
 - 90 91 Image module grid
 - 92 93 Logo grid position
-

5 — Photography

- 96 101 Overview
 - 102 103 Photographic cropping
-

6 — Design principles

- 106 107 Asymmetric composition
 - 108 109 Range left type alignment
 - 110 111 Alignment
 - 112 113 Using gradients
 - 114 115 Information hierarchy
 - 116 117 Typographic hierarchy
 - 118 119 Typographic detailing
-

7 — Design examples

- 122 133 Stationery and forms
 - 134 139 Corporate literature
 - 140 143 Packaging
 - 144 147 Digital media
 - 148 153 Sales literature
 - 154 157 Exhibition and signage
 - 158 159 Commemorative medal
-

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and book design
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Brand photography
Richard Learoyd

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