



Australian Government
Royal Australian Mint

Visual Style Guide

VERSION 1_2018

3

Identity

The Royal Australian Mint's visual identity has been specifically designed to help manage our organisation's brand. We define a brand as a complex and dynamic set of feelings and beliefs in people's hearts and minds. In other words, our brand is our reputation.

The Visual Brand Guidelines provides guidance for successful implementation and use of the visual identity to ensure consistent application across all aspects of our business.

A strong and consistent brand is a valuable asset, that properly nurtured and expressed, delivers a wide range of commercial benefits: driving customer preference, adding perceived value and fostering customer loyalty.

In the most successful organisations, the brand drives everything it says both internally and externally.

Brand Values

Brand values are ‘the rules of the game’. They are the way we go about achieving our goals. The Mint’s values can be summarised as:

**Never let people down.
Competitive spirit.
Anything’s possible.**

The Mint’s brand is fresh and contemporary and reflects these values.

Vision

A brand vision sets the direction for the brand and describes the ideal future state the brand is dedicated to bringing about. It goes beyond the obvious goals of maximising profit and is the higher goal of the business.

The Royal Australian Mint is inspired by a future in which, thanks to us....

**the Australian story is
iconified through the
creation of minted treasures.**

Personality

Brands are defined as much by what they aren't, as by what they are.

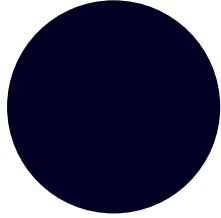
The Mint is...

iconic, isn't gimmicky
heritage, isn't stuck in the past
timeless, isn't tacky
educational, isn't boring
official, isn't intimidating
ambitious, not ruthless
quality, not rubbish
BMW, not Daewoo
competitive, isn't 'win at all cost'
government affiliated, isn't political
transparent, isn't warts and all
Australian, isn't cliché
dependable, is anything's possible
innovative, is iconifying the Australian story.

**The brand is progressive
and professional to reflect
our personality.**

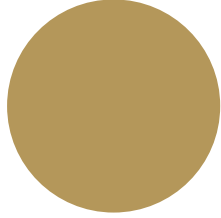
Colour Palette

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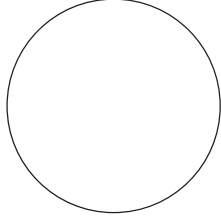
RAM Navy
Primary
Pantone 296 C

C100 M73 Y28 K86
R10 G61 B93
HEX #0A3D5D

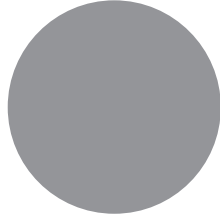


RAM Gold
Primary
Pantone Metallic 872
Pantone 7407 C
Foil – Kuriz 428

C20 M30 Y70 K15
R180 G157 B91
HEX #B49D5B

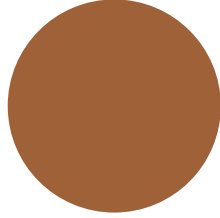


White
Primary
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF



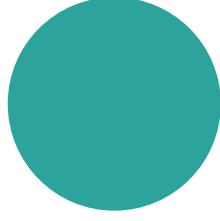
RAM Silver
Secondary
Pantone Metallic 877
Foil – API Silver Satin 1016S

C0 M0 Y0 K50
R155 G155 B155
HEX #9B9B9B



RAM Bronze
Secondary
Pantone Metallic 876
Foil – OS+ Copper

C0 M49 Y70 K42
R149 G105 B64
HEX #956940



RAM Teal
Secondary
Pantone Metallic 8284
Foil – API Turquoise 2308

C69 M0 Y37 K16
R101 G161 B155
HEX #65A19B

The primary colour palette is the predominant colour palette used on all corporate and business materials.

Because the primary colour palette is limiting, a complimentary secondary colour palette has been developed. These colours are used on all visitor and educational materials including promotional products, exhibition graphics and public facing materials.

Fabrics

RAM Navy
INSTYLE
Design – SONIC
Colour – Wave



RAM Gold
INSTYLE
Design – SONIC
Colour – Dash



Visitor chairs

The Mint has introduced upholstery fabric colours to match the secondary colour palette and maintain consistency throughout the building.

Visitor chairs: Vostra Classic 607-10-R designed by Walter Knoll, Germany.

Supplier: Designcraft

Fabric: Sonic

Overtime upholstery colours should be replaced to match the secondary colour palette.

RAM Silver
INSTYLE
Design – SONIC
Colour – Audio



RAM Teal
INSTYLE
Design – SONIC
Colour – Reflection



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Typography 2.0

Core Serif N – Black

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890

Core Serif N – Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890

Core Serif N – Medium

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890

Core Serif N – Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890

Core Serif N – Light

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890

Myriad Pro – Bold Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890

Myriad Pro – SemiBold Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890

Myriad Pro – Semi Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890

Myriad Pro – Light Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890

The Royal Australian Mint's has two primary corporate fonts used on internal and external reports and presentations.

Core Serif N is used as a title font and Myriad Pro for body text and lower level headings.

Both fonts have a large 'font family' of different weights, ideal for developing design hierarchy in designs and page layouts.

Packaging & Advertising

The Mint varies fonts on its packaging and promotional materials to suit the product look and feel.

3.0 Brand Architecture (Parent Brand)

In June 2003, the Australian Government decided that common branding would apply to all Australian Government Departments and Agencies. The Royal Australian Mint is a government agency which falls within these guidelines. Specific Design Guidelines were developed to help departments and agencies ensure the new branding design is consistently applied, and this document is available at: https://www.dpmmc.gov.au/sites/default/files/publications/Australian_Government_Branding_Design_Guidelines.pdf

The Australian Government Crest logo (crest logo) is available in two primary layouts – as a horizontal INLINE version and as a vertical STACKED version. It is left to the discretion of the department or agency as to which should be used on any given occasion.

All versions of the crest logo consist of four elements:

- > the Commonwealth Coat of Arms (crest)
- > the words 'Australian Government'
- > an underline
- > the department or agency name – 'Royal Australian Mint'

1. Stacked logo



Australian Government

Royal Australian Mint

2. Inline logo



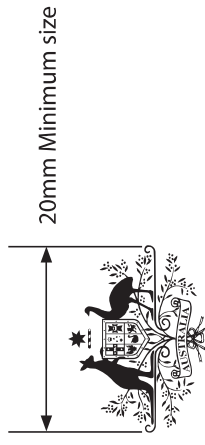
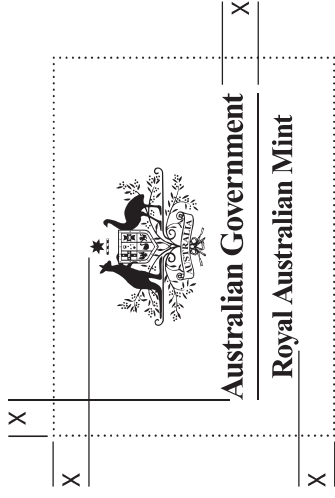
Australian Government

Royal Australian Mint

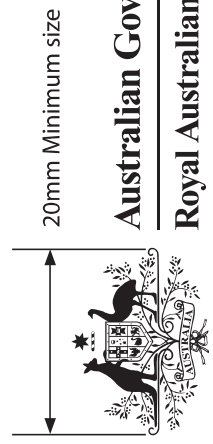
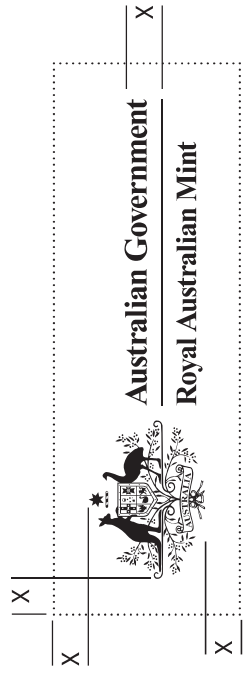
3. Text logo

Royal Australian Mint

15 Brand Architecture (Parent logo) 3.1



Australian Government
Royal Australian Mint



Australian Government
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Application – minimum size requirements
To ensure quality print reproduction, the crest logo must not be printed smaller than 20mm in width.

TEXT Logo

A version of the logo was developed for use when the logo is required to be smaller than 20mm. It is also used on packaging and certificates for international products being sold by a third party client.

There will be few circumstances when the crest logo or text logo doesn't work such as on outdoor advertising, billboards, banners etc. On these occasions it's preferable to spell the organisation name out rather than apply a logo using the corporate font Core Serif N.

3.2 Brand Architecture (Parent Brand)

The logo can be reversed – white on black – or can appear as a light colour on a dark colour or as a dark colour on a light colour, but it is essential to ensure that any use of colour does not compromise the integrity of the logo.

Attention to contrast must always be considered carefully. The logo must not appear in a pastel or light colour on a light background colour, or as a tint or stipple of any colour. The logo must not appear as a dark colour on a dark background.

Acceptable logo colour use



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Australian Government
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Australian Government
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Australian Government
Royal Australian Mint



Australian Government
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Non-Acceptable logo colour use



Australian Government
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Australian Government
Royal Australian Mint



Australian Government
Royal Australian Mint



Australian Government
Royal Australian Mint



Australian Government
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