



**Royal  
Australian  
Mint**



# Hello! Have we met?

Let me introduce myself. I'm the Mint's consumer facing brand and I sit nicely alongside our corporate government crest brand which you are familiar with. My role is to convey all things retail, commercial and tourism – the fun stuff! I talk to our retail customers, tourists, students, teachers and our community about what is great about the Mint, coins and coin collecting.

I've created this Play Book so that you can get to know me better. Know who I am, what I value, how I behave, what I look like, how I talk and how I turn up in the world.

*I'm hoping you will 'swipe right' when you finish reading this.*



**History is  
made of  
meaningful  
moments.**

## **I belong to a world-class Mint.**

The Royal Australian Mint is so much more than a factory that produces the coins you find in your change. The Mint makes coins that you can keep and collect too. They make medals, tokens and medallions and they even make legal tender coins for other countries.

And if that wasn't enough, the Mint is also a national cultural attraction that tells the story of Australian heritage and the art, science and history of coins and coin making.

The heart of what it does is to celebrate and commemorate all aspects of Australian life through the creation of minted treasures.



## My job is easy.

Everyone has a coin story to share. Whether it was the first gift from the tooth fairy, the sixpence in the Christmas pudding, the vital 'heads or tails' decision, or the hours spent collecting special pieces - coins are globally known and accessible to all.

I just need to bring coins to life by creating a sense of curiosity, pride and/or nostalgia.



*My Manifesto –*

## **Made for wonder**

Knowledge is made for wisdom.  
Achievement is made for pride.  
Community is made for connection.  
History is made of meaningful moments.  
And creativity is made to be admired.

We take them all.  
We shape them all.  
We make them all immortal.

**Because one and all, they're Made for Wonder.**



# Enough about you, let's talk about me.

*I am value-driven and here are some of the values I live by.*

**Experiences:** It's more about the experiences we create than the products that will keep visitors and customers coming.

**Culture:** I focus on the people and/or stories behind each coin rather than a detailed account about the coin.

**Collaboration:** While coin collecting is individual, I like to create communities where we can all share our love for coins.

**Full experiences:** I create end-to-end visitor and customer experiences that go beyond a one-off purchase.

**A personal approach:** I want to make our customers and visitors feel like I'm talking with them on a personal level that's empathetic, enthusiastic and engaging – like a friend you like hanging out with.

**Future heritage:** I value the past and the present of our history and heritage but I like to put a progressive spin on it that is both modern and a little pioneering.

**Open to all:** I welcome all Aussies from all walks of life because diversity makes us unique and inclusion makes us powerful.





## This is me.

I'm your regular guy or girl. That trusted neighbourhood friend that's reliable, uncomplicated – a typical Aussie that everyone can relate to and connect with. Think of Chris Hemsworth, Hugh Jackman or Margot Robbie.

I'm down-to-earth and charming. I'm authentic, honest and humble with a charming wit.

I'm friendly and optimistic. I make you feel at ease and I don't take myself too seriously – I'm a glass half full kind of person.

I'm enthusiastic and emotive. I don't mind sharing my love and passion for coins and Australia to anyone who is willing to listen to me.



## How I sound reflects my personality.

You'll spot me everywhere, from our website copy, to our promotional assets, but you should also recognise me in internal comms and the way I talk to visitors and customers when they call, email or visit in person.

**I'm just myself** – friendly and natural. I think of our visitors and customers as my colleagues or friends and I love connecting with them. I have genuine conversations with them. I'm still professional but in an informal rather than a formal way.

**I say it as it is** – I'm confident and clear and I keep it simple. I don't like using jargon and I do my best to explain complex information as if I was telling one of my friends. I'm a bit of a leader in my field but I don't like showing off.

**I'm a glass half-full kind of person** – I'm positive and enthusiastic. I want visitors and customers to feel my genuine love and passion for coins and the Mint. I tend to focus on what I can do rather than what I can't do. I communicate in an energetic and enthusiastic way but not in an 'in your face' way.

**I'm a great listener!** – I have an ability to empathise with people from all walks of life – I find them all fascinating. I know my visitors and customers well and they can tell by the way I talk to them.

**I aim to please!** – I'm always trying to find ways to delight and surprise visitors and customers by telling them something they didn't know or giving them something they really want. I'm always trying to find better ways of doing things.





# The Mint's Brand Architecture Flow Chart

Royal Australian Mint





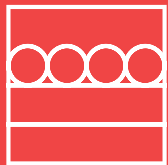
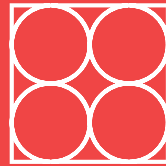
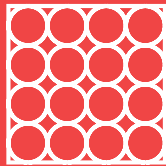
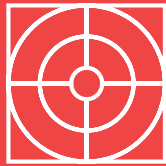
**Royal  
Australian  
Mint**



ROYAL AUSTRALIAN MINT



**Royal  
Australian  
Mint**



## How I came to be.

I'm all about the coin – it's design, shape, the processes involved in making them and the way we use them.

Whether we enjoy them individually or as a community,  
See them in shops, shelves or collections,  
Whether we spend them, gift them or collect them,  
Coins are experienced in different ways.

Because one an all, coins are **Made for Wonder.**

*Did you know that soft edges in design create a positive response, one people relate to community, friendship and love.*

C 0  
M 56  
Y 88  
K 0

C 0  
M 30  
Y 95  
K 0

C 70  
M 0  
Y 20  
K 0

C 100  
M 94  
Y 35  
K 35

C 0  
M 88  
Y 75  
K 0

# in many colours...

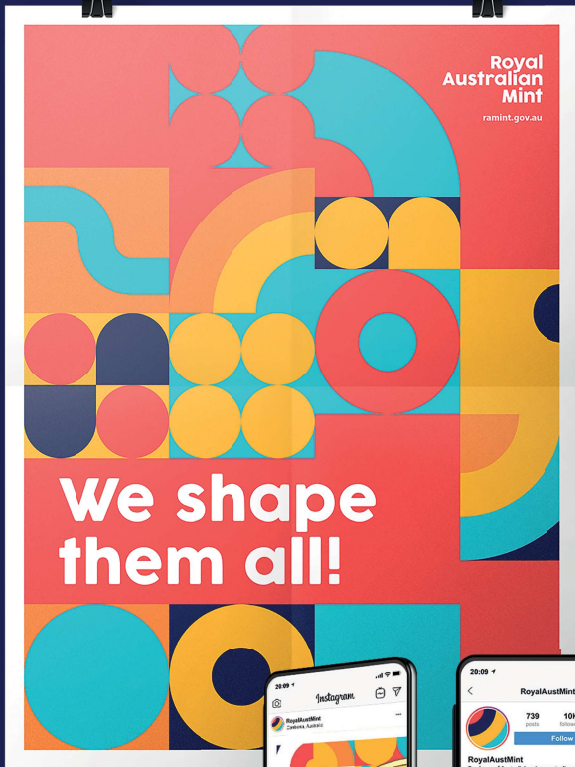
Not all colours go with my complexion but here are the ones that do.



# Here's how my friends would describe my looks.

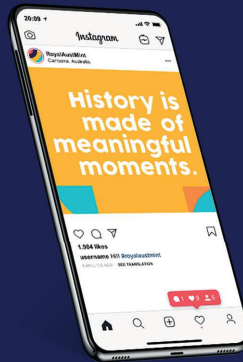
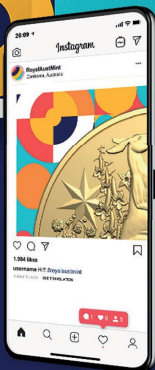
*Modern. Playful. Professional. Simplistic. Inviting. Intriguing.*





# Lookin' fancy...

This is me all dressed up for different occasions.



PRIMARY – LEFT ALIGNED

# Royal Australian Mint

SECONDARY – INLINE

**Royal Australian Mint**

PRIMARY HEADLINE FONT –  
COCOGOOSE REGULAR

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()>.,?**

PRIMARY BODY FONT –  
MYRIAD PRO LIGHT SEMI CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()>.,?

## and a new snazzy font.

Bold yet soft and fun!

✓ Royal  
Australian  
Mint

✓ Royal Australian Mint

✓ Royal  
Australian  
Mint

✓ Royal Australian Mint

✗ Royal Australian Mint

✗ Royal  
Australian  
Mint

✗ Royal  
Australian  
Mint

## The Do's & Don'ts.

Don't get crazy and think you know what hot pink would go great with - consistency is king!



An Isolation Area has been established to ensure that the dignity of the Design is not jeopardised through crowding. This zone is defined as 'X' and is based upon the height of the uppercase 'M' in Mint.

To ensure quality print reproduction the Logo Design must not be reproduced smaller than shown in the diagram below.



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# Questions?



For more information email:  
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