



GERMANIA MINT

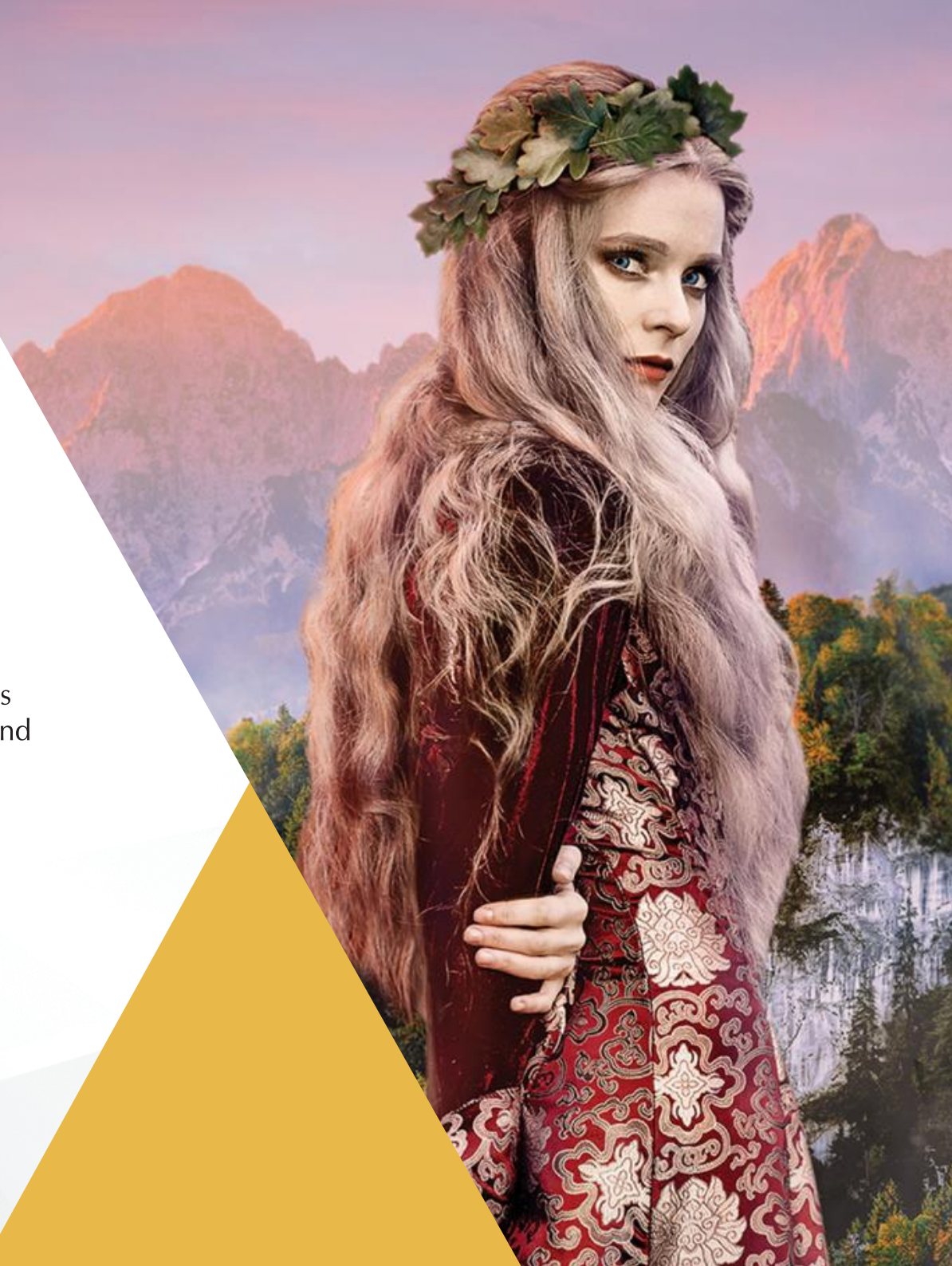
BRAND GUIDELINES

1. INTRODUCTION

Germania Mint is a community driven brand founded in 2018. Since its inception, the main focus was to offer both cutting-edge products and marketing communication.

The brand remains open to feedback from Collectors and conducts an ongoing dialogue with their Community. This allows Germania Mint to create desired products, while maintaining a consistent brand image and company spirit.

These brand guidelines contain elementary recommendations for Germania Mint's Business Partners on how to use its brand in their marketing activities.



2. MISSION, VISION & VALUES

Below are the mission, vision and values of Germania Mint, that guide us in our daily work:



MISSION

To create groundbreaking numismatic and investment products



VISION

To become the most recognizable mint in the world



VALUES

Cooperation, People, Innovation, Professionalism

3. LOGO

LOGO VARIANTS

The logo consists of the coat of arms and the inscription "Germania Mint" in two variants - horizontal and vertical.

Elements of the Germania Mint coat of arms:

- shield with a double-headed eagle crown
- laurel wreath
- registered trademark symbol

LOGO COLOURS

Here are the CMYK color values for the Germania Mint logo:

	C: 0 M: 20 Y: 80 K: 10		C: 0 M: 0 Y: 0 K: 100
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4. PHOTOGRAPHY: COINS

We present recommended shots for photographing Germania Mint coins:



5. PHOTOGRAPHY: BARS

We present recommended shots for photographing Germania Mint bars:



6. PHOTOGRAPHY: PACKAGING


We present recommended shots for photographing Germania Mint packaging:




7. MARKETING MATERIALS


Germania Mint equips Distributors with the marketing materials necessary to provide quality customer service.

Distributors may also use their own materials as long as they comply to the rules described in the brand guidelines, provide high quality content (photos, videos and descriptions) and adhere to generally accepted moral standards.

 GERMANIA MINT
CONTACT

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PRODUCT SPECIFICATION:

Year:	2021
Grade:	High Relief
Denomination:	10 Euro
Mint mark:	Germania Mint
Metal content:	2 oz
Purity:	999.9 Ag
Diameter:	45 mm
Mintage:	999 pcs
Finishing:	Antique Finish, Selective Gold Plating, Numbering
Marketing materials:	DOWNLOAD
Package:	Capsule, Certificate of Authenticity, Acrylic glass display

Obverse: Knights of Malta
 Reverse: Central Bank of Malta coat of arms

Knights of the Past is the first commemorative coin created through close cooperation between the Central Bank of Malta and Germania Mint. This issue will start a series of unique bullion coins, which in a modern way refer to the traditions of the Order of Malta. The collection will be the result of a collaboration, combining superior minting and precious metals quality, with the artistic vision, marketing and distribution of both institutions.