

Connecting America through Coins

- + Brand Research
- + Brand Strategy
- + Simplification
- + Brand Architecture
- + Corporate Identity Design
- + Naming
- + Brand Evangelism and Training
- + Internet Strategy and User Experience Design
- + Brand Collateral Development

Established in 1792, the United States Mint is the world's largest coin maker, the sole authorized manufacturer of American coins and official medals, and the guardian of the nation's gold supply. Despite this long history and impressive heritage, the organization was faced with a general lack of understanding of its breadth of additional offerings, and, as a result, needed to strengthen its identity and level of awareness with the general public. Additionally, the United States Mint aspired to increase sales of collectable coins, increase the uptake and use of dollar coins, and develop increased public awareness of the United States Mint as the only legal manufacturer of all American coins.

After an extensive audit into the current state of the United State Mint brand, as well as competitor and best practice organizations, we began by establishing a fresh brand promise for the United States Mint: Connecting America through Coins. Unique in its impressive footprint on a captive audience – most Americans have its products in their pocket at any given time – the United States Mint is involved at numerous touch points with Americans, whether they're using coins to teach children to count or flipping a quarter at the 50-yard line of a football game. By presenting coins as part of the common language of America, as well as the lifeblood of commerce, the organization's new brand promise demonstrates the many stories and core values of America that unite us all.

An accompanying visual identity system brought the brand strategy to life, and also gave the United States Mint the level of sophistication necessary to fully live up to its heritage. The coin symbol, flipping in the air, embodies an optimistic spirit that is symbolic of core American values and the everyday commerce of our country. The logo's craft and detail embody the artistic excellence the organization strives for in everything it produces, while the stars and stripes stand for the United States Mint's connection to the nation. Lastly, the stars represent the six United States Mint facilities, as well as America's six circulating coins.

After research results produced very favorable results to the new United States Mint brand platform and visual identity, Siegel+Gale developed an implementation plan for the United States Mint to roll the new brand out, internally and externally. Siegel+Gale then began to bring the newly created brand promise and identity to life across key touch points, from a brand story and brand video to a new, updated intranet. Siegel+Gale also developed a Train-the-Trainer program and trained key stakeholders at the United States Mint to become brand ambassadors. These brand ambassadors took the Train-the-Trainer program to all six United State Mint locations and trained employees across all levels within the bureau in order to create not only awareness of the new brand, but excitement and successful adoption.

(continued)



simple is smart

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The United States Mint next called on Siegel+Gale to design simple, creative and elegant packaging for the organization's highest selling retail item: their Annual Sets. Meant to house the uncirculated, proof, and silver proof sets that the United States Mint puts out each year, these retail staples represent a significant portion of the United State Mint's retail business each year. Because the sets originate from production facilities around the country, including Denver, Philadelphia, San Francisco, and West Point, they each originally featured their own imagery and visual execution. We sought to unite the sets into one clear family, while still including design to demonstrate each set's unique heritage and origin. The resulting package and certificate of authenticity designs echoed the elegance and unity of the United State Mint's brand promise and identity. We created a simplified information architecture and design to allow the artistic excellence of the coins themselves to shine.

Siegel+Gale continues to partner with the United States Mint as they bring their simple and elegant new brand to life.



