



Brand Guidelines

Nashville Gold and Coin

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Prepared by
6qCreative

Brand Guidelines

Nashville Gold and Coin



Nashville Coin and Bullion Dealer
Gold, Silver, Platinum, Palladium

Buy | Sell | Appraisals | Consults



TRUST IS OUR CURRENCY

How to use this guide.

Brand consistency is important for a number of reasons. Your brand separates you from your competitors and helps your customers understand who you are and what you do. This guide is a tool to help maintain the consistency of your brand identity. It contains the rules and guidelines for your brand, and how to apply communication and visual elements as you use your brand across different platforms. This guide contains best practice for your brand and should be used internally, and by agencies, partners, and vendors.



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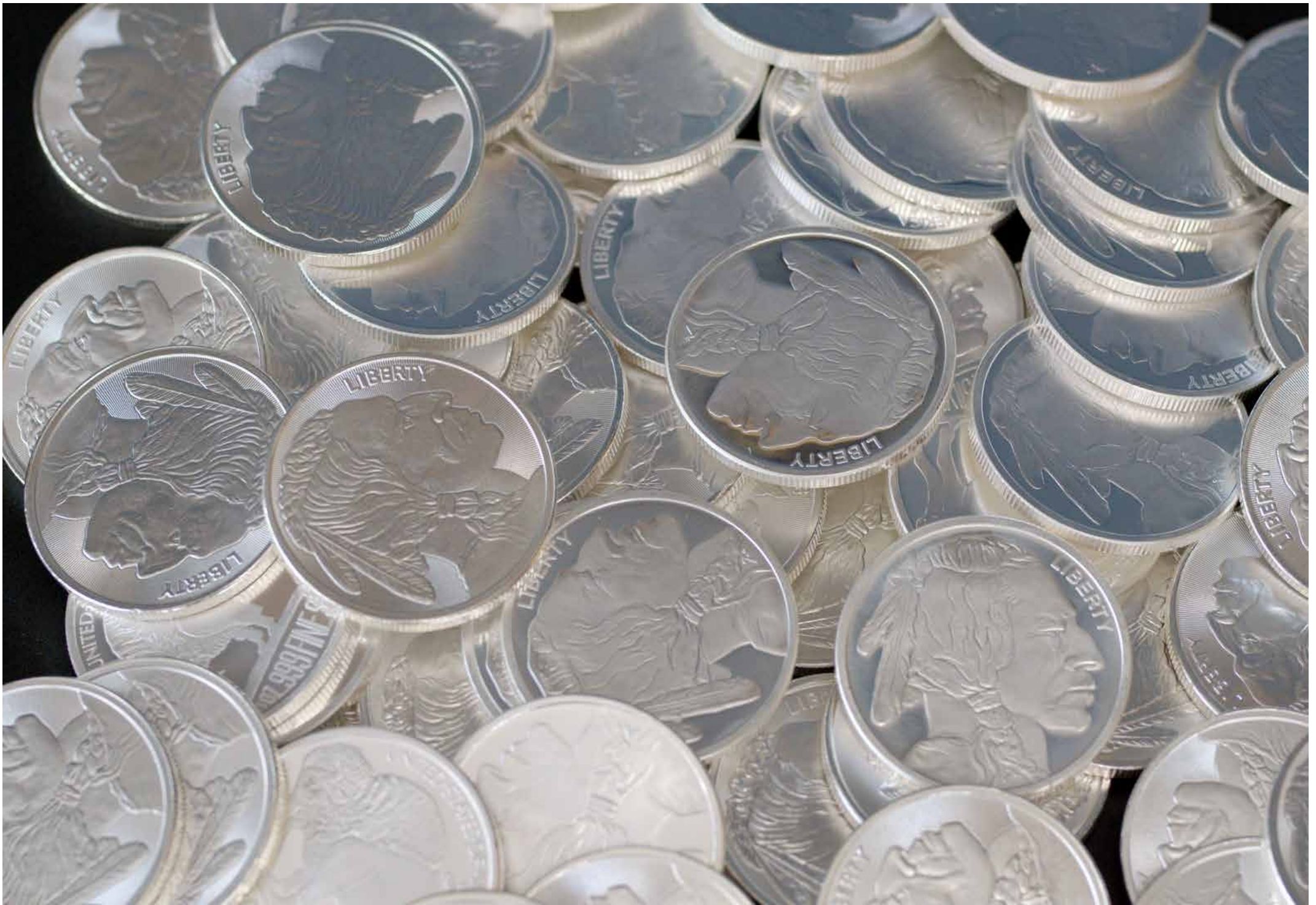
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01 —

Brand DNA



Our brand core, values,
personality, and tone.

Our Mission

To provide a trusted, dependable marketplace where buyers and sellers of precious metals and coins can do business honestly, easily, and fairly both locally in the greater Nashville area and nationwide.

Our Vision

We aim to be Nashville's most trustworthy, respected, and recognized precious metals and coin dealer—setting the standard for fairness, reliability, and ease of doing business in our industry and local community.

Brand Tone

Our voice is steady, honest, and knowledgeable. We communicate with clarity and transparency, taking time with our customers so they can make informed decisions with confidence. We are professional yet approachable, and treat every client with respect and fairness. We value long-term relationships over transactions and integrity over expediency.

TRUST:
Built through consistency and transparency

RESPECT:
We treat every transaction and customer with respect, care, and consideration

CONSCIENTIOUSNESS:
We are careful, thorough, and conscientious

PRACTICAL & EASY TO DEAL WITH:
Clear communication and simple processes



02 —

Brandmarks



Our logo system and
how to use it.

Primary Logo

The primary logo is used for most collateral unless there are size or space limitations. The primary logo is supplied in positive and reversed formats and in brand colors.

Color Variations

Color variations allow the logo to work in different contexts and with different background colors.



NASHVILLE
— GOLD & COIN —



NASHVILLE
— GOLD & COIN —



NASHVILLE
— GOLD & COIN —



NASHVILLE
— GOLD & COIN —

Secondary Logo

The secondary logo is used when there are space limitations. The secondary logo is supplied in positive and reversed formats and in brand colors.

Color Variations

Color variations allow the logo to work in different contexts and with different background colors.



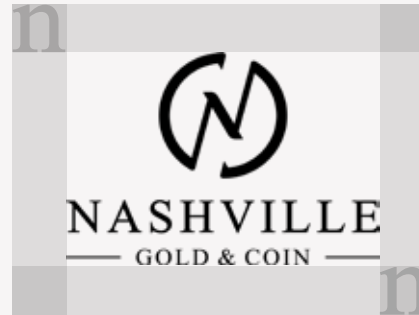
Size & Spacing

For best practice preserve the recommended clear space around the logo to maintain legibility. The clear space for the primary logo is equal to the height of the 'X' as a square. Clear space for the secondary logo is equal to the height of 'X' as a square.

Minimum Sizing

Primary Logo 120px wide digital,
30mm wide print

Secondary Logo 40px wide digital,
10mm wide print

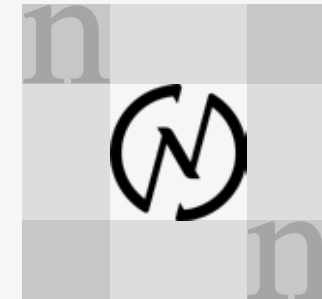


Responsive Scaling



Nashville
Gold & Coin

NGC



Responsive Scaling



Incorrect Usage

For best practice do not alter or distort the logos and brandmarks in any way. Any change, large or small, alters the impact and consistency of your brand and logo. Here are some common mistakes to avoid.

x Change colours



x Rotate, tilt or skew



x Use over busy background



x Change Spacing in logo



x Add effects e.g. glow



x Replace elements



x Crop elements



x Fill with pattern



x Outline logo



x Over similar background



x Crop elements



x Incorrect resolution



03 —

Brand Colors



Our brand colors and how to use them.

RGB 022 / 017 / 069
CMYK 00 / 00 / 00 / 00
HEX #161145
PANTONE 2768 C

RGB 215 / 195 / 111
CMYK 00 / 00 / 00 / 00
HEX #D7C36F

RGB 249 / 244 / 168
CMYK 00 / 00 / 00 / 00
HEX #F9F4A8

RGB 062 / 074 / 107
CMYK 00 / 00 / 00 / 00
HEX #3E4A6B

Color Palette

Color is one of the first touch-points of a brand, and to maintain the look and feel a consistent color palette should be used.

Color Palette and Printing

The color palette gives the brand consistency. There may be some variation in CMYK color values based on the print profile (e.g., coated, uncoated, specific ICC profile). The current printer has all samples on file. If there is a change in printers, be sure to provide them with the current print materials so they can color / quality match.

04 —

Typography



Our brand type and
typographic hierarchy.

Brand Typography

Brand typefaces should be used in all print and digital collateral to keep the brand looking consistent across all platforms.

Logo Typeface

Times NR Seven MT Standard

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Headings

Helvetica Neue Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Body Copy

Helvetica Neue Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Accent

Helvetica Neue Thin

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Typographic Hierarchy

Use the recommended hierarchy for consistency and best practice legibility. Give the text and elements plenty of evenly spaced room between for a lighter layout feel. Use columns for text displayed on pages a5 and larger, using a 5mm gutter. Color can be incorporated based on collateral.

Helvetica Neue Bold 10 pts

Helvetica Neue Bold 18 pts

Helvetica Neue Light 8 pts

Helvetica Neue Thin 10 pts

Helvetica Neue Light 9 pts

Know What You Have Before Selling

How To Sell Silver Coins in Nashville (and how to avoid common mistakes)

Know what you have before selling. Sort your coins by type and use guides like our Coin Sorting Guide and Rare Coin Guide to identify silver or rare coins worth more than face value. Understand bullion value. Common 1 oz. silver coins (like American Eagles or Maple Leafs) typically sell for 90 – 100% of spot price depending on condition and market demand. Work with reputable dealers. Check credentials, reviews, and affiliations (PCGS, NGC, CCE) to avoid lowball offers from pawn shops or “We Buy Gold” pop-ups. Sell smart and safe. Call ahead, bring ID, and avoid mail-in programs—face-to-face evaluations offer transparency and better prices.

Call today to find out what your silver is really worth.

Button Style

05 —

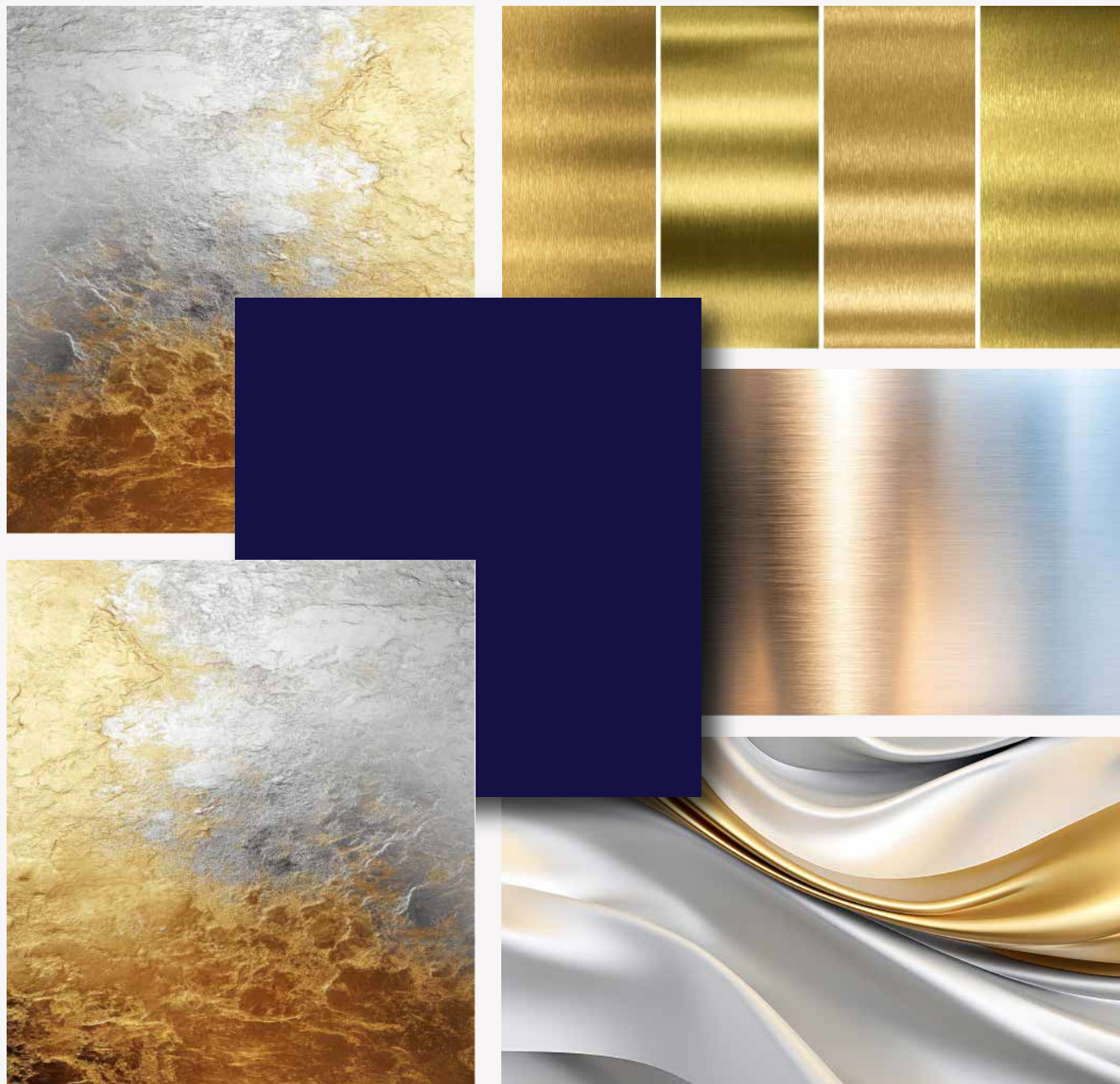
Graphic Elements



Brand pattern, textures, and icons.

Brand/Texture Pattern

Pattern and textures can be used across some print and digital collateral as a way to give the brand some more depth. It adds to your audience's experience and reinforces your visual identity.





1904 S \$20

MS 63

1701484-002



NUMISMATIC GUARANTY CORP



1878 S \$1

MS 63

4203225-001



NUMISMATIC GUARANTY CORPORATION



1928

PCGS

MS65

9189.65/4471935



2018 W Eagle \$1

PF 70 ULTRA CAMEO

4649874-050



NUMISMATIC GUARANTY CORPORATION



06 —

Brand in Use



How our brand works in the
real world.

Print Collateral

Your branded prints should aim to tie in with the following examples and mock-ups.

For best results

Print in CMYK or Pantone
Test print for colour consistency

Things to avoid

X Print from a RGB document
X Print from a low resolution document





Digital Collateral

Your digital collateral should aim to tie in with the following examples and mock-ups. Note that variations of the logos are used in different formats to optimize the size and legibility.

For best results

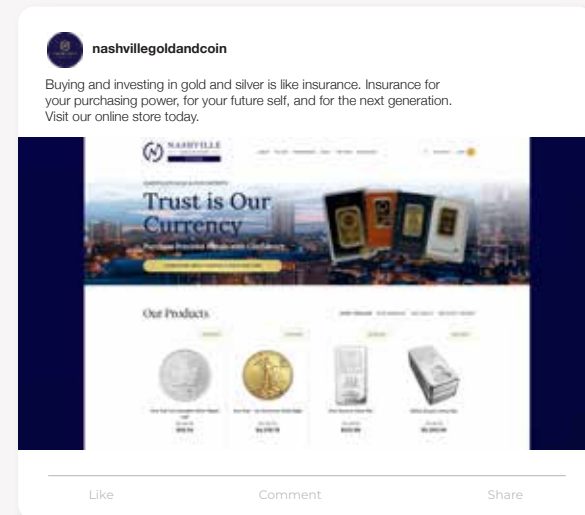
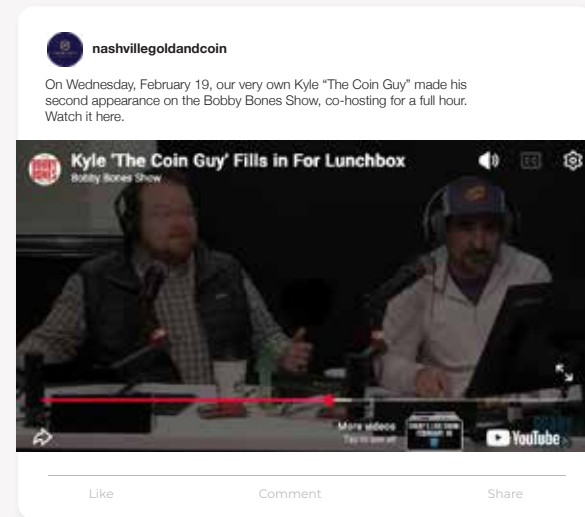
- Use collateral in RGB
- Optimize size for web
- Include alt description tags where possible

Things to avoid

- X Use collateral in CMYK
- X Use collateral at print resolution for web









Thank you.

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