



PCGS BRAND GUIDELINES

PCGS BRAND

Welcome to the Professional Coin Grading Service brand guidelines.

Consistent use of these guidelines is one of the key ways through which PCGS will visibly distinguish and reinforce the equity and the value of our brand over the next 30 years of the company.

This document is designed to guide the PCGS team across all company departments in the production of our communications. These guidelines will also play an important role in building our brand domestically and internationally. It is important to take time to read and understand them.

The design principles have been developed to ensure that our visual identity is consistent all around the world. They will continue to evolve so be sure to check with the Marketing Department to ensure you have the most recent guidelines. This document provides detailed guidelines for working with the PCGS visual identity. It includes an overview of our brand positioning, our identity toolkit, and illustrates applications for business collateral.

Thank you for making the PCGS brand a priority.

About PCGS

Professional Coin Grading Service was founded in 1986 by a group of the industry's leading coin experts who wanted to create a universal grading standard for the hobby.

Today, PCGS is a division of Collectors Universe, Inc. which is traded publicly on the NASDAQ under the symbol CLCT. Collectors Universe is the leader in third-party authentication and grading services for high-value collectibles including rare coins, trading cards, tickets, autographs and memorabilia, and has certified over 50,000,000 collectibles.



PCGS VOICE

The PCGS voice is accessible, expert and educational. It believes in the future of numismatics, as made possible by PCGS' impartial, expert authentication and grading services, and commitment to collector education. Each sentence should exude our educational mission beyond just grading coins.

PCGS is the standard among numismatic brand and the voice must reflect this trait. While PCGS is accessible and educational, it is also confident, intelligent and direct.

Do not use cute or clever language. Be direct and speak to facts and expertise. Use short, concise sentences – there's no reason to use ten words when the message can be conveyed in five.

DO:

- Write efficiently. The PCGS audience is seeking quick access to information – get to it.
- Use words like “standard,” “pioneer,” and “expert” to describe PCGS. PCGS is the leading authentication & grading brand. Let people know.
- Get to the point quickly.
- Be direct and confident without being aggressively arrogant.
- Prioritize our Expertise. Value and Education are good follow-up messages.
- Ask the headquarters marketing team for guidance as necessary. If you are not a good writer, don't pretend. Just ask for help.

DO NOT:

- Use the logo in-line with text.
- Use 3rd person. “You” is better than “the collector:” “Our” is acceptable instead of PCGS. We want collectors to know our expertise is accessible and addressing people directly is suggested.
- Be pompous. Our expertise makes us great, not our egos.
- Use abbreviations or numismatic jargon. Not everyone is a coin nerd. Spell out and define technical terms.

PCGS MISSION

Company Motto: The Standard for the Rare Coin Industry.

Brand Promise: Delivering value, security and education to collectors.

Value. Security. Education.

PCGS in a few words: Expert. Innovator. Educator.

The PCGS promise is to always provide impartial, expert authentication and grading of collector coins.

The PCGS promise is founded on these brand pillars:

1. Value – PCGS provides added value to collector coins through our leading numismatic knowledge and consistent adherence to our grading standards.
2. Security – PCGS commits ongoing resources to holder and label technology to ensure collectors of PCGS-graded coins are protected by leading anti-counterfeit features.
3. Education – PCGS provides unparalleled free access to market data, ensuring collectors can make informed grading, buying and selling decisions.

The PCGS personality is that of the accessible, well-spoken expert. While PCGS expertise has been earned over decades of experience handling, authenticating and grading coins, we are willing to share our knowledge to grow the hobby in simple, easy to understand terms.

The PCGS mission is to foster the health of coin collecting from generation to generation of collectors. This is best done by adhering to our promise and pillars, while communicating our brand identity through a consistent personality.

PCGS LOGO

PCGS has been the Standard for Rare Coin Industry since 1986. Recent expansion overseas, and the popularity of PCGS Secure service with international collectors, has placed a new emphasis on the PCGS Gold Shield. Originally found only on the insert labels for coins authenticated and graded under the Secure service level, the Gold Shield has come to represent value, liquidity and security with dealers and collectors globally.

Our new logo combines the longstanding credibility of the PCGS brand with the symbol of strength that the Gold Shield represents. Now, PCGS authentication and grading services for coins and banknotes are backed by the PCGS Gold Shield Grading logo. This update will allow collectors to immediately recognize the combined strength of PCGS and the secure Gold Shield.



Primary Logo

Our logo is comprised by two key components . First, the security shield located to the left of the PCGS lettering. Second, the stylized “G” depicting the form of Liberty from the 1850 Liberty Head \$20 coin. Connecting the letters are three horizontal lines running through the center.

Minimum Size

The smallest size the logo should be represented is 1" wide or 72 px



Clear Space

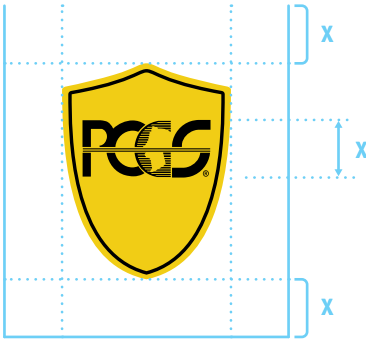
A minimum clear space around the logo is required to insure legibility and proper presentation of the mark. This space isolates the mark from any competing graphic elements, logos or body copy that might visually conflict with and lessen the impact of the mark.



The minimum required clear space around primary logo is defined by the height of the upper loop of "S"



x space above and below is only required from baseline and cap height of logotype



The minimum required clear space around alternate logo is equal to the height of the logotype within the shield



❌ Do NOT rotate logo



❌ Do NOT infringe on clear space



❌ Do NOT resize any part



❌ Do NOT stroke to any part of logo



❌ Do NOT use unapproved logo variations



❌ Do NOT add dropshadows or other effects



❌ Do NOT substitute other colors



❌ Do NOT change layout



❌ Do NOT use rolling bar shield



❌ Do NOT add any effects or gradients



❌ Do NOT skew, distort, lengthen, shorten, or tilt logo



❌ Do NOT add box or colored background behind logo for presentation

Unacceptable Usage

In order to maintain the integrity of the brand the logo should never be used in any way outside of what is indicated within this guide. Modifying the mark diminishes branding efforts and are not acceptable in any form of medium. The following are just a few examples of improper logo usage.

COLOR PALLETTE



Primary Gold

Pantone	CMYK
PMS 7405C	C 00 / M 16 / Y 100 / K 0
HEX Color	RGB
# FFD200	R 255 / G 210 / B 000

Secondary Black

Pantone	CMYK
PMS BlackC	60 / M 40 / Y 40 / K 100
HEX Color	RGB
# 000000	R 000 / G 000 / B 000



PRIMARY

SECONDARY



Primary Logo
Shield icon w/ logotype



Secondary Logo
Shield icon w/ logotype inside



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



1/C White
1/color on white bkg



PCGS SECONDARY MARKS

Sub Brand logos

The following are sub-brands within PCGS. Each brand extension is clearly branded PCGS first before any other sub-brand. PCGS is the main focus with the sub-branded name underneath in smaller text. Font used for this specific application is **Myriad Variable Concept**.

These logos can be used in place of the primary logo when used directly in promoting their respective services. Sub-brand marks should not be used directly next to the primary logo.





Primary Logo
Shield icon w/ logotype



Primary Logo
Shield icon w/ logotype



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg





Primary Logo
Shield icon w/ logotype



Primary Logo
Shield icon w/ logotype



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg



Primary Logo
Shield icon w/ logotype



Primary Logo
Shield icon w/ logotype



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg



Primary Logo
Shield icon w/ logotype



Primary Logo
Shield icon w/ logotype



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg





Primary Logo
Shield icon w/ logotype



Primary Logo
Shield icon w/ logotype



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



2/C Gold/White
1/color on dark bkg w/ko to white



1/C White
1/color on dark bkg



1/C Gold
1/color on dark bkg



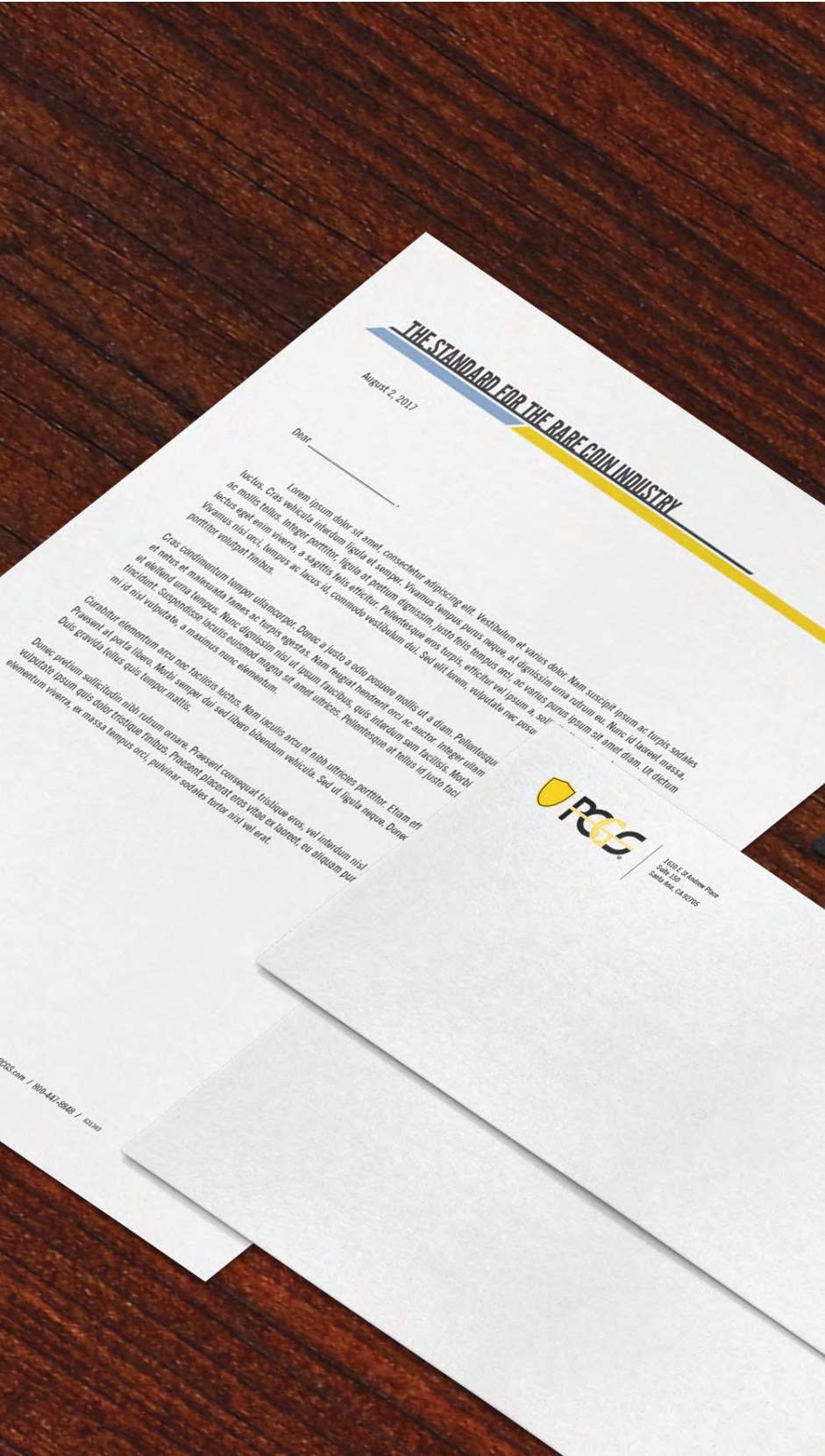
1/C Black
1/color on white bkg



1/C Gold
1/color on dark bkg



1/C Black
1/color on white bkg



Literature Brand Elements

A design element consisting of slanted rules employing a 3-color palette help carry brand recognition through a variety of printed marketing materials spanning sales, cust. service and internal communications.

		
PMS 7405 C6 M16 Y100 K0 HEX CODE FFD200	PMS 645 C52 M29 Y9 K0 HEX CODE 7BA0C4	PMS 433 C75 M65 Y60 K60 HEX CODE 000000

Headlines

When using brand design elements for headers please use League Gothic in all caps.



Subheaders

Use League Gothic in either all caps or title case



BRAND COLLATERAL

Typeface

Trade Gothic is the required PCGS brand typeface in body copy. To reinforce clarity and consistency in our design, please follow these general guidelines:

Alignment: Left align is preferred. Right align is okay when required by the design, but center align should be avoided.

Legal Disclaimers: Left align preferred. Right is okay when required by design. Logo should reside on the outside corner of legal line.

Digital Typefaces: Montserrat is the primary digital typeface. Arial is used as a secondary digital typeface.



Extend vertical rule to cover legal when necessary



THE STANDARD FOR THE RARE COIN INDUSTRY

August 2, 2017

Dear _____,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et varius dolor. Nam suscipit ipsum ac turpis sodales luctus. Cras vehicula interdum ligula et semper. Vivamus tempus purus neque, at dignissim urna rutrum eu. Nunc id laoreet massa, ac mollis tellus. Integer porttitor, ligula at pretium dignissim, justo felis tempus orci, ac varius purus ipsum sit amet diam. Ut dictum lectus eget enim viverra, a sagittis felis efficitur. Pellentesque eros turpis, efficitur vel ipsum a, sollicitudin malesuada mauris. Vivamus nisi orci, tempus ac lacus id, commodo vestibulum dui. Sed elit lorem, vulputate nec posuere non, ultrices in dolor. Nulla porttitor volutpat finibus.

Cras condimentum tempor ullamcorper. Donec et netus et malesuada fames ac turpis egestas. Et eleifend urna tempus. Nunc dignissim nibh tincidunt. Suspendisse iaculis euismod magna. Mi id nisl vulputate, a maximus nunc elementum.

Curabitur elementum arcu nec facilisis luctus. Praesent at porta libero. Morbi semper dui sed Duis gravida tellus quis tempor mattis.

Donec pretium sollicitudin nibh rutrum ornare. Vulputate ipsum quis dolor tristique finibus. Elementum viverra, ex massa tempus orci, t

Sincerely

Firstname Lastname
Title



1610 E St Andrew Place Ste 150
Santa Ana, CA 92705

Same measurements apply when right aligned



2017 PCGS Show Schedule

Show Dates	Show Name & Location	Services
JANUARY		
January 7-9	FUN Show — Tampa, FL	On-Site Grading
January 7-10	NYINC — New York, NY	Information Only
FEBRUARY		
February 4-6	Long Beach Expo — Long Beach, CA	On-Site Grading
February 17-20	PCGS Members Only Show — Las Vegas, NV (Venetian Palazzo)	On-Site Grading
MARCH		
March 3-5	ANA National Money Show — Dallas, TX	On-Site Grading
March 31– April 2	Whitman Baltimore Expo — Baltimore, MD	On-Site Grading
APRIL		
April 27-30	Central States Numismatic Society — Schaumburg, IL	On-Site Grading
MAY		
May 18-21	PCGS Members Only Show — New Orleans, LA	On-Site Grading
JUNE		
June 9-11	Long Beach Expo — Long Beach, CA	On-Site Grading
June 29– July 2	PCGS Members Only Show — Las Vegas, NV (Caesars)	On-Site Grading
JULY		
July 14-16	Whitman Baltimore Expo — Baltimore, MD	On-Site Grading
AUGUST		
August 6-8	PNG/ANA Numismatic Trade Show — Anaheim, CA	On-Site Grading
August 9-13	ANA World’s Fair of Money — Anaheim, CA	On-Site Grading
SEPTEMBER		
September 8-10	Long Beach Expo — Long Beach, CA	On-Site Grading
September 28– October 1	PCGS Members Only Show — Las Vegas, NV (Venetian Palazzo)	On-Site Grading
OCTOBER		
October 19-22	PCGS Members Only Show — Dallas, TX	On-Site Grading
NOVEMBER		
November 3-5	Whitman Baltimore Expo — Baltimore, MD	On-Site Grading
DECEMBER		
December 1-3	The Houston Money Show — Houston, TX	Submissions Only
December 14-17	PCGS Members Only Show — Las Vegas, NV (Venetian Palazzo)	On-Site Grading

Please note: PCGS provides a listing of shows as a courtesy. Due to the nature of coin shows, dates, location, PCGS’s attendance is subject to change without notice. It is best to call the show promoter or check the show website to confirm this information prior to attending. For on-site grading submission cutoff times, please see a Customer Service Representative at the PCGS booth.



www.PCGS.com/Shows
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The Regency Auction

2016 PCGS Collector Services & Fees

Effective January 4, 2016

The following services are available for U.S. and World (non-U.S.) coins.
For PCGS Secure add \$5 per coin in addition to the grading fee (not applicable to Rarities or Show Rarity).

SERVICE LEVEL	MAXIMUM COIN VALUE	ESTIMATED TURNAROUND (BUSINESS DAYS)	PCGS GRADING FEE
RARITIES	NONE	2 - 5 DAYS	\$250+1%*
WALKTHROUGH	\$100,000**	2 DAYS	\$125
EXPRESS	\$20,000	5 DAYS	\$60
REGULAR	\$3,000	15 DAYS	\$32
ECONOMY (NON-GOLD, NON-HAMMERED) (PRE-1932 CHINESE AND PRE-1925 RUSSIAN COINS MUST BE SUBMITTED AT THE REGULAR SERVICE LEVEL OR HIGHER.)	\$300	20 - 30 DAYS	\$20
MODERN (1965 TO DATE)	\$1,000	20 - 30 DAYS	\$16
MINT ERRORS	\$20,000	25 - 35 DAYS	\$60
SPECIAL ISSUES (U.S. COLONIALS, FRACTIONAL GOLD, PATTERNS, TERRITORIALS)	\$20,000	25 - 35 DAYS	\$60
GUARANTEE RESUBMISSION (STANDARD OR SECURE) (FEE REFUNDED IF COIN DOWNGRADES)	NONE	UP TO 60 DAYS	\$25
REHOLDER	NONE**	5 DAYS	\$12

SHOW SERVICES

SHOW RARITY	NONE	4 HOURS	\$250+1%*
SHOW EXPRESS	\$100,000**	4 HOURS	\$250
SHOW	\$100,000**	END OF SHOW	\$125
SHOW ECONOMY (5-COIN MIN.)	\$3,000	END OF SHOW	\$65
SHOW GOLD (U.S. GOLD - 10-COIN MIN.)	\$3,000	END OF SHOW	\$45
SHOW REHOLDER	NONE**	END OF SHOW	\$12

*Guarantee Premium (1% of PCGS Price Guide value or Declared Value). Applies to Rarities, Crossovers and Reconsiderations.

**Coins Required for Secure Service: 1. All World (Non-U.S.) coins submitted under any service level other than the Modern Tier. 2. Any coin valued at \$50k or higher.

TOKENS AND MEDALS: Tokens and medals must be submitted under the appropriate service level based upon the declared value (not available for on-sitegrading). For further information on eligible tokens and medals, please visit www.PCGS.com/Tokensandmedals.

- A \$10 handling fee is required for each submission in addition to the grading fee.
- There is a \$2 shipping fee (per order) when using your own shipping account.

ADDITIONAL SERVICES

CAN BE ADDED TO ANY SERVICE LEVEL ABOVE

TrueView™ Imaging Service Service Fee + \$10
Variety Attribution
(See website for eligible coins and pricing information) Service Fee + \$18
First Strike Designation
(See website for listing of eligible coins) Service Fee + \$18
If you are submitting a PCGS encapsulated coin for Variety Attribution or TrueView Imaging Service, you are responsible for the corresponding grading or reholder fee.
Add 3-5 business days to Service Level turnaround time.

- On-Site Grading – All orders submitted for on-site grading that are not picked up by the end of show (normal PCGS show hours) will be taken back to PCGS headquarters and shipped directly to you. An additional fee of \$2 (per order) will be charged on top of the standard shipping and handling fees, which are based upon the number of coins and total declared value.
- Turnaround times are estimated in business days and are not guaranteed. The turnaround time does not begin until the business day following the submission being entered into the grading system.
- Oversized Holder – Coins that require the use of an oversized holder will be charged an oversized holder fee of \$20 per coin.



www.PCGS.com/Services
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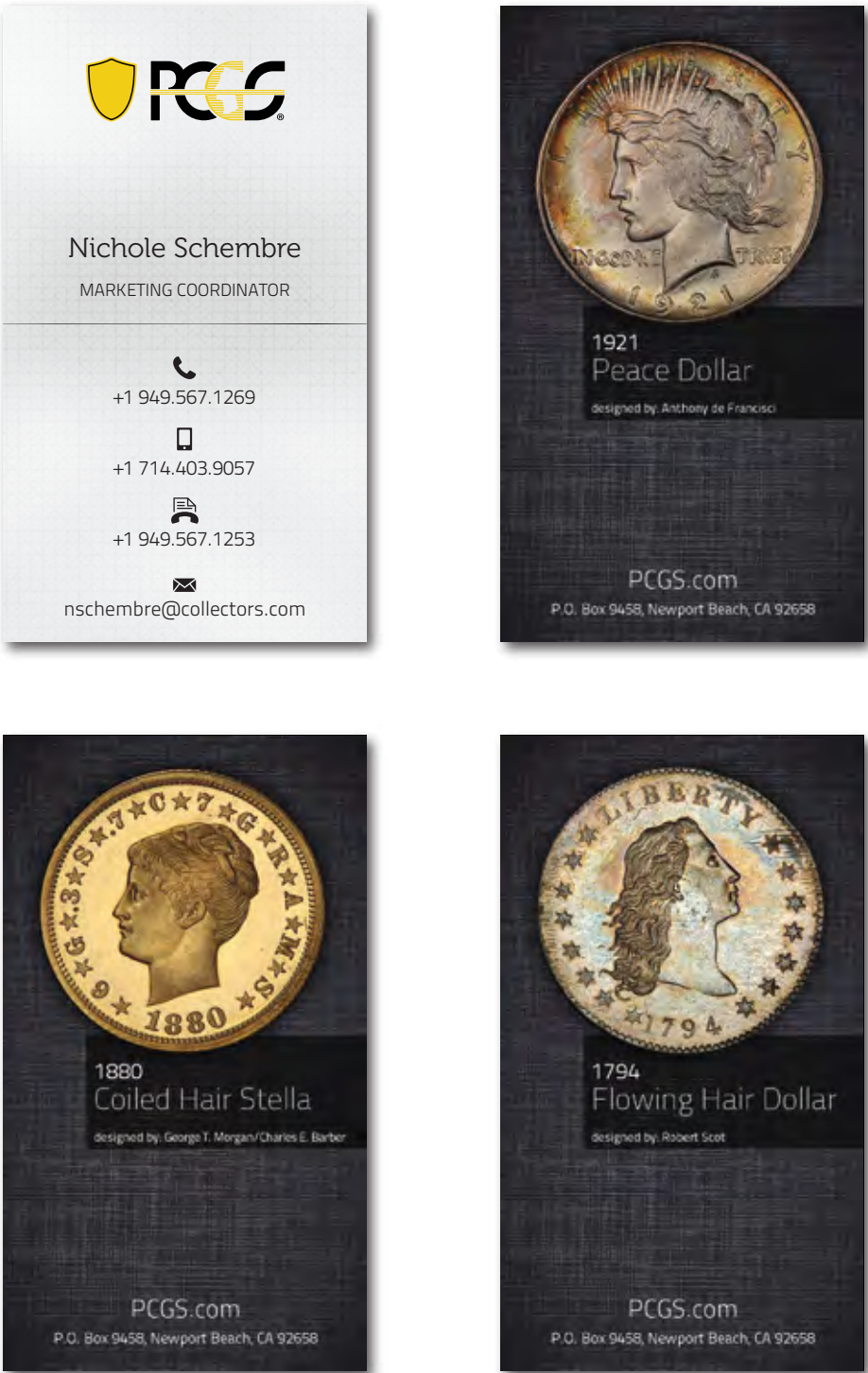
Coin Identifier Business Cards

These highly stylized business cards help extend the brand voice. Each business card consists of unique circulated coins specifically selected by the employee.



2 Sided - Variable Backs

SPOT UV ON BACK COIN



2 Sided - QR Coded
SPOT UV ON FRONT LOGO



1 Sided - Generic/Standard



FONTS

TYPOGRAPHY - LEAGUE GOTHIC

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

TYPOGRAPHY - MONTSERRAT

Thin
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Extra Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstu-
vwxyz

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstu-
vwxyz

Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstu-
vwxyz

Semi Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstu-
vwxyz

Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstu-
vwxyz

Extra Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstu-
vwxyz

Black
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstu-
vwxyz

TYPOGRAPHY - TRADE GOTHIC

Cond. No. 18
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Cond. No. 18 Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Bold Cond. No. 20
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Bold Cond. No. 20 Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Light Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Bold Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Bold No. 2
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Bold No. 2 Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY - MYRIAD PRO VARIABLE

Light Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Light SemiCondensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Light SemiExtended
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

SemiCondensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

SemiExtended
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Semi Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz

Black
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 abcdefghijklmnopqrstuvwxyz



PCGS HOLDER

When using either photographed and/or mocked up images of the PCGS holder it is important to present the product in the highest quality possible for the medium. Properly crop/layout images according to context and usage. See examples below.



Label
Image focused on the label used when promoting PCGS service with nondescript coin



Coin
Image focused on the coin when a specific coin/cointype is being promoted.



Multiple Coins
When showing multiple coins, unless otherwise noted make sure to have consistent color between coin holders and labels.

PCGS HOLDER cont.

Additional examples of PCGS holder image compositions



Collage Style

When arranging holders in random overhead layouts avoid using stark white backgrounds, instead use appropriate shadowing or place holders on backgrounds that use contrast to highlight the objects.



Product Shots

When possible, use of catered product shots give you more control of composition and layout.

PCGS Holder
Mockup guide for the PCGS holder

If image is too dark, rebuild by placing coin in new holder template and update the label information



✗

Always use the correct Rolling Bar Shield

Select the appropriate gasket for coin size

Coin edge must be aligned with gasket

Remove background leaving only round corners



✓