



G+D
Currency Technology

Every
banknote
tells a **story**



Design excellence – from concept to launch

What's one of the best and most concise ways to express your country's culture and history? The design of your banknotes. Because they tell a story – yours.

And in the same way that stories have a beginning, middle and end, Giesecke+Devrient design experts take charge of your entire project from start to finish. They start by sitting down with you to analyze your needs throughout your cash cycle, devise the concept, draw up security and artistic specifications, and then implement each phase up to and including production.

We are proud to introduce to you our team of recognized specialists, who are highly sought after. They don't stop at design and take a holistic view of each customer's project by looking at the entire cash cycle. They stand out from the crowd because they are qualified across multiple areas – aesthetic aspects, the design and placement of security features, durability, machine readability, and more.



Meet the team

Creative flair coupled with painstaking attention to detail. That's what you can expect when you work with our design team.

Banknote designers: Whether you're interested in producing a one-off banknote for a special event or redesigning your entire set of banknotes, our designers' apply their technical and creative knowledge to harmonize artistic requirements in conjunction with usability and security needs.

Feature designers: With their innate feel for great design – and a calling to put a stop to counterfeiters. If you need advice about which features to implement, how they should look, and where to position them, these are the people who will show you the way.

Engravers: Combining artistic talent with outstanding craftsmanship, our engravers couple graphical skills with dexterity – along with comprehensive expertise in intaglio printing processes. They are the ones who take care of the design and integrate great works of art into the banknote.

All the skills and capabilities of our design team dovetail and complement each other perfectly, ensuring that the banknote series you obtain presents your country in the best possible light.



Visualizing your country's cultural identity

There's one important thing our design team does before they even start thinking about your banknote concept. They read, watch and learn about your country. They study its history and its culture, and marvel at its traditions, specificities, architectural landmarks, artistic prowess, prominent citizens, and more.

That's because all these aspects provide a rich source from which to choose the most representative protagonists to appear on your banknotes – visual elements that speak directly to your country's population and express a common identity. The time our team invests in learning about your country is time well spent – and the results reflect that.

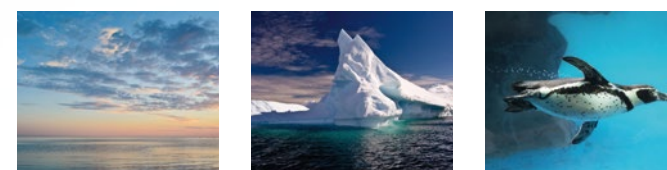


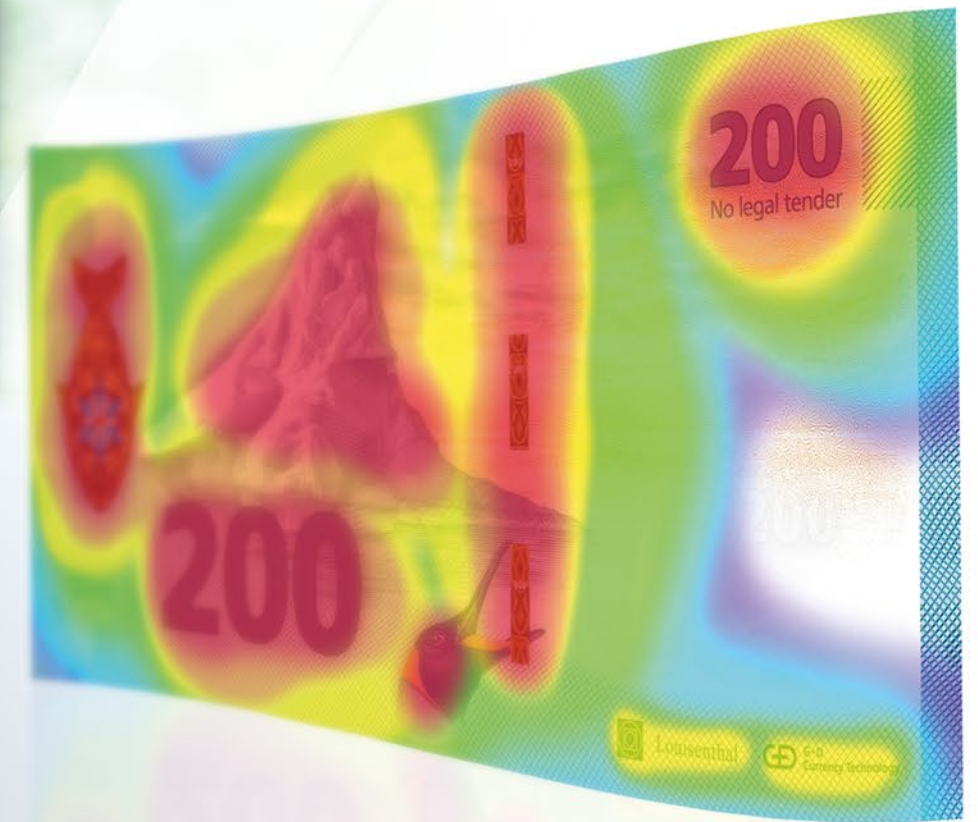


Developing the plot

Once our designers have immersed themselves in your culture and analyzed the security elements you want, they start visualizing the concept and giving the banknote a look and feel. The team develops the plot of the story your banknote will be telling.

They sketch out several different variants of the first draft so that you have a pool of different options. In each variant, they make sure that there is visual interplay between the various elements on the banknote and between the front and reverse sides. That way, the result is like a well-rounded story with a fascinating plot and complementary characters.





Researching and analyzing human perception

Another aspect of our design people that distinguishes them from the crowd is the importance they place on scientific considerations as well as artistic ones. For example, they'll identify proven behavioral and psychological factors that influence which elements, colors, and shapes the human eye is drawn to first and why. They'll study where the person's eye will move to next, which areas it's likely to skim over, and where the optimal focal point should be. These considerations can vary around the world – so the design specialists' background reading on a country and its culture plays an essential role here too.

The team uses all these elements to determine the best possible position for each motif and each security feature. All tailored to you, your country, and its people.

End-to-end reliability throughout the cash cycle

What's our design team's biggest talent? The fact that they keep the entire cash cycle in mind at every stage of their work – from the initial concept through to production and circulation.

As a world leader in advanced currency management, G+D is able to respond quickly to your needs while accelerating coordination between the various teams. Along with our design expertise, our holistic range of services spans the production of substrates, security features, machine-readable elements and printing. That's why our design team can quickly select the right type of substrate, precisely adapted to suit the banknote's usage. They also work with the customer to determine whether to add more – or more complex – security elements to the higher denominations.

Machine readability is an important factor that our designers keep in mind. Within G+D, we have teams available who are specialized in banknote printing as well as machine processing, which includes fitness and counterfeit checks.

With all these considerations, you can see that there's a lot more to banknote design than just the graphics. That's why our design team offers a unique, holistic approach with total mastery of the entire cash cycle.



Defining your substrate concept



When it comes to creating a banknote, one of the first – and most important – decisions to make concerns the substrate. That's why G+D offers a range of scalable substrates that meet various requirements depending on the area the banknote will be circulating in. Another key aspect is how intensively the banknotes will be handled during their circulation life.

It's crucial that they're as reliable at the end of the cash cycle as at the beginning. This is important in countries with a high degree of automation, as banknotes can only be processed by a machine if they're in good condition. Our design team take all these climate- and usage-related factors into account when proposing a particular substrate to a customer.



Fit for daily life and machine readability

The automated detection of authentic and counterfeit banknotes is crucial for efficient cash processing. That's why our design team focuses on the machine readability of your banknotes at every stage of the design process. Ultraviolet, infrared, and magnetic properties give you a variety of options for a perfectly customized solution. One reason our designers stand out is that they have the depth and breadth of knowledge required to ascertain the optimal combination of all these features. This helps you reinforce your country's clean banknote policy and minimizes the number of defective banknotes.

G+D also offers teams and equipment specialized in machine processing to detect banknote fitness and counterfeits, as well as professional shredding at the end of a banknote's lifecycle.



When it all
comes together ...



Louisenthal

G+D
Currency Technology

When it all comes together ...



Our design team is always ready to develop our customers' banknote story. And highlight key security elements of their country's identity in a watermark, intaglio motif, or bright and sparkling security foil. While adding threads and transparent windows for front-to-back verification and cross-referencing. The result is stunning.

In short, every step in the G+D design process leads to an unparalleled result that you can be proud to show the world.

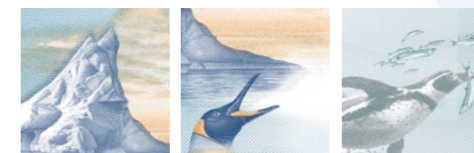
Excellent design doesn't stop at graphics here at G+D. Our multi-disciplinary specialists keep your whole story in mind throughout the entire creation and production process.

We're ready to tell your story.

... the story is ready to be told



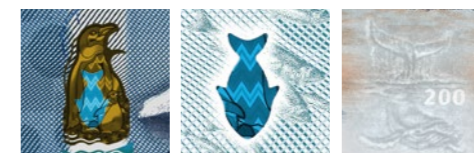
The sea's surface is where the underwater and above-water worlds come together.



The inhabitants of both worlds are perfectly adapted to their environments.



As soon as the light breaks through the water's surface, it is clear that the two worlds cannot exist without each other.





Giesecke+Devrient Currency Technology GmbH

Prinzregentenstrasse 159
P.O. Box 800729
81607 Munich, Germany
Phone: +49 (0) 89 41190
Web: www.gi-de.com/ct

© Giesecke+Devrient Currency Technology GmbH, 2019
Subject to change without notice.



Find more information
on our website:
www.gi-de.com/ct