

The Goldsmiths' Company Assay Office

Advertising with more punch...



Precision. Prestige. Provenance.

Neon created an advertising campaign for The Goldsmiths' Company Assay Office, celebrating over 700 years of hallmarking heritage while reinforcing its modern role as the UK's gold standard in precision, provenance, and prestige.

Building on Neon's earlier rebrand of The Goldsmiths' Company, the campaign combined smart, elegant headlines with striking imagery that highlighted craftsmanship, trust, and the enduring authority of the London leopard's head hallmark.

The result: elevated awareness, reaffirmed prestige, and measurable uplift in hallmarking commissions — positioning The Goldsmiths' Company Assay Office as both the guardian and the future of hallmarking excellence.

Kind words...

“These are fantastic. Elegant, informative and wonderfully premium in feel, a huge step forward in our communications. They really showcase not only our services exceptionally well, but also the added value of the provenance and prestige in having a Goldsmiths' Company Assay Office hallmark.”

DR ROBERT ORGAN

The Deputy Warden
The Goldsmiths' Company Assay Office London

The Goldsmiths' Company Assay Office

Advertising with more punch...


**The
GOLDSMITHS'
Company**
ASSAY OFFICE

We've been helping you make your mark since 1300

The Goldsmiths' Company Assay Office has been testing and hallmarking precious metals since 1300. Our clients don't just come to us because of our unparalleled reputation for excellence in hallmarking and other expert services. They also recognise the crucial role The Goldsmiths' Company is playing in shaping a bright future for the trade through the provision of student hallmarking packages, precious metal bursaries, apprenticeships, technical support, sponsorships and the launch of The Goldsmiths' Centre.

To find out more: T 020 7606 8971
E info@assayofficelondon.co.uk
www.assayofficelondon.co.uk

Hallmarking | Laser Engraving | Laboratory Services | Antique Plate Authentication | Educational Seminars | Valuations




**The
GOLDSMITHS'
Company**
ASSAY OFFICE

Thank you

For what you may ask? Well for starters, for each and every commission you place with us. But also because a percentage of our fee from each and every one of those commissions (whether it be for Hallmarking or one of our many other services – from laser marking to valuations) helps us invest directly back into the trade. Therefore you help us make a mark on the future of the trade with every commission you place with us.

So yes, thank you.



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**The
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ASSAY OFFICE

Our Laboratory Services:



- SILVER DATING
- SPECIAL ASSAY
- NICKEL TESTING
- PRECIOUS METAL SMELTING
- LEAD AND CADMIUM TESTING
- ANTIQUE PLATE AUTHENTICATIONS
- BUYING PRECIOUS METALS COURSE
- PLATING THICKNESS MEASUREMENT
- NON PRECIOUS METAL TESTING

Our comprehensive, independent and highly respected on-site laboratory is designed to support all the needs of the modern precious metals industry. We have been UKAS accredited for over 15 years and regularly support the Trading Standards authorities in examining and witnessing the authenticity of metals.

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ASSAY OFFICE

Forever etched into your customers' memory



At the Goldsmiths' Company Assay Office, we have been using the latest state-of-the-art laser marking techniques to hallmark your items for over 10 years. We now offer bespoke laser engraving to enhance your brand potential or to personalise that special gift.

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