

**GUIDELINES FOR THE PRODUCTION OF SOUVENIRS TO MARK  
THE CORONATION OF KING CHARLES III AND THE QUEEN CONSORT**

The official Coronation Emblem is:-



This design was created by Sir Jony Ive with his creative collective LoveFrom. The official emblem celebrates the coronation of His Majesty King Charles III. The emblem is created with the flora of the four nations of the United Kingdom: the rose for England, the thistle for Scotland, the daffodil for Wales and the shamrock for Northern Ireland. These natural forms combine to describe St Edward's Crown, used for the coronation of British monarchs.

The official emblem may be used on all souvenirs and merchandise commemorating the Coronation, and across digital and social media. A separate guidance note on the use of the Coronation Emblem is available on the Royal website [www.royal.uk/coronation-emblem](http://www.royal.uk/coronation-emblem)

1. Temporary Relaxation

Under normal circumstances, the use of the Royal Arms and other Royal Devices for commercial purposes is prohibited unless the permission of the Member of the Royal Family concerned has been obtained.

The King and The Queen Consort have been pleased to approve that the rules governing the commercial use of Royal Photographs and Official Insignia may be temporarily relaxed to allow their use on souvenirs marking the Coronation. The guidance below will explain how manufacturers may use official Royal Devices. Detailed guidance has been published on the use of the Coronation Emblem.

2. Devices

The Devices involved are:-

- (a) Photographs of The King and The Queen Consort
- (b) The Royal Arms or component parts, i.e., the Supporters or the Crown etc.



(For use in Scotland only)

(c) The Royal Cyphers



(For use in Scotland only)

**The above representations are for reference purposes only.**

### 3. Souvenirs

Souvenirs, subject to the limitations in paragraphs 4, 5, 6 & 7 are defined as “articles of a permanent kind specifically designed to mark the Coronation and identified with the occasion by the incorporation of a phrase such as:-

The Coronation of King Charles III and The Queen Consort – 2023  
The Coronation of King Charles III – 6<sup>th</sup> May 2023  
The Coronation 2023

This also applies to souvenirs produced using regional language variations.

To qualify for the privileges detailed in this guidance, such souvenirs must be:-

- (a) In good taste.
- (b) Free from any form of advertisement.
- (c) Carry no implication of Royal Custom or Approval.

#### 4. Clothing

The Royal Devices referred to in Paragraph 2 MAY NOT be used on clothing. The Coronation Emblem should be used instead.

#### 5. Containers or Receptacles of Merchandise

As a special exception, containers or receptacles of merchandise will, on this occasion, qualify as souvenirs provided that:-

- (a) They are permanent in nature - i.e. metalware, ceramic or other semi-indestructible material and specially made for the occasion.
- (b) They comply with the requirements of Paragraph 3. With particular regard to Paragraph 3 (b), the name of the manufacturer and details of the contents may appear only on the under side or interior of the container or on the stopper.
- (c) The Royal Symbols that may be used on containers or receptacles are limited to photographs of The King, The Queen Consort and the Coronation Emblem.

**The use of the Royal Arms and the Royal Cyphers are specifically forbidden on containers and packaging. Holders of the Royal Warrant of Appointment may use the Royal Arms in accordance with the Lord Chamberlain's Rules.**

#### 6. Commemorative Coins and Medallions

As a special exception for these occasions commemorative coins (i.e. coins which are not currency) and medallions will qualify as souvenirs.

#### 7. Schemes of Decoration

- (a) Approval has also been given for reproductions of the devices mentioned in paragraph 3 to be used in schemes of decoration celebrating the Coronation, although they may not be used in any way that might imply Royal Patronage or Royal approval of any firm or its products.
- (b) The Royal Standard, as The King's Personal Banner, may not be flown by anyone other than His Majesty and shall not be incorporated in decorative schemes.

#### 8. Limitations of Use

- (a) The use of Photographs of The King and The Queen Consort is strictly limited to the souvenirs themselves and the devices may not appear on any container or packaging (except as in paragraph 5) nor in any promotional advertising except incidentally to a photograph of the souvenir itself.

(b) Souvenirs of The Coronation **may not be manufactured after 6<sup>th</sup> November, 2023.**

9. Arms and Approved Photographs

- (a) Correct versions of the Royal Arms and the Royal Cyphers should be used. Examples may be obtained (on payment of a fee) by application to Garter King of Arms, College of Arms, Queen Victoria Street, London, EC4V 4BT. Tel 020 7248 1188, or in Scotland, so far as the Royal Arms are concerned, from the Lord Lyon King of Arms, H.M. New Register House, Edinburgh, EH1 3YT.
- (b) Photographs of The King and The Queen Consort can be obtained from most photographic agencies. **Any question of copyright is one that must be settled between the applicant and the agency/ photographer.**
- (c) Advice on approved versions of other Royal, National or Regional devices is obtainable from Garter King of Arms or Lord Lyon King of Arms.

The Lord Chamberlain's Office will be pleased to provide guidance when it is unclear as to whether the proposed use of Royal Devices is permitted or may give the impression that there is a Royal connection.

If guidance is required in respect of the rules please email [royalwarrants@royal.uk](mailto:royalwarrants@royal.uk)

February, 2023