

GUIDELINES FOR THE USE OF ROYAL DEVICES TO MARK THE DEMISE OF HER LATE MAJESTY QUEEN ELIZABETH II

Introduction

The use of the Royal Arms and of Royal Devices, Emblems and Titles, or of Arms, Devices, etc., which are so similar as to deceive, in connection with any trade or business, or to suggest that the person is employed by or supplies goods to a Member of the Royal Family, is prohibited by the Trade Marks Act 1994, unless the permission of the Member of the Royal Family concerned has been obtained.

His Majesty The King has been pleased to approve that the rules governing the commercial use of approved Royal Images may be temporarily relaxed to allow their use on certain commemorative material and souvenirs to mark the demise of Her Late Majesty Queen Elizabeth II, up to and including the day of the funeral. The usual rules on the use of Royal insignia (the Royal Arms, the Royal Crown and The Queen's Cypher) have not been relaxed.

As this time will be exceptionally busy, the Lord Chamberlain's Office will not be able to provide guidance to individual organisations when it is unclear as to whether the proposed use of Royal Devices is permitted, or gives the impression that there is a Royal connection. It is hoped that these guidelines will provide clarity for organisations and manufacturers wishing to mark the occasion.

Royal Images

The usual rules on the use of images of Members of the Royal Family have been temporarily relaxed to allow organisation and manufacturers to mark the demise of the late Queen Elizabeth II. Approved image of Her Late Majesty may therefore be used on certain souvenirs or decorative materials.

Any question of copyright involved in the reproduction of a Royal Image must be settled by the prospective user directly with the copyright holder.

Nothing in these rules gives any right to the use of any particular Image.

1. Souvenirs

Souvenirs are defined as articles of a permanent kind specifically designed to mark the demise of Queen Elizabeth II and are identified with the occasion by the incorporation of a phrase such as:-

“Queen Elizabeth II 1926-20xx”

Regional variations of language will also apply.

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

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

However, as a general rule, the Lord Chamberlain's Office does not consider that Royal Images should be used on the following:-

Medals, medallions and coin (which are not issued by The Queen or are legal tender)

Adhesive seals

Textiles which includes drying up cloths and articles of clothing including T-shirts and aprons, carpets, wall hangings, cushions and head scarves.

Packaging, containers, boxes, covers or labels

2. Decorations and commemorative material

Decorations and commemorative material are defined as articles of a temporary kind such as physical banners, displays and window graphics, or displays online through an organisation's website or social media.

As with souvenirs, they are identified with the occasion by the incorporation of a phrase such as:-

“Queen Elizabeth II 1926-2022”

Regional variations of language will also apply.

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

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

In addition:

(d) The Royal Standard may not be flown by anyone other than His Majesty and shall not be incorporated in decorative schemes.

(e) Images of Members of the Royal Family under the age of 18 should not be used for commercial purposes.

3. Advertising

The Committee of Advertising Practice (CAP) issues specific guidelines which cover the use of Royal Images in advertising (rule 6.2 of the CAP Code). Generally, except when advertising a book, newspaper article or magazine article about a Member of the Royal Family, Royal Images may not be used for advertising purposes in any medium, though an incidental reference unconnected with the advertised product may be acceptable.

A marketer's advertisement should not include photographs of Members of the Royal Family visiting their works or exhibition stands, or being publicly involved with their goods or services.

Potential breaches of the CAP Code will be considered by the Advertising Standards Authority (ASA) and, if necessary, referred to Ofcom (broadcast) or Trading Standards (non-broadcast), the ASA and CAP's legal backstops.

Marketers are advised to seek guidance from the CAP Copy Advice team before featuring or referring to the Royal Family in their advertising and can find more information here.

Royal Arms, Royal Crowns and The Queen's Cypher

The Royal Arms, similar emblems, The Queen's Cypher and the Royal Crown may not be used for commercial purposes in any way, including on articles for sale. The usual rules have not been relaxed for this period.

When Royal Patronage has been granted, for instance a Tradesmen's Warrant, the Royal Arms may be displayed in certain instances, as laid down in the Lord Chamberlain's Rules for holders of a Tradesmen's Warrant. Separate guidance is available for Warrant Holders from the Royal Warrant Holders Association.

Lord Chamberlain's Office