

**GUIDELINES FOR THE PRODUCTION OF SOUVENIRS TO MARK
THE DUKE OF EDINBURGH'S 100TH BIRTHDAY ON 10TH JUNE, 2021**

1. Introduction

Under normal circumstances, 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.

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.

2. Temporary Relaxation

In line with previous practice on similar occasions, The Duke of Edinburgh has been pleased to approve that the rules governing the commercial use of Royal Photographs and Insignia may be temporarily relaxed to allow their use on souvenirs marking His Royal Highness's 100th Birthday.

3. Devices

The Devices involved are:-

- (a) Photographs of The Duke of Edinburgh.
- (b) The Arms of The Duke of Edinburgh or component parts thereof.



- (c) The Duke of Edinburgh's Cypher.



The above representations are for reference purposes only.

4. Souvenirs

Souvenirs, subject to the limitations in paragraphs 5, 6, 7 & 8 are defined as “articles of a permanent kind specifically designed to mark The Duke of Edinburgh’s 100th Birthday and identified with the occasion by the incorporation of a phrase such as:-

“The Duke of Edinburgh’s 100th Birthday 2021”

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.

5. Textiles

With the exception of carpets, cushions, wall hangings and head scarves, Royal Insignia MAY NOT be used on textiles (which includes drying up cloths and articles of clothing including T-shirts and aprons).

6. 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 1. 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 Duke of Edinburgh.

The use of The Duke of Edinburgh’s Coat of Arms or Cypher is specifically forbidden on containers and packaging except to holders of the Royal Warrant of Appointment.

7. Commemorative Coins and Medallions

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

8. Decorations

- (a) Approval has also been given for reproductions of the devices mentioned in paragraph 3 to be used in scheme of decoration celebrating The Duke of Edinburgh's 100th birthday, 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 Duke of Edinburgh's Standard may not be flown by anyone other than His Royal Highness and shall not be incorporated in decorative schemes.

9. Limitations of Use

- (a) The use of devices listed in Paragraph 3 is strictly limited to the souvenirs themselves and the devices may not appear on any container or packaging (except as in paragraph 6) nor in any promotional advertising except incidentally to a photograph of the souvenir itself.
- (b) Souvenirs of The Duke of Edinburgh's Birthday **may not be manufactured after 31st October, 2021.**

10. Artwork and Photographs

- (a) Correct versions of The Duke of Edinburgh's Coat of Arms and Cypher 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
- (b) Photographs The Duke of Edinburgh can be obtained from most photographic agencies. **Any question of copyright is one that must be settled between the applicant and the agency/ photographer.**

If an application or guidance is required in respect of the rules please write to:-

The Lord Chamberlain's Office, Buckingham Palace, London, SW1A 1AA

or email:- royalwarrants@royal.uk

16th November, 2020