

GUIDELINES FOR THE PRODUCTION OF SOUVENIRS TO MARK
THE QUEEN'S PLATINUM JUBILEE
1952 - 2022

1. Introduction

The approved Platinum Jubilee Emblem is:-



This was the winning entry from The Queen's Platinum Jubilee Emblem Competition and was created by Edward Roberts, a graphic design student at the University of Leeds.

The new emblem, which has been inspired by Her Majesty's reign, may be used on all souvenirs and merchandise commemorating The Queen's Platinum Jubilee, and across digital and social media. The guidance note on the use of the Platinum Jubilee Emblem is available on the Royal website. <https://www.royal.uk/queens-platinum-jubilee-emblem>

2. 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.

In line with previous practice on similar occasions, The Queen has 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 Her Majesty's Platinum Jubilee. The guidance below will explain how manufacturers may use official Royal Devices.

3. Devices

The Devices involved are:-

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



(c) The Queen'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 Queen’s Platinum Jubilee and identified with the occasion by the incorporation of a phrase such as:-

“The Queen’s Platinum Jubilee 2022”

“The Queen’s Platinum Jubilee 1952 - 2022

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, the Royal Arms and The Queen’s Cypher 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 Queen and the Platinum Jubilee Emblem.

The use of the Royal Arms and The Queen’s Cypher 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.

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. 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 Queen's Platinum Jubilee, 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 Queen's Personal Banner may not be flown by anyone other than Her Majesty and shall not be incorporated in decorative schemes.

9. Limitations of Use

- (a) The use of the Royal Arms, The Queen's Cypher and Photographs of The Queen 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 Queen's Platinum Jubilee **may not be manufactured after 31st October, 2022.**

10. Arms and Approved Photographs

- (a) Correct versions of the Royal Arms and The Queen's 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, 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 The Queen 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 write to:-

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

or email:- royalwarrants@royal.uk

2nd August, 2021