

SOUVENIRS

THE QUEEN'S DIAMOND JUBILEE

1952 - 2012

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.

The Queen has been pleased to approve that the rules governing the commercial use of Royal Photographs and Insignia may be temporarily relaxed to allow the use, on souvenirs of Her Majesty's Diamond Jubilee, devices as detailed in paragraph 1.

The Duke of Edinburgh has likewise approved of certain of His Royal Highness's personal Arms, Cypher and Portraits being similarly used.

The Lord Chamberlain's Office will be pleased to provide guidance when it is unclear as to whether the use of "Arms" etc., may give the impression that there is a Royal connection.

1. Souvenirs

Souvenirs, subject to the limitations in paragraphs 3, 4, 5 and 6 are defined as articles of a permanent kind specifically designed to commemorate The Queen's Diamond Jubilee and identified with the occasion by the incorporation of a phrase such as:-

"The Queen's Diamond Jubilee 2012"

"The Queen's Diamond Jubilee 1952 - 2012"

Regional variations of language will also apply.

To qualify for the privileges detailed in the circular such souvenirs of The Queen's Diamond Jubilee must be:-

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

2. Devices

The Devices involved are:-

- (a) The Royal Arms or component parts, i.e., the Supporters or the Crown, etc.
- (b) The Arms of The Duke of Edinburgh or component parts thereof.
- (c) The Queen's Cypher.
- (d) The Duke of Edinburgh's Cypher.
- (e) Approved photographs of The Queen and The Duke of Edinburgh.

3. Textiles

Apart from carpets, wall hangings, cushions and head scarves, Royal Insignia may not be used on textiles, which also includes articles of clothing including T-shirts, drying up cloths and aprons.

4. 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 1(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.

The Royal Symbols that may be used on containers or receptacles are limited to:-

- (c) Approved photographs of The Queen and The Duke of Edinburgh.
- (d) The use of the Royal Crown in any attendant scheme of decoration.
- (e) The use of any of the Royal Arms or the Royal Cyphers is specifically disallowed except to holders of the Royal Appointment as Tradesmen. Nos. 10, 11 and 12 of the Royal Warrant Rules will apply in these cases.

5. Commemorative Coins and Medallions

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

6. Limitations of Use

- (a) The use of devices listed in Paragraph 2 is strictly limited to the souvenirs themselves and the devices may not appear on any container (except as in Paragraph 4) nor in any promotional advertising except incidentally to a photograph of the souvenir itself.
- (b) Souvenirs of The Queen's Diamond Jubilee **may not be manufactured after 1st October, 2012.**

7. Decorations

- (a) The Queen and The Duke of Edinburgh have also been pleased to approve that reproductions of the devices mentioned in Paragraph 2 may be used in any schemes of decoration celebrating the occasion during 2012, the Diamond Jubilee Year.

The Royal Insignia must 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.

The same considerations affect The Duke of Edinburgh's Standard.

8. Contact Details

- (a) The Royal Arms and Royal Cyphers

Correct versions of The Royal Arms or of the Arms of The Duke of Edinburgh and Royal Cyphers can be obtained from Garter King of Arms, College of Arms, Queen Victoria Street, London, EC4V 4BT. (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. A charge for this service is usually made.

- (b) Black and white outline drawings of the above can be obtained on application from the Lord Chamberlain's Office, Buckingham Palace, London, SW1A 1AA.
- (c) Photographs of The Queen and The Duke of Edinburgh
Approved photographs of The Queen and The Duke of Edinburgh are obtainable from the Press Association (Tel: +44 (0)115 844 7447, E-mail: info@paphotos.com, Website: www.paphotos.com), Michael O'Keefe (Tel: +44 (0) 845 634 5577, E-mail: mike@2digital.co.uk, Website: www.royalimages.co.uk) and certain other photographic agencies. Any question of copyright is one that must be settled between the applicant and the agency/ photographer.
- (d) Other Royal, National or Regional Devices

Advice on approved versions is obtainable, on payment of the appropriate fee, from Garter King of Arms or the Lord Lyon King of Arms as above.

20th July, 2011