

King Charles III: Coronation Guidelines

Coronation guidelines were released on the 10th Feb. Below we have noted the relevant **links and provided the relevant guidelines.**

Use of the logo for merchandise

The logo has been released to be used free of charge and will not require approval via the normal routes. The Coronation logo is available for use for all activities associated with the Coronation including community and national events, publications, retail, and merchandising.

Attached below are links to all the relevant guidelines. All resources can be found under the Resources section of the BPMA website as noted above.

We have covered some key points from the Guidance below and encourage anyone planning to use the Coronation emblems to carefully read all guidance. In the guidance, there are specific merchandise examples which provide the visual guide the industry should adhere to.

Guidelines and artwork

You can access and download all guidelines and guidance here: [The Coronation Emblem | The Royal Family](#). This information is also available on the BPMA website under the Resources, Guides & Checklists section. You can also access these via the links below:

- [Emblem Usage Guidelines](#)
- [Souvenir Guidelines](#)

Use of the logo: general

The coronation emblem is intended for use by charities, companies and individuals for celebrations to mark His Majesty The King's coronation in 2023. This includes commercial use, merchandise and advertising. The emblem should not be redrawn or re-constituted. The emblem will be available on www.royal.uk until 31 December 2023. For further enquiries on the use of the emblem, please write to: Lord Chamberlain's Office Buckingham Palace London SW1A 1AA or via email to royalwarrants@royal.uk.

Temporary relaxation of rules: important

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 links explain how manufacturers may use official Royal Devices. Detailed guidance has been published on the use of the Coronation Emblem.

Souvenirs and branded merchandise

Souvenirs, subject to the limitations in the guidance 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 – 6th 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.

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 in the Guidance. With particular regard to Paragraph 3 (b), the name of the manufacturer and details of the contents may appear only on the underside 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.

Important note

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.

If you would like any further guidance, advice or information, please do not hesitate to [contact us](#).