



Coronation 2023
Emblem usage guidelines

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*

royalwarrants@royal.uk

This official emblem celebrates
the coronation of His Majesty
King Charles III on 6 May 2023.

The emblem is created with the flora of
the four nations of the United Kingdom:
the rose for England, the thistle for
Scotland, the daffodil for Wales and
the shamrock for Northern Ireland.

These natural forms combine to
describe St Edward's Crown, used for
the coronation of British monarchs.

The emblem was designed by Sir Jony Ive
with his creative collective LoveFrom.

Primary emblem

Primary emblem
Red & blue



Colour specification



PMS 3517C

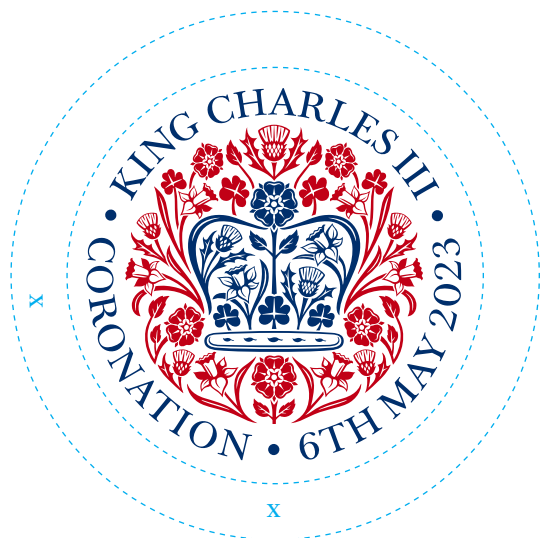
C 0 R 193
M 100 G 0
Y 86 B 22
K 18 #C10016



PMS 294C

C 100 R 0
M 55 G 47
Y 0 B 108
K 58 #002F6C

Correct usage



When placed near other graphic elements, a distinct clear zone (x) as outlined above should always be maintained.

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Do not remove any elements.

Do not recolour.

Do not shear.

Do not rotate.

Do not distort.

Do not change font.

Do not add drop shadow.

Application examples

Bunting



Application examples

Flag



Application examples
Plate



Application examples
Teapot



Application examples

Umbrella



Application examples

Pen



Application examples
Water bottle



Application examples

T-shirt

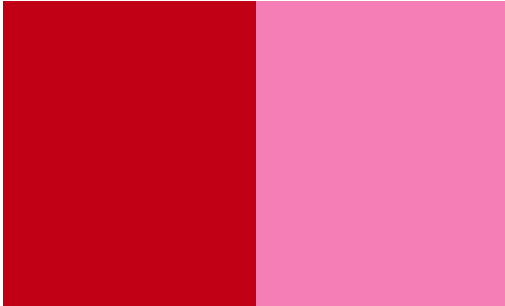


Secondary emblems

Secondary emblems
Red, blue, black & white



Colour specifications

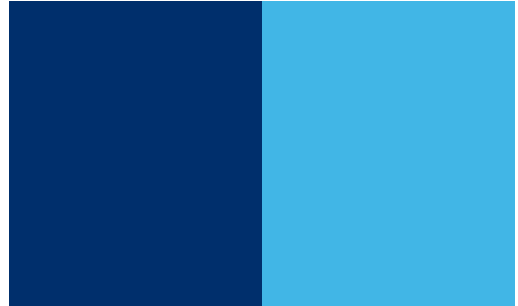


PMS 3517C

PMS 211C

C 0 R 193
M 100 G 0
Y 86 B 22
K 18 #C10016

C 0 R 245
M 66 G 126
Y 0 B 182
K 0 #F57EB6



PMS 294C

PMS 298C

C 100 R 0
M 55 G 47
Y 0 B 108
K 58 #002F6C

C 61 R 65
M 1 G 182
Y 0 B 230
K 0 #41B6E6

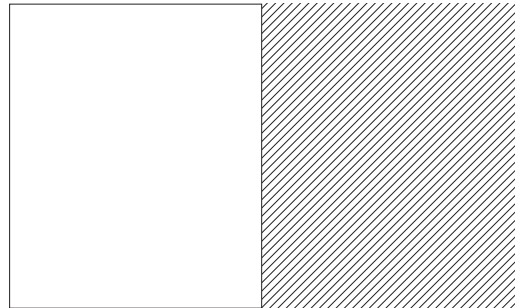


Black

Black (50% tint)

C 0 R 0
M 0 G 0
Y 0 B 0
K 100 #000000

C 0 R 128
M 0 G 128
Y 0 B 128
K 50 #808080



White

White (50% opacity)

C 0 R 255
M 0 G 255
Y 0 B 255
K 0 #FFFFFF

Assets

Size options

A simplified (small) version of the emblem has been created for applications below 3cm in diameter and is available in all colourways.



Large



Small

For output diameter $\leq 3\text{cm}$

Asset overview

Large

Each image asset is available as PDF (vector) and PNG (raster)



Coronation 2023 Red-Blue



Coronation 2023 Red



Coronation 2023 Blue



Coronation 2023 Black

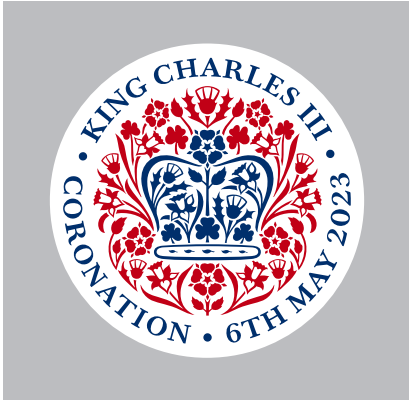


Coronation 2023 White

Asset overview

Small

Each image asset is available as PDF (vector) and PNG (raster)



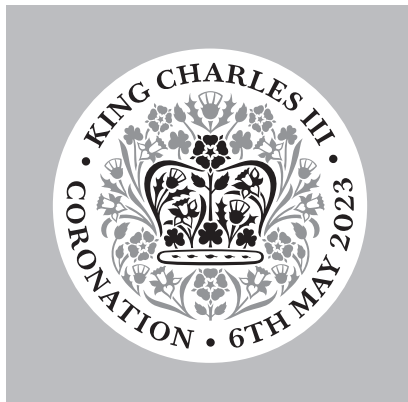
Coronation 2023 Red-Blue (Small)



Coronation 2023 Red (Small)



Coronation 2023 Blue (Small)



Coronation 2023 Black (Small)



Coronation 2023 White (Small)

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