



The Queen's Platinum Jubilee 2022

Emblem guidelines

Content

It is intended that the emblem be used widely by individuals, organisations, companies and charities for celebrations to mark Her Majesty The Queen’s Platinum Jubilee in 2022. This includes use for commercial purposes and advertising. The normal rules for the use of images of The Queen still apply.

- The emblem is available for use and may be downloaded from the British Monarchy website, <https://www.royal.uk/>
- As with the Diamond Jubilee Emblem, the designs are available in English and Welsh. There are six versions of the emblem: Colour (primary and secondary) and Monochrome.

- The emblem should not be redrawn or re-constituted.
- In addition to printed items, the emblem may be applied to any item relevant to the celebrations (for example, flags, banners, teacups and souvenirs, badges, items of clothing and all textiles).

The emblem will be available on the British Monarchy website until **31 December 2022**.

For further enquiries on the use of the emblem, please write to:

Lord Chamberlain’s Office,
Buckingham Palace,
London SW1A 1AA.

Introducing the emblem	3	Typography	7
Emblem options	4	Colour	8
Exclusion zone	5	Incorrect usage	9
Emblem Colours	6	Application	10

Introducing the emblem

The emblem design for The Queen's Platinum Jubilee is based on an original illustration drawn by Edward Roberts, a 19-year-old student at the University of Leeds. Young creatives were challenged to sum up The Queen's 70-year reign with their artistic skills. Edwards's simple platinum line design reflects The Queen's continuous service and was selected by a judging panel of industry experts.

The emblem features a purple and platinum design. The continuous platinum line reveals a stylised St Edward's Crown, incorporating the number 70, on a round purple background associated with royalty and signifying a royal seal. The elegant font Perpetua, meaning forever, is an acknowledgement to the first British Monarch ever to mark 70 years on the throne.



Emblem options

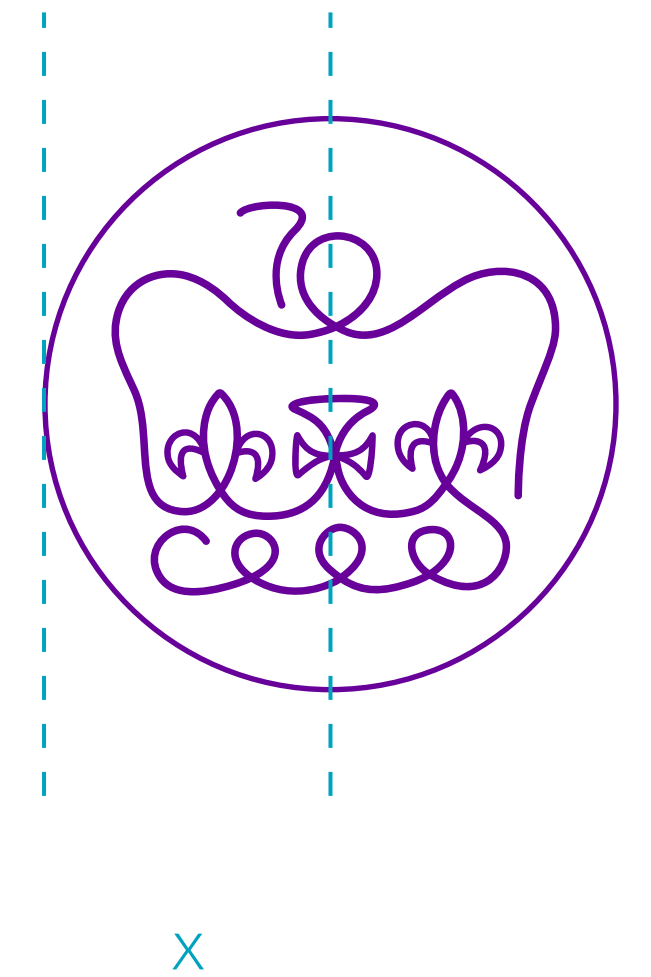
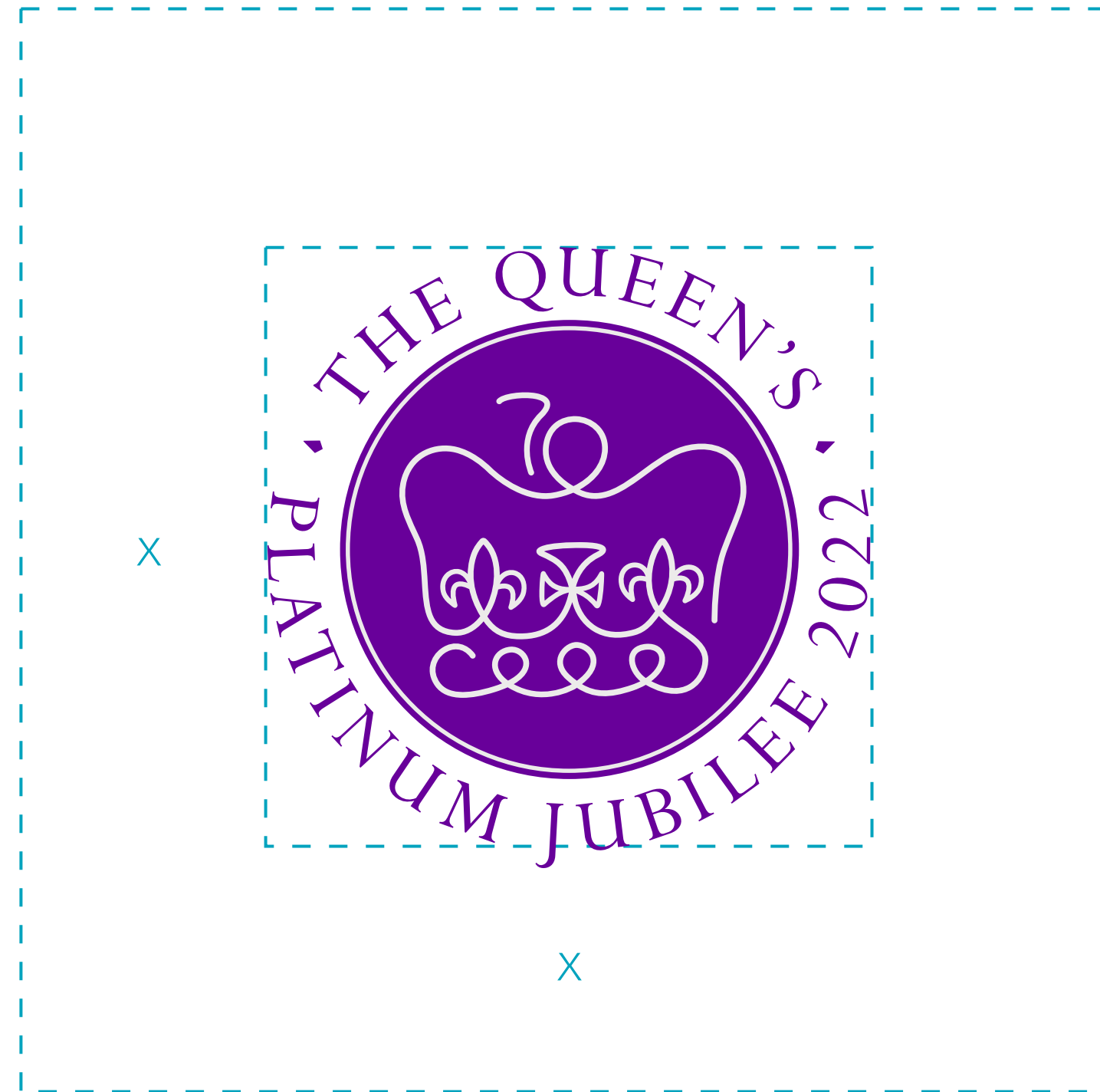
The primary version of the emblem is a purple and platinum seal and is recommended for use across print and communications.

For secondary uses, a platinum version of the font is acceptable on darker backgrounds.



Exclusion zone

To ensure prominence and legibility, wherever possible the emblem should always sit in an area of clear space which remains free from other elements. The minimum amount of space is 1/2 the vertical height of the emblem, measured from side to side.



Emblem colours

For uses on complex backgrounds and foiling, a platinum version is acceptable.



For use on light backgrounds



Embossed



For use on dark backgrounds

Typography

Perpetua was selected as the font to compliment the beauty of the continuous platinum line design with its elegance. Perpetua means forever, acknowledging the first British Monarch ever to mark 70 years on the throne.

Titling requires tight character tracking and considerate kerning.

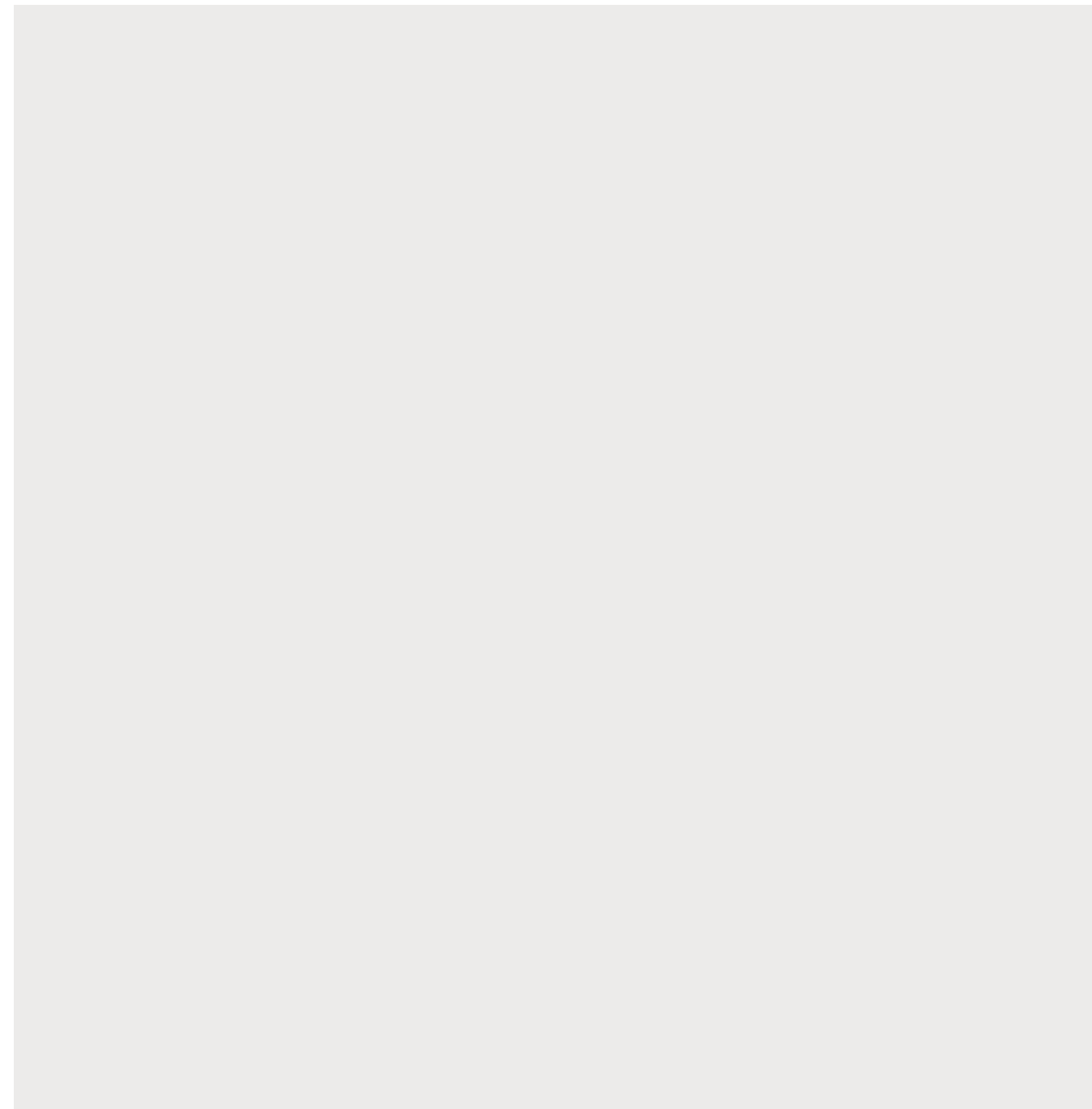
Perpetua Pro Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890[("#+-@©=%/>!?,...")]

Colour

Two colours make up the emblem of The Queen's Platinum Jubilee – platinum and Pantone 3515 C. The platinum colour represents Her Majesty's 70 years on the throne, whilst the purple colour is synonymous with royalty.

Each application requires a different colour code. For print, please refer to CMYK values.



Platinum

C	0	R	229
M	0	G	228
Y	1	B	226
K	10	#	E5E4E2



Pantone 3515 C

C	74	R	97
M	100	G	0
Y	0	B	125
K	12	#	61007D

Incorrect usage

Please use the emblem as supplied in the assets.



Correct emblem



Do not recolour



Do not shear



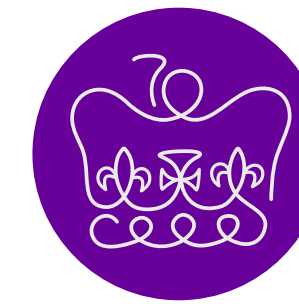
Do not rotate



Do not scale



Do not change font



Do not remove any elements



Do not distort



Do not use on a block of colour



Do not add drop shadow

Application

Use this as a guide for placement, colour and scale when using the emblem on products.
For a full list of emblem files and how to download, please see our website.



