Queen's Diamond Jubilee

EMBLEM GUIDELINES
It is intended that the emblem be used widely by individuals, organisations, companies and charities for celebrations to mark Her Majesty The Queen’s Diamond Jubilee in 2012. 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, www.royal.gov.uk
- As with the Golden Jubilee Emblem, the designs are available in English and Welsh. There are therefore six versions of the emblem: Colour, Mono – Black/White and Whiteout.
- 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, mugs and souvenirs, badges, items of clothing and all textiles).

The emblem will be available on the British Monarchy website until 31 December 2012.

For further enquiries on the use of the emblem, please write to:
Lord Chamberlain’s Office,
Buckingham Palace,
London SW1A 1AA.
The emblem design for The Queen’s Diamond Jubilee is based on an original illustration drawn by Katherine Dewar. It was selected from 35,000 entries submitted by children aged 6 to 14 years from all over the UK in response to a Blue Peter competition.
COLOUR EMBLEM

There is 1 colour version of the emblem that is recommended to sit on 1 of 3 different colour backgrounds: White, Dark Blue or Red. Shown here is the dark blue background. The white background is shown on the previous page.

The Pantone colour reference for the Dark Blue is PMS 294. The process colour values are C100 M68 Y8 K52.
COLOUR EMBLEM

This is the colour version of the emblem shown on the Red background.

The Pantone colour reference for the Red is PMS 185.
The process colour breakdown is C0 M100 Y70 K0.
MONO EMBLEM

There are also 2 mono versions of the emblem. One is black and white for mono applications where colour output is not possible. The other is the whiteout version. This is to be used where the background is too colourful or complex for the colour emblem to have standout and strong legibility. This file is also to be used when creating an emboss.

06 QUEEN’S DIAMOND JUBILEE
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 1/3 the vertical height of the emblem, measured from top to bottom.

Minimum size of the emblem is 14mm, measured from top to bottom.
These are some examples of how our emblem may not be treated.
Not all can be shown here. Please use the emblem as supplied in the assets.

**PLEASE AVOID**

These are some examples of how our emblem may not be treated.
Not all can be shown here. Please use the emblem as supplied in the assets.
Here are some example applications of how the emblem may be applied.

Please 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.