



SYMBOLS OF STATE
GUIDANCE

JULY 2023

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Terminology

The following images display the various symbols of the state along with their naming conventions.



Tudor Crown

The crown used by the King.



St Edward's Crown

The crown used by the late Queen.



Cypher

The monarch's initials and title: Carolus Rex.



Brunswick Star

Used primarily by the police and some fire services.



Coat of Arms

The fullest symbol of the British monarch, currently King Charles III.

No changes to be made yet

Overview

With the death of Queen Elizabeth II and the accession of King Charles III, there have been changes to the symbols used to represent the state. This document explains these changes, the designs available and how to use the new symbols of the Tudor Crown, the Brunswick star and cypher.

The College of Arms will be preparing a new rendering of the entire royal coat of arms. No action should be taken at this stage in the use of the coat of arms.

Organisations should consider the following principles when deciding to introduce any new symbol of state:

- Adopt a low-cost approach to implementation, avoiding wastage wherever possible
- Begin by changing digital versions, where there is no associated cost
- Physical depictions of the royal crown or cypher should only be changed at no or low cost or if truly necessary

The Cabinet Office is not placing a timeline on when symbols should be changed; it is for organisations to make decisions based on the above principles.

It is important to obtain authorisation before using any symbols of the state.

Approvals

We have reproduced several versions of the Tudor Crown and Brunswick star for use by departments and public bodies, which meet the standards of the College of Arms. Organisations can redesign their logos or emblems to adopt the Tudor Crown, but approval must be sought from the College of Arms for any new design before it is used.

Contact For approvals of any artwork, please contact the College of Arms:
garter@college-of-arms.gov.uk

For approvals of the use of Scottish crown and cypher, please contact:
lyonoffice@gov.scot

In both instances please copy in:
branding@cabinetoffice.gov.uk
royalinsignia@cabinetoffice.gov.uk

Organisations that do not currently use the crown will need to seek approval. You can do this by emailing: **royalinsignia@cabinetoffice.gov.uk**

TUDOR CROWN



NEW CROWN



A crown is a symbol that represents the monarch or a sovereign state. The Tudor Crown, also known as the Imperial Crown, has been an iconic emblem in the heraldry of the United Kingdom since 1902. It represents both the British monarch and the Government. The crown can be seen on numerous official emblems throughout the United Kingdom.

Guidance for the use of the Tudor Crown

Background This guidance is for implementing the Tudor Crown. King Charles III's cypher includes the Tudor Crown, not the St Edward's Crown used by Queen Elizabeth II. In line with this, organisations that use a depiction of the royal crown in their logo as a symbol of royal authority should start to adopt the Tudor Crown in their branding.

Scope This guidance only applies to using the royal crown separately from the royal coat of arms. For example, the crown is used in police logos and military cap badges.

This guidance only applies to organisations with the crown as part of their branding which are updating the crown like for like. If you want permission to add the crown to your logo, you should follow the process outlined on Page 9.

The College of Arms will be preparing a new rendering of the entire royal coat of arms. No action should be taken at this stage in the use of the coat of arms.

Scotland We have shown examples of the Scottish Crown and the cypher; if you wish to use any of these, please get in touch with the Lord Lyon. please contact:

lyonoffice@gov.scot

Implementation Each organisation is responsible for deciding when they should change to the Tudor Crown. The Cabinet Office will provide guidance and support if required; however, we will not be prescriptive about changes.

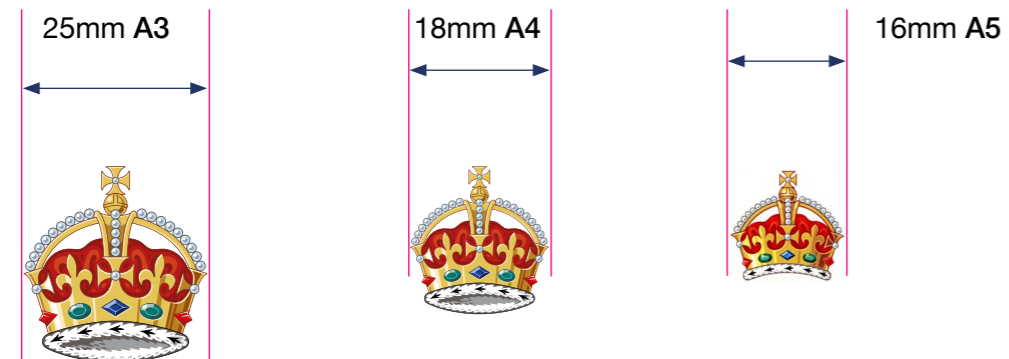
Organisations are advised to consider the following principles when deciding on when to implement changes:

- Organisations should adopt a low-cost approach to implementation, this means new costs should be avoided where possible.
- Organisations should start by changing digital versions of the crown. As far as possible, organisations should seek to ensure consistency of digital branding, using the Tudor Crown as soon as possible where there is no associated cost.
- It is for organisations to decide when physical depictions of the crown are updated, noting the principle of adopting a low-cost approach by, for example, only replacing items when they need to be changed due to wear and tear or in line with their normal renewal processes.
- As both versions of the crown (Tudor and St Edward's) are valid representations of royal authority, there is no objection to using two different designs simultaneously in the transition period. This follows the precedent from Queen Elizabeth II's reign, where change over to the St Edward's crown was made over ten years.
- There may be some physical objects where it is appropriate for no change to be made. It has been common practice for more permanent fixed objects to retain depictions of previous monarchs' cyphers and/or crowns, for example, pillar boxes have various monarchs' cyphers dating back to Queen Victoria.
- Cabinet Office is not placing a timeline on when the royal crown should be changed; it is for organisations to make decisions based on the above principles.

Application of use

Artwork A variety of artwork has been created of the crown; it is up to organisations to select the appropriate artwork depending on the context. If unsure it is recommended to consult Garter King of Arms at the College of Arms.

Crown Size The recommended sizes for common document formats are illustrated here. The width of the crown is used as the reference point.



Digital For optimal visibility in small digital spaces, we have designed a digital version of the Tudor Crown. Please refer to page 26 for further information.

Crown Cap The crown has a red cap lined with ermine, which is worn inside the crown but can be turned up over the rim. If a more simple or austere depiction of the crown is needed, it is shown without the cap.

Tudor Crown





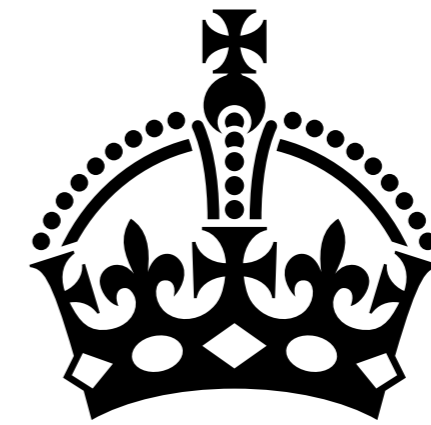
3 D TUDOR CROWN



2 D TUDOR CROWN



9.5.9 PEARLS WITH CAP
B & W

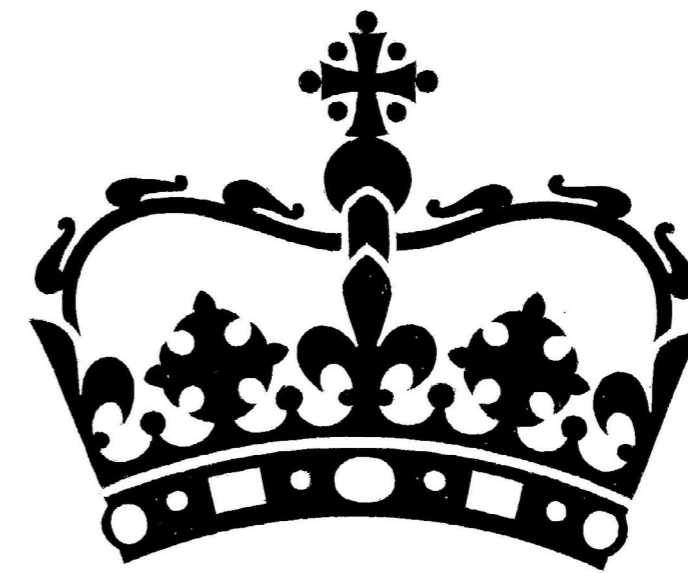


9.5.9 PEARLS WITHOUT
CAP B & W



SCOTTISH CROWN
WITH CAP

SCOTLAND ONLY

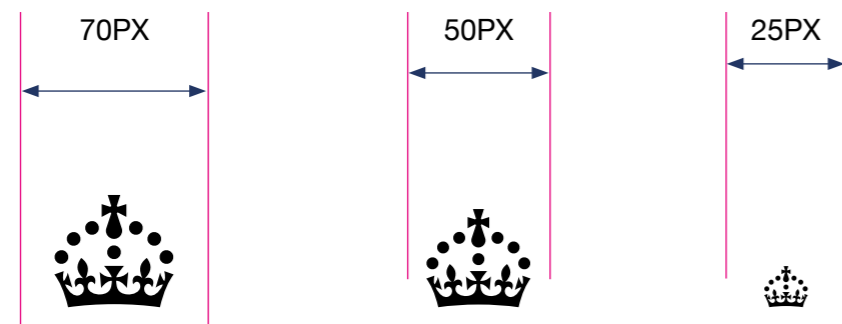


SCOTTISH CROWN B & W
WITHOUT CAP

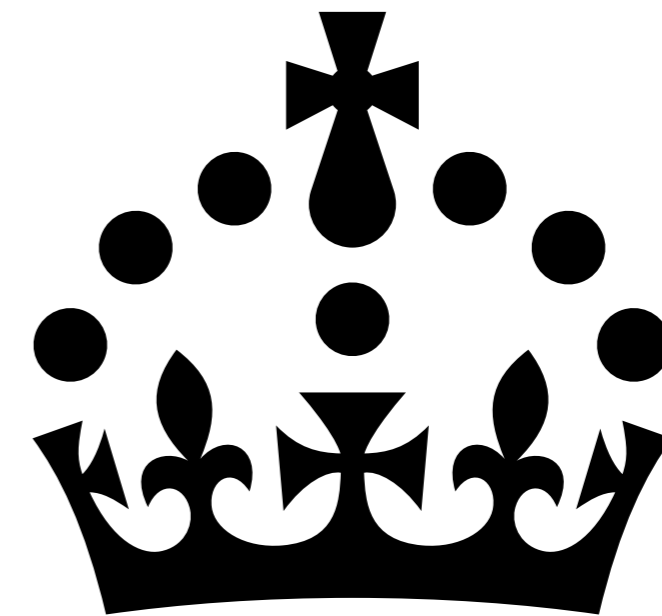
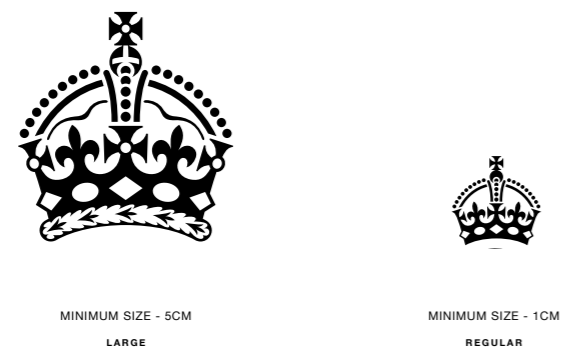
SCOTLAND ONLY

Application of use digital crown

Artwork In some digital spaces, a simplified, digital version of the crown should be used to ensure it remains legible.



- Size*
- The minimum size for the regular crown (9/5/5 pearls) is 70PX or 1CM.
 - Any smaller than 70px, the digital crown should be used.



Digital Tudor Crown

BRUNSWICK STAR



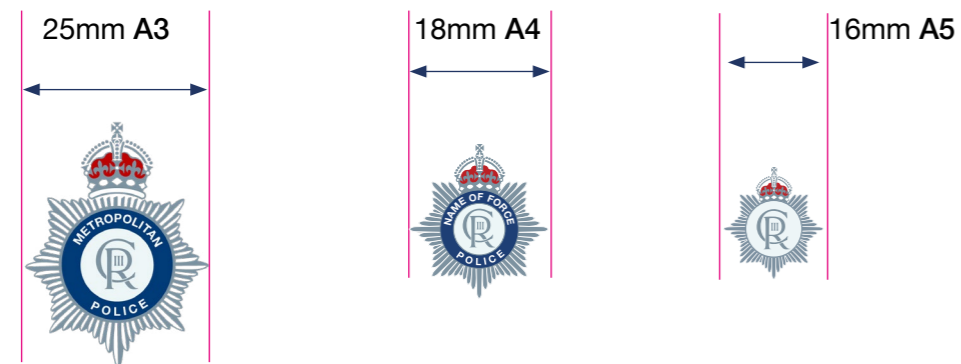
NEW BADGE



The Brunswick star is often used in the United Kingdom to surround the royal cypher on various badges, such as those worn by the police and occasionally the fire services in England and Wales. The star is surmounted by the crown, and two options are available; one has a cypher, while the other shows the arms of the police force or appropriate local authority.

Application of use

Star Size The recommended sizes for common document formats are illustrated here. The width of the star is used as the reference point.



Star In 1968, the late Queen Elizabeth II authorised the use of the crown and cypher on police cap badges, helmet plates, uniform buttons and other official items.

If a police organisation other than a police force, currently does not use the star, but would like to, they must obtain approval by having a Warrant Painting prepared at the College of Arms and submitted to the King through the Cabinet Office.

Artwork The artwork was designed to promote simplicity and standardisation, with customisable elements, such as the name of the police force at the centre of the star. This allows for a personalised touch that reflects the unique identity of each police force. Organisations can also create their own artwork, but it must be approved (page 9).

A variety of artworks have been created of the star; it is up to organisations to select the appropriate artwork depending on the context. For variations of this artwork and how to use it, i.e. embossing or engraving, please contact the Cabinet Office or the College of Arms.



Tudor Crown

Name of Force
 Helvetica Neue Bold
 Optical - Caps
 Tracking - 140/200
 Baseline -13

Arms of police force / cypher
 This can be swapped in and out.

Police
 Helvetica Neue Bold
 Optical - Caps
 Baseline -13
 Tracking - 140
 Must always remain centred at the bottom

EXAMPLE WITH CYPHER

EXAMPLE WITH ARMS OF THE POLICE FORCE OR APPROPRIATE LOCAL AUTHORITY

Main Star



EXAMPLE WITH CYPHER

EXAMPLE WITH ARMS OF THE POLICE FORCE OR
APPROPRIATE LOCAL AUTHORITY

Simplified Star



EXAMPLE WITH CYPHER

EXAMPLE WITH ARMS OF THE POLICE FORCE OR
APPROPRIATE LOCAL AUTHORITY

Triangular Star.
Designed by Jay Ashworth



EXAMPLE WITH CYPHER

EXAMPLE WITH ARMS OF THE POLICE FORCE OR
APPROPRIATE LOCAL AUTHORITY

Roundel cap-badge



CYPHER



NEW CYPHER



The monarch's cypher consists of the initials of the monarch's name and title, Carolus Rex (Latin for King and Charles), alongside a representation of the crown. The King personally selected the design from a series of options created by the College of Arms, and it is his personal property.

The King's cypher is frequently used on government buildings, state documents, post boxes, and by government departments and the Royal Household for franking mail. Organisations have the option to replace cyphers but should take a low-cost, no-cost approach.

Guidance for the use of the cypher

Background King Charles III's cypher includes the Tudor Crown, not the St Edward's Crown used by Queen Elizabeth II. In line with this, organisations that use a depiction of the cypher in their logo as a symbol of royal authority should start to change in their branding.

Scope This guidance only applies to organisations who use cypher as part of their branding and are updating the cypher like for like. If you are seeking permission to add the cypher to your logo, you should follow the process outlined on Page 9.

The College of Arms is preparing a new rendering of the entire royal coat of arms. No action should be taken at this stage in the use of the coat of arms.

Signage and Imagery Many organisations use the current monarch's cypher on buildings and uniforms such as the police and the armed forces. If the cypher appears on signage, it can remain in place until it is necessary to replace the signage due to disrepair.

Scotland We have shown examples of the Scottish Crown and the cypher; if you wish to use any of these, please contact: **lyonoffice@gov.scot**

Artwork A variety of artwork has been created of the cypher; it is up to organisations to select the appropriate artwork depending on the context. If unsure it is recommended to consult Garter King of Arms at the College of Arms.





CYPHER 3D TUDOR CROWN



CYPHER 2D TUDOR CROWN



CYPHER 9.5.9 PEARLS
WITH CAP B&W



CYPHER 9.5.9 PEARLS
WITHOUT CAP B&W



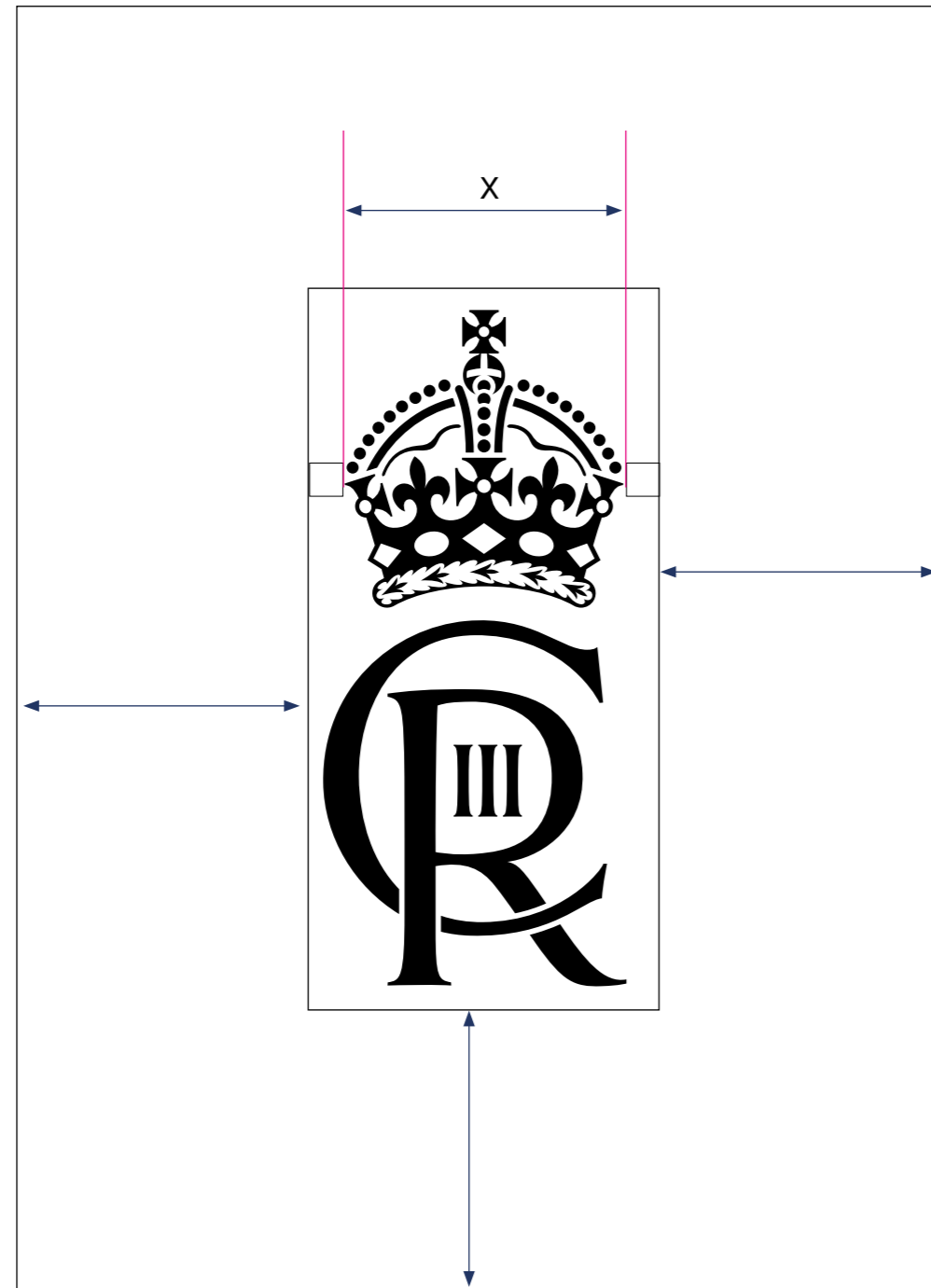
SCOTTISH CYPHER
WITH CAP

SCOTLAND ONLY



SCOTTISH CYPHER B & W
WITHOUT CAP

SCOTLAND ONLY



Exclusion zone

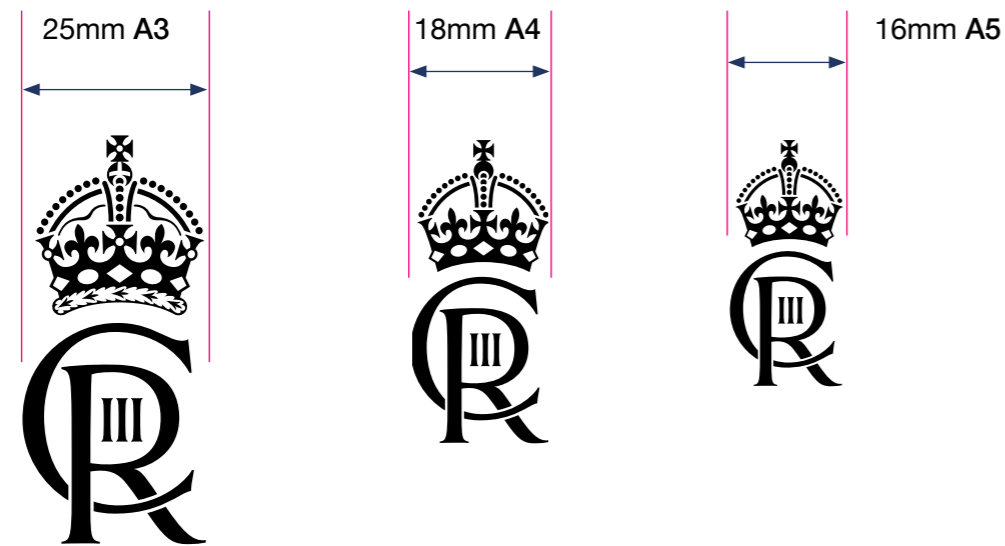
The exclusion zone ensures the cypher is not compromised by other elements and helps it stand out. This page shows the minimum clearance areas. Whenever possible, leave more space around the cypher than the exclusion zone.

The exclusion zone for print and digital (the height and width of the clear space) is set by the width around the cypher. The following rules apply when using the cypher:

- Do not feature the lettering without the crown unless approved
- Do not squash or distort the cypher
- Do not distort the proportion of the cypher
- Do not place the cypher at an angle
- Do not add a strapline near the cypher

Application of use

Cypher Size The recommended sizes for common document formats are illustrated here. The width of the cypher is used as the reference point, as it is consistent across all documents



Cover Simple covers with clear text placed like the example on the following page

Document grid Wherever possible, documents should be published digitally. This guidance is for both online and traditional publishing. A simple grid has been created for ease of use and cost-effective creation of documents, reports and papers.

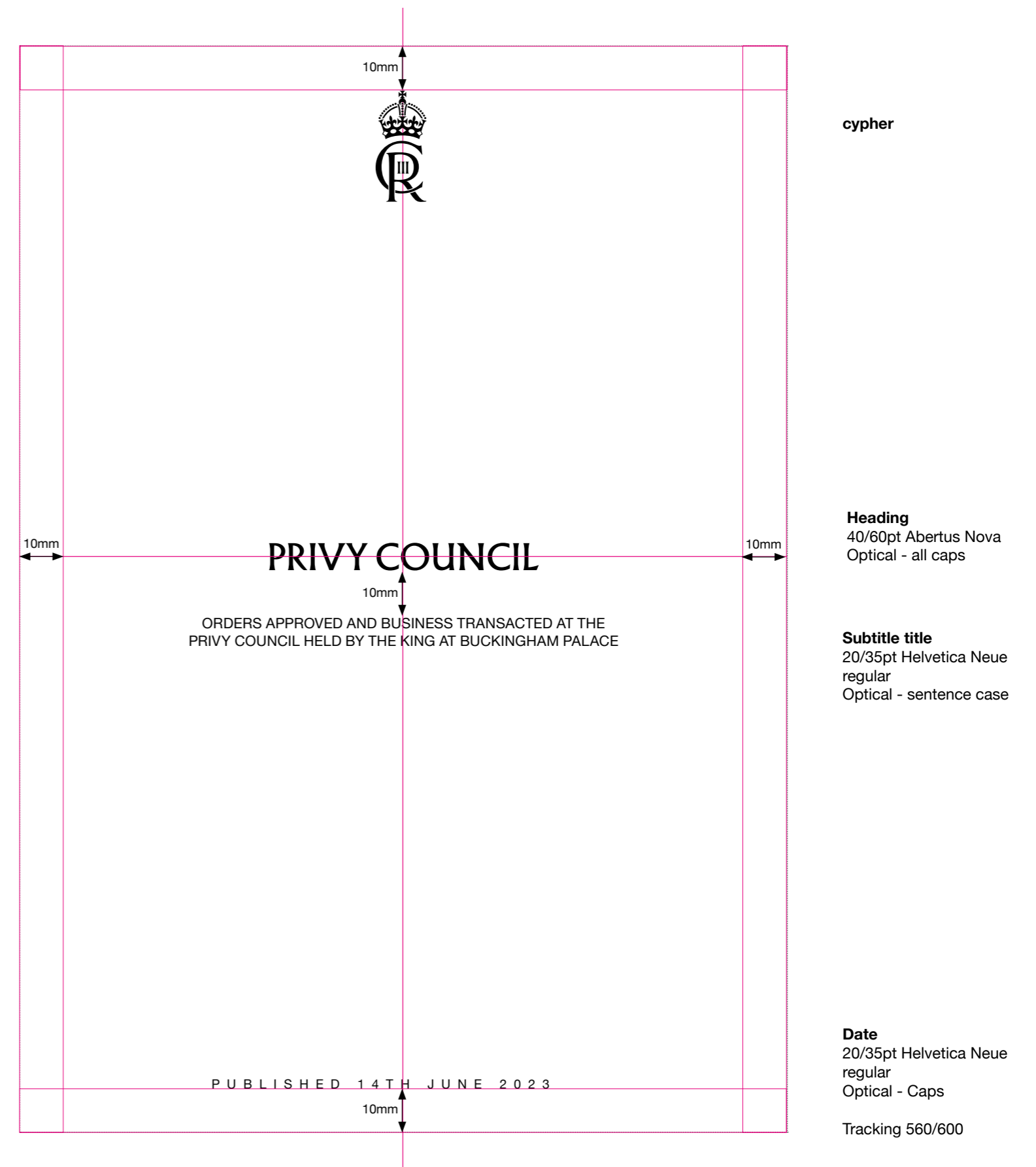
The grid has been created to emphasise a document's content clearly. The key dimensions are specified here. All documents have a white border around them to allow for clear printing on office and home printers.

The text and cypher should be centred.

Cover Type The structure of a document cover highlights content while retaining consistency. Recommended font sizes and weights are specified here.

The key elements to each cover are:

- The cypher
- Document title
- Document subtitle
- Date

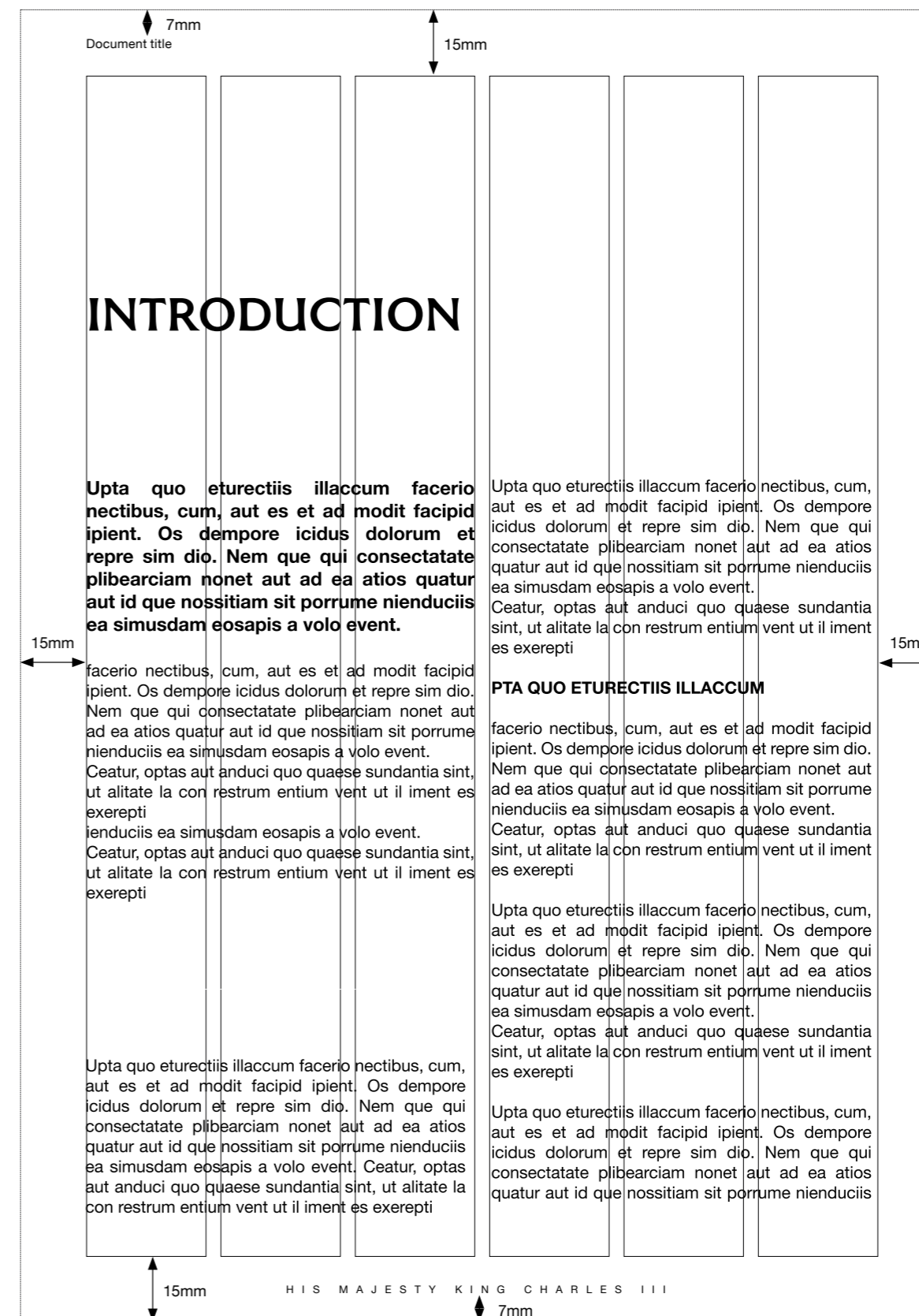


Spacing and layout

Document layout grid This grid provides an overall system for consistency while still allowing for flexibility. Professionally designed and typeset A4 documents will use two columns for body copy.

It is also possible to use one column for ease of internal publishing or on smaller formats such as A5 or DL. The grid is divided into six columns for flexibility and ease of use when placing graphics, charts and photography in layouts.

Recommended grid dimensions and text hanging lines are specified here.



Heading
40/60pt Abertus Nova
Optical - all caps

Subtitle title
20/35pt Helvetica Neue
regular
Optical - sentence case

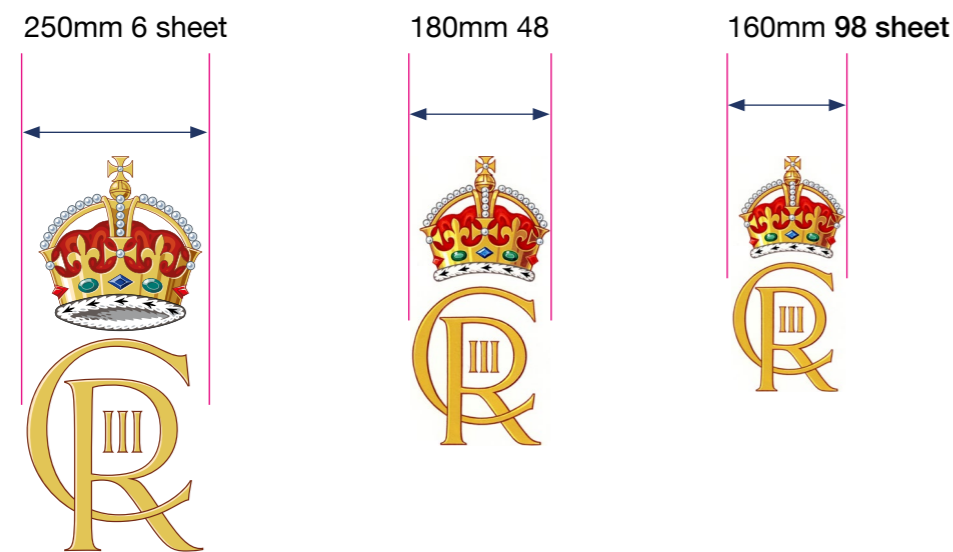
First paragraph
20/35pt Helvetica Neue
regular
Optical - sentence case

Body copy
15pt Helvetica Neue regular
Optical - Caps

Tracking 560/600

Application of use for larger formats

Purpose The recommended sizes for common document formats are illustrated here. The width of the cypher is used as the reference point, as it is consistent across all documents.



Document grid Wherever possible, documents should be published digitally. This guidance is for both online and traditional publishing. A simple grid has been created for ease of use and cost-effective creation of documents, reports and papers.

The grid has been created to emphasise a document's content clearly. The key dimensions are specified here. All documents have a white border around them to allow for clear printing on office and home printers.

The text and cypher should be centred.

Layout Recommended font sizes and weights are specified, the key elements to each are:

- The cypher
- Text i.e. quote
- His Majesty King Charles III at the bottom



cypher

Document title
40/60pt Albertus Nova
Optical - all caps

Subtitle title
20/35pt Helvetica Neue
regular
Optical - sentence case

Date
20/35pt Helvetica Neue
regular
Optical - Caps

Tracking 560/600

Application of text and fonts

For optimal results, it is suggested to use the Helvetica Neue font as the primary typeface for all artwork. The secondary typeface, Albertus Nova, should only be used for large text areas or as the main headline.

The main typeface is Helvetica Neue. Selected for accessibility, it provides a contemporary balance to the heraldic values of the royal cypher reflecting a progressive country steeped in a rich heritage. The Helvetica Neue family is flexible with a wide range of weights which is essential when creating large, text heavy documents.

Fig 1 Headings should always be in the Albertus Nova font. This can either be left aligned or centred, but should be no longer than 4 words.

Fig 2 Subheading should be no longer than 20 words and half the point size of the headings i.e. if the heading is 70pt then the sub heading should be 35pt. The text should be justified with the last line to the left. Subheadings should also use Albertus Nova.

Fig 3 Text heavy items under 12pt should can use Helvetica Neue Bold or Albertus Nova. The first paragraph should have drop caps of 2 lines for the first letter of the first word and should always be left aligned.

Fig 4 Text heavy items under 12pt should use Helvetica Neue regular or light. This should continue through the rest of the text and should always be left aligned.

Remember to set all text to optical.

E X A M P L E

Fig 1

HEADING

Fig 2

**TOREHEN IHILIAECTA
ITATUMSEQUASEATUS**

Fig 3

Quas doles dit, omniment
accus culloreped que
aperis mi, sustion sequos
dolecti nciendit, tem faci ipient
quate volo digenditatur alitiossi
cusae voleceriam dolorem
poresectium faccus.

QUAS DOLES DIT,
OMNIMENT ACCUS
CULLOREPED QUE APERIS MI,
SUSTION SEQUOS DOLECTI
NCIENDIT, TEM FACI IPIENT
QUATE VOLO DIGENDITATUR
ALITIOSSI CUSAE VOLECERIAM
DOLOREM PORESECTIUM
FACCUS.

Fig 4

Am ilibus, non plitatur, ea nonsend
issinus veri coreius est quae. Nam
resequi squibea quisimi nvelluptur
serit qui aut quatumque lautend
estibus eaquia idenihicae. Pisquis
utem reperro videbis necatibus
voloribus qui que pel ellit et etur sin
pel inis re pel imagnis et lati vitatis
rerum nis necaboriori ilit laciandi

Am ilibus, non plitatur, ea nonsend
issinus veri coreius est quae. Nam
resequi squibea quisimi nvelluptur
serit qui aut quatumque lautend
estibus eaquia idenihicae. Pisquis
utem reperro videbis necatibus
voloribus qui que pel ellit et etur sin
pel inis re pel imagnis et lati vitatis
rerum nis necaboriori ilit laciandi



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