To celebrate the coronation of their Majesties King Charles III and Camilla, The Queen Consort, on 6th May 2023, the UK is kicking off a year of extraordinary moments packed with Great British experiences, giving everyone the opportunity to see things differently.

From celebrating the crowning of a new monarch to a whole host of uniquely British experiences, special exhibitions, and time-limited collaborations, this is a year not to be missed in Britain.

2023: The year to see things differently

Emblem Guidelines
GREAT x Coronation

Logo

Logo Placement
The default position for the Logo Tab is on the left-hand side of the page, locked-up to the right edge. The Logo can move horizontally and vertically along the grid for flexibility, keeping clear of the format margins (shown in grey below).

Various Logo Placements

Logo Sizing
Print Minimum

Digital Minimum
Where to feature the GREAT x Coronation Emblem?

It is recommended to include the mark on your marketing channels or promotional collateral when featuring experiences that are only available in 2023. This could include:

- Social media account header
- Social media posts
- Website
- Press release
- Campaign collateral

Where to display the GREAT x Coronation Emblem?

- Point of sale, at the shop front or exterior of the premise
- On Coronation or only in 2023-themed products
- On Coronation or only in 2023-themed packaging e.g. special Coronation themed ice cream flavour being launched
- Company vehicle

How to use the GREAT x Coronation Emblem and the wording “2023: The year to see things differently”

- The GREAT x Coronation Emblem is designed to be used by businesses and destinations to promote product and experiences that can only be enjoyed in 2023.
- These could range from a limited edition menu or food item to unique accommodation or a time-limited exhibition or event.
- The lockup should be used in conjunction with wording “2023: The year to see things differently”
- The wording does not need to sit directly alongside the lockup but should feature within the environment it is used. For example, this could include:
  - Website – the page title might be “2023: The year to see things differently”
  - Social media video – the title card or call to action might be “2023: The year to see things differently”

The British Tourist Authority (“BTA”) and/or The Cabinet Office (“GREAT”) reserves the rights to request any users of the Emblem to withdraw their use, effective immediately, if either the BTA and/or GREAT (at their sole respective discretion) determine that such use of the Emblem is not in accordance with the guidance given or where there is obvious misuse of the Emblem or where the Emblem is seen to be associated with derogatory or infringing content which may cause harm to either BTA and/or GREAT and/or any persons whether directly or indirectly connected to the Royal Family.