



# TOOLKIT

This toolkit includes information, creative assets and fun ideas for you to help encourage your audiences to get involved in both the lead up to and the weekend of the Coronation. We want to help you create a real sense of occasion, inclusion and excitement and bring communities together across the country to celebrate this historic moment.

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# KEY MESSAGES

**P**EOPLE ACROSS THE COUNTRY AND BEYOND ARE INVITED TO CELEBRATE THE CORONATION OF HIS MAJESTY THE KING AND HER MAJESTY THE QUEEN CONSORT AHEAD OF AND OVER A WEEKEND OF SPECIAL EVENTS ON 6–8 MAY.

There will be a range of free events taking place across the UK over the special Bank Holiday weekend to celebrate and mark this historic milestone.

Neighbours and communities can get involved by organising a Coronation Big Lunch or street party over the weekend, or by joining in The Big Help Out, a national day of volunteering on 8 May.

And the activities don't stop there! On 7 May, there will be a spectacular Coronation Concert at Windsor Castle and available to watch on free screens across the country, showcasing the UK's diverse cultural heritage in music, theatre and dance. The centrepiece of the concert will be "Lighting up the Nation", in which iconic locations across the UK will be lit up with projections, lasers, drone displays and illuminations.

Find out more about ways to get involved ahead of and across the Coronation weekend at [coronation.gov.uk](https://www.coronation.gov.uk)

# KEY DATES

## Saturday 6 May

The **Coronation Service** takes place at Westminster Abbey, London and will be shown on big screens across the country

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## Sunday 7 May

A spectacular **Coronation Concert** will be performed at Windsor Castle - iconic locations across the UK will be lit up using projections, lasers, drone displays and illuminations

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## Monday 8 May

A special **Bank Holiday** has been proclaimed by the Prime Minister in honour of the Coronation, giving everyone the opportunity to join in with their communities and good causes through **Big Help Out** activities

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## Throughout the bank holiday weekend

People across the country and beyond will be invited to celebrate by taking part in **Coronation Big Lunches**

# YOU CAN SUPPORT BY

- **Sharing the assets and emblem** across your social media and beyond, using the variety of assets available in this toolkit. Encourage your ambassadors, patrons and stakeholders to support by sharing across their channels too!
- **Promoting the big screen sites** near you and sharing details about the events taking place in local communities
- **Following and resharing content from all the DCMS and The Royal Family social media channels** in the lead up to the Coronation
- **Supporting The Big Help Out on Monday 8 May** by encouraging your audiences to take part themselves. You can download the [Big Help Out toolkit](#) for more ways that businesses and organisations can get involved
- **Encouraging people to host a Coronation Big Lunch** with neighbours, communities, families and friends across May. [Download](#) a free Coronation Big Lunch pack, full of ideas, inspiration, top tips and practical bits and pieces to help get their Coronation celebration started
- **Being inspired with one of the many national creative challenges**, from decorating bunting to cooking creations. Discover recipes and activity templates, available to download for free [here](#)
- **Encouraging your audiences to use the interactive Coronation map** to find events happening in their local area and to [share their event plans](#) to feature on the map. If you are hosting a Coronation event, or know someone who is, please add the event to our [interactive Coronation Map here](#)

We also want to hear from organisations about other unique and creative activities you are planning around the coronation. Please do get in touch with us at [coronation@dcms.gov.uk](mailto:coronation@dcms.gov.uk)



# CREATIVE CHALLENGE

As part of the variety of fun ways for people to get involved, DCMS has launched a national creative challenge to encourage children, young people and adults up and down the country to join in the celebrations.

**The Creative Challenge includes:**

- Cooking up a culinary coronation creation
- Colouring in your own crown
- Brightening up your own bunting

Creative Challenge creations will be featured on the Coronation website and on social media channels. We are inviting people to share their creations and Coronation celebration ideas by emailing us at [coronation@dcms.gov.uk](mailto:coronation@dcms.gov.uk) or by tagging @dcms on Twitter or @dcmsgovuk on Instagram.

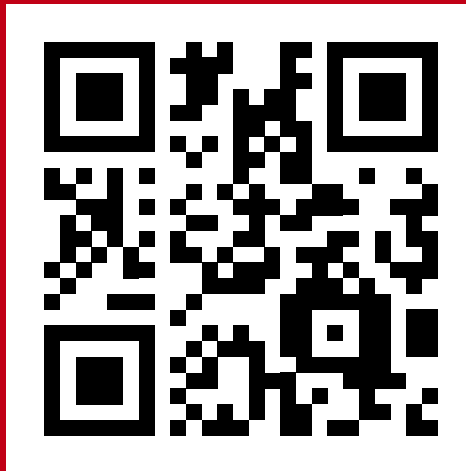
More information, recipe inspiration and activity templates can be found and downloaded for [free here](#).

# CREATIVE ASSETS

## CREATIVE ASSETS FOR SOCIAL MEDIA AND PRINT

We have a selection of both ready to use and editable creative assets and social media channel headers available in English and Welsh.

Click [here](#) to download or scan below



# Channel Headers

## Youtube



**Available Specifications:** 2048×1158px

**Language:** English, Welsh

**File Fomat:** JPEG

**[Download](#)**

## Facebook



**Available Specifications:** 1200×675px

**Language:** English, Welsh

**File Fomat:** JPEG

**[Download](#)**

## Twitter



**Available Specifications:** 1500×500px

**Language:** English, Welsh

**File Fomat:** JPEG

**[Download](#)**

## Linkedin



**Available Specifications:** 1128×191px

**Language:** English, Welsh

**File Fomat:** JPEG

**[Download](#)**



# God Save The King / Happy and Glorious

## 02 God Save The King



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**File Fomat:** JPEG

**Language:** English, Welsh

**Download**

### **Example Post Copy:**

Preparations for the Coronation are kicking off across the country. From Big Lunches and community activities to #TheBigHelpOut, there are lots of ways to get involved. Explore the Coronation map to find what's happening near you and add your event

<https://coronation.gov.uk/events/>

## 03 Happy and Glorious



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**File Fomat:** JPEG

**Language:** English, Welsh

**Download**

### **Example Post Copy:**

Ready to celebrate the #Coronation? Get involved - from watching on a big screen to volunteering for #TheBigHelpOut. Check out the Coronation website for fun ideas, family activities and to find out what's happening near you

<https://coronation.gov.uk/>

# Interactive Map

## 05 Interactive Map



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Format:** JPEG

**Download**

### **Example Post Copy:**

Looking for ways to get involved in the Coronation? Check out the interactive map to find out what's happening near you.

From volunteering for #TheBigHelpOut to community events and Coronation Big Lunches, there's something for everyone.

<https://coronation.gov.uk/events/>

### **Example Post Copy 2:**

Planning a Coronation event in your area? Spread the word by adding your event to the interactive map!

There are lots of ways to get involved, from volunteering opportunities, community events and Coronation Big Lunches across the country.

<https://coronation.gov.uk/events/>

# Emblems

## 06 Colour Emblem



**Available Specifications:** 16:9, 1:1, 9:16, 4:3, 5:4

**Language:** English, Welsh

**File Fomat:** JPEG

[Download](#)

## 06\_02 Animated Colour Emblem



**Available Specifications:** 16:9, 1:1, 9:16

**Language:** English, Welsh

**File Fomat:** H264 MP4

[Download](#)

## 07 White Emblem 1



**Available Specifications:** 16:9, 1:1, 9:16, 4:3, 5:4

**Language:** English, Welsh

**File Fomat:** JPEG

[Download](#)

## 08 White Emblem 2



**Available Specifications:** 16:9, 1:1, 9:16, 4:3, 5:4

**Language:** English, Welsh

**File Fomat:** JPEG

[Download](#)

# Editable Text Versions

## 09 Editable Text 1



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Fomat:** PSD

[Download](#)

## 09 Editable Text 2



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Fomat:** PSD

[Download](#)

## 09 Powerpoint



**Available Specifications:** 16:9

**Language:** English, Welsh

**File Fomat:** PPTX

[Download](#)

## 10 Editable Text 1



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Fomat:** PSD

[Download](#)

## 10 Editable Text 2



**Available Specifications:** 116:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Fomat:** PSD

[Download](#)

# Editable Text and Photo

## 11 Editable Text and Photo 1



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Fomat:** PSD

[Download](#)

## 11 Editable Text and Photo 2



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Fomat:** PSD

[Download](#)

## 12 Editable Text and Photo 1



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Fomat:** PSD

[Download](#)

## 12 Editable Text and Photo 2



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**File Fomat:** PSD

**Language:** English, Welsh

[Download](#)

# Editable Photo

## 13 Editable Photo 1



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Fomat:** PSD

**[Download](#)**

## 14 Editable Photo 2



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Fomat:** PSD

**[Download](#)**

# Image Watermarks

## 15 Watermark



## Watermark Example



**Available Specifications:** 16:9, 1:1, 9:16, 4:3 , 5:4

**Language:** English, Welsh

**File Format:** PNG

**[Download](#)**

The background features a stylized floral pattern in two shades of blue. The pattern includes various flower shapes, some with five petals and a central cross-like detail, and large, pointed leaves. The design is symmetrical and fills the corners of the frame, leaving a clear central area for the text.

**HAPPY AND GLORIOUS**





## EMBLEM

This official emblem celebrates the coronation of Their Majesties King Charles III and Queen Camilla 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.

The Coronation emblem is free to download and use to mark their Majesties coronation. It should not be redrawn or re-constituted and is available until 31 December 2023

<https://www.royal.uk/coronation-emblem>

Large



Small



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



# TYPEFACE

The main typeface to use in this moment of national celebration is the Albertus Nova Family, our Secondary typeface is Helvetica Neue.



## Typography

The main typeface to use in this moment of national celebration is the Albertus Nova this is only to be used in big text spaces or as main headlines.

Our Secondary 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 Coinage font should be used. This can either be left aligned or centred these 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 Coinage.

*Fig 3* Text heavy items under 12pt should can use Helvetica Neue Bold or Coinage. The first paragraph should have a drop caps of 2 lines for the first letter of the first word. Always left aligned.

*Fig 4* Text heavy items under 12pt should use Helvetica Neue regular or light. This should continue thought the rest of the text. Always left aligned.

Remember to set all text to optical.

## EXAMPLE TEXT USE

*fig 1* **HEADING**

*fig 2* **TOREHEN IHILIAECTA  
ITATUMSEQUASEATUS**

*fig 3* **Q**uas doles dit, omniment  
QACCUS 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  
vitalis rerum nis necaboriori ilit  
laciandi

# COLOUR

**PMS 294C**

**C 100**

**M 55**

**Y 0**

**K 58**

**R 0**

**G 47**

**B 108**

**#002f6c**

**PMS 298C**

**C 61**

**M 1**

**Y 0**

**K 0**

**R 65**

**G 182**

**B 230**

**#41B6E6**

**PMS 3517C**

**C 0**

**M 100**

**Y 86**

**K 18**

**R 193**

**G 0**

**B 22**

**#C10016**

**PMS 211C**

**C 0**

**M 66**

**Y 0**

**K 0**

**R 245**

**G 126**

**B 182**

**#F57EB6**



For more information or to get in touch with unique and exciting ways your organisation is getting ready for the coronation, please contact:

[coronation@dcms.gov.uk](mailto:coronation@dcms.gov.uk)