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## State Intelligence

Lord Chamberlain's Office,  
St. James's Palace, S.W.1.

### SOUVENIRS

MARRIAGE OF PRINCE ANDREW  
WITH MISS SARAH FERGUSON  
WEDNESDAY, 23RD JULY 1986

1. It is announced by the Lord Chamberlain that The Queen has been pleased to approve a temporary relaxation of the rules governing the commercial use of Royal Photographs on articles which have been manufactured specially as Souvenirs of the Marriage of The Prince Andrew.

The Prince Andrew has likewise approved that His Royal Highness' Arms and Cypher and Portraits may be similarly used.

2. The devices concerned are:

- (a) The full Coat of Arms of The Prince Andrew and component parts thereof.
- (b) The Prince Andrew's Cypher.
- (c) Approved photographs of:
  - The Queen
  - The Duke of Edinburgh
  - The Prince Andrew
  - Miss Sarah Ferguson

### 3. Souvenirs

Souvenirs, subject to the limitations in paragraphs 4, 5, 6 and 7, are defined as articles specially designed to commemorate the Marriage of The Prince Andrew and identified with the occasion by the incorporation of a phrase such as:

"The Marriage of The Prince Andrew with Miss Sarah Ferguson—Wednesday, 23rd July 1986."

To qualify for the privileges detailed in the circular such Souvenirs of the Marriage of The Prince Andrew must be:

- (a) Of a permanent kind.
- (b) Free from any form of advertisement.
- (c) Carry no implication of Royal Custom or Approval.
- (d) In good taste.

### 4. Textiles

Royal Emblems and Images may NOT be used on textiles and clothing apart from headscarves and wall hangings.

### 5. Containers of Merchandise

As a special exception containers of merchandise will, on this occasion, qualify as Souvenirs provided that:

- (a) They are permanent in nature—i.e. metalware, ceramic or other semi-indestructible material and specially made for the occasion.
- (b) They comply with the requirements of paragraph 3. With particular regard to paragraph 3 (b) the name of the manufacturer and details of the contents may appear only on the under side of interior of the container or on the stopper.
- (c) The Royal Symbols that may be used on containers are limited to photographs of The Queen, The Duke of Edinburgh, The Prince Andrew and Miss Sarah Ferguson.

The use of any of the Royal Symbols is specifically disallowed except to holders of the Royal Appointment as Tradesmen. Nos. 10 and 11 of the Royal Warrant Rules will apply in these cases.

### 6. Medals

As a special exception for this occasion medals are accepted as Souvenirs. Photographs or effigies of The Queen and The Duke of Edinburgh may not however be used.

### 7. Limitation of Use

- (a) The use of the devices listed in paragraph 2 is strictly limited to the souvenirs themselves and the devices may not appear on any container (save as allowed in paragraph 5) nor in any promotional advertising except incidentally to a photograph of the souvenir itself.
- (b) Souvenirs of the Marriage of The Prince Andrew produced by authority of these instructions may not be manufactured after 30th September 1986.

### 8. Decorations

- (a) Approval has also been given for reproductions of the devices mentioned in paragraph 2 to be used in July in any schemes of decoration celebrating the Wedding.

The Royal Insignia must not be used in any way that might imply Royal Patronage or Royal approval of any firm or its products.

- (b) The Prince Andrew's Arms or Cypher may not be flown as flags.