Cayman Islands Coat of Arms Guidelines
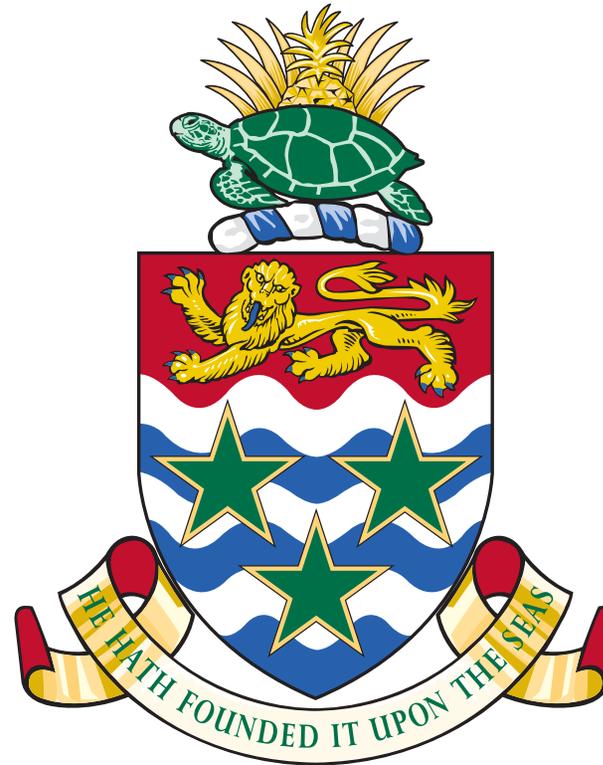
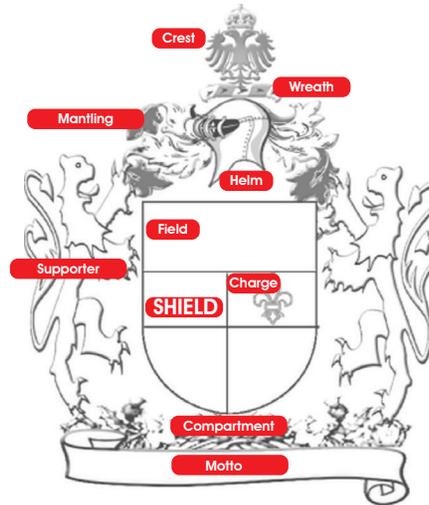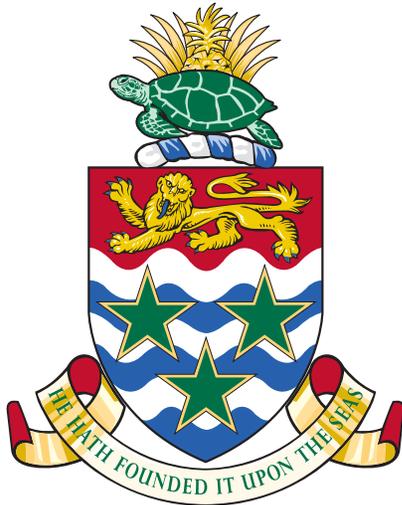2019

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1. History & Elements

Crest
Wreath
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SHIELD
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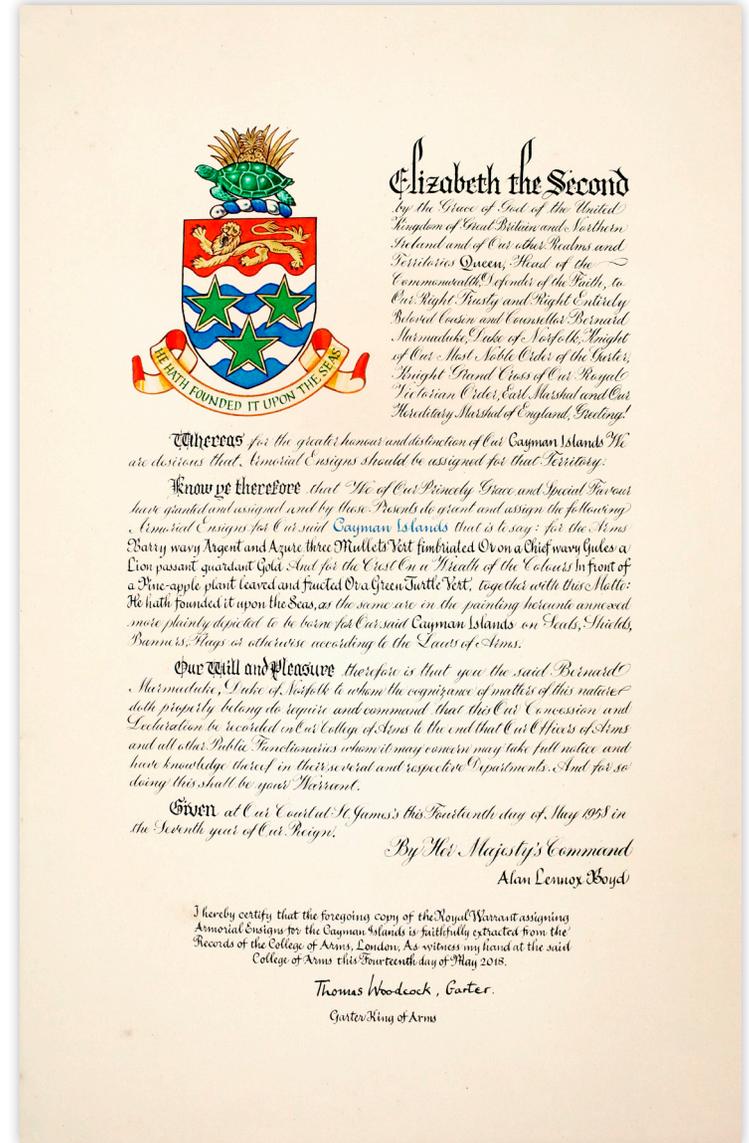Compartment
Motto

Royal Warrant

A Coat of Arms is a unique heraldic design belonging to a particular person or group of people and used in a wide variety of ways. Armoury – the most familiar branch of heraldry – concerns the design and transmission of the "heraldic achievement", more commonly known as the "Coat of Arms".

A Coat of Arms usually consists of a shield, helm or helmet, and crest, together with any accompanying devices, such as supporters, badges, heraldic banners, and mottos. Coats of Arms are used in a variety of institutions and nearly every nation in every part of the world has its own Coat of Arms.

A resolution for the Cayman Islands National 'Arms' was passed in 1957 by the local Legislative Assembly of Justices and Vestry. The Royal Warrant signed by Her Majesty Queen Elizabeth II on 14 May 1958 assigned these 'Armorial Ensigns'. The original Cayman Islands Coat of Arms was hand drawn.

The main elements of the Cayman Islands Coat of Arms are a shield, a crested helm and the motto. A golden lion, representing Great Britain, is found at the top of the shield, on a red background. Three green stars, set in the shield, symbolise our Islands. The stars rest on blue and white waves, which represent the Caribbean Sea. Above the shield is a green sea turtle - heralding Cayman's seafaring history - that sits on a blue and white wreath/torse, which has come to be interpreted as thatch rope. Behind the turtle is a pineapple, which is indicative of the traditional ties to Jamaica. The Cayman Islands' motto, "He Hath Founded It Upon the Seas", is written on a scroll below the shield. This verse, Psalms 24:2, acknowledges Cayman's Christian heritage. The Coat of Arms uses an original hand-drawn font on the scroll that is best matched by the computer font Georgia, with a customisation to the letter 'U' to ensure a serif is represented.

2. Using the Coat of Arms

The Cayman Islands Coat of Arms is a unifying identity for the Cayman Islands and one of our National Symbols. National symbols intend to unite people by creating visual, verbal, or iconic representations of the national people, values, goals, or history.

These guidelines for use of the Cayman Islands Coat of Arms have been developed to help ensure this National Symbol is appropriately used and consistently applied as part of official Cayman Islands Government branding and in approved commercial and promotional use.

Cayman Islands Government agencies have a general discretion to use the approved versions of the Coat of Arms for official purposes as illustrated in these guidelines. This discretion applies when the Coat of Arms is used on its own as well as when it is used as part of the official logo of the Cayman Islands Government or of a specific Government agency. This discretion may not be extended to associated bodies (e.g. advisory groups or clubs and associations of civil servants) which are not Government agencies or part of them. This discretion must also be exercised within the bounds of these guidelines.

Commercial or promotional use of the Coat of Arms requires permission from the Cabinet under the Coat of Arms, Flag and National Song Law (2005 Revision) and the payment of an annual fee. Any person who uses the Coat of Arms, or a symbol closely resembling the Coat of Arms, in connection with a trade, business, calling or profession without proper authorisation commits an offence and liable to a fine. All approved commercial or promotional use of the Coat of Arms must also comply with these guidelines.

Further Information
Please direct any questions about the use or application of the Cayman Islands Coat of Arms to:

Chief of Protocol, Protocol Office
Government Administration Building
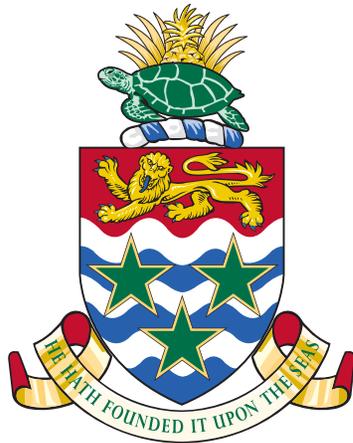(345) 244 3612
protocol@gov.ky

3. Authoritative Versions

The Coat of Arms consists of complicated elements and colours, which can lead to reproduction issues in certain applications. Two authoritative versions have been developed in order to allow for the Coat of Arms to be applied effectively across a variety of media: a **Standard version** and a **Basic version.**

The two versions have different minimum sizes, which are set out in *Section 5 (Applying the Coat of Arms)*. Each version of the Coat of Arms can also be reproduced in Full Colour, Black & White, Single Colour, and Grey-scale. Further guidelines on use of colour are available in *Section 4 (Colour Pallet)*.

The **Standard version** is the most detailed and complex form. It is suitable for use where four-colour process is available and production abilities are not limited. This includes laser and ink jet printers, vinyl graphics, colour copies and large promotional materials.

The **Basic version** is the most simple form. It is suitable for use where production abilities are limited and/or in small size applications. This includes embroidery, engraving, screen printing, and digital (websites and social media).

Colour variations

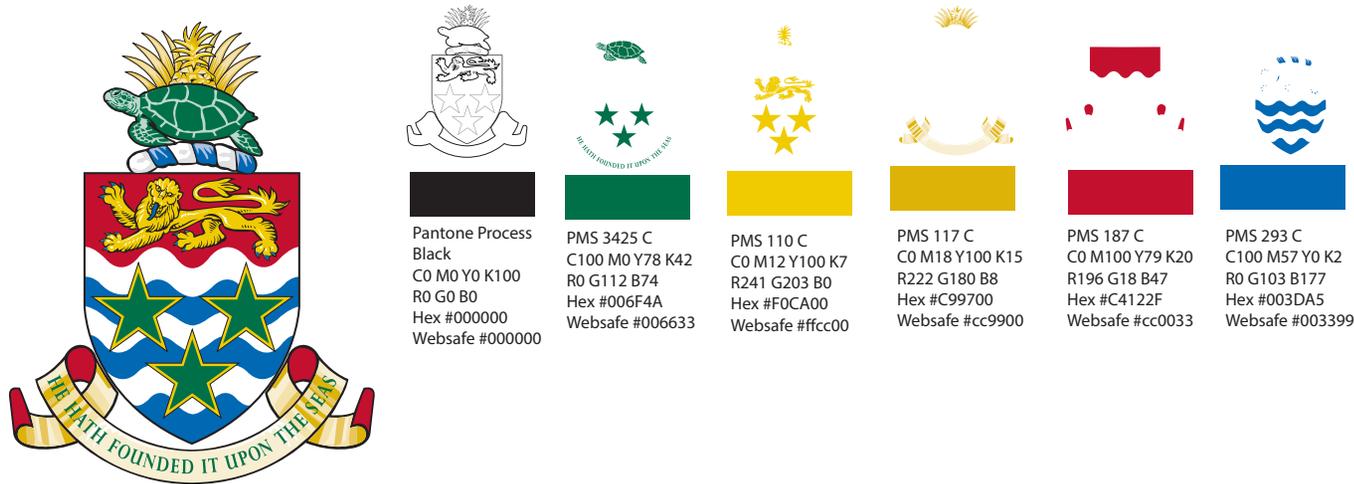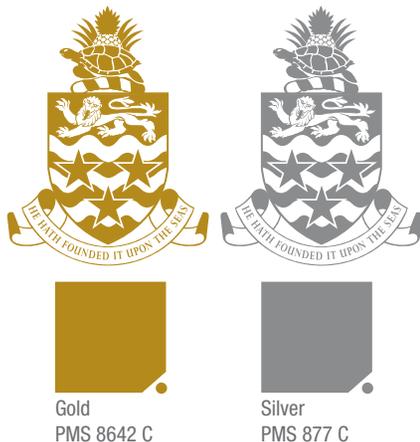
Black & White

Black

White

Colour variations

Black

White

4. Colour Pallet

The coat of arms can only be reproduced in the 6 main Pantone colours plus white, gold and silver.

Pantone Process Black
C0 M0 Y0 K100
R0 G0 B0
Hex #000000
Websafe #000000

PMS 3425 C
C100 M0 Y78 K42
R0 G112 B74
Hex #006F4A
Websafe #006633

PMS 110 C
C0 M12 Y100 K7
R241 G203 B0
Hex #F0CA00
Websafe #ffcc00

PMS 117 C
C0 M18 Y100 K15
R222 G180 B8
Hex #C99700
Websafe #cc9900

PMS 187 C
C0 M100 Y79 K20
R196 G18 B47
Hex #C4122F
Websafe #cc0033

PMS 293 C
C100 M57 Y0 K2
R0 G103 B177
Hex #003DA5
Websafe #003399

Exceptions to the use of Full Colour are where the Coat of Arms is being used in monochrome applications or where it is being overlaid on a coloured background or image or when it is too small to be visible e.g. on digital applications. To allow the appropriate level of flexibility in reproduction, variations of the Coat of Arms and guidelines for limited colour use have been developed. Grey-scale should only be used in newspaper printing and similar applications where the entire design is in grey-scale.

When reproducing the Coat of Arms in a Single Colour, attention to contrast must always be considered carefully; it must not appear as a dark colour on a dark background, as a light colour on a light background, or as a tint or stipple of any colour. Above are allowable colours for Single Colour reproduction, including Gold and Silver where a formal and regal look is designed and the use of foil is available. Additional pantone colours as adopted into the Cayman Islands Brand Identity Guidelines may be permitted. Reproduction of the Single Colour Coat of Arms in any colour other than those set out above must be approved either (a) as part of the initial application for commercial or promotional use of the Coat of Arms, or (b) by the Protocol Office before any design is finalised.

A gold and silver metallic pantone have been supplied for instances where a formal and regal look is desired and the use of foil is available. The entire arms is to be produced in the selected pantone

Gold
PMS 8642 C

Silver
PMS 877 C

This page is best viewed in colour. Colours as they appear on this page or on your computer may not be precise due to variations in printers and monitors. The Standard version above uses PMS, while the Basic version uses RGB. Always use the correct Pantone® colour references or their CMYK, RGB or web hex equivalents as above, with the selected references being those most appropriate for the particular application.

5. Applying the Coat of Arms

It is essential to ensure that use of colour and other design choices do not compromise the integrity of or disrespect the Coat of Arms. When considering the design as a whole, avoid colours and graphics that compete with the Coat of Arms or cause it to disappear or be difficult to identify.
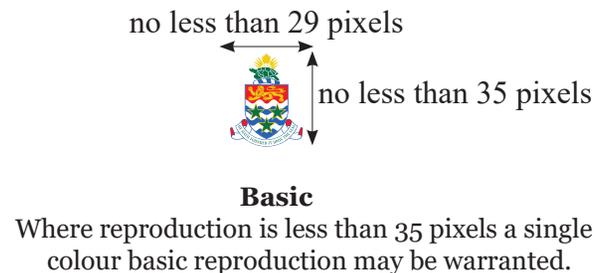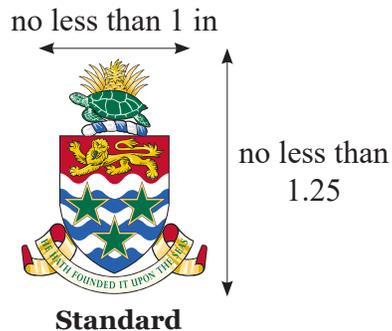
The Coat of Arms must only be applied or reproduced from authoritative artwork provided by the Protocol Office (protocol@gov.ky, for commercial or promotional use) or Government Information Services (graphics@gov.ky, for official use by Government agencies).

The Coat of Arms should be reproduced in Full Colour in the majority of situations. For Black & White, Single Colour or Grey-scale applications, authoritative artwork must be requested; Full Colour files must never be altered. Each allowable version of the Coat of Arms has multiple file types and these are available for each colour variation.

Consultation with the Protocol Office (protocol@gov.ky) is highly recommended prior to using background fields and is required for any desired applications that are outside the bounds of these guidelines. Applicants for commercial or promotional use may submit a design that does not fully adhere to these guidelines for consideration. However, any such application must be accompanied by a clear rationale for the deviation.
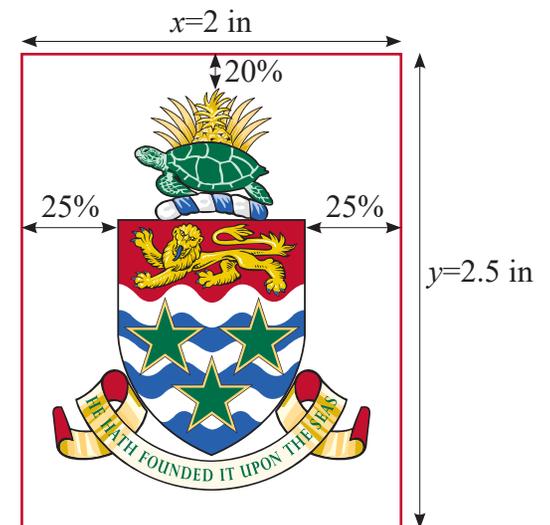
5.1 Minimum Sizing
For both the Standard and the Basic versions.

no less than 1 in

no less than 29 pixels

no less than 35 pixels

no less than 1.25

Basic
Where reproduction is less than 35 pixels a single colour basic reproduction may be warranted.

Standard

5.2 Isolation Zone
An isolation zone has been established to ensure the dignity of the Coat of Arms is not jeopardised through crowding. The location and size of this zone is indicated by a percentage comparison to the size of the Coat of Arms, as shown in the illustration at right.

The size of the isolation zone will vary depending on the size of the Coat of Arms and must be seen as a minimum. The isolation zone can be greater than what is shown here and applies to every form of the identity and in every application of the identity.

x=2 in

20%

25%   25%

y=2.5 in

5.3 Background Fields

The Coat of Arms may be placed in a background field to establish a visual presence for the Coat of Arms while simultaneously isolating it from other graphic elements. If it is necessary to place the Coat of Arms on top of a photographic background field, it should not be positioned in a busy part of the photo and there should be enough contrast to ensure the Coat of Arms is easily recognisable. Placement of the Coat of Arms on top of a photo should be considered an exception, rather than a rule. The identity should be used against a background (the area surrounding the identity) that is white or of a neutral colour with density values of 30% or less.

5.4 Improper Use

Don't stretch or skew, don't rotate, don't try to recreate some elements of the Coat of Arms individually.