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Legal status and perceived role



There are two main constraints on the use of the HM Government identity. These are the **legal status** of the organisation, agency or service provided and the **perceived role** of the Government on funding and service provision.

Legal status

Using the identity can imply a particular legal status. For example, the Royal Coat of Arms can only be used by organisations that have Crown immunity from prosecution. It is important that potential users are clear about the particular status of their own and partner organisations, service or campaign.

To find out about the legal status of an organisation, contact HMSO or Department for Constitutional Affairs.

Perceived role

Using the identity to endorse a particular service could lead to the impression that the Government guarantees the level of service provided when this is not the case.