

COAT OF ARMS

HERALDIC DESIGN

HERALDIC DESIGN | info@heraldicdesign.com



BLAZONRY

A blazon is a formal description of a coat of arms, flag or similar emblem, from which the reader or heraldic artist can reconstruct the appropriate image. **Blazon is the language of heraldry.** Although it may be archaic in form, it can describe an achievement much more precisely than can ordinary language. The objective of the heraldic blazon is to be clear and concise.

Blazonry is the art, craft or practice of creating a blazon. The language employed in blazonry has its own vocabulary, grammar and syntax, which becomes essential for comprehension when blazoning a complex coat of arms.

The language of Blazon began its development when the nobility of Europe met in the Holy Land engaged upon the 12th century Crusade.

A heraldic glossary generally contains about 800 terms!

INTRODUCTION

COAT OF ARMS

From earliest times people have wanted to identify themselves by a personal sign. Their first efforts grew with the addition of further graphical representations of their owner or his family. Eventually the symbols migrated to battlefield shields and from there to the surcoats of men in armour, from which we may derive the term coat of arms.

ACHIEVEMENT OF ARMS

The shield is the essential and most important element of a coat arms. A full Achievement of Arms can consist of supporters, mantling, a compartment, a motto, a helmet, a wreath, a crest.. and more.

THE LANGUAGE OF BLAZONRY

The language of heraldry has a curious look. Much heraldic terminology is an archaic language.

Did you know? The terms dexter and sinister mean merely “right” and “left.” The shield’s sides are described from the viewpoint of the bearer standing behind the shield.

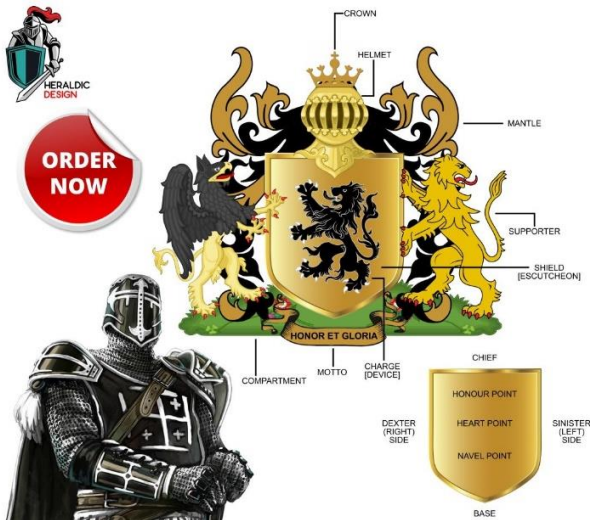


Greater Coat of Arms of Heraldic Design



THE SHIELD

The shield (escutcheon) has changed shape over the centuries but its surface (field) has always been the area on which armorial bearings are usually displayed. Any decorations, orders or medals are displayed below the shield, suspended by their ribbons.



ADDITIONAL ELEMENTS

- Compartment
- Name and Motto
- Supporters
- Mantle
- Torse
- Helmet
- Crest
- Crown/Coronet

BLAZON

THE WRITTEN DESCRIPTION OF THE ARMS

The blazon can use a combination of English, Norman French and Latin. Over the centuries its precision has benefited both historical research and artists and craftsmen demonstrating their skills in accurately reproducing the arms it described.

COLORS

The basic palette consists of five colors (red - Gules, green - Vert, blue - Azure, black - Sable, and purple - Purpure), two metals (silver - Argent and gold - Or, represented by white and yellow), and three rarely used stains (Tenné, Sanguine and Murrey).

RULES OF TINCTURE

To ensure the clarity of contrast, heraldry created two rules – A color object should not be placed upon a color field. A metal object should not be placed upon a metal field. The rules do not apply to Furs or graphical charges colored proper.

GRAPHICAL CHARGES

Anything seen or imagined could be represented either in its natural colors or in a stylized version. As the graphical charge established itself as one of the key elements of identification, heraldry began to reflect a sense of the period and society in which it was created. A graphical charge can appear either in heraldic tinctures or in its natural color. A graphical charge can throw a line of shadow, the source of the light appearing to be in the dexter chief corner (upper left corner of the shield from a viewer's point). Of all the graphical charges in heraldry, animals have always played a large and significant role.



YOUR BLAZON

Escutcheon:

Or a lion rampant Sable

Crest:

Upon a helmet Or, an ancient crown Or

Mantled Sable, doubled Or

On the dexter side a griffin sergeant per fess Sable and Or, armed Or, and on the sinister side a lion rampant regardant Or

A grass compartment with plant badges

Motto: *HONOR ET GLORIA (Honor and Glory)*

The blazon specifies the essentially distinctive elements of a coat of arms by using the specialized language.

The usual sequence of blazon is:

1. Field
2. Ordinary
3. Charges on the Field
4. Charges on the Ordinary
5. Chief and its Charges
6. Bordure and its Charges
7. Cadency Marks.

The king of beasts: the lion, symbolizing strength, and courage. Originally displayed in only one attitude (later known as lion rampant), it was soon represented by further imposing postures which could adequately fill a shield. A lion rampant is erect, with one hind paw on the ground and the other three paws raised, while its head looks forward in profile and its tail is erect. It is usually shown with red claws and tongue ('armed and langued Gules') but when the background of the charge is red, they are more likely to be Azure (blue). Animals' forepaws are normally on the dexter side of the shield, with the head also facing the dexter. When the head faces the viewer, the beast is said to be 'guardant', and 'reguardant' when looking back over its shoulder. A lion is passant when it is walking, three paws on the ground, the dexter one being raised, while the head looks to the dexter and the tail curves over its back.

TRIVIA: The simple Field is where the background of the shield is of a single metal or color or fur. The blazon then starts with just the name of that tincture. Where there is no ordinary on the field, the principal charge on the field should be mentioned directly after the field itself. If there is a central or main charge, it comes first. The attitude of an animal (and sometimes its head and tail) is described directly after its name and before its tincture. If the head is facing to the dexter, its position is not stated. The attitude follows the name of the charge and appears before the attributes. The crest section includes the helmet, mantling and wreath as well as the crest.

DESIGN RANK

Every single design goes through a rigorous three-step testing process by using a Logo Rank, an AI system that understands graphic design. It's trained on a million+ images to give more tips and ideas.

What's on the test?

Uniqueness: This metric is based on the test of similarity. The ideal design is visually unique, easily distinguished from stock images and other common shapes.

Color/Contrast: Color and contrast can help draw attention to your CoA.

Legibility: A strong, bold silhouette is the hallmark of a great design. It ensures that it can be recognized low resolutions, from afar and on mobile devices.

Overall: Ultimately, these are simple AI rules... It's all up to humans after all!

	Uniqueness	Color/Contrast	Legibility	Overall
DESIGN RANK FOR YOUR BLAZON	100	100	34	78



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