

**ARMORIAL ENSIGNS  
GRANTED BY H.M.  
TO GEORGE W.  
HELON ESQUIRE OF  
TOOWOOMBA  
QUEEN'S CALL  
TO ARMS!**

by George W. Helon Esquire.  
Armiger, Freeman of the City of  
London, Kentucky Colonel and  
Justice of the Peace (Qual.)

**J**ust before his eldest  
daughter Catherine Mid-  
dleton married His Royal  
Highness Prince William, the  
future Duke of Cambridge on  
29 April 2011 in Westminster  
Abbey, Michael Middleton was granted a coat of arms by  
Her Majesty Queen Elizabeth II as a personal gift.

On 25 May 2018 Meghan Markle, now the Duchess of  
Sussex was granted a coat of arms in her own right by the  
Queen; but in Meghan's case - and partly because of her  
unruly clan - the privilege extended neither to her father,  
nor her family.



By Letters Patent  
issued under Crown  
authority, I GEORGE  
WILLIAM HELON Es-  
quire of Toowoomba  
have just been granted  
a coat of arms,  
crest, badge and the  
exemplification of  
a standard by Her  
Majesty's College  
of Arms in London  
(College Reference:  
Grants 23/2019).

Her Majesty the  
Queen is the 'Fount  
of Honour' from  
whom all titles, grants  
of arms, orders of  
chivalry and honours  
are conferred; they  
are Our Sovereign's  
gift and prerogative.

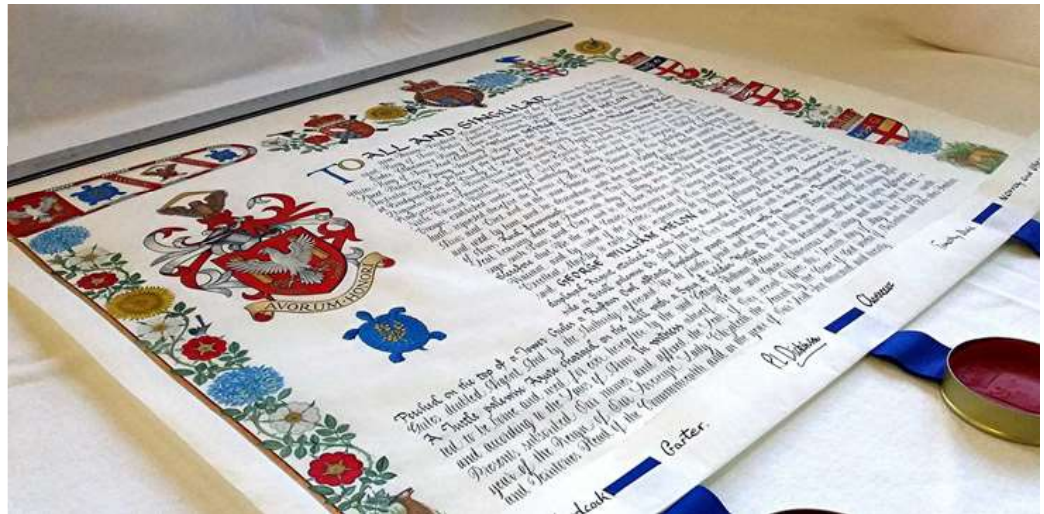
Under English  
heraldic law, a coat  
of arms and armor-  
ial ensigns can be  
granted to persons  
of eminence or good  
standing in national

or local life and for exceptional service to society at large.

A grant of arms confers upon a person and his or her  
legitimate descendants the exclusive right to bear a particu-  
lar coat of arms or armorial bearings in perpetuity.

Contrary to what some may have read on the internet  
and believe, there is no such thing as a coat of arms for a  
particular surname; coats of arms belong to specific indi-  
viduals, their families and descendants.

The Kings of Arms, Garter, Clarenceux, Norroy and  
Ulster were directed by Warrant of Her Majesty's Earl Mar-



shall His Grace Edward Fitzalan-Howard, the 18th Duke of  
Norfolk to design my armorial bearings.

The Earl Marshal is the head of Her Majesty's College  
of Arms and no coat of arms or other armorial ensigns may  
be granted by the Crown without his Warrant.

In the creation of my coat of arms and heraldic ensigns I worked closely with York Herald (Michael 'Peter'  
Desmond O'Donoghue) over a period of months to create  
a design that would be bold and as simple as possible, yet  
personal and  
representative  
of me in a sub-  
tle and allusive  
way.

Notwith-  
standing I am  
the holder and  
recipient of a  
number of an-  
cestral and fore-  
ign nobiliary  
titles of honour  
and dignity,  
knighthoods,  
medals and  
awards (most  
of which carry  
with them ap-  
pellations and  
post-nominals),  
the foregoing  
can neither  
feature, nor be  
alluded to in a  
coat of arms  
from the Crown  
as they do not  
fall in the am-  
bit of State  
honours and  
awards within  
the Common-  
wealth of Na-  
tions.

Additional-  
ly, 'foreign'  
and quartered



*Art Nouveau digital rendition of Coat of Arms  
(displayed Couché, or diagonally orientated,  
shown above) granted to me by Her  
Majesty's College of Arms: London; 2019.*

arms, or those bearing registered or controlled 'charges' (the likes of lions, roses, or heraldic devices of nations and states) cannot be granted from the Crown, so for the purposes of all my future activities within the Commonwealth (and the fact that I was born in Bridgnorth, England) I will defer to my recent grant from Her Majesty's College of Arms.



*Ed. note: I made a special point of including the Armiger's standard, as I am quite often asked about the "rules" for devising same. Technically, there are no hard-and-fast rules or guidelines that say you must put this here, and that there. It is common to use the "dominant" elements from the achievement, but I have seen those where an armiger also developed a badge, just as the Armiger was granted, and that was included on the standard as well. In this case, it is evident that the turtle badge held a place of higher importance to the armiger than the eagle on the shield or the owl-with-boomerang in the crest.*

on the top of a Tower Gules a Rufous Owl affronty displayed proper supporting with the Wing Tips a Boomerang Or.

**M A N - TLING:** Gules doubled Argent.

**BADGE** (pictured): A Turtle palewise Azure charged on the Shell with a Sprig of Golden Wattle Or.

**MOTTO** (Latin): AVORUM

HONORI ('For the Honour of Our Ancestors').

**STANDARD** (pictured): Fragment from the Letters Patent: the heraldic Standard – (L-R) the Escutcheon (Shield), the Badge, first line of the Motto (in Latin), the Crest, second line of the Motto (in Latin), and again the Badge

**Granting Authority:** Kings of Arms Garter, Clarenceux, Norroy and Ulster; Her Majesty's College of Arms: London; 2019. College Reference: Grants 23/2019

**Preferred Style – by Letters Patent:** George William Helon Esquire.

The meaning, history and symbolism of the Armiger's granted armorial ensigns and Letters Patent are fully explained at his website [georgehelon.com](http://georgehelon.com).

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Being elaborately illuminated on vellum with exceptionally executed hand-painted renditions of the Arms of the Sovereign, the Arms of the Earl Marshal (His Grace Edward William Fitzalan-Howard, the 18th Duke of Norfolk, Hereditary Marshal and 'First Peer of the Realm', and Head of Her Majesty's College of Arms) and the Arms of Her Majesty's College of Arms, my Letters Patent also feature the crowned Arms of Office of the granting Kings of Arms: Thomas Woodcock, Garter Principal King of Arms; Patric Laurence Dickinson, Clarenceux King of Arms, and Timothy Hugh Stewart Duke, Norroy and Ulster King of Arms.

The Letters Patent are ornately embellished, finely accentuated and flawlessly scribed in the finest tradition of medieval manuscript illumination with a decorative border of fauna and flora that honours my parents; they are signed by the granting Kings of Arms and sealed with their respective red Bee's Wax Seals of Office enclosed in skippets (gold screw-lid containers) properly suspended from the vellum with blue grosgrain ribbons.

I am extremely honoured to know my accomplishments and contributions to society are worthy of acknowledgement and that I have attained sufficient eminence and good standing locally, nationally and internationally to have even been considered for a grant of arms.

So in addition to being a Freeman of the City of London and a Kentucky Colonel I am now an Armiger too!

**The Blazon (i.e. the Formal Description) of my Granted Armorial Ensigns**

**ARMS** (pictured): Gules an Eagle displayed Argent attached to each foot by a Manacle a broken Chain the Wings surmounting on either side a Scroll palewise Or.

**CREST:** Upon a Helm with a Wreath Argent and Gules Perched

