



FACTSHEET

GUINNESS HARP TRADEMARK



1862 Harp



1997 Harp

The harp, which serves as the Guinness emblem, is based on a famous 14th century Irish harp known as the "O'Neill" or "Brian Boru" harp, which is now preserved in the Library of Trinity College Dublin. The harp device has been synonymous with Guinness since 1862 when it was used as a symbol on the first bottle label for GUINNESS®. It was registered as a Guinness company trademark in 1876. It is because of the harp trademark that Guinness named its first lager 'Harp' in 1960.

The harp is one of three elements that make up the GUINNESS® livery. The other two elements are the GUINNESS® word and Arthur Guinness's famous signature. There have been a number of changes to the design of the harp device over the years including a reduction in the number of strings shown. In 1974 the label was changed and a less decorated version of the harp was introduced. In 1997 Ireland changed to an updated version of the harp on GUINNESS® Draught packaging and point-of-sale advertising.

The harp is also the official national emblem of the Republic of Ireland and can be found on the Republic's coinage. The distinguishing feature between the two harps is that the

Guinness Harp always appears with its straight edge (the sound board) to the left, and the government harp is always shown with its straight edge to the right.

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If you have any further questions about the history of Guinness, please contact the Guinness Archive,
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