

ALYS'S SIMPLE GUIDE TO HOUSEHOLD NAMES UPDATED DRAFT IN PROGRESS (January 2025)

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Household names are complex and difficult. They are among the things that heralds and submitters most frequently get wrong. This Simple Guide is intended to hit the most important highlights of creating household names. It is not intended to cover every issue, only the ones that come up most commonly. Likewise, a household name pattern not discussed here may simply be uncommon or not yet documented.

I. What is a Household Name?

A household name is a name that refers to a group of people instead of a single individual (order names also do this, of course). It may be a family group, a guild, a military unit, or something else. [December 2012 Cover Letter].

II. Who Can Register a Household Name?

Any individual with a registered personal name can register a household name.

Household names can also be registered by SCA branches. Examples of household names registered to branches include guilds, academies, and tournament companies.

Household names can be registered jointly to two persons.

Note that every individual is limited to registering ten names. [Administrative Handbook, I.B]. This limit includes personal names and household names. A person who already has ten personal and/or household names registered would have to release one of those names to register a new household name.

III. How to Build a Household Name

Every household name must have two parts: (1) a designator from the list of designators approved by the College of Arms and (2) a substantive element that matches the way orders were named in period. [SENA NPN.1] A designator is necessary so that we can identify the item as a household name rather than as some other kind of name.

In the name *Sisterhood of Saint Walburga*, *Sisterhood* is the designator and *Saint Walburga* is the substantive element.

IV. Matching the Designator and the Substantive Element

The type of substantive element must match the designator being used. If an inn sign pattern is being used for the substantive element, then the designator must be one appropriate for an inn. For example, *Academy of Saint Gregory with the Dove* was ruled unregistrable on the November 2013 LoAR because the designator and the pattern/substantive element did not match:

Submitted as *Academy of Saint Gregory with the Dove*, the documentation for this item combines multiple types of non-personal names. We require a household name to follow a single model of a particular type of group of people or place where they might gather. See the Cover Letter from October 2013 for more details.

The designator *academy* is rarely (at best) used in England before 1600 (a 1605 citation from the OED s.v. *academy* observes, "It importes no litle disgrace to our Nation, that others have so many Academyes, and wee none at all."). However, academies were common in Renaissance Italy. A few of these Italian *accademias* were named after saints, such as the 1593 Roman *Accademia di San Luca* and the 1485 Venitian *Accademia di San Rocco*. However, the combination of a saint and an object is not found. Thus, *Academy of Saint Gregory* would be registerable, but barring further evidence, *Academy of Saint Gregory with the Dove* would not.

In that case, the submitter consented to change the name to *Society of Saint Gregory with the Dove*, and the name was registered in that form. [Lucien de Pontivi, November 2013 LoAR, A-East].

Similarly, on the February 2022 Cover Letter, Pelican ruled that the Italian designator *Casa* may be used only with a substantive element that is an Italian surname or place name. In Italian, inn-sign patterns will be registered only with the designators *Hostaria/Osteria* or *Gonfalone* or *Taverna*. [Feb. 2022 Cover Letter]. Thus, *Casa de Collona*, where *Collona* is an Italian surname, is registerable, but *Casa del Gatta d'Argento* (House of the White Cat) is not. However, it would be registerable as *Gonfalone del Gatta d'Argento*. [Gabriela Maria dei Clementini d'Orvieto, 2/2022 LoAR, A-Northshield].

V. What Designators Can We Use for a Household Name?

A very complete list of approved designators can be found in Appendix E of SENA, as well as in precedents found in Letters of Acceptance and Return (LoARs). In addition, any period noun used to identify collective groups of people, if documented, can be used as a household name designator. For example, *Bruden* was documented as a Gaelic term referring to a type of public hostel, similar in function to an inn. This term was approved as a designator for Gaelic household names in 2024. [Mícheál Bruigad, 08/2024, A-West].

A household cannot use the designators reserved for SCA branches, such as College, Shire, Hamlet etc.

VII. Picking a Substantive Element

The substantive element of a household name has to follow period naming practices in the appropriate language. Not all substantive elements were used in all languages or cultures. Nor were all naming patterns used in all languages or cultures. Below are some examples of documented household name patterns and substantive elements. (This list is not exhaustive. New evidence supporting different patterns of household names is being found as more information becomes available.).

A. Household Names Based on Inn Signs

I cannot explain this better than Pelican already did: “One popular kind of household names are the so called inn-sign names, derived from the names of charges used on signs found on inns and other buildings. These names take forms like *House of the White Horse*, *Haus zum Wolf*, or *Hostel du Croissant*. These types of names are found only in certain parts of Europe, and thus are only registerable in those places where this pattern is found. The pattern is known in **English, French, Italian, and German**. As of the moment, it is not known in Spain or Eastern Europe.” [February 2013 Cover Letter].

Depending on how one interprets certain terms, inn-sign patterns also may be found in **Gaelic**.

Inn signs take a variety of forms, depending on the culture and language.

1. English Inn Signs

Not surprisingly, we have the most documentation for inn signs in English. As a starting point, people considering household names in English review the patterns and elements found in these articles:

Juliana de Luna, “Dictionary of Inn-Sign Names in Medieval and Renaissance England”
(<https://heraldry.sca.org/kwhss/2017/>)

Mari ingen Briain meic Donnchada's "English Sign Names"
(<http://medievalscotland.org/kmo/inn/>)

Margaret Makafee's "Comparison of Inn/Shop/House names found London 1473-1600 with those found in the ten shires surrounding London in 1636"
(<http://www.contrib.andrew.cmu.edu/~grm/signs-1485-1636.html>)

Such names generally use the designators *House*, *Inn* or *Tavern*, either in the form *House of X* or *X House*. For other possible designators, see Appendix E of SENA.

English inn signs take a variety of patterns. Some of the most common patterns are set out below. These patterns are found in one of the above articles, unless accompanied by a specific citation to another precedent.

- House of **heraldic charge**
- House of **animal / bird**
- House of **color + animal / bird**
- House of **color + heraldic charge**
- House of **creature/human + head**
- House of **number + animal / heraldic charge**
- House of **heraldic charge + heraldic charge**
- House of **owner's/patron's name**
- House of **Winged + heraldic charge** [Cuhelyn Cam vap Morcant, February 2014 LoAR, A-Meridies].

The pattern of using heraldic charges to form household names includes plural forms of the heraldic charge. [See, e.g., Morgan MacDuff and Dawn Silverrose, November 2014 LoAR, A-Atenveldt].

A heraldic charge is not limited to the terms that Wreath would use to blazon a charge but may use an everyday term for a plausible heraldic charge. The spelling must be either period or an appropriate lingua Societatis form. [SENA, App. E].

Names based on English inn signs may use both the ordinary color names or the heraldic tincture terms for colors. [SENA, App. E.5]. They may not use fanciful color names unless those color terms are attested in inn signs. For example, *Crimson* was not allowed in a household name because it is not attested in such names. [Annora O Shanan, Household name House of the Scythe, June 2010, A-Atenveldt]. However, the term *Violet* is attested in non-personal names in English, so would be usable in a household name per Appendix E.5 of SENA.

2. French Inn Sign Names

Information about inn-sign names in French can be found in Juliana de Luna's "Inn Signs and House Names in 15th Century Paris" (<http://medievalscotland.org/jes/ParisInnHouseNames/>). Examples of these names in bynames also can be found in Aryanhwy merch Catmael's "French Names from Paris, 1421, 1423, & 1438" (<http://heraldry.sca.org/names/french/paris1423.html>). Bynames using the preposition *a* or *aux* are usually based on inn signs. For example, Designators that can be used with French inn sign names include:

- *ensigne de* (the sign of)
- *hostel/ostel de* (hotel of)
- *maison de* (house of)

Patterns found in the names of French inn signs include:

- Maison de + **saint's name**
- Maison de + **heraldic charge** (including plurals)

- Maison de + **heraldic charge** + **heraldic tincture**
- Maison de + **two heraldic charges**
- Maison de + **literary reference**

Examples: *la maison de l'Estoile* (house of the star); *hostel du Lion d'argent* (hotel of the white lion). French inn sign names must use correct French grammar for the preposition. Thus *de + le* becomes *du* and *de + les* becomes *des*.

French language sign names most frequently have a color adjective after the noun (as in the standard modern usage). However, there are examples of sign names with the color preceding the noun: *Blanc Canart* (1584-5), *Blanc lyon* (1486), *Rouge queulx* (1597-1600). [Jeanne Marie Lacroix, 10/2011, A-Caid]. Thus, the substantive element in an French inn sign name could be either *Lyon Rouge* or *Rouge Lyon*.

3. Italian Inn Sign Names

Some information about inn-sign names in Italian can be found in:

Aryanhwy merch Catmael's "Names from an Early 16th C Census of Rome: Household Names" (<http://www.ellipsis.cx/~liana/names/italian/leohousehold.html>)

Nicholas Eckstein's *The district of the Green Dragon: neighbourhood life and social change in Renaissance Florence* (https://books.google.com/books/about/The_district_of_the_Green_Dragon.html?id=CYzYAAA-AIAAJ)

Designators found in Italian inn sign names include *taverna de* (tavern of) and *hostaria de* (place serving food and wine).

Patterns for naming inn signs in Italian include:

- Taverna or Gonfalone or Hostaria/Osteria + **religious reference** (both Christian and classical)
- Taverna or Gonfalone or Hostaria/Osteria de + **heraldic charge**

Examples: *Taverna del Gatto* (tavern of the cat); *Hostaria de la Minerva* (house of Minerva)

4. German Inn Sign Names

We have more limited information about German inn signs than we do about inn signs in other languages. However, we do have information about some period patterns for such names.

We have clear evidence of inn signs depicting heraldic charges:

Cunrad zum Grifen (1297), found in Bahlow s.n. Greif(f)

Haus zum Eichhorn (1460), found in Bahlow s.n. Eichhorn

Wernher zum Rosen (1311), found in Brechenmacher s.n. Rose

Burchart zem Rosin (1295), found in Brechenmacher s.n. Rose

Walther zem Sterne (1255), found in Bahlow s.n. Stern

These examples support the pattern *Haus zum* + **heraldic charge**, as in the dated example of *Haus zum Eichhorn* (house of the unicorn).

We also have examples of inn signs named using the pattern **heraldic charge** + **color**, including *zum schwarzen Beren* (of the black bear) (1565). [February 2013 Cover Letter]

Household naming follows the rules of German grammar. Thus, to form “House of the Red Crows,” the proper structure is *Haus zu den roten Krahen*. [Jakob Krahe, February 2014 LoAR, A-AEthemearc].

B. Household Names Based on Personal Names

Another common form of household name is based on the name of the individual owner, founder or inspiration. The exact form of such names depends on the language and culture in which it is created.

In **English**, we have documentation for forming household names based on given names, surnames or a person’s full name. Quoting from the March 2013 Cover Letter:

English household names are often derived from personal names. As with other household patterns in English, the pattern is *X('s) House* or *House of X*, not *House X*. Household names derived from people's names in English take a couple of forms. The most common household name uses the individual's full name, like *Țhe hous of Julyane huxster* or *sir Henry Percy house* (both period examples from Sharon Krossa's "A Brief, Incomplete, and Rather Stopgap Article about European Household and Other Group Names Before 1600" (<http://medievalscotland.org/names/eurohouseholds/>)). The same pattern is found using household as the designator.

Examples that use only given names, only surnames, or only titles are used in limited contexts. Examples of *X's House* with given names are found only for saint's names and legendary names, like King Arthur. For surnames, *X's House* or *X House* are mostly found in references to actual buildings rather than to people, though they may sometimes be used to refer to the people living in such a building. *House of X* seems to have been used largely to refer to noble dynasties (like the House of Lancaster and House of York. All of these patterns are registerable.”

As of January 2025, we continue to have no evidence for the pattern *House X*, as opposed to *House of X* or *X House*.

A **person’s full name** may be used to form a household name in **English** and **Scots**. In the July 2018 Cover Letter states:

Previous precedent stated that the only attested pattern for English household names using a person's full name was House of + given name + last name. [Brigit inghean ui Dhomhnaill. Household name House of Hammer Fall, 11/2014 LoAR, A-East] However, new data has now been found in English and Scots for inn-sign names using a person's full name, including *Walter Chepmannis taveroun* (1526) and the *Eden Berys [Tavern]* (1483). Based on this new data, as of the date of publication of this Letter, we hereby expand the 2014 precedent and expressly allow English and Scots household names in the form given name + last name + House. Further, the designators Inn, Tavern or Brewhouse (or any period spellings thereof) can be used instead of House in English or Scots inn-sign names based on a person's full name. Where the person's full name comes before the designator, it should be in the possessive form. This ruling applies only to English and Scots household names; the use of this pattern for household names in other languages must be documented.

In **Old English**, a household name can be formed from a **personal name in the genitive form + hus**. For example, *Aarones hus* is dated to c. 1000 in the Oxford English Dictionary. [Birgir inn Blakki, March 2004 LoAR, A-Caid].

In **French**, Juliana de Luna's "Inn Signs and House Names in 15th Century Paris" (<http://medievalscotland.org/jes/ParisInnHouseNames/>) contains multiple examples of household names formed using personal names as the substantive element. The article includes examples using the following patterns:

- Person's full name: *la maison Eudeline de Macer; l'ostel de Y. Gregoys*
- Surname only: *hostel d'Alegre; Housse Gilet*
- Person's title: *l'hostel d'Artois*

In **French**, household names also can take the form of *chateau* or *castel* + person's given name. Examples include *Chastel-Andreu*, *Chastiel-Thierry*, and *Chateau Renault* or *Chastel-Regnault*. [Marceau de Valcourt, 4/2008 LoAR, A-Atenveldt].

In **German**, household names can be formed from surnames or place names using the designators *domus de* (in Latin) and *hus/haus von* (in German). For example, *hus von Gutenberg* refers to a house belonging to the *von Gutenberg* family. [March 2022 Cover Letter].

In **Italian**, we see the following patterns with the designator *Casa de*:

- Casa de + **Italian surname or family name**
- Casa de + **Italian surname or family name** +di + *place name*

In **Old Norse**, household names can be formed from personal names. The personal name in the genitive form is combined with a suffix such as *-høll* (hall), *-staðr* (steading), *-topt* (a homestead) or *-staðir* (multiple steadings). For example, *Bergstopt* is a household name based on the personal name *Bergr* (genitive *Bergs*) + *-topt*, thus, the homestead of Bergr.

Although *hús* is a comparatively rare element in **Old Norse**, it has been permitted as a household name designator – in this instance, combined with a personal name in *Spak-Hrafns hús*. [Grímólfur Skúlason, August 2014, A-East].

In **Gaelic**, we have some evidence of households named after the person who was the head of the household. See Sharon Krossa's "Medieval Gaelic Clan, Household, and Other Group Names" (<http://medievalscotland.org/scotnames/households.shtml>). Such names usually take the form *Clann* + give name (in the genitive case & sometimes lenited).

C. Household Names Based on Ancestor's Name

1. Gaelic

Medieval Gaelic clans were named after significant male ancestors (usually already deceased). The basic naming pattern for clans in Gaelic was:

clan term + **clan ancestor's given name (in genitive case & sometimes lenited)**

Some Gaelic clan names incorporated the clan ancestor's descriptive byname as well as his given name. For example the name of *Clann Eoin Duibh*, a late medieval clan, is effectively "Clan of Black John" not just "Clan of John." For such household names, the ancestor's descriptive byname should be in the genitive form.

The most common clan term was *Clann*. For other clan terms and discussion of the grammar of forming clan names, see Sharon Krossa's "Medieval Gaelic Clan, Household, and Other Group Names" (<http://medievalscotland.org/scotnames/households.shtml>) and Appendix E.

2. Scots

Current data shows the following patterns for clan names in period Scots.

- (1) For a Gaelic/Highland clan: phonetic or semi-phonetic rendering in Scots of the Gaelic form of the clan name. For example, *clan Allaster*, *Clan Gregour*. Note that these examples use the given name of the clan ancestor.
- (2) For a Gaelic/Highland clan: Scots language form of the relevant Gaelic family name or chiefly title. For example, *klan of Makdonel* (1596).
- (3) Clan + surname of Lowland family, e.g., *clan Jamesoun* (1540)
- (4) Clan of the + surname of Lowland Border family, e.g., *clan of the Ellots* (circa 1597)

Any of these patterns may be combined with a Scots place name. Examples of this pattern found in 16th century Scots texts include *Clane MacKane of Avrucht*, *Clandowill of Lorne*, and *Clan MacThomas in Glensche*. HOWEVER, a combination of clan name with the clan's seat or another significant place name associated with the clan is considered presumptuous and is not registerable.

3. Welsh

In Welsh, groups of people can be named after the personal name of their common ancestor. Per the April 2013 Cover Letter, patterns for creating a household name based on an ancestor's name in Welsh include:

Plant + given name of ancestor

Wryion + given name of ancestor

Gwely or *Gafael* + given name of ancestor

Each of these constructions has a slightly different meaning. *Wryion* + personal name means literally "grandsons of personal name." *Gwely* or *gafael* refers to a group of descendants who share land.

For more details, see the April 2013 Cover letter and Tangwystyl verch Morgant Glasvryn's "Period Welsh Models for SCA Households and the Nomenclature Thereof" (<http://heatherrosejones.com/welshhouseholdname/index.html>).

D. Household Names Based on Place Names

In **English**, households, inns, taverns or halls named after places are incredibly common. The pattern **placename** + *house/hall* is well established. For example, the Middle English Dictionary gives examples of the *Howse of Oseney* (c.1460), *Nottingham castell* (1152), and *Fyssshewykeshostell* (1476), all of which are based on place names.

In **English**, military companies such as militias were named after places. In the household name *Tadcaster Militia*, the substantive element is the English place name Tadcaster.

In **English** and **Scots**, castles were named after places. For example, the Dictionary of the Older Scottish Tongue gives examples of the *Castell off Berwyke* (c. 1420) and the *caustell of Edinburgh* (1552). The Middle English Dictionary gives examples of *Nottingham castell* (1192) and *Chastelcombe* (1305).

In both **French** and **English**, manors are named after places. For example, we have evidence of *le manor de Bromesgrave* and *le manoir de Asshewelthorp*, as well as *Manoir de Moulins* (manor of the windmills), based on a generic topographic feature. [Jacquelin de Normandie, March 2016, A-Atenveldt]. All of these would be acceptable household names based on place names.

In **German**, household names can use either the adjectival form of the place name or an unmodified form of the place name. Thus, for someone from Freiberg, the household name could be *Haus zum Freiburger* (adjectival form) or *Haus zum Freiberg* (unmodified form). [See, e.g., Martelle von Charlottenburg and Eric von Charlottenburg, February 2012 LoAR, A-Atlantia; Andreas der Eisfalke, August 2010 LoAR, A-East].

In **German**, household names also can be formed from place names using the designators *domus de* (in Latin) and *hus/haus von* (in German). [March 2022 Cover Letter].

In **Italian**, we find the following pattern: *Casa de* + Italian surname or family name + *di* + place name.

In **Old Norse**, a household name may be formed based on a place name using the designator *vikinge-lag*, based on the *Jomsvikingelag* or Jomsvikings, who were a period band of mercenaries associated with the fortified camp and harbour of Jomsburg. [Erik the Bear, 05/2002, R-Atlantia].

E. Household Names Based on Saint's Names

Saint's names are frequently used to name houses or groups of people, making them an appropriate substantive element for naming a household. The patterns for such names are:

designator + **saint's given name**

designator + **saint's given name** + **heraldic charge**

designator + **saint's given name** + **place name**

For example, the *Sisterhood of Saint Walburga* follows the pattern of designator + saint's given name. The *Abbey of Saint Orsola da Roma* would also be registerable.

The current (January 2025) SCA heraldry rules allow you to make up saints as long as the root name of the person is real. For example, *Priory of Saint Ankerita* is registerable even if there wasn't a saint by that exact name because *Ankerita* is an attested period name. Likewise, the *Company of Saint Foulkes Beard* is a registerable household name because: (1) Foulke is a documentable period name; and (2) a beard is a documentable period heraldic charge.

F. Household Names Based on Ship Names

Households may be named after ships' companies, based on the name of the ship. Most ship's crews were known as *Company of* + substantive element. The designators specific to ship names are *Ship*, *Company* and *Fellowship* or their equivalents in the appropriate language.

In **English**, we have the attested pattern of designator + heraldic charge + surname for naming ships. [Séamus Blaer de Maxwell, 1/2016 LoAR, A-Atlantia].

In most languages, we have the attested pattern of designator + place name for naming ships.

In **Old Norse**, the designator *Langskip* is based on the word for "longship." "[M]any early *langskip* were named for animals, including *Alptr* 'swan', *Falki* 'hawk', *Uxi* 'ox' and *Visundr* 'bison.'" [Thorgrim Norðman, 10/2021 LoAR, A-Northshield]. Thus, an Old Norse household name may take the form of *Langskip* + [animal name].

Precedent states: “Many private ships across Europe in our period were named for the ports they sailed from or the place that they were built. We therefore rule that household names based on ship names are exempted from the standards for affiliation conflict set out in SENA NPN3D, and they may use registered names of branches without the name unmistakably implying ownership by that branch.” [Birittha Wf, 10/2022 LoAR, A-Drachenwald].

G. Household Names Based on Military Companies

Household names based specifically on militias or other military companies are registerable as long as they follow attested patterns.

The most common pattern for such companies is designator + place name. For example, the *Tadcaster Militia* uses as its substantive element the English town of Tadcaster.

In **English**, the construction of *Xs Brigade* is accepted, where X is either an English full name or surname alone. [Calafia, Barony of, 11/2020 LoAR, A-Caid].

In **Old Norse**, a household name may be formed based on a place name using the designator *vikinge-lag*, based on the *Jomsvikingelag* or Jomsvikings, who were a period band of mercenaries associated with the fortified camp and harbour of Jomsburg. [Erik the Bear, 05/2002, R-Atlantia].

Military companies may also be named after their patron or founder, using the person’s surname or their full name. For example, “*Shadewes Company* is a reasonable name for a military unit organized or commanded by someone with that surname.” [Olaf Blodh, 4/1996 LoAR, A-Middle]. Note that if the name comes before the designator, it should take the genitive (possessive) form.

H. Guild Names and Household Names Based on Professions

In English, the most common guild name pattern is *Worshipful Company of* + profession. Note, however, that this pattern is considered generic and unregistrable, as many groups and places can have guilds of X profession. Precedent allows a submitter to attach a place name to the profession to avoid genericness, e.g., *Worshipful Company of* + profession + *of* + place name. [Dragonship Haven, Barony of, 8/2016 LoAR, A-East].

If one uses the registered name of an SCA branch, then the guild/household is considered to belong to that branch. This cannot be done by individuals, but only by branches themselves. Thus, only the Middle Kingdom can register the *Worshipful Company of Scribes of the Middle*. However, any individual could register *Worshipful Company of Scribes of York*.

VIII. Documenting the Elements

When submitting a household name, documentation is required for more than just the naming pattern. The submitted spellings of the designator and the substantive element also must be documented. Thus, for example, when submitting the household name *Bacoun Taverne*, the spellings Bacoun and Taverne must be documented:

Bacoun is an English surname found in "An Index to the 1296 Lay Subsidy Rolls for Rutland, England" by Karen Larsdatter (<http://heraldry.sca.org/names/Rutland/bynamesalphabetically.htm>).

The spelling **taverne** is found in the Middle English Dictionary s.v. tavern(e) dated to 1393, 1400, 1432 and 1475.

One of the best resources for documenting particularly words and spellings to period is the *Middle English Dictionary*, which is available on-line (<http://quod.lib.umich.edu/m/med/>) and is searchable.

IX. The *Lingua Societatis* Allowance

Under NPN1.C.2.c, “[w]e also allow the registration of translations of attested and constructed household names . . . into standard modern languages appropriate to the submitting individual or branch, as described in NPN.1.A. We allow this because the meanings of these names would have been clear to the speakers of these languages, but may be unclear to modern speakers. The translation must be a literal, plausible and complete translation. Under no circumstances will translations of the meanings of given names or placenames be registerable under this rule.”

Under NPN1.B.3, household name designators may be registered in the original language or may take the *lingua Societatis* form. Prepositions and articles must match the language of the designator. For example, either *Compagnia di Santa Lucia* or *Company of Santa Lucia* is registerable for the meaning 'company of Saint Lucia', but *Company di Santa Lucia* and *Compagnia of Santa Lucia* are not; in each one, the preposition and article do not match the language of the designator.

X. How To Figure Out Whether Something Is A Period Heraldic Charge

There is an SCA resource called the Pictorial Dictionary of Heraldry (<http://mistholme.com/pictorial-dictionary-of-heraldry/>) that will help you identify heraldic charges known in period. It includes citations and pictures of period forms of heraldic charges. Experienced heralds will also have access to period rolls of arms and armorials (collections of blazons or images). A “Pic Dic” entry can be cited as reliable evidence that a charge is period.

XI. Conflict-checking a Household Name

The only considerations for conflict checking are the sound and appearance of the substantive elements. When doing a conflict check for a household name, the designator is considered “transparent.” In other words, it is not counted at all for conflicts. Thus, *Order of the Black Swan* conflicts with *Company of the Black Swan*, because both are non-personal names.

However, we do not do conflict by translation, so *Order of the Black Swan* does not conflict with *Companie du Cigne Noir*. The substantive elements in these two names do not look or sound anything alike.

We also do not check personal names against non-personal names. Thus, *Company of the Black Swan* does not conflict with *Agnes of the Black Swan* (a personal name using a surname based on an inn sign).

All non-personal names must be checked for conflicts and presumption against all other non-personal names. This includes real world non-personal names. Thus, the household name *Free Company of Saint Lawrence* had to be pended to be checked for conflicts and presumption against the Saint Lawrence River. [Þora Sumarliðadóttir and Eadric the Potter, May 2015 LoAR, P-Drachenwald]. In that case, the household name was returned for presumption. [Þora Sumarliðadóttir and Eadric the Potter, September 2015, R-Drachenwald].