

# **The red cross and red crescent emblems and logos**

In communication, marketing and fundraising



Draft

# Table of Contents

<b>Introduction</b> .....	<b>5</b>
<b>The red cross and red crescent emblems in a nutshell</b> .....	<b>6</b>
<b>Emblems, logos, and brands – what’s the difference?</b> .....	<b>7</b>
<b>Using a logo for promotional activities</b> .....	<b>11</b>
Tools .....	11
Advertisements, marketing and promotional materials .....	12
Billboards .....	13
Branded products – for sale or giveaway (merchandise) .....	14
Banners, flags and signage .....	14
<b>Displaying logos with partners and in commercial activities</b> .....	<b>15</b>
Partnerships within the Movement .....	15
External partners .....	15
Displaying the emblems and logos in film and television productions .....	18
Commercial ventures conducted by National Societies .....	19

Draft

# Introduction

The red cross and red crescent emblems are among the most recognized, respected and trusted symbols in the world. They are first and foremost, signs of neutrality and protection. The prestige associated with the emblems is undeniable and the identity of the components of the International Red Cross and Red Crescent Movement<sup>1</sup> (the Movement) is intrinsically linked with them.

Components of the Movement operate autonomously, conduct a range of activities and often offer different humanitarian services. We are, however, united by the Fundamental Principles and our use of the distinctive emblems. The world often views us as one organization and the action of one Movement component can have a direct impact on the reputation or image of another. As members of the Red Cross and Red Crescent “family” we have a responsibility to display the emblems and our respective logos correctly, consistently and coherently so that we can continue to save lives and help people in need in the years to come.

This guidance document aims to clarify and complement the 1991 Emblem Regulations<sup>2</sup>, the Red Cross and Red

Crescent Design Guidelines produced by the International Federation and the ICRC *Study on the Use of the Emblems: Operational and commercial and other non-operational Issues* (Emblem Study)<sup>3</sup>. It also integrates recommendations based on good branding practice in order to help us be more consistent in the way we represent ourselves and capitalize on our strengths. It features concrete examples of “good practice” and lists “dos and don’ts” in order to enhance understanding of what can and cannot be done within the Emblem Regulations when displaying the emblems and logos.

While this tool seeks to illustrate the proper use of the distinctive emblems and of the logos of the Movement components, it is not intended to replace, relax or expand the legal and regulatory framework. It often refers just to “National Societies,” rather than the “components of the Movement” in order to enhance readability. However, the content is relevant for National Societies, the ICRC and the International Federation.

1. The International Red Cross and Red Crescent Movement comprises the International Committee of the Red Cross, the National Red Cross and Red Crescent Societies and the International Federation of Red Cross and Red Crescent Societies.

2. The “Regulations on the Use of the Emblem of the Red Cross or the Red Crescent by the National Societies” (the “1991 Emblem Regulations”) specify how the emblems can be used by the National Societies in line with the 1949 Geneva Conventions and their Additional Protocols. They were adopted by the 20th International Conference of the Red Cross and Red Crescent (Vienna, 1965) and revised by the Council of Delegates (Budapest, 1991) and submitted to all States party to the Geneva Conventions before entering into force.

3. The Emblem Study was prepared by the ICRC in consultation with the States, National Societies and the International Federation, and was first presented to the Council of Delegates in 2009. Resolution 2 of the 2009 Council of Delegates (Strategy for the Movement) welcomed the Study and called upon components of the Movement to implement and promote the recommendations of the Study to enhance the implementation of the rules governing the use of the emblems.

# The red cross and red crescent emblems in a nutshell

The emblems can be used in two ways:

- **Protective use:** The emblems were born on the battlefield and created to mark and provide protection to medical and religious personnel providing care and assistance to the wounded and sick. They indicate that a person who is not, or no longer fighting, is protected under international humanitarian law and may not be attacked.

This protection was conferred by the 1949 Geneva Conventions and their Additional Protocols to armed forces medical personnel, units and transports and on authorised civilian medical personnel, hospitals and other medical units. In armed conflict, the emblems should be displayed as large as necessary under the circumstances so that they can be easily seen from a distance. Their display and proper use can save lives.

The emblems as well as the words Red Cross and Red Crescent, are today protected under universally agreed international treaties and under the domestic legislation in force in a majority of countries.

- **Indicative use:** National Societies are granted the right by the States to display one of the emblems within their own logos in line with the Emblem Regulations and in accordance with domestic legislation. National Societies do not “own” the emblem as such. Rather it can be said that an emblem is lent to them under the authority and supervision of the State. This is called the

indicative use of the emblem, as it indicates the link that a person or object has to the Movement. When used indicatively, the emblem must be accompanied by the name and/or initials of the National Society, the ICRC or the International Federation to avoid confusion with their primary function – to protect.

In addition, the international components of the Movement, i.e. the ICRC and the International Federation and their personnel are permitted to use the emblem at all times.

For more information on the emblems please go to <http://www.icrc.org/eng/war-and-law/emblem/index.jsp>.

In 2005, a Third Protocol Additional to the Geneva Conventions was adopted, establishing an additional emblem, the red crystal. The rules and recommendations provided in the present tool apply to all cases of display of the emblems or of a National Society logo including without distinction the four emblems recognized under the Geneva Conventions. To date, the red crystal is the subject of only limited use. For more information about the red crystal go to <http://www.icrc.org/eng/resources/documents/misc/emblem-keyfacts-140107.htm>. For red crystal design guidelines, refer to *Red cross, red crescent, red crystal, Design guidelines*, International Federation of Red Cross and Red Crescent Societies, May 2010 and national guidance where relevant.



## Emblems, logos, and brands – what's the difference?



Cruz Vermelha Brasileira



الهلال الأحمر المصري  
EGYPTIAN RED CRESCENT



منظمة الهلال الأحمر العربي السوري  
SYRIAN ARAB RED CRESCENT

- The distinctive **emblems** are primarily symbols of protection in armed conflict. In such contexts, they may be displayed prominently on their own and without wording to ensure that certain people or objects are not attacked. The emblems are also used in a secondary way to indicate an association with the Movement when incorporated in the logos of the Movement components.
- The **logos** of the different Movement components are intended to ensure instant recognition and identification of the individual organization, its brand and its activities. The 1991 Emblem Regulations explain that when an emblem is used indicatively, it must be accompanied by the name or initials of a National Society. Therefore a National Society's **logo** constitutes the indicative use of the emblems and the Emblem Regulations must be followed. The ICRC and the International Federation must also respect the Emblem Regulations when displaying their logos or names. As our logos contain the emblems and the designations (the words Red Cross or Red Crescent)

which are protected under the Geneva Conventions and their Additional Protocols, we must take care to ensure that our members, staff and volunteers display them in line with the rules.

- Our **brands**, like any other consist of what people think and feel about us. Oftentimes, people associate the concept of **brand** with just a logo, however, this concept extends well beyond just the visual representation of an organization. A brand is the collection of images, perceptions and feelings that others will have of an organization. It is the sum of our values, actions and attitudes, as well as of our words and images.

The better we manage our brands, the more people will understand what we stand for, what we promise and what we do. And the better people feel they know us, the more we can improve the lives of vulnerable people. We can manage our brands by living by our Fundamental Principles and values (what we do and how we do it) and by reflecting them in the words and images we use.

A National Society's logo consists of the red cross or red crescent emblem displayed together with the name or initials of the organization.

The ICRC's logo consists of the red cross enclosed in a double circle on a white background, containing the text "COMITE INTERNATIONAL GENEVE," with the acronym "ICRC" (or any agreed translation thereof) written in capital letters underneath the roundel. Both elements must always be included.

The International Federation logotype includes the following elements:

- a The red cross and the red crescent side by side (on a white background) enclosed within a red rectangle -- the emblems cannot be used alone. The full name must be placed on the right-hand side of the emblems.
- b The full name "International Federation of Red Cross and Red Crescent Societies" is placed to the right of the two emblems.

The relationship between these elements is fixed and must not be altered.

**Note:** the International Federation is in the process of exploring the possibility of adopting a more digitally friendly logo for external use.



ICRC







### Dos and don'ts on displaying an emblem as part of a National Society logo

There are some basic rules that must be followed when including the emblems as part of a National Society's logo for the purposes of identification (indicative use of the emblem). Some of these dos and don'ts are based on the Emblem Regulations while others are recommendations reflecting good branding practice. We have used "dos and don'ts" as the simplest, shortest and most direct way of providing guidance.

#### Dos

- **Do** ensure that the cross or the crescent are always red (Article 38 of the first Geneva Convention). While the shade of colour is not regulated in the Geneva Conventions or the Emblem Regulations, we recommend using CO M100 Y100 KO or Pantone® 485 for the sake of consistency.
- **Do** ensure that the cross and the crescent always appear on a white background (Emblem Regulations, Article 5) No variations, not even beige or gray shading, are allowed.
- **Do** ensure that the red cross and the red crescent are always two-dimensional, not three-dimensional. (This isn't specified in the Emblem Regulations, rather it is a recommendation highlighted in the Federation's *Red cross, red crescent, red crystal Design guidelines*.)
- **Do** ensure that the red cross and red crescent retains its original form, i.e. don't alter the shape of the cross or crescent. (The shape and direction of the red crescent is not regulated.) (Emblem Regulations, Article 5)

- **Do** ensure that the full name, or the initials or acronym of the respective component of the Movement, is included within the logo in order to ensure full identification. (Don't use the words "red cross" or "red crescent" on their own without an adjective indicating national affiliation as a National Society logo as this is liable to create confusion, particularly among National Societies which share a common language.) (Emblem Regulations, Article 5)

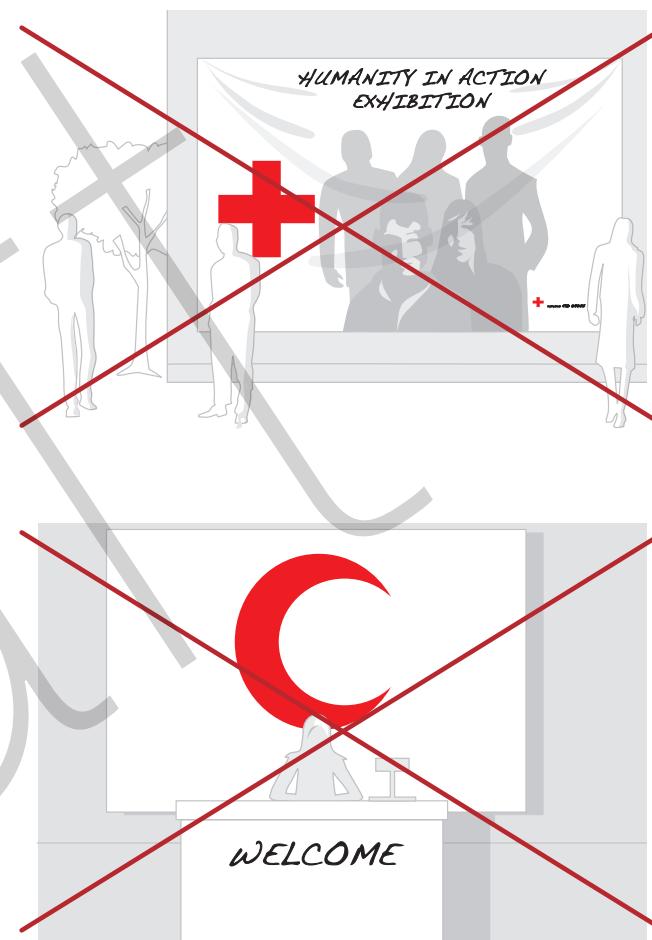
#### Don'ts

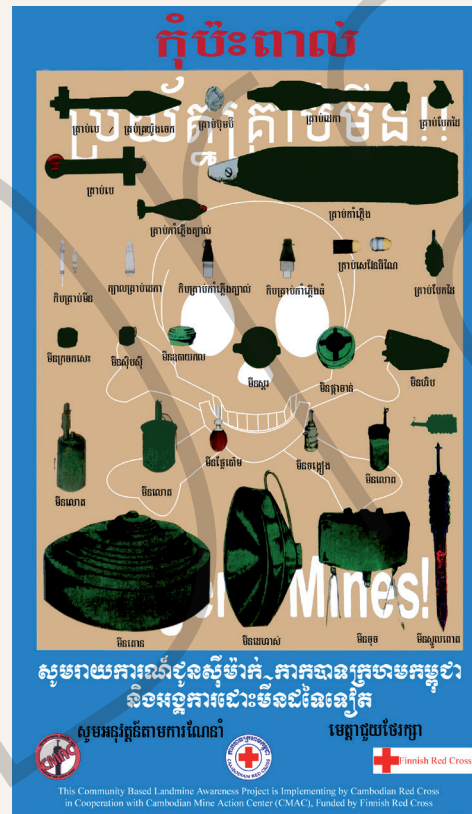
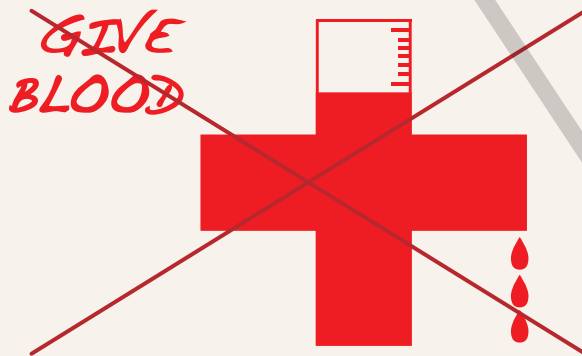
- **Don't** draw or write on the red cross or red crescent, or on the white background surrounding the red cross or red crescent. (Emblem Regulations, Article 5)
- **Don't** incorporate a red cross or a red crescent into artwork, for example, as a series or border, a repetitive decoration or a typographic embellishment or show it as a drawing in perspective., since displaying the emblems in such a way is not permitted in the Emblem Regulations (Article 3) and can dilute their prestige as well as the strength of our brands.
- **Don't** display a red cross or a red crescent on its own as that is its protective use. (Emblem Regulations, Article 1)

The Emblem Regulations also include the possibility to use an emblem for "decorative purposes." Under Article 5 of the Regulations, a "freer design" can be used in association with public events or on material intended to promote the National Society and the Movement, such as films, publications, medals or other tokens of acknowledgement. The decorative use of the emblems is allowed as long as national legislation doesn't prohibit it and if it wouldn't tarnish the prestige of the emblem or reduce its respect.

The Emblem Regulations say that freer design may consist, for example, of a red cross set with gold, a crescent with shades of red, a cross cut out or an emblem with a motif, for example when used in producing a badge. The National Society logo should, as far as possible, be displayed together with the decorative design. (It is not permissible to display such a design on buildings or stationery as these are typical cases of protective use.) The freer design should always enhance the reputation of the component of the Movement and not tarnish the respect and prestige of the emblems.

**Note:** National Societies have requested clarification of this Regulation and it is currently being discussed as part of the International Branding Initiative. Following a meeting with a group of National Society legal advisers and fundraisers, it was clear that there are differing views on how to interpret this rule. There was a request to examine this article further, particularly whether the "freer design" and "decorative use" is possible in fundraising and corporate relationships. The ICRC is consulting its archives in order to determine whether there is any documentation that might clarify the intent of the drafters of the Emblem Regulations. Further consultation/feedback with National Societies is being requested as part of the draft "0" Resolution mailing.





## Using a logo for promotional activities

### Tools

When producing branded communication products or tools such as brochures, flyers, posters, magazines and other publications, websites, compact discs and audio-visual materials, the National Society logo should be displayed. The basic dos and don'ts covered earlier apply (include link). In addition:

### Do

- **Do** use the correct logo which includes a red cross or a red crescent and the complete name of your organization or initials (Emblem Regulations, Article 1).
- **Do** ensure, as good practice, that none of the logo's elements is distorted especially when using them on a website.
- **Do** ensure that no other graphic elements are added to the logo (Emblem Regulations, Article 5).
- **Do** ensure that the logo is not a dominant feature of the communication tool. The size of the logo will vary according to the size of the communication medium or tool, however, it should be displayed in a relatively small size. This guidance is included in the Emblem Regulations (Article 4) to ensure that there is no confusion with the protective use of the emblems. National guidelines or practice may provide further information on appropriate size.

### Don'ts

- **Don't** integrate your National Society's logo into the artwork or use it as a design element. In accordance with the Emblem Regulations (Article 3) nothing in the display of a National Society logo should "tarnish the prestige or reduce the respect due to the emblem." In terms of good

branding practice it is advisable to maintain the integrity of the National Society logo and not reduce its impact by using it as a design element.

**Note:** As requested by some National Societies, this guidance is being analysed further as part of the International Branding Initiative and will be updated accordingly.

### **Advertisements, marketing and promotional materials** *Promotional print advertisements*

When producing promotional print advertisements to support the campaigns and events organized by your National Society, the dos and don'ts noted earlier (include link) apply. In addition:

#### **Dos**

- **Do** ensure that the promotional advertisement includes your National Society's logo (Emblem Regulations, Article 23).
- **Do** use the logo in small dimensions, relative to the size of the particular advertisement. There are no defined measurements in the Regulations, however, as a general guide, the logo should not be a dominant element of the advertisement. Good faith judgement should be used to ensure correct usage.

#### **Don'ts**

- **Don't** display the emblem on its own as a graphic device or design element, even if it is displayed with the respective Movement logo. Using the emblem on its own is the protective use and therefore isn't permitted under the Emblem Regulations. In addition, using it as a design element can diminish its prestige.

**Note:** At the request of National Societies, this guidance is being further examined and will be updated as necessary.

● **Don't** create promotional advertisements that run contrary to the Fundamental Principles, objectives or activities of the Movement or which might be considered to be controversial.

### *Promotional television advertisements produced by components of the Movement*

It is industry standard practice to display an organization's logo at the end of a TV spot. A National Society's logo can also be displayed within the spot as long as it reflects a legitimate use based on reality and is in line with the Emblem Regulations. For example, the logo of a National Society can be displayed on the clothing of its staff or volunteers who are filmed while providing assistance to victims of armed conflict or distributing aid to victims of a natural disaster.

[include link to the "Health Care in Danger" TV spot]

When displaying its logo or an emblem in a TV spot, it is important for a Movement component to make sure that its integrity is in no way undermined. For example, it's not advisable to display either in circumstances that might be misunderstood, e.g., an image of person holding a weapon in close proximity to the emblem or a logo.

It is possible to display more than one logo at the end of the TV spot. For example, a TV spot was created by the ICRC to promote Restoring Family Links services. A National Society, the Restoring Family Links and ICRC logos can all be included. The same applies to the International Federation's Silent Disasters campaign.

[add links to the ICRC TV spot and the Federation's Silent Disasters campaign materials]

The following dos and don'ts are a combination of good communication practice and rules.

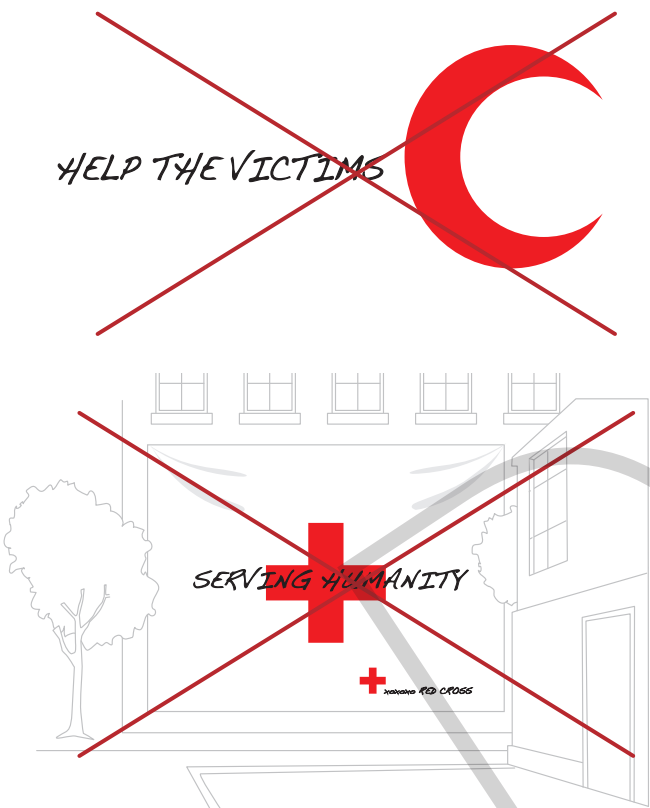


# WHY WOULD ANYONE BOTHER TO LEARN FIRST AID?

You'll find valuable advice and videos, as well as information about how to apply for a British Red Cross training course on our website at [redcross.org.uk/local](http://redcross.org.uk/local)



Refusing to ignore people in crisis



### Dos

- **Do** ensure that it is clear that your National Society is responsible for the advertisement and place your logo at the beginning or the end of the advertisement as good practice.
- **Do** ensure that TV advertisements displaying the National Society's logo represent the National Society's humanitarian activities and *not* its commercial or business activities.

### Online advertisements

It is important to remember that there are no frontiers on the internet and that once an advertisement is posted on any given site it is in principle accessible anywhere in the world. Users have access to material posted by any component of the Movement regardless of country of origin. While digital media is an essential promotional tool, there are challenges in terms of maintaining a strong and coherent brand identity. The following are good branding practice recommendations:

- **Do** consider other components of the Movement and ensure that there is no confusion regarding who is responsible for the advertisement.
- **Do** ensure that the configuration and resolution of the logo is appropriate for the internet so that it is not distorted. Digital display can change the shape of content.
- **Do** ensure that the color tone of the red cross or red crescent is in line with the one your National Society has chosen. Tones can change in digital formats (as well as on individual computer screens).

In most cases, the components of the Movement will use banner ads with click-through to their websites. As space is limited, it is essential to show the logo clearly and without distortion.

### Billboards

When creating a billboard to support a campaign, the same considerations apply as for other marketing and promotional tools. But because of a billboard's size, it is essential to ensure that the logo does not dominate the artwork, so as to avoid confusion with the emblems used as a protective device.

### Dos

- **Do** ensure that the logo is in small dimensions in proportion to the billboard and that it is not a dominant feature of the artwork.
- **Do** ensure that the design, images and messages are consistent with the values and principles of the Movement.

While not specified in the Emblem Regulations, the following are useful considerations for determining where to place a billboard:

- **Do** consider the location of the billboard and try to avoid places that might create confusion among the public or undermine the respect for and the reputation of the emblems or Movement, e.g., next to a church, mosque or a military facility.
- **Do** pay attention to the proximity of other billboards that might by association affect the emblem's or National Society's image, for example, advertisements for alcohol or tobacco products or for gambling establishments.

### **Branded products – for sale or giveaway (merchandise)**

The Emblem Regulations include several rules regulating branded items or services produced, sold or distributed by a National Society, (Article 23). While it is common sense, the choice of items should always be considered carefully in terms of whether it enhances the organization's image and reputation.

An important consideration is that potential end users of these items should not be perceived as being protected or as *belonging* to the staff or volunteers of a Movement component. In principle, the items should not lend themselves to misuse or further circulation that could be liable to undermine the respect for the image or reputation of the Movement. The potential that such items or merchandise could be used by individuals or organisations who do not have the best interest of the National Society or the Movement at heart, or who may portray a negative image should be kept in mind.

Promotional items can include pens, posters, calendars, key chains, mouse pads, memory sticks, clocks, paper-weights, T-shirts, caps etc.

In the case of clothing, e.g. T-shirts or caps, it is essential to ensure that there is no confusion between the protective or the indicative use of the emblems. Therefore, on T-shirts for sale or to give away, printing a large red cross or red crescent on its own, covering the front or the back of the shirt is not allowed. This would represent the protective use (Emblem Regulations, Article 23). However, the National Society's logo can be displayed in small dimensions and if relevant be accompanied by a design or slogan identifying a campaign or event.

Please note that an emblem on its own should never be used on promotional items of a component of the Movement to avoid confusion with their protective function.

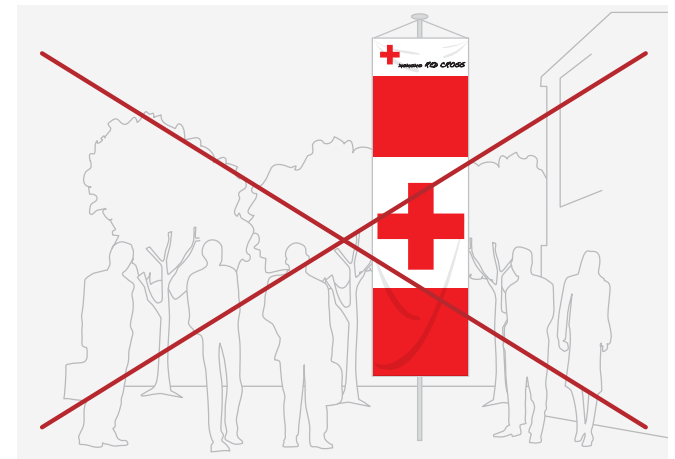
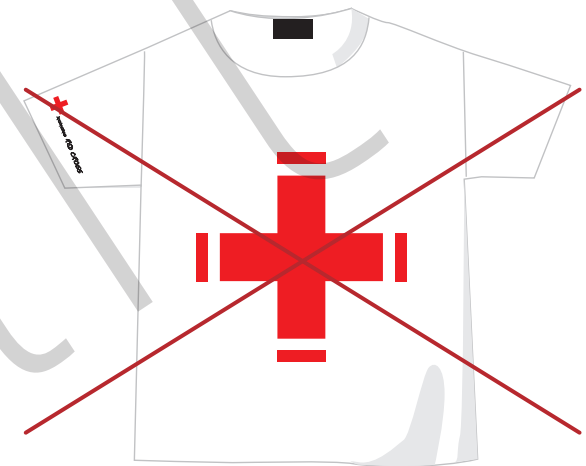
### **Banners, flags and signage**

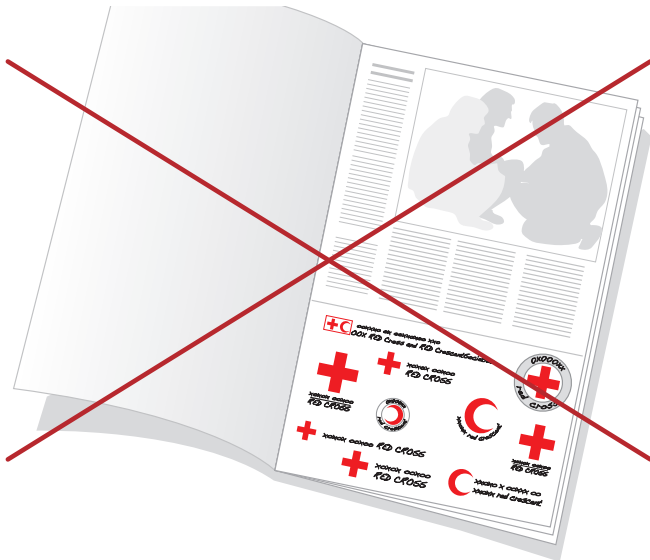
When creating banners, flags or large signs for special events, be sure that the logo is displayed discreetly to avoid suggesting the protective function of the emblem.

- **Do** consider placing the logo discreetly in a corner of the sign or at the bottom of a banner.
- **Do** consider the circumstances and/or location where the banner, flag, or other signage will be displayed so as to preserve the integrity of the emblems and reputation of the Movement and its components.

### **Don't**

- **Don't** display the emblem alone on a flag as this represents the protective use.





## Displaying logos with partners and in commercial activities

The components of the Movement often work with a range of stakeholders and partners outside the Movement. Such partners can include governments or public authorities, the military, universities, associations, non-governmental organizations or the media, and can have a number of purposes, e.g., training, education, awareness-raising and positioning.

In addition, National Societies also work extensively with one another or with the International Federation and the ICRC.

### Partnerships within the Movement

The following guidelines can be followed to enhance the design of communication tools:

#### Do's

- **Do, as far as possible**, place the logos of the partnering components of the Movement alongside one another. In terms of presentation, it is recommended that the emblems be aligned as much as possible.
- **Do** ensure sufficient space between logos. If possible, it is recommended to keep a clear space on all sides equal to the height of the red cross or red crescent.

#### Don'ts

- **Don't** change a National Society's logo to make it more harmonious with the others, e.g., don't change a horizontal layout into a vertical one.

### External partners

#### Commercial:

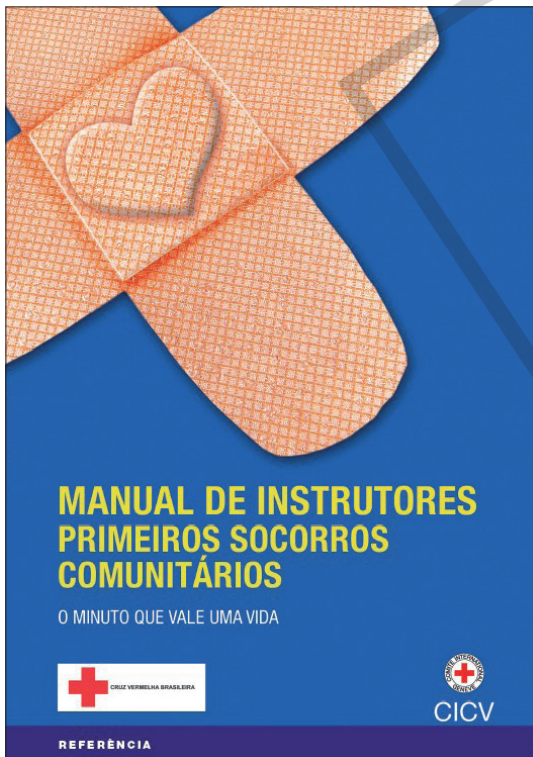
The 2005 Movement Policy for Corporate Sector Partnerships (<http://www.icrc.org/eng/resources/documents/article/review/review-860-p755.htm>) provides guidance on the desired profile of a partner as well as terms of the screening process and procedures to be considered before entering into partnerships with corporate or commercial partners, as well as the elements that should form part of any such contract. Here are a few points to keep in mind:

#### Are they a good fit?

To ensure the strength of our brand identities, it is essential that potential commercial partners are a "good fit" for the organization, maintain a good reputation, and that their aims and principles are congruent with ours. No component of the Movement may establish a partnership with a company or organization operating in sectors or perceived to be associated with activities that aren't in line with the Regulations or with the Movement's values such as those that are generally considered to harm health, such as tobacco or alcohol production and distribution, weapons manufacturing, or industries harmful to the environment. (Article 23)

The Emblem Regulations require that Movement components take certain precautions when working with commercial partners to ensure that the image and reputation of the emblems or Movement is maintained, including:

- **Do** develop a written contract and ensure that it is approved by the leadership of the National Society.
- **Do** specify the duration of the partnership.



- **Do** reserve the right to cancel the contract with the company concerned at any time and to do so at short notice, should the company's activities undermine the prestige of, or respect for the emblem.
- **Do** ensure that the partnership does not lead to the belief that the Movement or its components endorse the company or its products, policies or services.
- **Do** ensure that the material or financial advantage which the National Society gains from the association is substantial, without, however, jeopardizing its independence. The Emblem Regulations specify that the financial gain should not exceed a certain percentage of the Society's total resources. The long-term integrity of the emblem must take precedence, rather than the short-term financial benefit. Additional recommendations include:
- **Do** establish a "scheme of benefits" that provides partners with a range of benefits/privileges based on their level of giving or donation so as to apply appropriate levels of visibility or association where there are multiple partnerships.
- **Do** ensure that the commercial partner is aware of the rules with respect to the display of the emblems and National Society, ICRC and Federation logos and why they're important.

#### Advertising and promotion with commercial partners

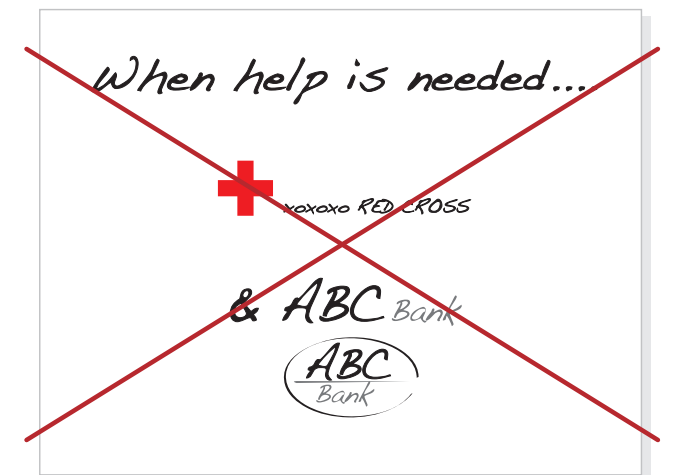
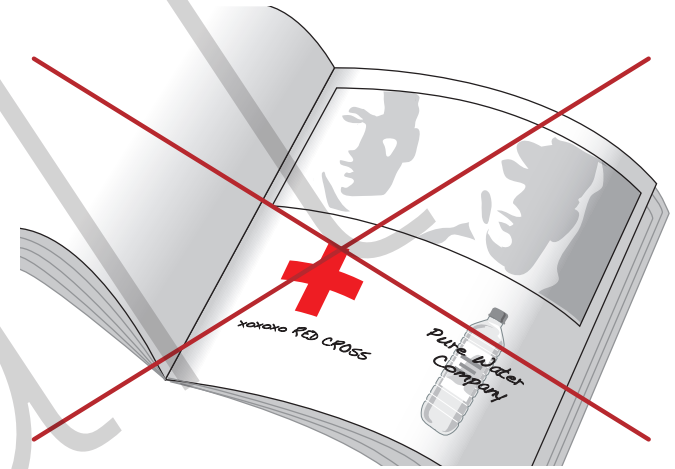
Movement components may give permission to a partner company to display their logo on advertising or promotional material (but not on the partner's products for sale or distribution (Emblem Regulations, Article 23)). When developing joint advertisements/promotional materials, it's important to be clear about the association in order to avoid any perception that the Movement component is endorsing the company, its products or services. The following rules and recommendations are designed to ensure that there's no confusion:

#### Dos

- **Do** leave adequate space between logos and ensure that no other logos, text or graphics appear to be part of the National Society's logo.
- **Do** include a clear explanation of the assistance given to the National Society. (In some countries, national legislation specifies how the association must be explained.) This is to avoid any misunderstanding regarding the relationship with the partner and to ensure that the component of the Movement does not appear to be endorsing a product or service. (Article 23)
- **Do** ensure that the logo is not the dominant element of the artwork. (Article 23 specifies that the emblem must be of small dimensions.)
- **Do** ensure that the commercial partner does not use the emblem graphically or develop artwork that would create confusion or indicate that it is part of the Movement. (It is not unusual for external partners to want to use the emblems in ways that aren't in line with the Regulations) or that give the impression that the logo of the partner is perceived as an additional emblem, or is conferred status by a too close an association with the emblems.
- **Do** explain to the commercial partner the rationale behind the strict rules on the display of the emblems.
- **Do** ensure that the conditions and circumstances of the display of the National Society's logo is defined in a formal agreement and that the National Society retains control over the respective campaign. The National Society should also include the right to cancel the agreement at any time and at short notice. (Article 23)

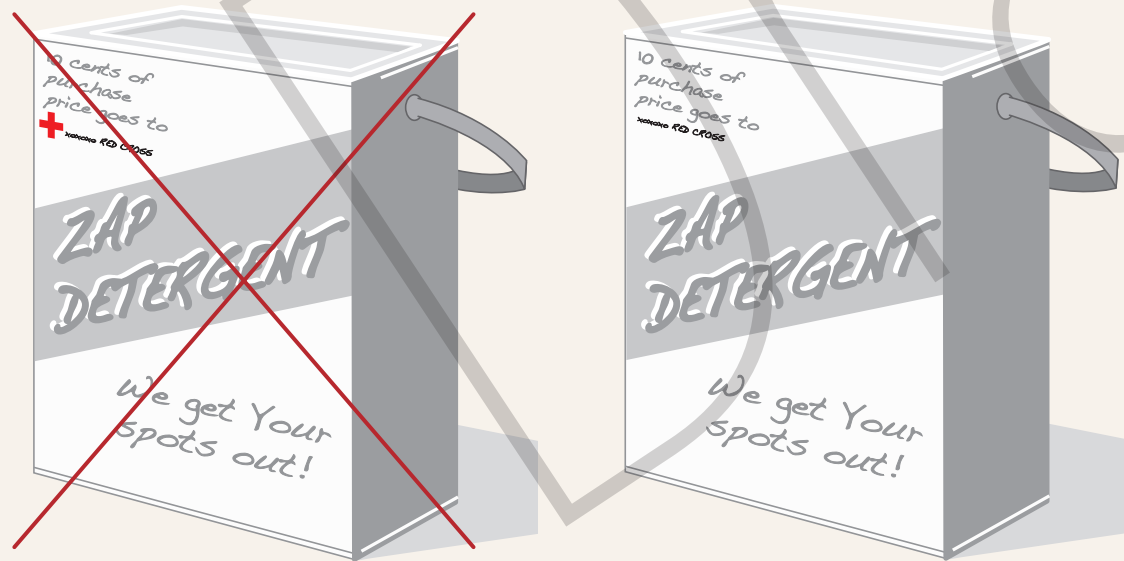
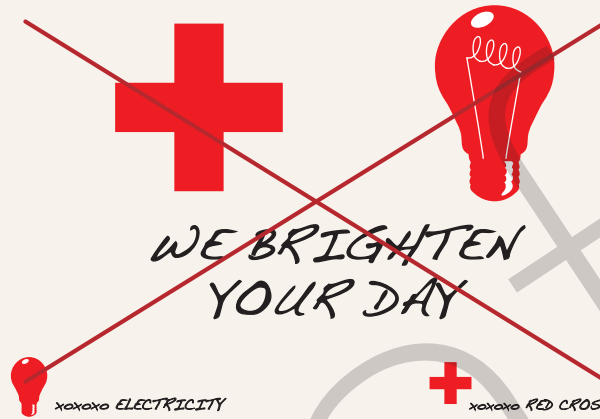
#### Don'ts

- **Don't** permit the commercial partner to develop artwork or messages which could cause confusion with the emblems.





**Use of our Logo on the Official Partner's Communication**



*Cause related marketing by commercial partners – visibility on products*

When engaged in a partnership with one or several Movement components, a commercial company may display, on a product, the *name* of the National Society *together* with an explanation of the support provided by the commercial partner to the National Society, e.g. that the proceeds are to be donated in whole or in part to the respective component(s) of the Movement. This mention should make clear the benefit received by the component(s) of the Movement and must not be seen as an endorsement of the commercial partner or the product (Emblem Regulations, Article 23).

However, in accordance with the Emblem Regulations, the logo which contains an **emblem cannot be displayed on a product**. The Regulations do not specify whether this prohibition includes the product per se or the packaging.

**Note:** As it is often difficult to distinguish between product and packaging, discussions are underway on this topic as part of the International Branding Initiative.

During a meeting with National Society legal advisers and fundraisers, there was a discussion regarding to what extent emblems and logos of components of the Movement could be displayed on the packaging of a product sold by a commercial partner and what constitutes packaging. There was a range of opinions. There was a view that the logo of a component of the Movement could only be used on packaging that would be destroyed when accessing the product. Another view was that the longevity and disposability of the product could be criteria. Further input from National Societies is requested on this issue. In addition, a request has been made to include a common understanding of risk in this document.

*Use of the emblems in trans-national fundraising*  
[under development]

*Partnerships with civil society, public authorities, armed forces and security forces.*

The components of the Movement often work in partnership with universities, think tanks, public authorities or armed forces on joint projects such as promoting international humanitarian law, health education and training, or disaster response. Communication materials such as publications, stationery, documents and badges are often produced to support these initiatives.

In these cases, if the component of the Movement is responsible for or is funding the initiative, its logo may be included on the material along with that of the partner. However, it is important to ensure that the association is clear and that there is no risk of a misunderstanding which would compromise the perception of the independence and neutrality of the components of the Movement. Such material should, as far as possible, not be distributed to a wider audience.

In more sensitive contexts if a representative of the ICRC is a participant, but not an organizer, of the project, the authorities or armed forces may *not* display the respective logo on their communication material. The following guidance is recommended:

#### **Dos**

- **Do** include an explanation regarding the association with the external partner.
- **Do** ensure that there is generous space between logos.
- **Do** consider how the communication materials will be used in order to prevent misunderstandings regarding the independence and neutrality of the components of the Movement.

- **Do** ensure that the partner is aware of the rules on the use of the logo.
- **Do** ensure that the partner, if it is producing the material, submits the artwork for approval prior to printing.

#### **Don'ts**

- **Don't**, as general guidance, permit the use of the logo if the Movement representative is a participant, rather than an organizer/partner for the project. In that case, use the name of the respective component of the Movement, or its initials, without the emblem.

#### *Service providers*

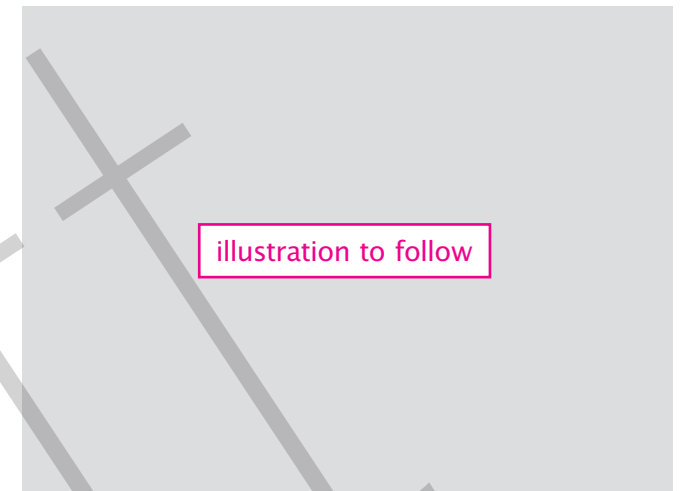
There isn't a specific rule in the 1991 Emblem Regulations regarding service providers (for example a company that sells or offers its services or products to a component of the Movement), however, it is recommended that permission is not given to service providers who would like to refer to a component of the Movement to promote its services. Such companies should not use a logo containing a red cross or a red crescent emblem. If a provider wishes to use the name or initials of the organization, or an image showing the organization's humanitarian action, it can do so after obtaining authorization in advance from the National Society, the ICRC or the International Federation.

(Include link to ICRC guidelines)

#### ***Displaying the emblems and logos in film and television productions***

Television and film production companies sometimes request permission to display the emblems in films and television programmes. Permission can be given to a film or TV production company but care needs to be taken.

Using the red cross or red crescent emblems to indicate and represent the protection of medical units or medical



personnel in time of war or to identify a Red Cross or Red Crescent hospital or Red Cross or Red Crescent personnel or volunteers is acceptable.

We are not always asked permission by film and television production companies. However, if this happens consider the following:

#### **Dos**

- **Do** request, for review, a copy of the script and a description of how the emblems or the National Society's logo will be used.
- **Do** request, if possible, to see an example of how the red cross or red crescent emblem will be displayed to ensure that it is being displayed in line with international humanitarian law and the relevant Movement rules.
- **Do** ensure that the use of the red cross or red crescent emblem reflects current or historical reality.
- **Do** ensure that the film's story line does not reflect poorly on the Movement and that the film will not be shown or distributed in contexts that would cause problems for any Movement components and/or undermine their safe access to vulnerable people or communities. For example, permission should not be given for films or TV programmes which show Red Cross or Red Crescent volunteers or staff behaving in a manner contrary to the Fundamental Principles or the Movement's objectives.
- **Do** give permission in writing and explain that such authorization is linked and restricted to one particular film production; take the opportunity to explain that there are strict rules (and national legislation) that restrict the use of the emblems which are based on international humanitarian law.
- **Do** consider potential negative implications of a film for other Movement components or the Movement as a whole. [include link sample letter].

#### **Don'ts**

- **Don't** give permission without understanding fully the nature of the film or television programme, how the emblems will be displayed or how the Movement and its components will be portrayed.
- **Don't** allow the production or broadcast company to use the emblems or logos in promotional activities unless this is agreed in advance and authorized in writing.

#### *Using and displaying the emblems in animated films*

Movement components often produce animated films to illustrate their work, to raise awareness of certain issues or humanitarian challenges, to teach about international humanitarian law or to explain the history of the Movement. These animated films can tell stories creatively and are appealing to a range of audiences, including young people.

It's possible to display the emblems on their own, without additional wording, in animated films as long as the representation reflects their protective function in armed conflict. For example, the emblems cannot be displayed by themselves without additional wording as a design feature or to indicate the location of Red Cross or Red Crescent branch offices. Staff or volunteers providing relief to victims can wear badges or dossards, hospitals roofs can be marked with the relevant protective symbol, and vehicles can be marked as well *as long as the context matches reality*.

It is also possible to display National Society logos, again as long as they are displayed to represent the National Society and its work and in line with the Regulations.

#### **Commercial ventures conducted by National Societies**

National Societies often engage in commercial or business activities in their own name for fundraising aims. Such activities may involve commercial first aid, Red Cross or Red Crescent shops or the management of hotels or

guest-houses. In developing such ventures, special attention should be given to the impact such activities may have on the identity, perception and reputation of the National Society as a voluntary humanitarian organization and on the prestige of the emblems. The National Society should also ensure that such activities are conducted in conformity with domestic law and with the National Society's own national legal status.

#### **Dos**

- **Do** maintain a reasonable balance between the humanitarian activities of the respective National Society and its commercial and profit making activities.

When the commercial activity of a National Society is separate from or unrelated to the organization's humanitarian work, e.g. hotel ventures or bottled water it is essential to avoid any confusion in the mind of the public between the National Society and the commercial venture. This can be accomplished for example:

- by establishing a distinct legal entity entrusted to manage the commercial venture with its own management structure; and through

- the use of a distinct logo and visual identity which does not include an emblem or the National Society's logo.

When using the logo of the National Society in commercial activities which are directly related to its humanitarian objectives, for example, commercial first aid, the National Society's logo should always be displayed in small dimensions. Similarly, when displaying the National Society's logo on items that it gives away or sells (merchandise), the logo should always be in reduced dimensions and not should not in any way suggest protection under international humanitarian law or membership in the Movement.

#### **Dont's**

- **Don't** engage in commercial activities that run counter to the Movement's objectives and Fundamental Principles, which would be inconsistent with international humanitarian law or with recognized Human Rights' standards, or which could tarnish the prestige or the respect due to the emblems.
- **Don't** use or display the logo of the component of the Movement in relation to, or in the context of commercial activities which are separate from or unrelated to its objectives.