



PROTECTING THE RED CROSS BRAND

May 3, 2023



Agenda



- Welcome & introductions
- Why is protecting our brand important?
- The Emblems
Misuse of the Emblems
- Branding Guidelines and
Additional Resources
- Do's & Don'ts



**WHY IS
PROTECTING OUR
BRAND IMPORTANT?**



Why Is Protecting our Brand Important ?

The Red Cross emblem must remain universally recognized and respected throughout the world as a trusted symbol of protection, neutrality, and humanitarian aid in the face of armed conflict and disaster. Red Cross workers put themselves at risk to help those suffering from disasters like hurricanes, floods and earthquakes, famine, disease, and armed conflict around the world.

It is important to protect our brand because it:

- Protects our reputation at local and international levels
- Makes communities, donors, governments, and other stakeholders trust in our services locally and globally
- Protects the teams on the ground doing life-saving work



THE EMBLEMS

WHAT ARE THE EMBLEMS?



The Red Cross



The Red Crescent



The Red Crystal



[Watch Video](#) 

WHAT ARE THE EMBLEMS?



The emblems are signs of protection displayed in armed conflict, informing those fighting that the people, vehicles or facilities displaying these emblems must always be protected and may never be targeted or attacked.



The emblems also indicate the affiliation of a person, vehicle or facility with the International Red Cross and Red Crescent Movement and its organisations.

DIFFERENCE BETWEEN THE EMBLEM & THE LOGO



A red cross, red crescent or red crystal symbol without any accompanying description is known as the **emblem** and is displayed in large size for protective purposes.



A **logo** is a red cross or red crescent emblem displayed in small size together with the name or acronym of a component of the International Red Cross or Red Crescent Movement; this is indicative use.

THE EMBLEMS



REMEMBER:

***the Movement does not “own” the emblems.
The States grant Movement components the
right to display the emblems.***

HOW CAN THE EMBLEMS BE USED?



In times of armed conflict, they are displayed for protective purposes to ensure the safety of:



- Medical services and religious staff of the armed forces
- Civilian hospitals, medical units and vehicles, and their staff and medical personnel assigned to the treatment and transport of the wounded and sick in times of armed conflict, subject to government authorization and control



- National Society medical staff, facilities and vehicles, when placed at the disposal of the medical services of the armed forces

HOW CAN THE EMBLEMS BE USED?

The emblems can also be displayed for indicative use by:



1) volunteers, staff or property affiliated with the Movement—the National Societies, the ICRC or the International Federation



2) ambulances and first-aid stations assigned to provide free treatment to the wounded and sick during peacetime in line with domestic legislation and with the authorization of the National Society



THE EMBLEMS - BASIC RULES

1. The cross, the crescent and the crystal must always be in plain solid red. Their shapes must not be altered.
2. The cross, the crescent and the crystal must always appear on a white background. No variations, not even beige or grey shading, are allowed.
3. No lettering, design or object should be superimposed on the white background or on the cross or crescent itself.

THE EMBLEMS - BASIC RULES

4. The cross, the crescent and the crystal must be two dimensional, not three dimensional.

5. The cross, the crescent and the crystal may not be used in series as a border, repetitive decoration, typographic embellishment or shown as a drawing in perspective.

NB: The International Federation, the National Societies and the International Committee of the Red Cross, together, make up the Movement, which has its specific emblem. The use of this emblem is restricted to those occasions when the whole Movement is represented.

THE MOVEMENT LOGO

- The Movement logo is composed of the red cross and red crescent emblems displayed side by side on a white background, together with the words “international” and “movement” in capital letters encircling the emblems, and a line closing the circle.
- It is to be used exceptionally, for representation, communication, global fund-raising and promotional activities and to represent Movement components collectively on matters of global concern or interest.
- The Movement logo can only be used as set out in the conditions and rules governing its use, which include the requirement to seek prior approval for its use and display.



IN A NUTSHELL



The emblems

- The cross, the red crescent, the crystal.
- Red graphic over white background.
- No names or acronyms included.
- Not owned by the RCRC Movement.
- PROTECTIVE USE in conflict contexts.
- Sanitary staff, religious staff, RCRC staff and volunteers and the military with protection purposes.
- We rarely use it in our daily work as IFRC or NS.

The logos

- The emblems + name of the Movement or Movement's component.
- Red graphic over white background.
- Black fonts.
- Owned by RCRC components.
- INDICATIVE USE.
- It identify our staff, facilities, headquarters, humanitarian aid, volunteers, vehicles, ambulances, etc.
- We use it daily as IFRC or NS.
- No one can use it but us.

The name

- No emblems, only the name of the Movement or Movement's component.
- Black fonts. Other colors are allowed.
- No indicative or protective use.
- Used when for any reason we (or others) can't use our logo. i.e. Donors mention us on social media.

JOHNSON & JOHNSON CASE – USE OF EMBLEM IN USA



Johnson & Johnson

The image shows the Johnson & Johnson logo in a red, cursive script font. The logo is centered within a white rectangular area. Above and below this area are solid black horizontal bars.

THE CASE*

Johnson & Johnson

VS



- The Red Cross / Red Crescent / Red Crystal emblems are used for:
 - humanitarian aid on a basis of neutrality
 - visits of prisoners in camps and jails
 - distribution of relief kits
 - special missions bringing medical aid
- These would be some of the things that come to mind. Our emblem is a symbol that suggests a humanitarian, non-profit-making image.
- But it can also be a profit-making trademark, as for the company Johnson & Johnson (J&J).
- The American Red Cross was founded in 1881, receiving a Congressional Charter in 1900 which prohibited use of the emblem by others.
- Since J&J had been using it for thirteen years before this prohibition, the company was allowed to retain it.

*Article: In the Courts: Johnson & Johnson vs the American Red Cross, Lisa A. Iverson, Member, Neal & McDevitt, LLC, and Anuradha Swaminathan, WIPO Communications and Public Outreach Division.

THE CASE

Johnson & Johnson

VS



IMPORTANT TO NOTE

The public image of corporate power can hardly compete with that of an institution which has demonstrably served and continues to serve among the most powerless on earth!!!



MISUSE OF THE EMBLEMS

IMPACT on Red Cross REPUTATION and TRUST



- Auxiliary Role
- Legal
- Public Image regarding the RC humanitarian mission
- Financial

IMPLICATIONS OF MISUSE



- Misuse of the emblems seriously affects recognition for and understanding of our Red Cross and Red Crescent brands.
- Misuse of the emblems could jeopardize their protective function during armed conflict because the warring parties and weapon bearers may lose trust in what the emblems stand for.
- Misuse may also hamper or jeopardize the safe access of Red Cross or Red Crescent staff and volunteers to people and communities in need during humanitarian crises.
- As the emblems are protected by the Geneva Conventions, third parties are in fact breaking international and, most often, domestic laws by displaying them.

MISUSE OF THE EMBLEMS & LOGOS



Sometimes people use the emblems/logos who aren't permitted to.

For example:

- A health practitioner displays an emblem at their clinic.
- A pharmacy displays a red cross or a red crescent on a shopfront sign.
- A company includes an emblem on a product or advertisement to take advantage of the goodwill and reputation associated with the red cross and red crescent emblems.

None of them are authorized to do so!

MISUSE OF THE EMBLEMS & LOGOS

The two main types of misuse are:

Imitation - The use of a symbol that, by its shape and its colour, could be confused with the red cross, red crescent or red crystal emblem

Improper use - When a person or organization that is not entitled to do so displays the emblem on, for e.g. a sign marking their establishment or on an object. Sometimes commercial enterprises, medical centres, pharmacies, non-governmental organizations or others are not aware of the rules and wrongfully display the emblem.



MISUSE OF THE EMBLEMS & LOGOS



Promotional car at a motorshow



Logo of a clinic



Toys

HOW TO ADDRESS MISUSE

Step 1. Identify the business or individual misusing the emblem and find out their postal or email address. Often, National Society staff members and volunteers who have been made aware of the issue of misuse can become your eyes and give you cases to follow up.

Step 2. Send the model letter to the business or individual, alerting them to the fact that they are breaking international and/or domestic laws and asking them to stop using the emblem to promote their business.

Emblem misuse management First contact letter

[date]

[to address]

Dear [name],

I am writing to you in connection with your use of the red cross / red crescent emblem – displayed, we believe, [on your company vehicle]. I would be grateful if you would read the information about the emblem below, so that we can chat about this matter in a few days' time.

The use of the red cross and red crescent emblems is regulated by the Geneva Conventions and their Additional Protocols and in many countries (including ours – *if this is the case*), by domestic law.

The emblem of the red cross, red crescent or red crystal on a white background has a special meaning. These emblems are internationally recognized as signs of protection and impartiality. They save lives every day in armed conflicts throughout the world. In peacetime, they may be used to show that a person or an object has a link with the International Red Cross and Red Crescent Movement – for example, in our country, to indicate association with the [insert the name of your National Society here].

[Insert your country name here – *if the domestic law exists, otherwise use 'international law'*] law is clear. The red cross / red crescent emblem should not be used without the written consent of [insert relevant government minister or reference here e.g. Minister for Defence]. The law also prohibits the use of any designs that closely resemble the emblem, as these may be mistaken for the emblem or understood to be referring to the emblem. Nations all around the world have similar laws. Why? Because every time the red cross or red crescent emblem is misused, the protective power of the emblem is reduced, and the lives of those who depend on the emblem's protection during armed conflict are endangered even more.

HOW TO ADDRESS MISUSE

Step 3. Set up a meeting with the individual or business and discuss how and when they are going to withdraw or phase out use of the emblem on items such as brochures and signage and on advertisements posted online.

Step 4. If they take no action, use the model ‘follow up’ letter to try to convince them to do so; and perhaps set up another meeting.

Step 5. After the individual or business has taken action, send them the model ‘thank you’ letter; if the misuse persists, refer it to the relevant department or minister (e.g. Defence) in your government



BRAND GUIDELINES & OTHER RESOURCES

IFRC BRAND GUIDELINES



Looks at the use of:

- IFRC logo
- Colour palette
- Typography
- Iconography

Provides guidelines & examples for:

- Digital mediums
- Stationery
- Signage
- Merchandise & Souvenirs
- Equipment & vehicles



IFRC BRAND GUIDELINES

RESOURCES AVAILABLE



- Checklist
- Letter templates available
- [Video about the emblems as sign of hope](#)
- [Animation video about the emblems](#)
- [Trello board with Logos and branding info](#)
- IFRC's Learning platform – [Online course on "Our Emblems"](#)



DO'S & DONT'S

DO'S & DON'T'S



Do's

- Do make sure that the emblems are not used in ways for which they were not intended. Alternative symbols may be appropriate to prevent confusion and misuse
- Do look out for misuse of emblems and alert your National Red Cross society
- If you are unsure about how you or others use the emblems, logos or name of the NS or any RCRC component, please ask for advice.
- Develop a brand policy or protocol so everybody know what to do. There are great examples you can use as inspiration!



Don'ts

- Don't use the RCRC emblems as your profile picture or cover on social media
- Don't go to certain places in your Red Cross branded gear, e.g. bars
- Don't create branded materials or tools that are incompatible with the Movement's Fundamental Principles, humanitarian values or mission, or that could be considered controversial, discriminatory or disrespectful to any person or group

Comms team



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