

Red Cross Red Crescent

Movement Branding Initiative

Branding Toolkit

THE RED CROSS AND
RED CRESCENT EMBLEMS
AND LOGOS
**IN COMMUNICATION,
MARKETING AND
FUNDRAISING**

January 2016

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 the protection conferred on armed forces' medical services and authorized civilian medical services in times of armed conflict. They are also the symbols of the impartial, neutral and independent humanitarian action of the International Red Cross and Red Crescent Movement (the Movement) and its components¹.

Although we, the components of the Movement, operate autonomously and frequently offer different humanitarian services, we are united by our use of the emblems and by the Fundamental Principles of the Movement.

The world often views us as a single organization, and therefore the actions of one Movement component can have a direct impact on the reputation or image of another. As part 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 the 1991 Regulations on the Use of the Emblem of the Red Cross or the Red Crescent by the National Societies (Emblem Regulations).² It complements the "Red Cross, red crescent and red crystal emblems: Design guidelines," produced by the International Federation of Red Cross and Red Crescent Societies (International Federation), and the Study on the Use of the Emblems: Operational and Commercial and Other Non-operational Issues (Emblem Study) by the International Committee of the Red Cross (ICRC).³

This document also includes recommendations based on good branding practices to help us be more consistent in how we represent ourselves and capitalize on the strength of our brands. It features concrete examples of good practices and lists "dos and don'ts" to help us understand what can and cannot be done within the framework of the 1991 Emblem Regulations when displaying the emblems or our logos.

This tool seeks to illustrate the correct use of the emblems and of the logos of Movement components; it is not intended to replace, relax or expand the legal and regulatory framework. While it generally refers only to "National Societies" for the sake of readability, the advice and recommendations are relevant for all components of the Movement, including the ICRC and the International Federation.

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The red cross and red crescent emblems in a nutshell

The emblems can be used in two distinct ways:⁴

- 1 **Protective use:** In armed conflicts, the emblems are the visible sign of the protection conferred by the Geneva Conventions and their Additional Protocols. When displayed as a protective device, the emblems must be displayed on a white background, without wording or additional graphics, designs or inscriptions.
- 2 **Indicative use:** The emblems show the link that a person, object or building has with the Movement and its components. In such cases, the emblem displayed as part of the logo of a Movement component must be accompanied by additional information (e.g. the name or initials of the National Society). The emblems

must be of small dimensions and may not be placed on armlets or on roofs, so as to avoid any confusion with the emblems used as a protective device.

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, recognizing an additional emblem: the red crystal.⁵ For more information about the red crystal go to <https://www.icrc.org/eng/resources/documents/misc/emblem-keyfacts-140107.htm>

The rules and recommendations provided herein apply to all cases in which any of the emblems or National Society logos are displayed.⁶

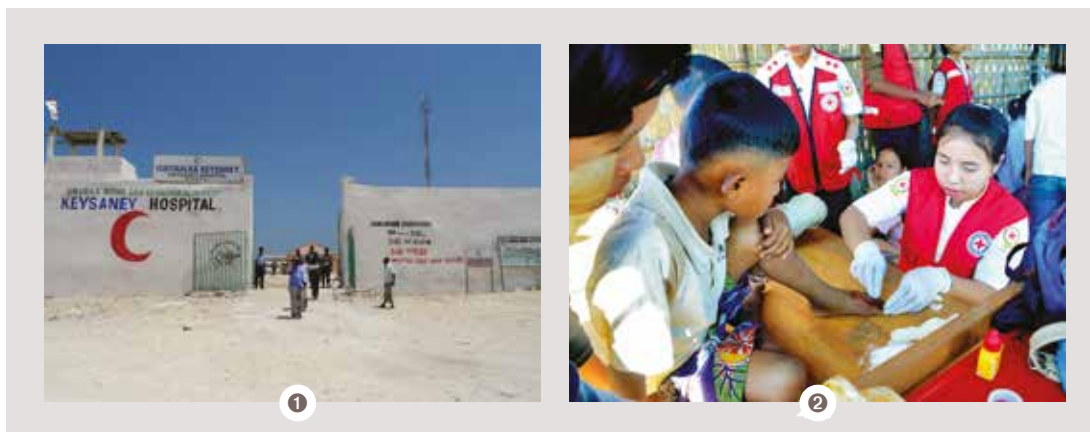
1. *The International Red Cross and Red Crescent Movement comprises the International Committee of the Red Cross, the National Red Cross and Red Crescent Societies and the International Federation of Red Cross and Red Crescent Societies.*

2. *The Regulations on the Use of the Emblem of the Red Cross or the Red Crescent by the National Societies specify how the emblems may 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 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 Emblem Study to enhance the implementation of the rules governing the use of the emblems.*

4. *1991 Emblem Regulations, Art. 4.*

5. *To see an illustration of the red crystal, please refer to the Annex of Additional Protocol III.*



EMBLEMS, LOGOS AND BRANDS – WHAT’S THE DIFFERENCE?

The **distinctive emblems** ¹ are primarily symbols of the protection conferred in armed conflict. When displayed as a protective device, they must always be large and displayed on a white background and in their original form without additional wording.⁷ The large size and absence of wording are intended to ensure visibility and easy recognition, even from a distance.



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The emblems are also used for indicative purposes to indicate an association with the Movement. In such cases, the emblems are incorporated into the logos of Movement components, and the logos are intended to ensure instant recognition and identification of the individual organization, its brand and its activities. When used as an indicative device, the emblems must be accompanied by the name or initials of the Movement component.⁸ The display of a National Society’s logo constitutes indicative use of the emblem. The ICRC and the International Federation and must also display their logos in line with the 1991 Emblem Regulations.

As our logos contain the emblems and the designations (the words “Red Cross” or “Red Crescent”), which are protected under the 1949 Geneva Conventions and their Additional Protocols,⁹ we must take care to ensure that our members, staff and volunteers display them correctly and in line with agreed rules.

The National Societies do not, in fact, own the emblems. The State grants National Societies the right to display the emblems in accordance with the 1949 Geneva Conventions and their Additional Protocols, the 1991 Emblem Regulations and domestic legislation.¹⁰

Our brands consist of what people think and feel about us. Oftentimes, people associate the concept of brand with a visual identity or logo, however, it 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.

2 – A National Society’s logo must be composed of one of the distinctive emblems displayed together with the name or the initials of the organization.¹¹



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6. The red lion and sun was recognized as the third distinctive emblem at the 1929 Diplomatic Conference. It was used by Persia until 1980, when the Islamic Republic of Iran declared that it would use the red crescent as its distinctive symbol instead. However, the Islamic Republic of Iran reserved the right to return to the red lion and sun should new emblems be recognized.
7. 1991 Emblem Regulations, Art. 5 para. 1 and Art. 6.
8. Ibid., Art. 5 para. 2.
9. First Geneva Convention, Article 44.
10. 1991 Emblem Regulations, Art. 2.
11. Ibid., Art. 5 para. 2.

3 – 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 as part of the logo.

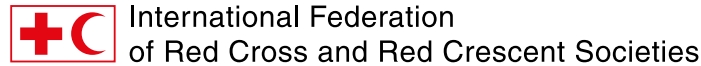


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4 – The **International Federation’s conventional logo** includes the following elements:

- (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.
- (b) The full name “International Federation of Red Cross and Red Crescent Societies” (or any agreed translation thereof) is left-aligned to the right of the two emblems.

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



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5 – The **International Federation has developed a logo suitable for digital platforms** that have limited space, such as mobile phones. The digital logo consists of the red cross and the red crescent emblems on a white background enclosed in a red rectangle. The word “international” in all capital letters is centred above the rectangle, and the word “federation” in all capital letters is centred below the rectangle (note: the words may be any agreed translation thereof). The digital logo should only be displayed in very specific circumstances, as described in the International Federation of Red Cross and Red Crescent Societies Digital Logo Guidelines.¹²



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12. The International Federation of Red Cross and Red Crescent Societies Digital Logo Guidelines from September 2015 is available at: <https://fednet.ifrc.org/PageFiles/122628/IFRC-guidelines-digital-space-logo-EN-092015.pdf>

13. The resolution on the adoption of the Movement logo (CD/15/R2) and the conditions and rules for the use of the Movement logo are available at: <http://rcrcconference.org/council-of-delegates/documents>

6 – The **Movement logo** was adopted by the 2015 Council of Delegates to enhance the Movement’s collective brand. It is to be used exceptionally for representation, communication, fundraising and promotional purposes for emergencies, events, themes or campaigns of global concern. 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. 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.¹³



6

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 displaying an emblem as part of a National Society's logo for the purposes of identification and association with the Movement (i.e. indicative use of the emblem). Some of these dos and don'ts are based on the 1991 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 and the crescent are always displayed in plain red.¹⁴ While the colour is not regulated in the Geneva Conventions or the 1991 Emblem Regulations, it is recommended that C0 M100 Y100 K0 or Pantone® 485 be used for the sake of consistency.
- > Do ensure that the red cross and the red crescent always appear on a white background.¹⁵ No variation – not even beige or grey shading – is allowed as a substitute for the white background.
- > Do ensure that the red cross and red crescent retain their original form. (The shape and direction of the red crescent are not regulated.)¹⁶
- > Do ensure that the red cross and the red crescent are always two-dimensional, not three-dimensional.¹⁷
- > Do ensure that the full name or the initials or acronym of your National Society is included in the logo (for example in a roundel or next to the emblem) in order to ensure that the logo is identified with your National Society.¹⁸



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Don'ts

- > Don't draw on, decorate or include additional writing or graphics with the red cross or red crescent or the white background within the boundary or frame of the logo.¹⁹
- > Don't alter the shape of the red cross or red crescent, such as by stretching or distorting the emblem.²⁰
- > Don't display a red cross or a red crescent on its own without the name or initials of your National Society, in order to avoid any confusion with the emblem displayed as a protective device.²¹



USING A LOGO FOR PROMOTIONAL ACTIVITIES

Promotional, marketing and advertising materials produced by components of the Movement

When producing branded communication products or tools (e.g. brochures, flyers, posters, magazines and other publications, websites, video spots, compact discs and other audiovisual materials), the National Society logo should be displayed insofar as possible.²²

It is also important to consider the placement of the National Society logo and the media channel when producing any type of material to support campaigns and events organized by a National Society.

Specifically, for a TV or online spot or public service announcement (PSA), it is an advertising industry standard practice to display an organization's logo at the end of the spot, or in its final credits. A National Society's logo or the emblems can also be displayed during the spot (or in photos or illustrations) as long as the logo or emblems shown are being used in an authorized manner. For example, the logo of a National Society may be displayed on the clothing of its staff or volunteers being filmed while providing assistance during an emergency. This TV spot on the protection of health care workers during armed conflict is a good example: <http://www.youtube.com/watch?v=Gh60NQT3qo>

When displaying a logo or an emblem in a spot or a photo, it is important to make sure that the manner in which it is displayed would not undermine the prestige of or respect for the emblem or the reputation of the National Society or the Movement. For example, an image of a person holding a weapon in close proximity to the emblem or a National Society's logo should not be shown.

In cases where multiple Movement components collaborate on promotional material, or on an advertisement, PSA or spot, the logos of those components may be displayed at the end if desired. Below are two audiovisual examples.

Restoring Family Links – <https://www.youtube.com/watch?v=tZQhecVJVik>

Silent Disasters Campaign – <https://www.youtube.com/watch?v=F8z5v0iaVtY>

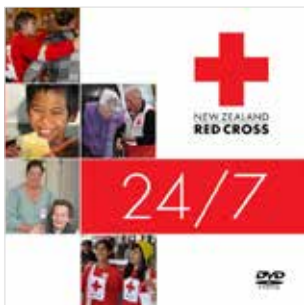


For online promotions, it is important to remember that there are no geographic borders on the internet and that once an advertisement or spot is posted on a given site, it is accessible virtually anywhere in the world. Users can access material posted by any component of the Movement regardless of where they come from or where they are accessing the internet. While digital media is an essential promotional tool, it creates, by its very nature, challenges for maintaining and preserving a strong and coherent brand identity.

The following dos and don'ts are a combination of good communication and branding practices and reflect the requirements of the 1991 Emblem Regulations for all promotional, marketing and advertising materials.²³ The basic dos and don'ts above pertaining to displaying an emblem as part of a National Society logo also apply.

Dos

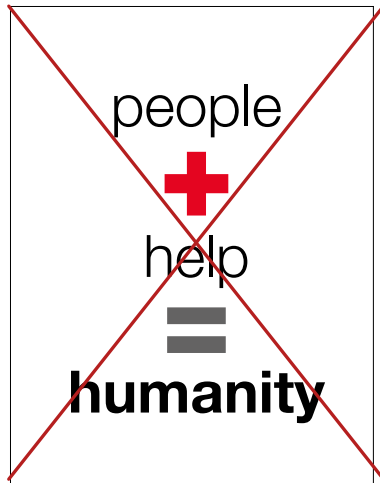
- > Do use your official logo, which includes the red cross or red crescent emblem and the complete name or initials of your National Society on a white background.²⁴
- > Do ensure that the logo is not a dominant feature of the communication tool. The size of the logo will vary according to the size of the communication tool/product; however, it should be relatively small. This guidance is from the 1991 Emblem Regulations²⁵ and is intended to avoid any confusion with the protective use of the emblems. The regulations do not, however, give measurements or specify proportions. It is therefore up to National Societies to use good judgement on the appropriate size.
- > Do ensure that there is no confusion regarding who is behind a television or online advertisement. To show that your National Society is responsible for an advertisement, your National Society's logo can, for example, be placed at the end of an advertisement, or at the beginning if more appropriate.
- > Do ensure that the configuration and resolution of the logo is appropriate for the internet, television or other media channel so that it is not distorted. Digital display in particular can change the shape of content.
- > Do ensure that the red colour of the red cross or red crescent is in line with the one your National Society uses. Colours can change in both print and digital formats, including on individual computer screens.
- > Do ensure that all communication materials and tools, including advertisements, that display your National Society's logo represent your National Society's humanitarian activities and not its commercial or business ventures (see the section below on commercial ventures conducted by National Societies).



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 inside the logo.²⁶
- > Don't create any branded materials or tools that are incompatible with the Fundamental Principles, humanitarian values or mission of the Movement or that might be considered as controversial.²⁷
- > Don't incorporate a red cross or a red crescent as a design element, for example, as a repetitive decoration or a typographic embellishment (such as a "plus" or "multiplication" sign), as these techniques could undermine the prestige of the emblem.
- > Don't incorporate your National Society's logo into artwork or use it as a design element. As a good branding practice, it is imperative to maintain the integrity of your National Society's logo and not reduce its strength by using it as a design element.

- > Don't display the emblem on its own (i.e. without your National Society's name or initials) on communication products or tools as a graphic or design element. The only exception is in the circumstances defined in the section below on the decorative use or freer design of an emblem (page 12-13).



Billboards

When creating a billboard to support a public communication or promotional initiative, or campaign, the same considerations apply as for the other marketing and promotional tools mentioned above. But because of a billboard's size, it is essential to ensure that the logo does not dominate the advertisement, so as to avoid confusion with the emblems used as a protective device. Therefore, the additional dos and don'ts below should be taken into consideration.

Dos

- > Do ensure that the logo is small in proportion to the billboard and that it is not a dominant feature of the billboard's design and layout.
- > Do consider the location of the billboard and try to avoid any display of an advertisement in places that would be likely to create confusion in the minds of the public or undermine the prestige of or respect for the emblems or the reputation of your National Society or the Movement, e.g., next to a religious institution, a military facility or the headquarters of a political party.
- > Do pay attention to the proximity of other billboards that might, by association, affect the emblem's or your National Society's image, for example, advertisements for alcohol or tobacco products or for gambling establishments.



Branded products for sale or to give away (merchandise)

The 1991 Emblem Regulations include several rules regulating branded items or services produced, sold or distributed by a National Society.²⁸ While it is common sense, the choice of items for sale or distribution should nevertheless always be considered carefully, keeping in mind the implications this choice might have on the image and reputation of your National Society or the Movement as a whole and for the respect for and prestige of the emblem. Promotional items for sale or to give away can include pens, posters, calendars, key chains, mouse pads, memory sticks, clocks, first aid kits, paperweights and clothing, including T-shirts, caps, etc.

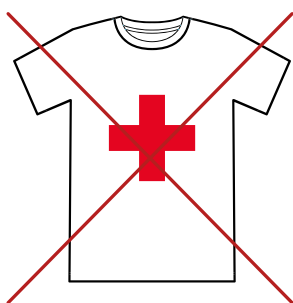
In addition to the dos and don'ts for promotional, marketing and advertising materials, the following should also be considered:

Dos

- > Do display the National Society's logo only in small dimensions and discretely on any branded product for sale or to give away, e.g. on T-shirts, caps or first aid kits, to ensure that there is no confusion with the protective use of the emblem.²⁹
- > Do consider having your National Society's logo be accompanied by a design, tagline or slogan identifying a campaign or event.
- > Do consider the potential end users of branded items, such as items of clothing, to prevent those items from being used in the future by persons with no affiliation to your National Society and/or in circumstances liable to undermine the respect for and prestige of the emblem or the reputation and image of your National Society or the Movement (e.g. a branded t-shirt worn by protestors or a person carrying out an act of violence, or branded caps and t-shirts donated for second-hand distribution later worn by people in areas of conflict).



Don'ts



- > Don't print a large red cross or red crescent on its own on T-shirts for sale or to give away or cover the front or the back of the shirt. This would represent protective use.³⁰

- > Don't permit any branded items that lend themselves to misuse or to a wider circulation that would be liable to undermine the respect for the emblem or the image or reputation of your National Society or the Movement (e.g. a branded pocket knife or other tool that could be used as a weapon).³¹
- > Don't allow branded items or merchandise to be used by individuals or organizations that do not have the best interest of your National Society or the Movement at heart, or who may portray a negative image.³²

Banners, flags and signage

When creating banners, flags or large signs for special events, ensure that the logo is displayed discreetly to avoid any confusion with the emblem displayed as a protective device.³³ In addition to the dos and don'ts for promotional, marketing and advertising materials, particular attention must be paid to the following:

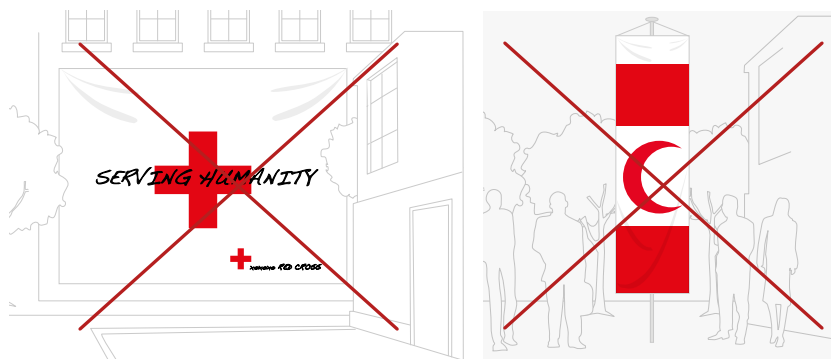
Dos

- > Do ensure that the logo is displayed discreetly, for example, in a corner of a sign or at the bottom of a banner.
- > Do consider the circumstances and/or the location where the banner, flag, or sign will be displayed, in order to preserve the prestige of and respect for the emblems and the image and reputation of your National Society and the Movement.



Don'ts

- > Don't display the emblem in large size or without the name or initials of your National Society on flags, banners or signs, as this could create confusion with the emblem used as a protective device.³⁴



Promotion with Movement partners

As previously highlighted, National Societies often work extensively with one another and with the International Federation and the ICRC in promoting our humanitarian work. In addition to the dos and don'ts for promotional, marketing and advertising materials, the following guidelines should be considered in order to be coherent in joint promotional activities and enhance the design of communication tools used during such partnerships within the Movement:

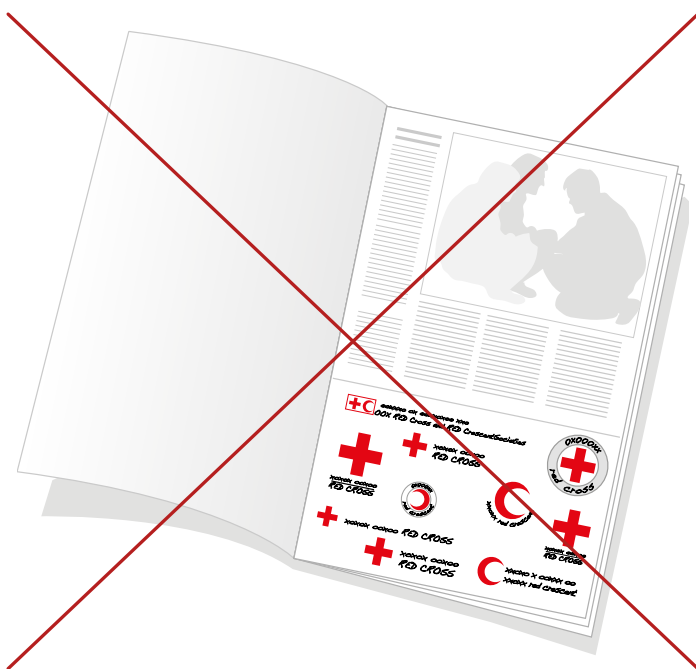
Dos

- > Do 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 on all sides, equal to the height of the red cross or red crescent.



Don'ts

- > Don't alter a National Society's logo to make it more harmonious with the others, for example, don't change a horizontal layout to a vertical one.



Decorative use or freer design of the emblem

The 1991 Emblem Regulations provided for the possibility of using an emblem for decorative purposes or using a freer design of the emblem.³⁵ This is meant to enable National Societies to display the emblems in a more creative or dynamic manner to meet contemporary communication and fundraising needs. This freer design can be a shape or a variation of an emblem, such as an outline, as long as it is not a close imitation. In addition, a National Society's logo must be displayed in close proximity.

There is also the possibility to display an emblem on its own in small size for decorative purposes in exceptional circumstances, such as for a specific campaign, and only if this freer design is displayed together with or in close proximity to the logo of a National Society.

A freer design can be used in association with public events or on materials intended to promote the National Society and/or the Movement, such as films, publications, medals or other tokens of acknowledgement.³⁶ On a webpage, this might also be achieved by a "one click away" approach, whereby clicking on the freer design of an emblem would take users to a National Society's webpage, where they would find an explanation of the campaign.

Decorative use of the emblems is allowed as long as national legislation does not prohibit it and it does not tarnish the prestige of the emblem or cause confusion with the protective function. Furthermore, the freer design should not in any manner be liable to undermine the image and reputation of the National Society or the Movement.

If a decision is made by your National Society to develop a freer design of the emblem for a specific campaign, the following guidance must be considered.

Dos

- > Do use the emblem for decorative purposes on a temporary basis only, with restraint and careful consideration of any risks or possible adverse consequences.
- > Do use the freer design only as part of your National Society's promotional and fundraising activities, for example on materials intended to promote your National Society and/or the Movement (such as videos, publications, online channels) or during public events.³⁷
- > Do display the freer design of the emblem together with your National Society's official logo, insofar as possible.³⁸
- > Do ensure that there is no risk of confusion between the freer design and the emblem displayed for protective purposes.³⁹
- > Do verify that the decorative use of the emblem conforms to domestic legislation and to the national context. Consult your National Society's legal advisor or department, or if required, any relevant public authorities.⁴⁰



Don'ts

- > Don't display a freer design of an emblem in typical cases of indicative use, such as on buildings, vehicles, uniforms or other forms of identification or on the letterhead of your National Society.⁴¹
- > Don't use a freer design of the emblem in an operational context or for operational purposes.
- > Don't incorporate or merge a decorative emblem into the individual logo of a Movement component.
- > Don't allow the display of a freer design of the emblem in third party partnerships, including on the marketing, advertising or digital materials of a corporate partner and/or on third party items for sale or distribution.



Displaying the emblem or a National Society's logo in films

In addition to producing films or spots for promotional purposes, Movement components often produce films, including animated films, to raise awareness of certain issues or humanitarian challenges, to teach international humanitarian law or to describe the history and work of the Movement.

An emblem or a National Society's logo can be displayed during a film as long as the display depicts an authorized use. For example, an emblem can be displayed on an ambulance transporting the wounded during an armed conflict. A National Society's logo may, for example, be displayed at the beginning or end of a film to demonstrate they are responsible for producing the film, or on the clothing of its staff or volunteers being filmed while providing assistance after a disaster. The emblems may not be displayed on their own without additional wording as a design feature in an animated film or to indicate the location of Red Cross or Red Crescent branch offices.

Below are two examples.

Rules of war (in a nutshell) – <https://www.icrc.org/en/document/rules-war-nutshell>

Children First Aid: Child choking – <https://www.youtube.com/watch?v=EYxPDzAWrRU>



DISPLAYING THE EMBLEM OR A LOGO ON PREMISES, EQUIPMENT OR RELIEF ITEMS FOR DISTRIBUTION

Often National Societies' communication, marketing or logistics staff are requested to arrange for the placement of their National Society's logo or an emblem on property, office buildings, warehouses, vehicles, equipment and other objects, such as uniforms and items for distribution.

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The most important point to consider is that the display of a logo is for indicative use (i.e. to show the link that a person, facility or vehicle has with a Movement component), and should in no way be liable to cause confusion with protective use (see box). Another essential point is that only the official logo of a National Society can be used for indicative purposes on buildings, premises, vehicles,⁴² uniforms and other items of clothing, and relief items for distribution.⁴³

Additionally, when a National Society is working in partnership with other Movement components, there may be a need or desire to display a National Society's logo together with one or more logos of its Movement partners on buildings, vehicles, items of clothing or other items, as explained in this section. This display is allowed as long as there are no legal restrictions under domestic law. The joint display of various Movement logos should also not create a risk of confusion as to which Movement component is conducting an activity.

This section provides guidance on and illustrations of the use of a National Society's logo on premises, vehicles, equipment and other objects, so as to ensure that such use complies with the 1949 Geneva Conventions and their Additional Protocols and with the 1991 Emblem Regulations, and is in line with agreed National Society practices. The dos and don'ts below complement the guidance already provided in the previous section on displaying an emblem for indicative purposes.

Protective use of the emblems

Displaying an emblem on its own constitutes protective use and is meant to mark medical and religious personnel and equipment which must be respected and protected in armed conflict, in accordance with the 1949 Geneva Conventions and their Additional Protocols.⁶¹ A National Society may display the emblem as a protective device in the situations below.

First, National Society staff, facilities and vehicles acting within the National Society's auxiliary role to armed forces' medical services, and placed at their disposal,⁶² may display the emblem as a protective device.

Second, public authorities may, subject to domestic legislation, authorize civilian medical facilities, vehicles and personnel to display the emblem as a protective device in times of armed conflict.⁶³ This provision also covers National Society medical facilities, vehicles and personnel, which, when authorized by their public authorities and in line with domestic law, may display the protective emblem. However, that entitlement remains restricted to situations of armed conflict.

Lastly, in peacetime, a National Society may display the emblem on its own as a preparatory measure, with the consent of the public authorities, in order to mark medical facilities and vehicles assigned to carry out medical services in the event of armed conflict.⁶⁴

For more details see: <https://www.icrc.org/eng/resources/documents/publication/p4057.htm>

On buildings, premises, vehicles and other equipment

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Dos

- > Do ensure that only the official logo of your National Society is displayed on your National Society's buildings and premises (for example, to mark hospitals, medical facilities or aid stations that are run by your National Society), as well as on vehicles and other equipment.⁴⁴
- > Do ensure that your National Society's logo is always displayed discretely on your buildings or facilities, including within the premises (for example, in the reception area of a building). The logo must be relatively small in order to avoid confusion with the protective emblem, in particular in times of armed conflict.⁴⁵
- > Do ensure conformity with domestic legislation if your National Society intends to permit third parties to use the emblem in peacetime to mark vehicles used as ambulances or aid stations assigned for the free treatment of the wounded and sick.⁴⁶ In this case, your National Society must regularly monitor the use of the emblem and reserve the right to withdraw its authorization.⁴⁷
- > Do assess the activities, image and reputation of any external persons or organizations with whom your National Society is sharing, or plans to share, a building or premises. In particular, do ensure that their reputation and activities would not undermine the prestige of the emblem or the perception of your National Society and/or the Movement.⁴⁸
- > Do consider any consequences that could arise from the display of multiple Movement components' logos on buildings, premises, vehicles or other equipment, in particular when working with Movement partners in an operational context.

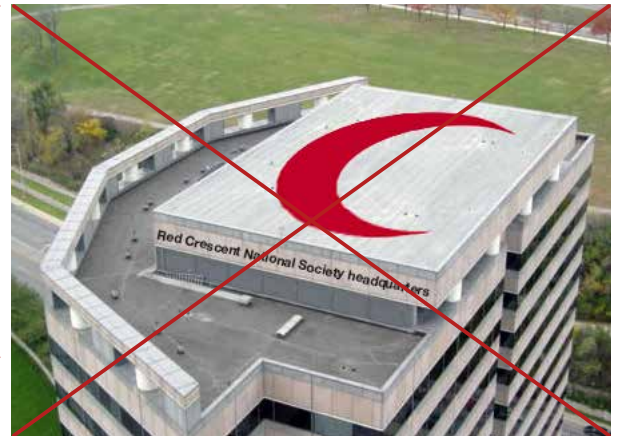
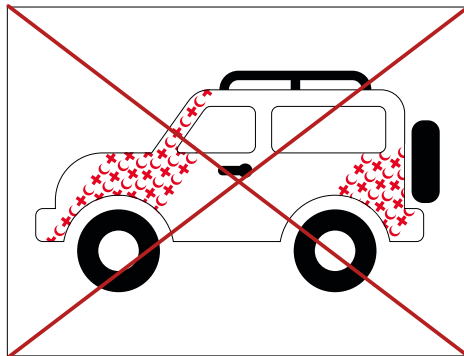
- > Do place your National Society's logo in small size on vehicles sponsored or provided by an external partner and include a clear explanation of the assistance received by your National Society.⁴⁹ In the case of a corporate partner, do ensure that the partner complies with the selection criteria defined in the 2005 "Movement policy for corporate sector partnerships."⁵⁰



Don'ts

- > Don't display your National Society's logo on the roof of a building or vehicle, as the display of the emblem on roofs is reserved for protective use in times of armed conflict. There is an exception to this rule: hospitals or facilities of a National Society that would be assigned to provide care to the wounded and sick in times of armed conflict and that would, therefore, be authorized to display the emblem on its own in peacetime as a preparatory measure.⁵¹
- > Don't display the emblem on buildings or premises belonging to but not occupied by your National Society (e.g. if it rents or lends property to a third party). If your National Society occupies part of a building, the logo should only be displayed on/in that part.⁵²
- > Don't display the logo of an external partner on buildings, premises, vehicles or other equipment.

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On uniforms, other items of clothing and badges

Some staff and volunteers wear uniforms, other items of clothing and/or badges displaying their National Society's logo while performing their work.⁵³ Certain inherent risks are associated with the display of a National Society's logo on the uniforms, other items of clothing or badges worn by members, staff and volunteers, whether on or off duty. National Societies should therefore ensure their members, staff and volunteers display the emblem in a manner that does not undermine the prestige of or respect for the emblem or the image and reputation of the National Society or of the Movement.

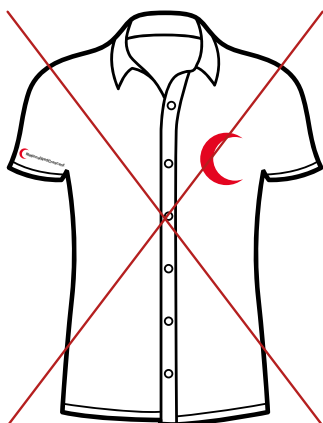
Dos

- > Do ensure that only the official logo of your National Society is displayed on uniforms, patches affixed to a uniform, or on other items of clothing or badges, and ensure that the logo is small.⁵⁴ However, staff and volunteers may forgo the use of the name and initials of a National Society alongside the emblem where such use might hinder their work or safe access, including during internal disturbances and tensions.⁵⁵ Staff and volunteers may wear a logo whose dimensions are large when this would allow easier identification and safer access.⁵⁶
- > Do consider establishing procedures that restrict members, staff and volunteers from wearing uniforms, other items of clothing or badges that display the logo of your National Society (or that of another Movement component) outside of work-related activities or off duty. However, members and staff of a National Society that are not on duty may be authorized to display the National Society's logo in very small dimensions, for example on a pin or an accessory.⁵⁷
- > Do consider any consequences that could arise from the display of multiple Movement components' logos on uniforms or other items of clothing, especially when working with Movement partners in an operational context.



Don'ts

- > Don't use the emblem or logo on armbands or in large size on items of clothing, such as T-shirts or caps, as this would be liable to cause confusion with the protective use of the emblem. Based on the widespread practice of National Societies, the display of a large-size logo on uniforms or bibs used by staff and volunteers may, however, be permitted for easier identification and/or to enhance safe access.⁵⁸
- > Don't permit National Society uniforms or other items of clothing to be worn by those not authorized to do so and/or not associated with your National Society or the Movement.



On signage, relief items and other items distributed to beneficiaries

Dos

- > Do ensure that only the official logo of your National Society is displayed on relief items intended for beneficiaries and on signage marking activities, distribution sites and consignments.⁵⁹
- > Do ensure that a joint display of your National Society's logo with that of an external partner's logo (e.g. a funding government, a United Nations agency or any other external partner) remains exceptional,⁶⁰ especially when distributing relief items in an operational context. When it is done, do ensure that the display of the logo on items for distribution remains discrete and restricted to a specific activity. The joint display of logos should also include a description of the nature of the partnership and should not be liable to create confusion between your National Society and the external partner.



Don'ts

- > Don't allow a third party to sell items displaying your National Society's logo that are intended to be distributed to beneficiaries as relief items.



DISPLAYING LOGOS WITH EXTERNAL PARTNERS AND IN COMMERCIAL ACTIVITIES

The components of the Movement regularly work with a range of partners outside the Movement. External partners can include government agencies or other public authorities, armed and security forces, universities, non-governmental organizations, the corporate sector or the media. These partnerships can have a number of purposes, such as training, education, dissemination, awareness-raising and positioning.⁶⁵

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

National Societies often work in partnership with universities, think tanks, public authorities or armed and security forces on joint projects such as international humanitarian law promotion, health education and training, or disaster response.⁶⁶ Communication materials such as publications, letters, invitations, certificates and name tags are often produced to support these initiatives.

In these cases, if the National Society is responsible for funding the initiative, its logo may be included on the material along with that of the partner.⁶⁷ However, it is important to ensure that the association is clear and that there is no risk of a misunderstanding that would compromise the perception of the independence and neutrality of the National Society or the Movement.⁶⁸ In more sensitive contexts, such material should, as far as possible, not be distributed beyond the target audience.

The following guidance is recommended:

Dos

- > Do include an explanation defining the association with the external partner (e.g. “in partnership with”).⁶⁹
- > Do ensure that there is sufficient space between logos.
- > Do consider how the communication materials will be used, and ensure that the use of the materials will not undermine the image and reputation of your National Society and its perception as an independent and neutral humanitarian actor.⁷⁰
- > Do ensure that the partner is aware of the rules on the use of the emblems and, where a formal agreement is signed, do include conditions regarding the display of your National Society’s logo.⁷¹
- > Do ensure, if the partner is producing communication materials with your National Society’s logo, that they submit the materials to you for approval prior to publishing.⁷²



Don'ts

- > Don't permit the use of the logo if the Movement representative is a participant, rather than an organizer/partner of an event or other activity. Instead, do use the name of your National Society, or its initials, without the emblem.

Commercial partnerships

When working with commercial partners, the 1991 Emblem Regulations require that National Society take certain precautions to ensure that the prestige of and respect for the emblems, as well as the image and reputation of the National Society and the Movement are maintained.⁷² The 2005 “Movement policy for corporate sector partnerships” (<http://www.icrc.org/eng/resources/documents/article/review/review-860-p755.htm>) also provides guidance on the desired profile of a commercial partner, the terms of the screening process, procedures to be considered before entering into partnerships with corporate or commercial partners, and the elements that should form part of any such contract.⁷⁴ Below 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 National Society, 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 are not in line with the 1991 Emblem Regulations, the 2005 “Movement policy for corporate sector partnerships” or the Movement’s values. Such activities include those generally considered to harm health, for example, tobacco or alcohol production and distribution, as well as weapons manufacturing, or industries that are harmful to the environment.⁷⁵

- Do ensure that the duration and geographical scope of the initiative are limited and clearly agreed upon with the commercial partner.⁷⁶
- Do develop a written contract with the commercial partner and ensure that it is approved by the leadership of your National Society.⁷⁷
- Do retain control over the entire initiative conducted jointly with the commercial partner (including over any advertising or promotional materials intended to be produced by the commercial partner to publicize the partnership – see the following section on advertising and promotion with commercial partners).⁷⁸
- Do reserve the right to cancel the contract with the commercial partner at any time, including at short notice, should its activities undermine the prestige of or respect for the emblem or the image and reputation of your National Society or of the Movement.⁷⁹
- 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.⁸⁰
- Do ensure that the material or financial advantage which your National Society gains from the association is substantial, without, however, jeopardizing its independence.⁸¹ The 1991 Emblem Regulations specify that the financial gain should not exceed a certain percentage of the National Society’s total resources (20 per cent maximum).⁸² The long-term integrity of the emblem and of your National Society must take precedence over the short-term financial benefit.

Additional recommendations include:

- Do establish a benefits scheme that provides partners with a range of benefits/privileges based on their level of giving or amount of their donation, in order to give appropriate levels of visibility.

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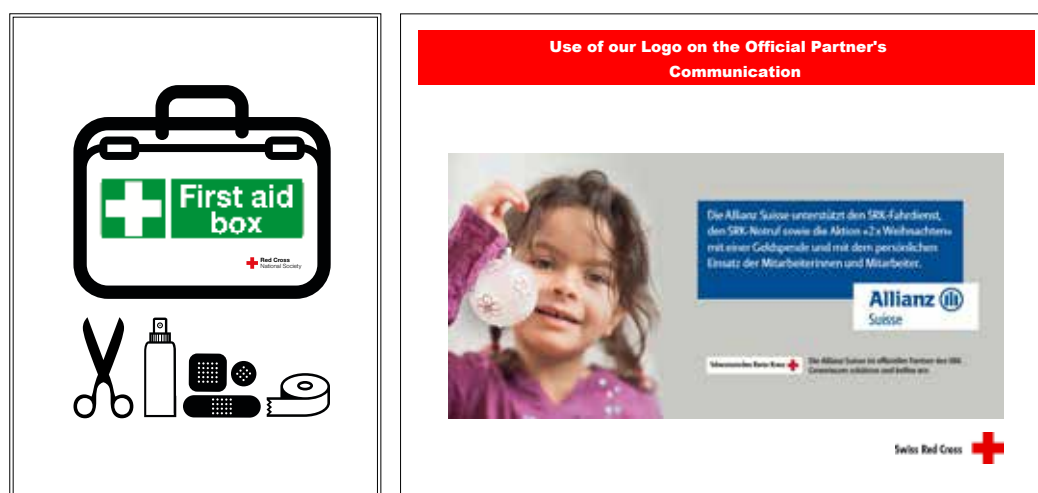
- Do ensure that the commercial partner is aware of the rules on the use of the emblems and do include conditions regarding the display of your National Society's logo.⁸³

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 directly on the partner's products for sale or distribution (see the next section on cause-related marketing).⁸⁴ When developing joint advertisements or other promotional materials, it is 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.⁸⁵ The following rules and recommendations are designed to ensure that there is no confusion:

Dos

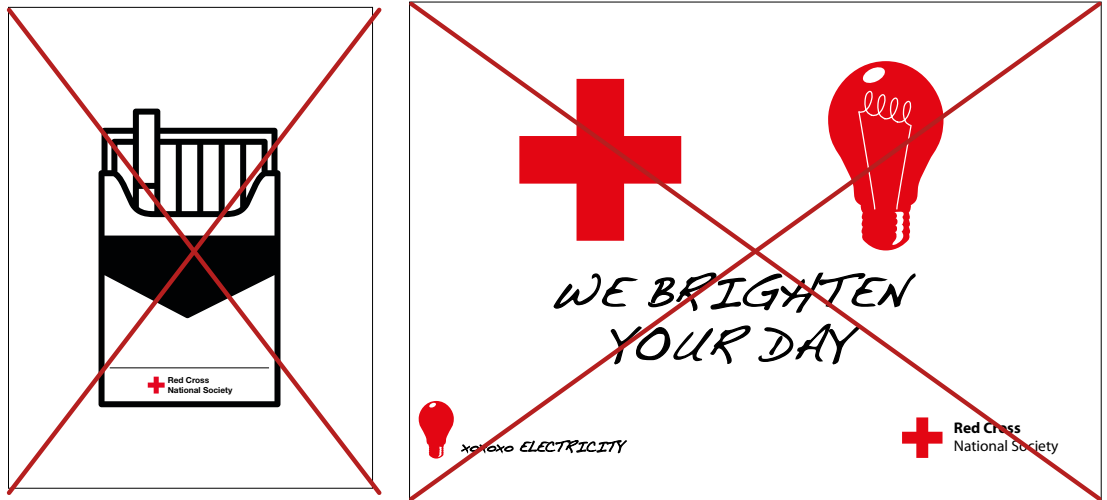
- > Do leave adequate space between your National Society's logo and the logo of the commercial partner, and do ensure that no other logos, text or graphics appear to be part of your National Society's logo.
- > Do include a clear explanation of the assistance your National Society receives from the commercial partner.⁸⁶ This is to avoid any misunderstanding regarding the relationship with the partner and to ensure that your National Society does not appear to be endorsing a product or service. This may be achieved through additional wording, such as "in partnership with," "in support of" or "a campaign in support of" followed by the name of your National Society, etc.
- > Do ensure that the logo is of small dimensions and is not the dominant element of the design and layout of the promotional materials.⁸⁷
- > Do ensure that the conditions and circumstances of the display of your National Society's logo are defined in a formal agreement and that your National Society retains control over the campaign.⁸⁸ Your National Society should also include in the agreement the right to cancel the agreement at any time and at short notice.⁸⁹



Don'ts

- > Don't allow the commercial partner to develop promotional materials or messaging which would create confusion or indicate that the partner is a component of the Movement.⁹⁰ It is not unusual for external partners to want to use the emblems in ways that aren't in line with the 1991 Emblem Regulations or in a manner which implies a special status, as a result of too close an association with the emblems.

- > Don't permit the commercial partner to develop promotional artwork/designs which could cause confusion with the emblems,⁹¹ particular through the use of a decorative or freer design of the emblem.



Cause-related marketing by commercial partners – visibility on products and packaging

When engaged in a partnership with a commercial company, a National Society cannot permit the display of the emblem or of its logo directly on the products or services for sale or distribution by that partner.⁹² Such items are often designed to last and the National Society would therefore have no control over their use.

The corporate partner may, however, display on a product the name of the National Society together with an explanation of the support provided by the partner to the National Society, for example, that the proceeds are to be donated in whole or in part to the National Society. This mention should make clear the benefit received by the National Society and must not be seen as an endorsement of the commercial partner or the product.⁹³

As noted above, although the logo containing an emblem cannot be displayed on a product for sale by a third party,⁹⁴ it is possible to display the emblem on the packaging of a product with a commercial partner.

Packaging is defined as something that is added to a product and is intended to be discarded once you access the product. Usability or reusability is a critical consideration. For example, it is not permitted to place a National Society's logo on a beverage bottle, as the bottle is an integral part of the product. However, it would be possible to display a logo on the shrink wrapping of the bottles (i.e. the plastic covering which holds together several bottles).

Some other examples of the types of packaging that could carry a National Society's logo include outer packaging (e.g. the carton or box around a bar of soap) and a neck wrap around a bottle or a label that is designed to be torn off upon consumption of the product and then discarded.

Dos

- > Do ensure that the logo of your National Society is displayed only on packaging that is disposed of upon consuming or accessing the product (e.g. on plastic wrapping around a product or a tag around a bottle neck).
- > Do ensure that your National Society's logo on packaging is displayed in small dimensions.
- > Do include a clear explanation of the association between the commercial partner and the Movement component.⁹⁵ This may be achieved through additional wording, such as “in partnership with,” “in support of” or “a campaign for” followed by the name of your National Society, etc.
- > Do ensure that the display of your National Society's logo on the packaging is limited in time and geographic scope and do include these conditions in the agreement with the commercial partner.⁹⁶
- > Do apply the 2005 “Movement policy for corporate sector partnerships” and in particular the guiding criteria.
- > Do assess any risks and adverse consequences that could arise from an association with the product, its quality and/or its reputation when agreeing to the display of your logo on the packaging of that product.⁹⁷
- > Do seek consent from other National Societies on whose territory a product and packaging displaying your National Society's logo will be, or would be, distributed and sold by the corporate sector partner.



Don'ts

- > Don't permit the display of your National Society's logo on packaging that is a permanent or structural part of the product (e.g. a box of cornflakes, the label of a bottle, etc.).⁹⁸
- > Don't use the logo of your National Society on the packaging of a product that is not designed to be discarded upon consumption and/or that could be put to further or alternative use.

- > Don't use the emblem on its own, without the name or initials of your National Society, on packaging, in order to avoid confusion with the protective use of the emblem.⁹⁹
- > Don't authorize the decorative use or freer design of the emblem on the packaging of a product.



Service providers

It is not recommended to give permission to service providers (for example, a company that has provided or offered its services or products to a component of the Movement for a fee, for a reduced fee or pro bono), if requested, to refer to a National Society in order to promote their own services. Such companies should not use a National Society's logo, but they may list a National Society's name as a client.

A service provider may also use a National Society's name, initials or a photo demonstrating its humanitarian work (which may include a display of the logo) with prior authorization from the National Society.

Displaying the emblems and logos in third-party 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; however, such decisions should be taken with caution and should consider any risks to the prestige of and respect for the emblem and/or to the image and reputation of the National Society and the Movement.

Using the red cross or red crescent emblems to indicate and represent the protection of medical facilities 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 permissible.

We are unfortunately not always asked for permission by film and television production companies to display the emblem or refer to a Movement component or a

person associated with the Movement. Should this occur, involve the legal department or seek guidance from the ICRC.

However, if permission is requested, consider the following:

Dos

- > Do request, for review, a copy of the script and a description of how the emblems or your National Society's logo will be represented.
- > Do request, if possible, to see an example of how the red cross or red crescent emblem will be displayed to ensure that the way it is shown is in line with international humanitarian law and with relevant rules and regulations of the Movement.
- > Do ensure that any depiction of the use of the red cross or red crescent represents an authorized use of the emblem in accordance with the Geneva Conventions and their Additional Protocols, and the 1991 Emblem Regulations. If a film features a historical event where the red cross or red crescent was displayed, do ensure that facts are also accurately depicted.
- > Do ensure that the film's storyline 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 component 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. In addition, do take the opportunity to explain that there are strict rules (and domestic legislation) based on international humanitarian law that restrict the use of the emblems.
- > Do consider potential negative implications of a film for other Movement components or the Movement as a whole.

Don'ts

- > Don't give permission without fully understanding 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 upon in advance and authorized in writing.

Commercial ventures conducted by National Societies

National Societies often engage in commercial or business activities in their own name for income generation. Such activities have included for example, 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 paid to the impact such activities may have on the identity, image and reputation of the National Society as a voluntary humanitarian organization, or the Movement as whole, and the respect for the emblems. The National Society should also ensure that such activities are conducted in conformity with domestic law and are permissible under the National Society's own national legal status.

Dos

- > Do maintain a reasonable balance between the humanitarian activities of your National Society and its commercial and profit-making activities.
- > Do consider establishing a distinct legal entity entrusted with managing the commercial venture with its own management structure in order to avoid any confusion in the mind of the public between your National Society and the commercial venture.
- > Do consider developing a new logo and visual identity that do not include the emblem for your National Society's commercial venture.

Don'ts

- > Don't display your National Society's logo when the commercial activity of your National Society is separate from or unrelated to its humanitarian work or objectives, such as hotel ventures or the production of products for sale, e.g. bottled water.
- > Don't engage in commercial activities that are incompatible with the Fundamental Principles, humanitarian values or mission of the Movement, that might be considered controversial or that are not in line with international humanitarian law or with recognized human rights' standards.

CONCLUSION

This document has aimed to provide a comprehensive overview of the correct use of the distinctive emblems and the logos of Movement components. It has also included a number of good branding practices in order to strengthen our individual and collective brand identities. In addition the "dos and don'ts" covered in this guidance, it is recommended that National Societies also consider taking the following steps, where possible:

- develop internal regulations on your National Society's use of the emblem, including by its members, staff and volunteers.¹⁰⁰ Regulations on the display of the emblems and logos on buildings, premises, vehicles and other equipment, such as the uniforms of National Societies' staff and volunteers, are particularly important;
- provide training to your National Society's staff and volunteers on the use of the distinctive emblems; and
- designate a specific unit or focal point in your National Society to be responsible for advising on matters concerning the display of the emblem or logo. The focal point could be a National Society's legal adviser on international humanitarian law, the corporate legal adviser, the legal department, the marketing officer or other communication staff or the communication department. Contact the ICRC or the International Federation with any questions.

END NOTES

14. *First Geneva Convention, Art. 38.*
15. *1991 Emblem Regulations, Art. 5.*
16. *Ibid.*
17. *The recommendation for the emblem to be a two-dimensional shape is from the International Federation's "Red cross, red crescent and red crystal emblems: Design guidelines." It is not specified in the 1991 Emblem Regulations.*
18. *1991 Emblem Regulations, Art. 5.*
19. *Ibid.*
20. *Ibid.*
21. *Ibid., Art. 1.*
22. *Ibid., Art. 23, para. 2.*
23. *Ibid., Art. 23.*
24. *Ibid., Art. 1.*
25. *Ibid., Art. 4.*
26. *Ibid., Art. 5, para. 2.*
27. *Ibid., Art. 3.*
28. *Ibid., Art. 23, para. 2.*
29. *Ibid.*
30. *Ibid.*
31. *Ibid.*
32. *Ibid., Art. 23 para. 3(d) and re para. 3(d).*
33. *Ibid., Art. 4.*
34. *Ibid.*
35. *Ibid., Art. 5, para. 3.*
36. *Ibid.*
37. *Ibid.*
38. *Ibid.*
39. *Ibid., Art. 5, re paras 2 and 3.*
40. *Ibid., Art. 5, para. 3 and re paras 2 and 3.*
41. *Ibid., Art. 5 re paras 2 and 3.*
42. *It is important to remember that every interaction with a staff member or volunteer of a National Society affects its image. National Societies should put in place procedures in order to ensure that everyone operating a marked vehicle drives cautiously and obeys domestic traffic laws.*
43. *Ibid., Arts 19, 21 and 27.*
44. *Ibid., Arts 19 and 21.*
45. *Ibid., Art. 19, para. 3.*
46. *First Geneva Convention, Art. 44, para. 3; 1991 Emblem Regulations, Art. 22.*
47. *1991 Emblem Regulations, Art. 22, para. 2.*
48. *Ibid., Art. 19, re para. 2.*
49. *Ibid., Art. 23, re para 3(a) and (b) and re para. 4.*
50. *Council of Delegates, "Movement policy for corporate sector partnerships" (Annex to Resolution 10), Section 3, Seoul, 2005.*
51. *1991 Emblem Regulations, Art. 13.*
52. *Ibid., Art. 20.*
53. *It is important to note that the ICRC does not permit its staff to wear uniforms. Rather, ICRC staff wear removable bibs with the roundel as a protective symbol when performing certain activities in the field.*
54. *Ibid., Art. 16, para. 3.*
55. *Ibid., Art. 16, re para. 3.*
56. *For National Society first aid workers, this possibility is provided for under the 1991 Emblem Regulations, Art. 16, re para. 1. Given the widespread practice of National Societies in situations of armed conflict and internal disturbances and tensions and the absence of State objections, it is acknowledged that a National Society's staff and volunteers may at times use a logo of large dimensions, although they must do so with restraint.*
57. *Ibid., Art. 16, para. 2.*
58. *Ibid., Art. 16, re para. 1.*
59. *Ibid., Art. 27.*
60. *Ibid., Art. 25.*
61. *First Geneva Convention, Arts 40 and 41; 1991 Emblem Regulations, Art. 1, para. 1.*
62. *First Geneva Convention, Art. 26.*
63. *Additional Protocol I, Art. 18, para. 4; 1991 Emblem Regulations, Introduction, section. 2, para. 3; and 1991 Emblem Regulations, Art. 9, re para. 1.*
64. *1991 Emblem Regulations, Art. 13.*
65. *Ibid., Art. 25.*
66. *Ibid.*
67. *Ibid., Art. 23, para. 3.*
68. *Ibid., Art. 23, para. 3(a) and (c).*
69. *Ibid., Art. 23, re para. 3(a) and (b) and re para. 4.*
70. *Ibid., Art. 23, para. 3(a).*
71. *A deliberate violation of these conditions should, inter alia, entitle the National Society to terminate the contract with immediate effect, without being liable for any compensation, in accordance with the 1991 Emblem Regulations, Art. 23, para. 4.*
72. *Ibid.*
73. *Ibid., Art. 23.*
74. *Council of Delegates, "Movement policy for corporate sector partnerships" (Annex to Resolution 10), Sections 3-5, Seoul, 2005.*
75. *1991 Emblem Regulations, Art. 23, para. 3(d).*
76. *Ibid., Art. 23, para. 3(c).*
77. *Council of Delegates, "Movement policy for corporate sector partnerships" (Annex to Resolution 10), Section*

5, Seoul, 2005; 1991 Emblem Regulations, Art. 23, para. 3(g) and (h).

78. 1991 Emblem Regulations, Art. 23, para. 3(b).

79. *Ibid.*, Art. 23, para. 3(e).

80. *Ibid.*, Art. 23, para. 3(a) and re para. 3(a) and (b).

81. *Ibid.*, Art. 23, para. 3(f).

82. *Ibid.*

83. *A deliberate violation of these conditions should, inter alia, entitle the National Society to terminate the contract with immediate effect, without being liable for any compensation, in accordance with the 1991 Emblem Regulations, Article 23, paragraph 4.*

84. *Ibid.*, Art. 23, para. 4 and re para. 4.

85. *Ibid.*, Art. 23, para. 3(a) and (b).

86. *Ibid.*, Art. 23, para. 3(a) and para. 4.

87. *Ibid.*, Art. 23, re para. 4.

88. *Ibid.*, Art. 23, para. 4.

89. *Ibid.*, Art. 23, para. 3(e).

90. *Ibid.*, Art. 23, para. 3(a) and para. 4.

91. *Ibid.*

92. *Ibid.*, Art. 23, para. 4 and re para. 4.

93. *Ibid.*, Art. 23, re para. 4.

94. *Ibid.*, Art. 24, para. 1.

95. *Ibid.*, Art. 23, para. 3(a) and para. 4.

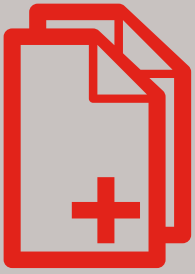
96. *Ibid.*, Art. 23, para. 3(c).

97. *Ibid.*, Art. 23, para. 3(a).

98. *Ibid.*, Art. 23, para. 4.

99. *Ibid.*, Art. 23, para. 2.

100. *This is congruent with Article 7 of the 1991 Emblem Regulations.*



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Red Crescent branding toolkit, please contact:

**International Committee
of the Red Cross (ICRC)**

Michelle Rockwell

Head of Social Marketing

Tel: +41 22 730 2412

Email: mrockwell@icrc.org

**International Federation of
Red Cross and Red Crescent Societies**

Communication department

E-mail: secretariat@ifrc.org

Tel: +41 22 730 42 22

Fax: +41 22 733 03 95

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