

Policy Name: Emblem and Logo Use Policy
Approver: Board

Owner: CEO

Version	Date of Approval	Summary of changes made	Next review due
1.0	17 May 2016		
2.0	11 April 2025	Policy updated and separate procedure developed.	2028

1 Purpose

- (a) The distinctive red cross, red crescent, red crystal and red lion and sun emblems (the **Distinctive Emblems**) are among the most recognised, respected and trusted symbols in the world. In over 350 languages, they mean ‘don’t shoot – I am not part of the fight’.



*The **red cross** emblem, being a red cross with vertical and horizontal arms of the same length on, and completely surrounded by, a white ground*



*The **red crescent** emblem, being a red crescent moon on, and completely surrounded by, a white ground*



*The **red crystal** emblem, being a red frame in the shape of a square on edge on a white ground.*



*The **red lion and sun** emblem, being an emblem in red on, and completely surrounded by, a white ground, of a lion passing from right to left of, and with its face turned towards, the observer, holding erect in its raised right forepaw a scimitar, with, appearing above the lion’s back, the upper half of the sun shooting forth rays.*

Note While the red lion and sun emblem is protected under international humanitarian law (IHL) and Australian law, it fell into disuse in 1980 when Iran adopted the red crescent emblem.

- (b) The Society, and all Australian Red Cross People, are responsible for:
- (i) protecting the integrity of the Distinctive Emblems, and ensuring that nothing tarnishes the prestige of, or reduce the respect due to, the Distinctive Emblems; and
 - (ii) ensuring that use of the red cross emblem, Logo and Designation by the Society complies with restrictions under Australian law and the requirements of the International Red Cross and Red Crescent Movement (the **Movement**), including the Emblem Regulations.
- (c) The Distinctive Emblems and the designations “Red Cross”, “Geneva Cross”, “Red Crescent”, “Red Crystal” and “Red Lion and Sun”:
- (i) are internationally recognised symbols of protection and neutrality;
 - (ii) used to identify military medical services, military religious services, volunteer medics and the wounded and sick in times of armed conflict, signalling their protection under IHL;
 - (iii) used to indicate the connection between the people, programs and objects and the humanitarian activities of the Movement, both during armed conflict and peacetime, and as a symbol of the Fundamental Principles of the Movement; and

- (iv) are protected under both international law (including the Geneva Conventions of 1949 and their Additional Protocols of 1977 and 2005) and Australian law.
- (d) Under the *Geneva Conventions Act 1957* (Cth), any use of the Distinctive Emblems without the permission of the Minister or their delegate is a criminal offence. The Minister for Defence by letters (**Ministerial Authority**) dated:
 - (i) January 1981: authorised the Society to use the red cross emblem and the designation 'Red Cross'.
 - (ii) June 2015: authorised the CEO to give consent to third parties to use the red cross emblem and/or the designation 'Red Cross' (as part of the phase 'Australian Red Cross') to facilitate the Society's fundraising and/or other relationships with those third parties which support and promote the activities of the Society, where such consent is in accordance with and consistent with the Emblem Regulations. The third party may be a commercial partner or community, government or not-for-profit organisation.

2 Scope and Audience

- (a) This policy applies to:
 - (i) all Australian Red Cross People.

Note: For the purpose of this policy, Australian Red Cross People includes all employees, volunteers and members of the Society, and Australian Red Cross Lifeblood.
 - (ii) all contractors, consultants, suppliers, and others in connection with performing specific work or services for the Society or Australian Red Cross Lifeblood (but this does not authorise use of the Logo or Designation for their own use, including display on their websites or promotional material).
- (b) This policy sets out the requirements:
 - (i) to use the Distinctive Emblems;
 - (ii) for Australian Red Cross People to use the Logo or Designation; and
 - (iii) to permit any third party to use the Logo or Designation.
- (c) This policy does not cover use of the Distinctive Emblems by third parties (other than use of the Logo or Designation as set out in the June 2015 Ministerial Authority), consent for which must be given by the Minister or their delegate pursuant to Section 15 of the *Geneva Conventions Act 1957* (Cth).

3 Policy

3.1 General requirements

- (a) Under Article 3 of the Emblem Regulations, the Distinctive Emblems may only be used for activities consistent with the principles, including the Fundamental Principles, of the Movement.
- (b) Under Article 3 of the Emblem Regulations, the Distinctive Emblems shall not be used in any way that would *'tarnish its prestige or reduce the respect due to the emblem'*.
- (c) Under Article 23 of the Emblem Regulations, the Society must not engage (or link its name or logo) with a third party whose activities run *'counter to the Movement's objectives and Fundamental Principles, or which might be regarded by the public as controversial'*.

Note: Examples of these activities include the manufacture or sale of arms, tobacco, alcohol, or products clearly seen as being detrimental to health or harmful to the environment.
- (d) By law, the Distinctive Emblems must always be displayed on a white background.

3.2 Logo

- (a) The Logo for the Society is made up of two elements, being the red cross emblem (which is red vertical and horizontal arms of the same length on, and completely surrounded by, a white ground) and the Designation (as shown below).



- (b) The red cross emblem must NOT be used without the Designation 'Australian Red Cross,' except for certain limited exceptions (see section 3.3).
- (c) To avoid doubt, the Designation CAN be used without the red cross emblem.

Note: *The authorised Logo and Designation for the Society are set out in section 4.1.*

3.3 Use of the Distinctive Emblems

The Distinctive Emblems should not be used in isolation, including in historical images, except:

- (a) where promoting IHL;
- (b) where explaining the correct use of the emblem; or
- (c) with the prior approval of the CEO (or their delegate).

3.4 Use of the Logo and Designation by the Society

Australian Red Cross People may use the Logo or Designation in the course of their duties, provided that:

- (a) the use of the Logo or Designation is strictly in accordance with the Emblem Regulations and Brand Guidelines;
- (b) the form and context of the use of the Logo or Designation does not bring the Society, or the Movement into disrepute; and
- (c) if the Logo or Designation is to be placed on an object for sale, the object shall be of reduced dimensions or else made of rapidly perishable material.

Note: *If you are unsure whether the use of the Logo or Designation complies with the above requirements, or there is a potential risk in use of the Logo and/or Designation, please consult with the IHL team.*

3.5 Third party use of Logo and Designation

- (a) In accordance with the June 2015 Ministerial Authority, only the CEO may authorise a third party to use the Logo or Designation.

Note: *A third party for the purposes of this section 3.5 is any individual or organisation that is not part of the Movement and includes commercial and community entities, government and not-for-profit organisations, and any public association between such third parties and the Society.*

- (b) Any authorisation by the CEO for a third party to use the Logo or Designation must:
- (i) prohibit the use of the red cross emblem in isolation;
- (ii) comply with the requirements of the Ministerial Authority;
- (iii) be in accordance and consistent with the Emblem Regulations;
- (iv) be in accordance with the Brand Guidelines; and

- (v) be documented in accordance with any requirements set out in the Emblem and Logo Use Procedure, including any prior authorisation required to use the Logo or Designation.

3.6 Misuse

- (a) The Society is responsible for monitoring the proper use of the Distinctive Emblems in Australia in accordance with the Statutes of the Movement and following agreement with the Department of Defence.

Note: *The role of the Society, managed by the IHL team (as agreed with the Department of Defence), is to educate the community in respect to the protected status of the emblem, advocate for misuses to be changed and notify the Department of Defence of serious misuses of the emblem which cannot be resolved through negotiation.*

- (b) Any misuse of the Distinctive Emblems, the Logo or the Designation should be reported to emblem misuse@redcross.org.au or at redcross.org.au/about/the-red-cross-emblem/.
- (c) Any breaches of this policy by Australian Red Cross people may lead to disciplinary action. Depending on the severity of the breach, such disciplinary action against any Australian Red Cross People may include reprimand, formal warning, demotion, stand down, suspension, or termination.
- (d) Breaches of applicable laws or regulations may also result in prosecution by the appropriate authorities.

4 Other

4.1 Definitions

Term	Definition
Australian Red Cross People	All employees, volunteers, and members of the Society and Australian Red Cross Lifeblood
Brand Guidelines	The Australian Red Cross Brand Guidelines or the Australian Red Cross Lifeblood Brand Guidelines (as applicable). Note: <i>As at the date of adoption of this policy, the current Australian Red Cross Brand Guidelines can be accessed on The Lounge > Departments > Marketing & Communications > Australian Red Cross Brand Toolkit and Guidelines</i>
CEO	The CEO (Secretary-General) of the Society appointed in accordance with the Rules.
Designation	“Australian Red Cross”, “Australian Red Cross Society” and “Red Cross”. Note: <i>To avoid confusion with other parts of the broader Movement, use of the designation ‘Red Cross’ should be used sparingly, and generally only where making references to work by Australian Red Cross in connection with the broader Movement.</i>
Distinctive Emblems	The distinctive red cross, red crescent, red crystal and red lion and sun emblems.
Emblem Regulations	Regulations on the use of the emblems of the Red Cross and Red Crescent by National Societies (adopted by the 20 th International Conference of the Red Cross and Red Crescent (Vienna, 1965) and revised by the Council of Delegates (Budapest, 1991)).
IHL	International Humanitarian Law.

Term	Definition
Logo	The form of the logos (which are consistent with this policy) as approved by the Board from time to time and set out in the Brand Guidelines.
Ministerial Authority	The same meaning as that term is used in 1(d).
Movement	International Red Cross and Red Crescent Movement.
Society	Australian Red Cross Society.

4.2 Related Documents

- (a) Brand Guidelines.
- (b) Delegations Framework.
- (c) Emblem and Logo Use Procedure.
- (d) January 1981 Designation from Minister for Defence to use red cross emblem and name 'Red Cross' (**January 1981 Ministerial Authority**).
- (e) June 2015 Designation from Minister for Defence for third parties to use emblem and name (**June 2015 Ministerial Authority**).

4.3 Related legislation / standards

- (a) Geneva Convention I, Arts 38–44, 53 and 54; Geneva Convention II, Arts 41–45; Geneva Convention IV, Arts 18–22; Additional Protocol I, Arts 8, 18, 38 and 85 and Annex 1; Additional Protocol II, Art 12; and Additional Protocol III, Arts 1–7.
- (b) *Geneva Conventions Act 1957* (Cth).
- (c) International Red Cross and Red Crescent Movement's Policy for Corporate Sector Partnerships (adopted by the Council of Delegates (Seoul, 2005)).

Note: *This Policy is binding on the Society.*

- (d) Regulations on the use of the emblems of the Red Cross and Red Crescent by National Societies (adopted by the 20th International Conference of the Red Cross and Red Crescent (Vienna, 1965) and revised by the Council of Delegates (Budapest, 1991)) (**Emblem Regulations**).

Note: *These Regulations are binding on the Society.*