



NEW ZEALAND  
**RED CROSS**

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## **New Zealand Red Cross**

### **Emblem Policy**

**Version 2.0**

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**Responsibility for policy: International  
Humanitarian Law Advisor**

# Emblem Policy

## Amendments

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Version	Date	Author(s)	Organisation	Amendment
1.0	1995	-	NZRC	Emblem Misuse Procedures
1.1	2008	-	NZRC	National Emblem Policy
1.2	October 2011	G. Emery, IHL Manager	NZRC	Emblem Policy
1.3	September 2015	M. Lloyd, IHL Manager	NZRC	Emblem Policy
2.0	June 2018	Rebecca Dudley, IHL Advisor	NZRC	Emblem Policy with additional material from law, regulations and guidelines.

**This policy is to be reviewed every 3 years.**

**Policy Review due by: June 2021**

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## Emblem Policy

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**Policy Statement**

This policy outlines the way in which the distinctive emblems of the Red Cross Red Crescent Movement can be used and protected by New Zealand Red Cross. It also explains the issue of misuse or imitation of the emblem by third parties and the process for preventing and responding to misuse or imitation.

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**Coverage**

NZRC Employees  
NZRC Members  
NZRC Contractors

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**Purpose**

The purpose of this policy is to support the humanitarian mission of the Red Cross Red Crescent Movement by upholding the laws related to the use of the unique emblems of the red cross, red crescent and red crystal. In New Zealand, this policy relates primarily to the use of the red cross emblem, to ensure that the emblem is used consistently, and its integrity is not jeopardised in any way.

Everyone who acts on behalf of the Red Cross Red Crescent Movement should know why it is important to protect the emblem and the general rules<sup>1</sup> to keep in mind to enable that protection. Beyond that, appropriate use of the emblem is a task of legal interpretation; its protection is based in statutes. This policy first outlines legal standards, regulations and guidance for emblem protection: what the sources of the law are and what it says. Second, this policy identifies areas that are clearly defined by law, policy and guidance and areas that are not clearly defined. Finally, where law, policy and guidance are not clearly defined, the general rules should guide discussions.

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**Executive Summary**

Use of the red cross emblem is regulated and protected by international and domestic law. New Zealand Red Cross in times of peace is principally concerned with an indicative use of the emblem, for which some general principles are clear. This policy provides an overview of legal uses of the emblem, the general rules that apply for the indicative use of the emblem and responses in cases of misuse by third parties.

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<sup>1</sup> 1991 Regulations on the Use of the Emblem, articles 2 – 5.

## Related Policies, Systems and Legislation

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### Law, Regulations, and Guidance for the Movement

Use of the emblem must be in accordance with the law — international and domestic. In addition, the Red Cross Red Crescent Movement is guided in its use of the emblem by the Fundamental Principles and The 1991 Regulations on the Use of the Emblem by National Societies, which develop Article 44 of Geneva Convention I (setting out the obligations of the National Societies in regard to the emblem). The 1991 Regulations are amplified by guidance: the 2011 Study on the Use of the Emblem and the 2016 Branding Toolkit; a joint initiative including ICRC, IFRC and 30 National Societies. More recently, an updated commentary on Geneva Convention I (2016) has consolidated guidance.

#### International Law:

- The Geneva Conventions of 12 August 1949
  - Geneva Convention I: arts 38 – 44, 53, 54;
  - Geneva Convention II: arts 41- 45;
  - Geneva Convention IV: arts 18 -22;
  - Additional Protocol I: arts 8,18, 38, 85, Annex 1;
  - Additional Protocol II: art 12;
  - Additional Protocol III: arts 1 – 7
- Guidance: Commentary on the First Geneva Convention, Cambridge University Press, 2016, pp 891 – 960, pp 1119 -1128.

#### Domestic Law:

- Geneva Conventions Act 1958 Section 8 (NZ)
- Authorisation by the Minister of Defence to the New Zealand Red Cross Society (Incorporated), The New Zealand Gazette, 17 January 1968. (These supersede the Form of Authorisation in connection with the use of the name and emblem of the ‘RED CROSS’, signed by Minister of Defence, 23 March 1932.)

#### Within the Red Cross Red Crescent Movement:

- Preamble and Fundamental Principles (pp 6 and 42 ) in Statutory texts of International Federation of Red Cross and Red Crescent Societies 2007;
- [1991 Regulations on the Use of the Emblem by National Societies](#)
- Guidance amplifying 1991 Emblem Regulations:
  - Study on the Use of the Emblem: Operational and Commercial and other Non-Operational Use (2011)
  - Branding Toolkit, International Branding Initiative (ICRC/IFRC and 30 National Societies), January 2016

For more guidance and specific examples, the Branding Toolkit above is the primary reference, alongside the New Zealand Red Cross Brand Standards.

**Full texts of these documents are available on the [New Zealand Red Cross International Humanitarian Law RedNet page](#).**

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## What is the Emblem?

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### General Information

The red cross emblem, a red cross comprising five equal sized squares on a white background, is one of the most recognised symbols in the world. It is a unique protective symbol, use of which is governed by international and national law.

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### Purposes of the emblems

The emblem has two purposes, a ‘protective’ use and an ‘indicative’ use.

- 1) **Protective:** it is a symbol of the protection afforded by international humanitarian law (IHL) to certain persons and objects during armed conflict: religious personnel and medical personnel (and objects) officially authorised to care for the wounded and sick (medical mission) (“protective use”); and
- 2) **Indicative:** It indicates that the person or property on which it is displayed is connected with the Red Cross Red Crescent Movement (“indicative use”).

The ‘protective use’ uses the emblem only, on a white background.

The ‘indicative use’ is the emblem and designation (i.e. ‘New Zealand Red Cross’ or ‘NZRC’) referred to as the “logo”. There may be related but distinct indicative uses, to show a link to the Movement (the logo) as a National Society, e.g. on personnel, vehicles and infrastructure, for activities in emergencies, or in events and campaigns to raise both awareness and funds.

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### The importance of protecting the integrity of the emblem

Because the emblem must be completely trusted to signify neutrality and impartiality, its use must be strictly regulated. Even if misuse occurs in a country that is not experiencing armed conflict, it can impair the emblem’s image and reputation globally and may weaken its protective effect.

Domestic misuse of the emblem also undermines its authorised use by New Zealand Red Cross in its day-to-day humanitarian activities, potentially causing confusion about Red Cross activities or reputation locally.

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### Alternative Emblems

The red cross is the emblem which is used by New Zealand Red Cross and the New Zealand Defence Force. The red crescent and red crystal emblems, while not commonly used in New Zealand, share the same protection and authority as the red cross emblem.



## Annex A, Appendix 2 – Who can use the Emblem?

### Who can use the Emblem?

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#### Who can use the emblem?

The use of the emblem is regulated and protected by international and domestic law. The 1949 Geneva Conventions and their Additional Protocols state that the red cross can only be used for medical and religious services of the armed forces and for components of the Red Cross Red Crescent Movement. As a party to the Geneva Conventions, the New Zealand Government must ensure control over the use of the emblem.

These international legal obligations have been translated into domestic legislation in New Zealand in the Geneva Conventions Act 1958. This legislation is administered by the Ministry of Foreign Affairs and Trade. Additionally section 8 of the Act, the Minister of Defence is identified as the competent authority to grant permission to use the emblem.

Under section 8 of the Geneva Conventions Act 1958 it is a criminal offence for anyone to use the red cross or other designated emblems (including the Swiss flag i.e. white cross on a red background) in New Zealand without the permission of the Minister of Defence. The Act also prohibits any design so nearly resembling the red cross emblem as to be capable of being mistaken for, or understood as referring to, one of those emblems.

These rules also apply to New Zealand Red Cross, who received authorisation from the Minister of Defence in 1968 (see domestic legislation, above).

In summary:

- a) New Zealand Red Cross does not own the emblem. It is itself subject to international and domestic law (see Appendix 3);
  - b) The New Zealand Red Cross supports the government in its role to ensure control over the use of the emblem by others and to prevent misuse (see Appendix 4 below).
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## Annex A, Appendix 3 – How can New Zealand Red Cross use the Emblem and Logo?

### How can New Zealand Red Cross use the Emblem and Logo?

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#### Use by New Zealand Red Cross

In addition to following the law, New Zealand Red Cross may use the emblem only for activities consistent with principles set out by the International Conferences of the Red Cross Red Crescent Movement:

*‘The Fundamental Principles in particular, are those which give the Movement its aims and are the basis of its specific action: voluntary assistance to those who suffer, to the direct and indirect victims of conflicts and of natural and social disasters.’<sup>2</sup>*

In addition to the Fundamental Principles, the 1991 Emblem Regulations at article 3 note that the primary purposes of the Movement with which emblem use must be aligned are set out in the Preamble to the Statutory texts of the Movement.<sup>3</sup>

#### Protective use

New Zealand Red Cross may use the emblem as a protective device (emblem only) during armed conflict only as authorised by the Minister of Defence.

#### Indicative use

New Zealand Red Cross may make use of the emblem as an indicative device (New Zealand Red Cross logo) in peacetime and during armed conflicts in accordance with the applicable laws and regulations, including relevant New Zealand Red Cross policy. The indicative use of the emblem indicates a connection with the Red Cross Red Crescent Movement.

In this indicative use, the emblem must always be displayed together with the designation ‘New Zealand Red Cross’ and never just the emblem alone.<sup>4</sup>

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#### General Rules

#### General Rules<sup>5</sup>

Activities undertaken by National Societies are more wide-ranging in the 21<sup>st</sup> century than those envisaged in the Geneva Conventions 1949 or even the Minister of Defence authorisation of 1968. Two examples are the sophisticated advance of ‘branding’ challenges in crowded and competitive fundraising markets, and the massive influence of internet based communications replacing paper.

Given the developing and complex communications environments in which we

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<sup>2</sup> 1991 Emblem Regulations, article 3, paragraph 2.

<sup>3</sup> These include the statement ‘We are committed to protecting human dignity and to improving the lives of vulnerable people by mobilizing the power of humanity.’ See Statutory Texts of the International Federation of the Red Cross and Red Crescent Societies, IFRC, 2007, p 6.

<sup>4</sup> See 1991 Emblem Regulations, article 5, paragraph 2. ‘NZRC’ may also be used with the emblem in some circumstances, refer to the New Zealand Red Cross Brand Standards.

<sup>5</sup> See Chapter 1, 1991 Emblem Regulations.



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work, it is important first to remember the ‘general rules’ developed in 1991. Articles 2 – 5 of The 1991 Emblem Regulations set out important general rules to guard the integrity of the emblem. They are paraphrased below:

**Article 2: Competence of the National Society**

A National Society does not have the right to use the emblem as a protective device merely because it is a National Society. A National Society may only use the emblem:

- Protectively, after obtaining authorisation from a competent authority (the Minister of Defence in the New Zealand context); and
- Indicatively, only within limits stipulated in national legislation, the emblem regulations, and its statutes.

**Article 3: Prestige and Respect of the Emblem**

*‘Nothing should tarnish its prestige or reduce the respect due to the emblem.’*

The emblem can only be used for activities consistent with the principles set out by the International Conferences of the Red Cross Red Crescent Movement. National Societies must not display the emblem when carrying out activities that have only a tenuous connection with their essential mission. The 1991 Emblem regulations do not provide examples of a ‘tenuous connection’, however best practice is to ensure that the item is supported in practice by the general rules outlined in this section.

**Article 4: Distinction between the two uses**

*‘Any confusion between the protective use and the indicative use of the emblem must be avoided.’*

National Societies must take measures to ensure that when the emblem is used indicatively on persons or objects, it is seen only as marking their connection with the National Society and not as conferring the right to protection under international humanitarian law.

**Article 5: Design of the emblem**

This article sets out the design standards for protective use of the emblem and suggests that there are two different design standards for the indicative use.

First, a strict design is essential to show the person or object is linked to the Movement:

*‘The emblem used indicatively shall be accompanied by the name or initials of the National Society. There shall be no drawing or writing on the cross or the crescent which shall always be the dominant element of the logo. The ground shall always be white.’*

Nonetheless, there are circumstances — promotional, non-operational, public events, or campaigns in which *‘use of the emblem for decorative purposes is permitted, within the limits of Article 3, on the occasion of public events or on material intended to promote the National Society or Movement. ... For such use a freer design is permitted, provided that national legislation does not prohibit it.’*

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Domestic legislation in New Zealand does not prohibit this freer use. The explanatory note to Article 5 paragraphs 2 and 3 notes that in the latter promotional use, *‘a freer design is permitted if not prejudicial to the prestige of the emblem...The freer design may consist of, for example, a red cross set with gold, a crescent with graded shades of red, a cross cut out, or an emblem with a motif.’*<sup>6</sup>

Some provisos:

- The emblem used as an indicative device must be displayed together with the decorative design or additional text.
- The freer more decorative design must not be used on items that are typical cases of stricter indicative use (e.g. buildings or on letterhead).

**The general rules, in summary:**

The emblem and logo shall be used only within the constraints set out in international and domestic law, for activities in accordance with the Fundamental Principles and the essential purposes of the Movement.

Due care will be taken to avoid the potential for confusion between protective and indicative use. To achieve this, the key variables are the size of the emblems (‘optimum visibility’ for protective, ‘relatively small size’ for indicative use) the context, including other print and design elements, and where the emblem is sited.

Due care must be taken to avoid diminishing prestige and reputation of the Movement by the use of the emblem.

The emblem must not be used for purposes that have only a tenuous link with Fundamental Principles.

**Indicative use to indicate a link with the Movement**

In standard New Zealand Red Cross activities, such as promotion of programmes, public campaigns and fundraising efforts, publications and brochures, the logo can be used.

Members and employees of New Zealand Red Cross may wear the emblem in small dimensions while carrying duties on behalf of New Zealand Red Cross.<sup>7</sup> Except in exceptional circumstances, this will always be the logo. When off duty, the emblem may be worn by employees or members of New Zealand Red Cross in very small dimensions, usually a brooch or badge.<sup>8</sup>

The emblem, accompanied by the name of the National Society, may be displayed on buildings and premises used by the National Society.<sup>9</sup>

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<sup>6</sup> 1991 Emblem Regulations, article 4.

<sup>7</sup> There are certain conditions where items of clothing with the New Zealand Red Cross may be sold to members of the public. Refer to items for sale – page 11 of this policy.

<sup>8</sup> 1991 Emblem Regulations, article 16.

<sup>9</sup> 1991 Emblem Regulations, article 19.

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**For emergency response:** the Minister of Defence has authorised the use of the emblem in public emergencies recognised as such by the Minister of Defence ('any approved work').<sup>10</sup> A larger logo in an indicative use is not excluded in certain circumstances '*such as events where it is important for first aid workers to be easily identifiable.*'<sup>11</sup> This assists effective humanitarian response and may save lives.<sup>12</sup> Note, however, that if providing first aid during leisure events, the Study (p121) says that a large sign with a white cross on a green background with large words 'First Aid' should be used and National Society first aid workers (tent, stations, etc.) to be identified with a logo relatively small in size.

**For banners and signs:** in most instances, the banner or sign must have an additional message or image (e.g. 'First Aid Training here') and reduce the size of the logo to allow the text, message or image to dominate the item. The logo should command attention at a maximum level required to fulfil the purpose of the item (e.g. signage for people visiting a New Zealand Red Cross building).

**For digital platforms:** as this is typically a confined space, the logo is represented by the landmark, which is the emblem and the initials of the National Society.

### **Article 23: Campaigns and Events organised by the National Society**

This article covers the use of the emblem to raise awareness (e.g. of IHL or the Fundamental Principles) or funds and '*to support campaigns and events it organises to make its activities known*'<sup>13</sup> within the limits of the general rules above.

To avoid confusion between protective and indicative uses: the consistent guidance is that the emblem must be of a relatively small size, or not be too large in respect of the item on which it is displayed. There is no clear guidance on what constitutes 'too large'. The Study suggests '*common sense, informed by expertise and law.*'<sup>14</sup> In practice, a balance must be struck between the purpose of each item (within the limits of other general rules above), and the need to avoid confusion with an emblem that claims protection under IHL.

**For promotional, fundraising, and campaigning materials:** any slogans, messages, photos and other design components (excluding the logo) must dominate the visual impression of the item with the emblem relatively small. This will depend on the balance required to fulfil the purpose of the item within the application of the general rules outlined above (e.g. the logo must not be used on items that only have a tenuous link with the Fundamental Principles).

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<sup>10</sup> Authorisation of the Minister of Defence to the New Zealand Red Cross Society (Incorporated) 1968, para 3.

<sup>11</sup> 1991 Emblem Regulations, article 4, paragraph 2.

<sup>12</sup> 2011 Study of the Emblem, p. 117 notes that in some circumstances '*considerations of aid to victims and improved protections outweigh the aforementioned risk of confusion or misuse.*' (p. 120). However the Study warns that indiscriminate application of this principle will erode the distinction between indicative and protective and directs National Societies to consult with the lead agency in each situation.

<sup>13</sup> 1991 Emblem Regulations, article 23, paragraph 1.

<sup>14</sup> Study on the Use of the Emblem: Operational and Commercial and other Non-Operational Issues, ICRC, 2011, p. 119.

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The logo must accompany the slogans, messages, photos or other designs in a discrete size, but sufficiently recognisable to support the purpose of the item.

**For clothing:** the logo must not be used on a sleeve as the emblem is used on armbands in its protective use.<sup>15</sup> Ensure that the logo is small in respect of the item of clothing, and if possible, accompanied by other messages, designs etc. about the event, campaign, or fundraising venture.

Use of the logo by New Zealand Red Cross must always be in conformity with the New Zealand Red Cross **Brand Standards**.

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### Items for sale

Decisions around use of the logo on merchandise must be given extra consideration. The 1991 Emblem Regulations arts 3 and 23 provide guidance.

A National Society can display its logo on items for public sale as long as the following cumulative conditions are met:

- a) The result for the emblem or the logo must not be undermined, or its prestige detracted, by the commercial activities utilizing the logo.<sup>16</sup>
- b) The logo must not be displayed on products whose nature runs counter to the Movement's objectives or Principles or may be regarded by the public as controversial (e.g. alcohol, tobacco and animal products, material for electoral campaigns, etc.).<sup>17</sup>
- c) The use of the logo for commercial purposes must be limited in time, so that the commercial activities in question do not become more representative of a National Societies work than its humanitarian and social activities.<sup>18</sup>
- d) The size of the logo must be of reasonable proportions in comparison with the rest of the display and/or the items for sale of reduced dimensions, so not to suggest a protective use of the emblem component of the logo.<sup>19</sup>
- e) The logo ought to be accompanied by a text or design identifying the given campaign, so not to suggest, e.g. Membership with the Movement.<sup>20</sup>
- f) The National Society must gain a substantial advantage, whether material or financial, from the commercial activities utilizing the logo.<sup>21</sup>

Approval must be sought from the General Manager, Communications, Marketing and Fundraising before production of any branded New Zealand Red Cross merchandise. As required, the General Manager, Communications, Marketing and Fundraising will consider relevant laws, policies, regulations and

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<sup>15</sup> Geneva Convention I, articles 40, 41, 44.

<sup>16</sup> 1991 Emblem Regulations, article 3.

<sup>17</sup> Ibid, article 23, paragraph d.

<sup>18</sup> Ibid, article 23, paragraph 1, article 23c; commentary on article 23, paragraph 1.

<sup>19</sup> Ibid, article 23, paragraph 2.

<sup>20</sup> Ibid, commentary article 23, paragraph 2.

<sup>21</sup> Ibid, article 23, paragraph f.

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standards and discuss each item with the IHL Advisor.

Use of the logo by New Zealand Red Cross must always be in conformity with the New Zealand Red Cross **Brand Standards**.

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**Promotional use  
by third parties**

Co-branding is sometimes required to acknowledge our partnership with other organisations, mainly with the government, corporate or community sectors. Only in very rare circumstances do we allow our logo to appear on third party materials. The two major assessments that must be taken when making decisions about co-branding are:

1. Does it pose a reputation risk to New Zealand Red Cross or the wider Movement?
2. Does it impact on the integrity of the emblem?

The prestige and respect for the emblem must be maintained at all times.

Approval must be sought from the General Manager, Communications, Marketing and Fundraising for all third party and co-branded material, and the decision documented. As appropriate, the General Manager, Communications, Marketing and Fundraising will discuss with the IHL Advisor.

Use of the logo by New Zealand Red Cross must always be in conformity with the New Zealand Red Cross **Brand Standards**.

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**Corporate  
Partner /  
Supporter**

In terms of corporate co-branding, the logo may only be used by a corporate supporter once an official agreement has been entered into between New Zealand Red Cross and the corporate supporter in question which includes the required emblem protection provisions in accordance with the **New Zealand Red Cross Community Partnerships and Collaboration Policy** and the applicable laws and Movement regulations, and which authorises use only in line with the Brand Standards, specifically:

- a) No confusion must be created in the mind of the public between the company's activities or the quality of its products and the emblem or the National Society itself.
  - b) The National Society must retain control over the entire campaign, in particular the choice of articles on which the company's trademark, logo or name is displayed and the siting, form and size of such markings.
  - c) The campaign must be linked to one particular activity and, as a general rule, be limited in time and geographical area.
  - d) The company concerned must in no way be engaged in activities running counter to the Movement's objectives and Principles or which might be regarded by the public as controversial.
  - e) The National Society must reserve the right to cancel its contract with the company concerned at any time and to do so at very short notice, should the company's activities undermine the respect for, or the prestige of, the
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emblem.

- f) The material or financial advantage which the National Society gains from the campaign must be substantial without, however, jeopardising the Society's independence.
- g) The contract between the National Society and its partner must be in writing.
- h) The contract must be approved by the New Zealand Red Cross Ethics and Partnerships Committee.

A high level of caution must always be exercised when allowing a corporate supporter to display the logo on their **website**. Two conditions will need to be met before any use of the logo can appear on a corporate partner's website:

- a) A statement on the corporate supporter's website must make clear the nature of assistance received by New Zealand Red Cross. This will ensure that the use of the logo cannot be interpreted as endorsing the corporate partner's products, services or opinions.
- b) The written contract / agreement between New Zealand Red Cross and the corporate supporter must stipulate that approval must be obtained by New Zealand Red Cross before use of its logo on any website and if necessary the logo must be removed immediately from the corporate supporter's website at the request of New Zealand Red Cross.<sup>22</sup>

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## **Community Fundraisers**

In order to maintain the prestige of the emblem, use of the logo by organisations or individuals who wish to fundraise on our behalf is also forbidden, apart from approved partners. Alternatives to the use of the logo may be created by the Communications, Marketing and Fundraising Team, for example use of web banners by approved community fundraising partners.

Approval must be sought from the General Manager, Communications, Marketing and Fundraising before use by fundraisers is approved. As appropriate, the General Manager, Fundraising and Communications will discuss with the IHL Advisor.

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<sup>22</sup> Ibid, article 23, paragraphs a – e.

## Annex A, Appendix 4 – Misuse of the Emblem by Third Parties

### Misuse of the Emblem

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#### **Promotion and protection of the emblem**

New Zealand Red Cross supports the government in its role of upholding the correct use of the emblem. The Geneva Convention Act 1958, including section 8 on emblem protection, is administered by the Ministry for Foreign Affairs and Trade. In domestic law, the Minister of Defence is the competent authority with respect to granting permission to use the emblem.

New Zealand Red Cross initiates correspondence for educational purposes with potential misusers, and then seeks to bring serious and persistent cases to the attention of the New Zealand Defence Force. The New Zealand Defence Force Legal Services team in turn chooses whether to escalate cases to be considered for prosecution. Crown Law may choose to prosecute if cases are not remedied by entities misusing the emblem.

#### **Prevention through Education and Awareness raising**

New Zealand Red Cross shall ensure that information about the protection of the emblem and the logo is included in induction materials for staff and members.

New Zealand Red Cross shall make available to the public appropriate information about the emblems and relevant international and New Zealand law and shall include information about the distinctive emblems in its dissemination sessions as appropriate.

Emblem awareness raising campaigns targeting certain relevant sectors shall be run by New Zealand Red Cross from time to time as considered appropriate by the General Manager Communications, Marketing and Fundraising and the IHL Advisor.

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#### **What constitutes a misuse?**

Misuse of the red cross emblem includes any unauthorised appearance of a red cross on a white background. It also covers the use of any symbol so closely resembling the red cross emblem that it could be mistaken for one. In other words: use which appears to be in contravention of s8 of the Geneva Conventions Act 1958.

Both in New Zealand and overseas, the most common forms of misuse of the emblem occur in the medical and pharmaceutical fields and usually relate to first aid products. Misuse is also widespread in the retail and advertising sectors as the emblem is such a recognisable symbol.

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#### **Procedure for reporting a misuse**

New Zealand Red Cross has an established procedure for notifying and lodging instances of emblem misuse. This procedure is determined in consultation with the Ministry for Foreign Affairs and Trade, the New Zealand Defence Force and the Ministry of Defence, and is subject to amendment. At this writing, the procedure is as outlined below.

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<b>Step 1</b>	<p>Any suspected case of emblem misuse should be sent to the IHL Advisor (via <a href="mailto:emblem@redcross.org.nz">emblem@redcross.org.nz</a>).</p> <p>Notifications should include as much information about the misuse as possible including location, name and contact details of offending company, description of misuse, date sighted and a photo or screenshot of the misuse.</p>
<b>Step 2</b>	<p>The IHL Advisor will determine whether there has been a misuse of the emblem that is of concern to New Zealand Red Cross. They will confer with the General Manager Communications, Marketing and Fundraising as required (including regarding pre-existing sponsorship/support relationships with New Zealand Red Cross).</p>
<b>Step 3</b>	<p>Where necessary, the IHL Advisor will manage appropriate contact with the offending organisation/individual (phone, email or letter as appropriate) with information regarding the protections afforded to the emblem under national and international law. If the misuse is from an overseas organisation, the National Society of that country will be notified.</p> <p>A request will be made that they cease to use the emblem in a way that constitutes misuse. The tone of all correspondence at this first stage is educational and informative.</p>
<b>Step 4</b>	<p>All notifications and communications shall be filed accurately.</p> <p>To the extent feasible, individuals responsible for the original notification will be updated with progress on the case as required.</p>
<b>Step 5</b>	<p>Misuse notifications shall be followed up at appropriate intervals, and further action taken at the discretion of the IHL Advisor.</p>
<b>Step 6</b>	<p>Should the matter not be satisfactorily resolved within 4-6 months, at the discretion of the IHL Advisor and with approval of the Secretary General, the matter can be referred to the New Zealand Defence Force Legal Services team.</p>
<b>Step 7</b>	<p>The IHL Advisor shall ensure regular reporting (e.g. twice yearly) to New Zealand Defence Force Legal Services, and informal updates to the National IHL Committee, (at least annually; more frequently if considered necessary, at their discretion).</p>