

# EMBLEM PROTECTION

System: a set of things working together as parts of a mechanism or an interconnecting network; a complex whole.

## TECHNICAL ADVICE



BRC brand toolkit: combination of legal and brand guidance



Case by case advice on emblem use by the BRC & 3rd parties



Liaison and co-operation with MOD, IPO and the Movement

## ADDRESSING MISUSE



Systematic reporting by staff, volunteers and 3rd parties



Friendly communication: raise awareness and rectify misuse



Monitored and reported to emblem committee, MOD and IPO

## ROUTINE EDUCATION



Covered in all internal and external IHL and Movement training



Education element to all misuse communications



Range of standard information and education products

## BESPOKE DISSEMINATION



Take advantage of major dissemination opportunities, especially multipliers. At least one per year



Capitalise on misuse opportunities e.g. NHS, eBay



Education for key audiences, e.g. military medics, BRC fundraisers and corporate partners