



PERSATUAN BULAN SABIT MERAH MALAYSIA
(Malaysian Red Crescent Society)

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BUKU PANDUAN NO. 6
REGULATION OF THE USE OF
EMBLEM.

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CHAPTER 1 - INTRODUCTION

1.1 Purpose of the Regulations

These Regulations (hereinafter "the Regulations") stipulate the various ways the emblem of the red cross or the red crescent on white ground may be used by the National Societies, in keeping with the provisions of international humanitarian law and the Fundamental Principles of the International Red Cross and Red Crescent Movement (hereinafter "the Movement")

The Regulation has been adopted action taken pursuant to Resolution XII of the Twenty-fourth International Conference and to Resolution VI of the Council of Delegates of 1989.

1.2 Legal basis

The Regulations are based on the Geneva Conventions of 12 August 1949, mainly on the First Convention (Convention for the amelioration of the condition of the wounded and sick in armed forces in the field) and, for certain provisions, on Protocol I of 8 June 1977 additional to the Geneva Conventions, relative to the protection of victims of international armed conflicts.

Article 44 of the First Geneva Convention of 12 August 1949 makes the distinction between the protective use and the indicative use of the emblem and outlines the general rules governing the two uses.

Protocol I extends the protective use of the emblem by giving to the competent State authority (hereinafter "the Authority") the possibility of granting such use to categories of persons and objects not covered by the 1949 Conventions. It further introduces the possibility of using distinctive visual, acoustic or electronic signals.

1.3 Field of application

The Regulations apply to all National Red Cross or Red Crescent Societies. Article 44 of the First Convention, sets out the obligations of the National Societies with regard to the emblem. The limits they impose on the lawful use of the emblem must therefore be respected, but this does not prevent the National Societies from laying down stricter rules.

When Protocol I is applicable, certain provision of the Regulations take on a broader meaning which concerns the National Society of the State in which Protocol I is in force; it does not concern the National Society of a State not Party to Protocol I, except with the consent of the Authority.

1.4 Contents of the Regulations

The Regulations contain one chapter dealing with the protective use of the emblem and another on its indicative use. The two chapters are preceded by general rules, which should provide guidelines for cases not specifically mentioned in either chapter.

The articles of the Regulations are usually accompanied by a commentary, in *italics*, which refers where necessary to the relevant articles of the Geneva Conventions and Protocol I.

2.4 Distinction between the two uses

Any confusion between the protective use and the indicative use of the emblem must be avoided. In armed conflicts, the National Society which continues its peacetime activities shall take all the measure necessary to ensure that the emblem used indicatively, displayed on persons or objects, is seen only as marking their connection with the National Society and not as conferring the right to protection under international humanitarian law. In particular, the emblem shall be relatively small and shall not be placed on armlets or roofs. The National Society shall endeavour to follow the latter rule in peacetime so as to avoid from the very beginning of a conflict any confusion with the emblem used as a protective device.

It is not so much the design of the emblem that can lead to confusion as the circumstances in which it is displayed. Hence, it is particularly in situations in which the emblem may also be used as a protective device, i.e. in armed conflicts, that it is necessary to avoid any confusion. In order to obviate this risk, it is recommended that the National Societies use as indicative device, already in peacetime, an emblem of relatively small dimensions. For the same reason, it is further recommended that, also in peacetime, they refrain from placing the emblem on armlets or roofs. However, the use of a large-size emblem is not excluded in certain cases, such as events where it is important for first-aid workers to be easily identifiable.

2.5 Design of the emblem

The emblem used as a protective device shall always retain its original form, i.e. nothing shall be added either to the cross, the crescent or the white ground. A cross, formed with two cross-pieces, one vertical and the other horizontal crossing in the middle, shall be used. The shape and direction of the crescent are not regulated. Neither the cross nor the crescent shall touch the edges of the flag or the shield. The shade of the red is not specified. The ground shall always be white.

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 emblem. The ground shall always be white.

Use of the emblem for decorative purpose is permitted, within the limits of Article 3, on the occasion of public events or on material intended to promote the National Society and the Movement, such as films, publications, medals or other tokens of acknowledgement. For such use a freer design is permitted, provided that national legislation does not prohibit it. Moreover, the emblem used as an indicative device should as far as possible be displayed together with the decorative design.

Re paragraph 1: *The design of the emblem must be clear so that persons and objects with the right to use it can be easily identified and thus effectively protected. Protection, however, does not depend on the emblem: a protected person not marked or badly marked obviously does not lose his right to protection because of this.*

Re paragraph 2 and 3: *A distinction must be made between the indicative use showing that a person or an object is linked to the Society, in which case strict design is essential, and indicative use for the purpose of promoting the National Society and the Movement, in which case a freer design is permitted if it is not prejudicial to the prestige of the emblem. With regard to the latter case, it is up to the National Society to decide, depending on the national legislation and the national context, whether it is possible or advisable to authorize such use. The freer design may consist, for example, of a red cross set with gold, a crescent with graded shades of red, a cross cut out, or an emblem with a motif. The Society shall not display such a design on the buildings it uses or on its letterhead, as these are typical cases of indicative use.*

2.6 Visibility of the emblem used as a protective device

The emblem used as a protective device must be identifiable from as far away as possible. It shall be as large as necessary under the circumstances. At night or when visibility is reduced, it may be lighted or illuminated. It shall as far as possible be made of materials rendering it recognizable by technical means of detection and displayed on flags or flat surfaces visible from as many directions as possible, including from the air.

CHAPTER 3 : ACTS

3.1. Relevant Acts Malaysia as one of the High Contracting Parties to the Geneva Conventions 1949, passed the following Acts in respect of establishing of the Malaysian Red Crescent Society (MRCS), as a voluntary relief society auxiliary to the public authorities in the humanitarian activities and services:

3.1.1. the Geneva Conventions Act, 1962 (Act 512);

3.1.2. the Malaysian Red Crescent Society (Incorporation) Act, 1965 (Act 540);

3.1.3. the Malaysian Red Crescent Society (Change of Name) Act, 1975 (Act 162); and

3.1.4. the Trade Marks Regulation, 1997, made pursuant to the Trade Mark Act, 1976.

The above Acts inter alia contain provisions, which afford protection on the use of the red cross and red crescent emblems.

3.2. Concerning the protective use of the emblem.

3.2.1 The national legislation on the protective use of the emblem is the Geneva Conventions Act, 1962 (Act 512) - see section 8 and the Malaysian Red Cross Society (Change of Name) Act, 1975 (Act 162) -- see section 4 (1).

3.2.2 The competent authority that can authorize the use of the emblem is indicated in Section 8 of the Geneva Conventions Act, 1962 (Act 512).

3.3. Concerning the indicative use of the emblem.

3.3.1 The national legislation on the indicative use of the emblem is the Geneva Conventions Act, 1962 (Act 512). See section 8 and 9 and the Malaysian Red Cross Society (Change of Name) Act, 1975 -- See section 5.

3.3.2 The competent authority that can authorize the use of the emblem as indicative use is indicated in Section 5(1) of the Malaysian Red Cross Society (Change of Name) Act, 1975 (Act 162). Under this Section, the Minister has the authority. According to Section 2 Malaysian Red Crescent Society (Incorporation) Act 1965 (Act 540), the "Minister" means The Minister charged with the responsibility of welfare.

4.3 : OBJECTS

4.3.1 : Medical units and transports of the National Society

The medical units and transports of the National Society authorized by the Authority to display the emblem, as a protective device shall do so in a manner ensuring optimum visibility.

In the Conventions, the medical units and transports include medical units and establishments, medical buildings, medical equipment and transports (see Chapters III, V and VI of the First Convention). With regard to the National Society, these include hospitals, ambulances, hospital ships, aircraft and stores of medical material when placed at the disposal of the Army Medical Service, as well as civilian hospitals belonging to it, when these have been recognized as such and authorized by the Authority to display the emblem (see Article 18 of the Fourth Convention).

Protocol I gives the Authority the possibility of granting the right to use the emblem as a protective device to all civilian medical units and means of medical transport, which can therefore include National Society medical units and means of medical transport not covered by the 1949 Geneva Conventions. A definition of medical units, medical transport and means of medical transport is set out in Article 8, subparagraphs (e), (f) and (g) of Protocol I.

Detailed comments on the visibility of the emblem are contained in article 42 of the First Convention and Chapter II of Annex I to Protocol I. See also Article 6 above.

4.3.2 : Specific rules for marking

Hospital ships and coastal rescue craft of the National Society shall be marked with the emblem as provided for in Article 43 of the Second Geneva Convention of 1949.

Medical aircraft of the National Society shall be marked in conformity with article 36 of the First Convention.

Re paragraph 1: *Hospital ships and coastal rescue craft (or rescue craft, as they are referred to nowadays since, being often of large tonnage and long range, they may operate far from the coast) must carry a document from the Authority declaring that they were under its control when they were being fitted out or when they set sail. Their names and characteristics must be communicated to all the parties to the conflict. These hospital ships and rescue craft are exempt from capture. More detailed rules for marking are set out in Articles 43 of the Second Convention. See also Articles 22 to 35 of the Second Convention and Articles 3 to 11 of Annex I to Protocol I.*

Moreover, in accordance with Article 23 of Protocol I, other ships and craft of the National Society used temporarily or permanently for medical purposes shall be marked in conformity with the provisions of Article 43, paragraph 2 of the Second Convention. These ships and craft are not exempt from capture.

Re paragraph 2: The relevant provisions are Articles 36 of the First Convention, 39 of the Second convention, 22 of Fourth Convention, Articles 24 to 31 of Protocol I, and 5 to 13 of Annex I to Protocol I.

4.3.3 : Optional distinctive signals

With the consent of the Authority, in addition to the emblem, the National Society may make its medical units and transports identifiable by the recognized optional distinction signals, namely, the blue light signal, the radio signal and electronic means of identification.

The regulations on distinctive signals can be found in:

- *Annex I of Protocol I, Articles 5 to 8:*
- *Section II of Article 40 of the Radio Regulations issued by the International Telecommunication Union (ITU)*
- *Chapter XIV of the International Code of Signals issued by the International Maritime Organization (IMO)*

4.3.4 : Marking already in time of peace

With the consent of the Authority, the National Society may, already in time of peace, use the emblem and optional distinctive signals to identify units and transports whose assignment to medical purpose in the event of an armed conflict is definitively decided

4.4 : SPECIFIC RULES

4.4.1 : Simultaneous use of the emblem as a protective and as an Indicative device

Unless otherwise directed by the Authority, the National Society may authorize its members to display the emblem as an indicative device, together with its name, simultaneously with the emblem used as a protective device.

Under the same conditions, the objects placed at the disposal of the Authority may also bear the emblem with the name of the Society.

In such cases, the emblem used as an indicative device and the name of the National Society must be of small dimensions.

4.4.2 : National Society of a neutral or other State not Party to the Conflict

The National Society of a neutral or other State not Party to the conflict that intends to provide medical personnel or objects to any Party to an armed conflict must obtain prior consent from the said Party and from its own State authorities. The rules governing the protective use of the emblem must be established by the said Party to the conflict. The said persons and objects may display the emblem from the moment of their departure on mission.

See on this point Article 27, First Convention.

CHAPTER 5 : INDICATIVE USE OF THE EMBLEM

5.1 : PERSONS

5.1.1 : Members and employees of the National Society

The members and the employees of the National Society may wear the emblem, usually of small dimension, when on duty.

When on duty, members may only wear an emblem of very small dimensions, for example, in the form of a brooch or a badge.

As far as possible, the emblem shall be accompanied by the name or initials of the National Society.

Re paragraph 1: *Although in its indicative use the emblem is usually of small dimensions, it may at times be of large dimensions, especially when meant to allow easy identification of first-aid workers (see Article 4 and 4 above and its commentary).*

Re paragraph 2: *In this case the emblem must be of very small dimensions because its use is not related to any specific activity carried out on behalf of the Society.*

Re paragraph 3: *As a general rule volunteers should be identifiable as members of the National Society. However, in some cases they should be allowed to forgo use of the name or initials of the Society alongside the emblem, for example during internal disturbances when such markings may hinder their work.*

5.1.2 : Members of the Red Cross or Red Crescent Youth

Paragraph 5.1.1 above is applicable. The emblem shall be accompanied by the words "Red Cross Youth" or "Red Crescent Youth" or the initials "RCY".

5.1.3 : Other persons authorized by the National Society to wear the emblem

The National Society may authorize, under the conditions laid down in its own internal regulations, persons who are not members of the National Society but have taken its courses or passed its exams to wear an emblem of very small dimensions and accompanied by the name or the initials of the National Society, for example, in the form of a brooch or a badge.

These persons are usually first-aid workers or nurses thus brought to the attention of the public.

5.2 : OBJECTS

5.2.1 : Building and premises used by the National Society

The emblem, accompanied by the name of the National Society, may be displayed on the buildings and premises used by the Society, whether or not they belong to it. When only part of the building is used by the National Society, the emblem may be displayed only on the part, which it occupies.

The emblem shall be of relatively small dimensions and shall not be displayed on the roof, in order to avoid, in the event of armed conflict, any confusion with the emblem used as a protective device.

Re paragraph 2: When the National Society shares a building with other persons or societies, it shall ensure that the activities of its neighbours are not indirectly detrimental to the prestige of the emblem.

Re paragraph 3: Regarding the risk of confusion, see paragraph 2.4 above.

5.2.2 : Buildings and premises belonging to the National Society, not occupied by it

The National Society shall not mark with the emblem buildings or premises belonging to it, not occupied by it but which it rents or lends to third parties.

5.2.3 : Hospitals, aid stations and means of transportation of the National Society

The emblem, accompanied by the name of the National Society, may figure on hospitals and aid station run by the Society and on the means of transportation, especially ambulances, used by its members and employees. Subject to paragraph 4.3.4, the emblem so used shall be of relatively small dimensions in order to avoid, in the event of armed conflict, confusion with the emblem used as a protective device.

With regard to hospitals, it should be noted that the indicative use of the emblem is reserved exclusively for hospitals of the National Society, not forgetting, however, that those hospitals which the Authority intends to authorize to display the emblem as a protective device in time of armed conflict may – with the consent of the Authority – be marked accordingly already in peacetime (paragraphs 4.3.1 and 3.4 above).

In order to prevent any misuse, the National Society shall remove or cover the emblem and its name if it lends a means of transportation to other organizations.

Regarding the risk of confusion, see paragraph 2.4 above.

- 1) The United Nations Convention on road signs and signals adopted in Vienna on 8 November 1986, and the European agreement supplementing it, adopted in Geneva on 1 May 1991, include two road signs displaying the emblem:
 - a) the sign "first-aid stations" (F, 1a), made up of the red cross or crescent on a white ground, the whole framed by blue. As this is an indicative use of the emblem, the national Society shall request the authorities to use this sign to mark only aid stations run or authorized by it;
 - b) the "hospital" sign (E, 12B) made up of a red cross or crescent on a blue ground with a white bed. Since this is a misuse of the emblem, the National Society shall request the authorities to use the other "hospital" sign (E, 12a) only. This sign is also provided for in these agreements and is made up of the letter H in white on a blue ground.

5.2.4 : Aid stations and ambulances run or used by third parties

The National Society may permit third parties to use the emblem, in peacetime and in conformity with national legislation, to mark aid stations used exclusively to give free treatment and ambulances.

The National Society shall only give this permission in exchange for the right regularly to control the use of the emblem. It shall reserve the right to withdraw this authorization at all times and with immediate effect.

Article 44, paragraph 4 of the First Convention allows the marking, besides ambulances, of aid stations "exclusively assigned for the purpose of giving free treatment". Experience has shown that this rule of free treatment is often interpreted with a degree of flexibility. This practice is acceptable, and in conformity with the spirit of the Convention, only in so far as treatment is in no case conditional on payment of a fee and the idea of voluntary service linked to the Movement is upheld.

5.3 : DISSEMINATION AND FUND-RAISING

5.3.1 : Campaigns and events organized by the National Society

The National Society may use the emblem to support the campaigns and events it organizes to make its activities known, to disseminate knowledge of international humanitarian law and of the Movement's Fundamental Principles, or to raise funds, within the limits of Articles 2 to 5 of the Regulations.

When displayed on printed matter, objects or other advertising material of such campaigns, the emblem shall be accompanied, as far as practically possible, by the name of the Society or a text or publicity drawing. The objects shall in no way suggest the protection of international humanitarian law or membership of the

Movement, nor give rise to misuse at some later date. The object shall be of reduced dimension or else made of rapidly perishable material.

A National Society which co-operates with a commercial company or other organization in order to raise funds or further its dissemination activities may display the company's trademark, logo or name on articles used by the Society, on its advertising material or items which it sells, provided that the following conditions are met:

- 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;
- f) the material or financial advantage which the National Society gains from the campaign must be substantial without, however, jeopardizing 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 National Society's central leadership.

The National Society may authorize commercial companies or other organizations to mention in their advertising material that they have made a donation to or otherwise contributed to the National Society's work. Such mention may also be authorized on products for sale the proceeds from which are to be donated in full or in part to the National Society. Such authorization shall, however, be subject to strict compliance with the conditions set out in the previous paragraph, subparagraphs a, b, c, d, e, f, g, and h. During a promotional campaign, the National Society shall reserve the right to inspect the company's accounts pertaining to that campaign. Moreover, the National Society shall carefully monitor the manner in which the assistance is described in the advertising material or on the products mentioned above. The same applies to any photographs or other visual material used within the context of the campaign. It shall authorize the display of its emblem only on the contracting company's advertising material and then with the utmost restraint and on condition that the emblem be of small dimension and accompanied

by a clear explanation of the assistance received by the Society. The National Society shall ensure that the conditions governing the use of the emblem are an essential part of its contract with the company and that deliberate violation of these conditions entitles the Society to terminate the contract with immediate effect, without being liable for any compensation.

Re paragraph 1: *The reference to paragraph 2.3 above leads to the conclusion that the name and emblem may use for fund-raising purposes to sell an object or give a momentary service, but not, for instance, to sell a lasting or a long term service, especially if the service has no connection with the Movement's traditional activities or competes with other similar services provided on a commercial basis. The aim is to prevent sales of objects or services of the National Society and the events it organizes from becoming more representative of its work than its humanitarian and social activities.*

Re paragraph 2: *Such advertising material, distributed or sold to the public, can consist of printed matter and objects of all kinds: leaflets, publications, posters, philatelic souvenirs, films, pencils, etc. With regard to clothing, flags or banners – given the risk of confusion which such objects could create, in the event of armed conflict, with the emblem used as a protective device – it is essential to ensure that emblem is accompanied by the name of the National Society, or a text or a publicity drawing.*

Re paragraph 3: *Use of the red cross or red crescent emblem or name by "individuals, societies, firms or companies either public or private" is prohibited by international humanitarian law (First Geneva Convention, Article 53). It is nevertheless acceptable for a National Society to mention that it has received certain assistance from a commercial company or other organization. Insisting that the donors of such assistance remain anonymous could mean that the National Society would lose major sources of funds. It is nevertheless important that the National Society closely monitor the manner in which the assistance is publicized so as to avoid any abuse or risk of confusion in the mind of the public. The conditions set out in paragraph 3 provide precise guidelines in that respect.*

Sub-paragraph a) and b)

It is necessary first and foremost to avoid any confusion in the mind of the public between commercial companies and the emblem or the National Society itself. Thus, when a National Society announces that it is receiving support from a commercial company in a given campaign (for example in producing printed matter or other items), the Society must ensure that the role played by the company is expressly defined and that the emblem can in no way be interpreted as guaranteeing product quality. It must also ensure that the company's trademark, logo or name remains in reasonable proportions compared with the rest of the display.

Movement, nor give rise to misuse at some later date. The object shall be of reduced dimension or else made of rapidly perishable material.

A National Society which co-operates with a commercial company or other organization in order to raise funds or further its dissemination activities may display the company's trademark, logo or name on articles used by the Society, on its advertising material or items which it sells, provided that the following conditions are met:

- 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;
- f) the material or financial advantage which the National Society gains from the campaign must be substantial without, however, jeopardizing 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 National Society's central leadership.

The National Society may authorize commercial companies or other organizations to mention in their advertising material that they have made a donation to or otherwise contributed to the National Society's work. Such mention may also be authorized on products for sale the proceeds from which are to be donated in full or in part to the National Society. Such authorization shall, however, be subject to strict compliance with the conditions set out in the previous paragraph, subparagraphs a, b, c, d, e, f, g, and h. During a promotional campaign, the National Society shall reserve the right to inspect the company's accounts pertaining to that campaign. Moreover, the National Society shall carefully monitor the manner in which the assistance is described in the advertising material or on the products mentioned above. The same applies to any photographs or other visual material used within the context of the campaign. It shall authorize the display of its emblem only on the contracting company's advertising material and then with the utmost restraint and on condition that the emblem be of small dimension and accompanied

by a clear explanation of the assistance received by the Society. The National Society shall ensure that the conditions governing the use of the emblem are an essential part of its contract with the company and that deliberate violation of these conditions entitles the Society to terminate the contract with immediate effect, without being liable for any compensation.

Re paragraph 1: *The reference to paragraph 2.3 above leads to the conclusion that the name and emblem may use for fund-raising purposes to sell an object or give a momentary service, but not, for instance, to sell a lasting or a long term service, especially if the service has no connection with the Movement's traditional activities or competes with other similar services provided on a commercial basis. The aim is to prevent sales of objects or services of the National Society and the events it organizes from becoming more representative of its work than its humanitarian and social activities.*

Re paragraph 2: *Such advertising material, distributed or sold to the public, can consist of printed matter and objects of all kinds: leaflets, publications, posters, philatelic souvenirs, films, pencils, etc. With regard to clothing, flags or banners – given the risk of confusion which such objects could create, in the event of armed conflict, with the emblem used as a protective device – it is essential to ensure that emblem is accompanied by the name of the National Society, or a text or a publicity drawing.*

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Sub-paragraph c)

The National Society may not involve a commercial company in its activities as a whole but only in specific programmes. The duration of its association with the company must be determined in advance and should not exceed three years. Moreover, it must be limited to the country's territory unless there is an agreement with the National Society (or Societies) of any other State on whose territory the campaign would also be held.

Sub-paragraph d)

Some companies are engaged in activities which are themselves directly contrary to the Movement's objectives (for example the manufacture or sale of arms, alcohol or products clearly seen as being harmful to the environment). The linking of the names or logos such companies with those of a national Society must therefore be avoided.

Sub-paragraph e)

Association with a commercial company whose activity is not contrary to the Movement's objectives could prove embarrassing for reasons not known to the National Society when it enters into the agreement (serious pollution by the company concerned, for example). It is therefore essential that the National Society be able to end its association with the company very rapidly.

Sub-paragraph f)

Sponsorship is an important serious matter, which should be envisaged only when major contracts are involved and when substantial advantage will be gained by the National Society concerned. However, the Society must ensure that the advantages gained do not make it dependent on the company concerned. Financial gain, for example, should not exceed a certain percentage of the Society's total resources (20% maximum)

Sub-paragraph g)

It is also essential that all terms and conditions of the agreement between the National Society and the contracting company or organization be the subject of a written contract

Sub-paragraph h)

Before an agreement is reached between the National Society and the contracting company or organization it must be discussed by the body normally responsible for making decisions pertaining to the National Society's administration

Re paragraph 4: To avoid the loss of major sources of funds, the National Society may authorize a commercial company or other organization that has contributed to its work to mention this assistance in its advertising material or on products for sale the proceeds from which are to be donated in full or in part to the National Society. However, as this entails a considerable risk of abuse, the conditions set out in paragraph 3, sub-paragraphs a, b, c, f, g, and h must be strictly observed.

Moreover, the National Society must ensure that such mention remains discreet and not give rise to confusion and as far as possible avoid the display of the emblem alongside. The emblem may nevertheless be reproduced in the companies' advertising material. On the other hand, it is prohibited to display the emblem on products or items for sale, since they are often designed to last and the National Society has no control over their use.

Wherever such reproduction in advertising material is authorized, the emblem must be of small dimension and should be accompanied by an explanation enabling the public to clearly understand the relationship between the National Society and the contracting company or organization.

Furthermore, the National Society shall reserve the right to inspect the company's accounts pertaining to the activities connected with the promotional campaign. The Society may exercise this right itself or through a specialized institution, for example an auditing firm.

Finally, in addition to the right of cancellation stipulated in paragraph 5.3.1, paragraph 3, sub paragraph e), the National Society shall reserve the right to terminate the contract with immediate effect, without being liable for any compensation, should the conditions governing the use of the emblem be deliberately violated by the contracting company or organization.

5.3.2 : Request by third parties to use the emblem

With the exception of the cases mentioned in paragraph 5.1.3, 5.2.4 and 5.3.1 above, and those provided for in the present Article with a view to promoting the activities of the Society and the Movement, the National Society may not authorize any third parties to use the emblem.

The National Society can accede to a request for the emblem to be put on objects to be sold on the market if such objects represent persons or objects which may display the emblem in reality in accordance with the Geneva Conventions, as a protective or indicative device, and if the emblem is not placed alongside the trademark of the company in question. The authorization shall be limited to a specific time or number of objects. It may be subject to payment but its main aim shall remain dissemination of international humanitarian law of the activities of the National Society and the Movement.

The National Society may authorize use of the emblem by institutions whose purpose is not commercial but solely to make known or to promote the activities of the Society and of the Movement.

The National Society shall require that third parties provide all facilities necessary to exercise control on the use of the emblem at any time, with the possibility of withdrawing its authorization with immediate effect.

Re paragraph 1: *It is therefore clear that, except in the above-mentioned cases, the National Society may not authorize third parties to use the emblem. Such use calls for very strict control on the part of the National Society and must therefore remain an exception.*

Re-paragraph 2: *These can be, for instance, miniature military ambulances, or figurines representing members of the Army Medical Service or of the National Society. The authorization will be valid only in the country of the National Society giving it, except there is an agreement with the National Society (ies) of one or several other countries. Moreover, the National Society will have to take care that by granting such authorization it does not favour one company to the detriment of another.*

Re paragraph 3: *The National Society may grant the authorization to institutions such as associations or foundations whose purpose is to promote the activities of the Society and of the Movement but which – for reasons of opportuneness or some legal reason (for example, fiscal) – are legal entities independent of the National Society. It should be noted that these institutions are entitled to the emblem only insofar as it is used to make known or promote the activities of the Society and the Movement, and not by their members as such. It is therefore important that the use of the emblem be strictly controlled by the National Society (see paragraph 4 above)*

5.4 : SPECIFIC RULES

5.4.1 : Co-operation with other organizations

In addition to the cases mentioned in paragraph 5.3.1 and 5.3.2, the National Society may in exceptional circumstances use the emblem jointly with that of another humanitarian organization, in the event of a specific undertaking and provided that such use is discreet and does not give rise to confusion in the public mind between the National Society and the other organization.

In principle, the National Society must not use its emblem jointly with that of other organizations. It must endeavour to find a way of avoiding such a procedure and should have recourse to joint use only in exceptional circumstances, in connection with humanitarian activities or dissemination campaigns (for example, in a joint publication). In such cases, only indicative use may be made of the emblem.

5.4.2 : Medals and other tokens of acknowledge

The emblem may figure on medals and other tokens of acknowledgement given by the National Society, on condition that it is shown together with its name and, if possible, a few words describing the purpose of the medal or defining the services rendered. Its design may be decorative, in accordance with the conditions set out in paragraph 2.5, paragraph 3 above.

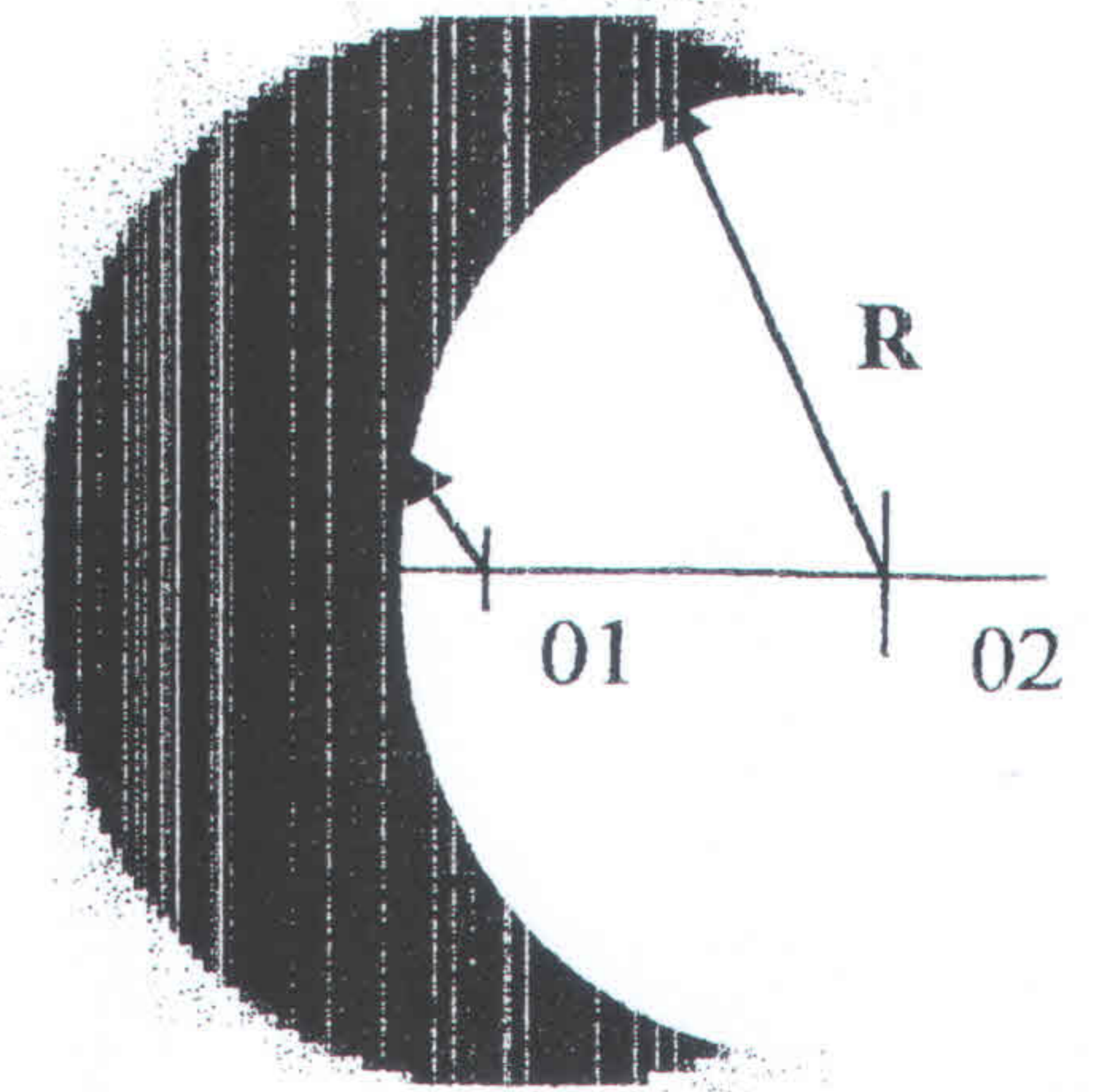
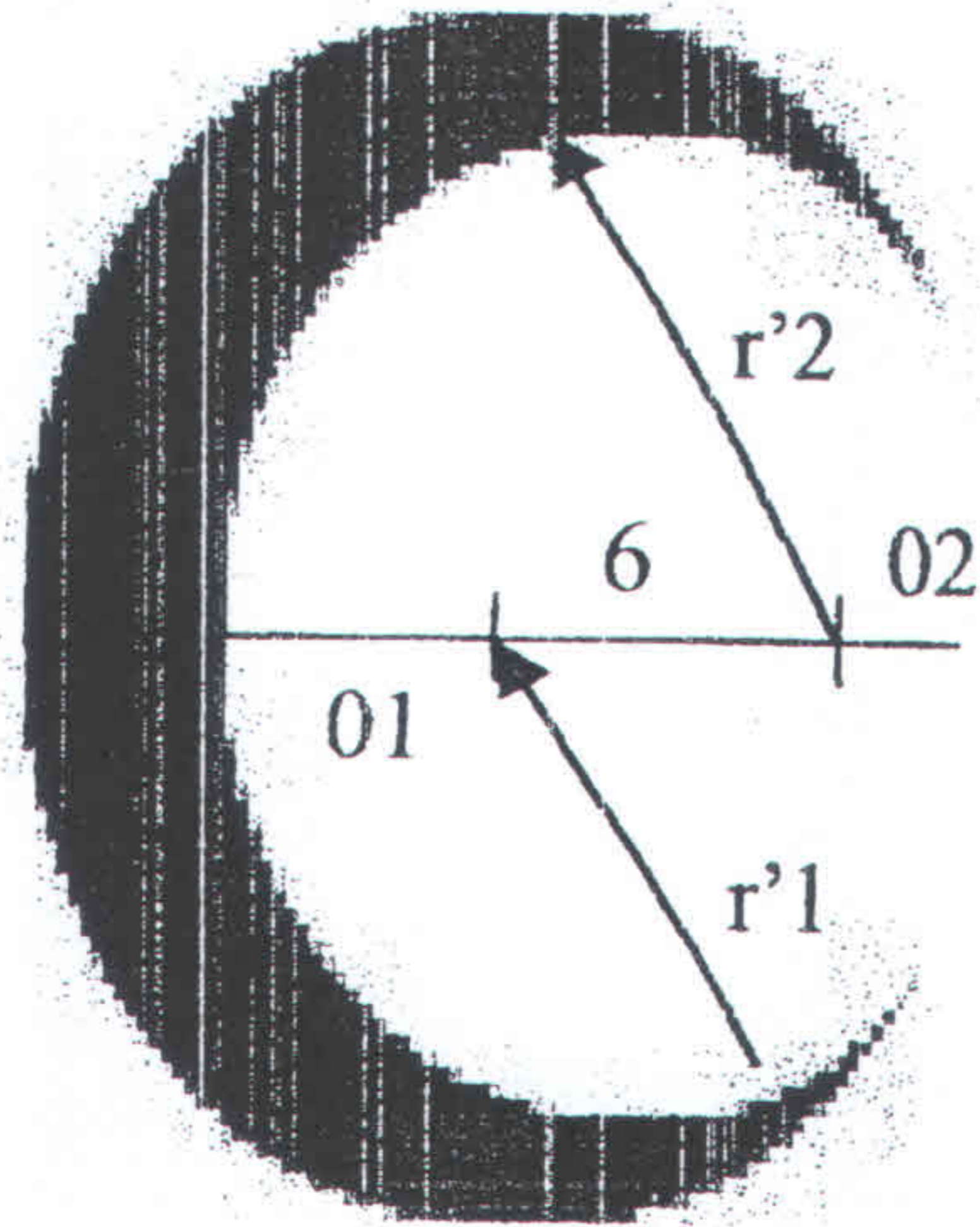
5.4.3 : Relief consignments

The National Society may use the emblem, accompanied by its name or its initials, to mark relief consignments sent by rail, road, sea or air and intend for victims of armed conflicts or natural disasters. The National Society shall take the necessary to prevent any misuses.

It is important to note that this right applies only to relief consignments themselves, to allow identification of their origin, and not to the means of transport used.

CHAPTER 6
CONSTRUCTION OF SIGNS

THE RED CRESCENT MODEL NON OBLIGATORY



Contruction : $O1 - O2 = 2$ units

$R1 = 6$ units

$R 2 = 5$ units

Examples : A $O1 - O2 = 2.5$ cm

$R 1 = 7.5$ cm

$R 2 = 6.25$ cm

B $O1 - O2 = 6$ mm

$r 1 = 6$ mm

$r 2 = 15$ mm

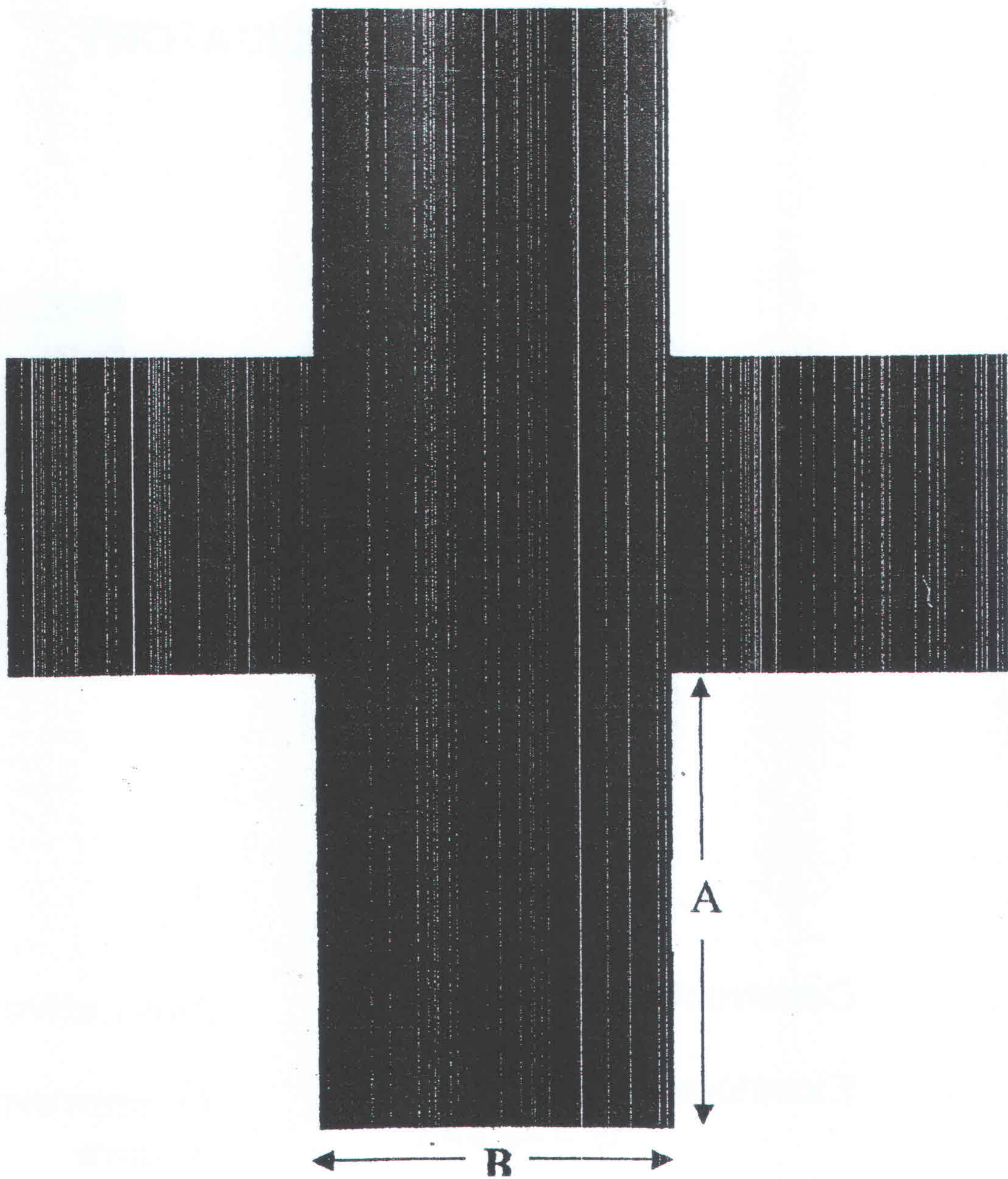
Alternative:

An improvisation using

Arcs of two accentric

circles

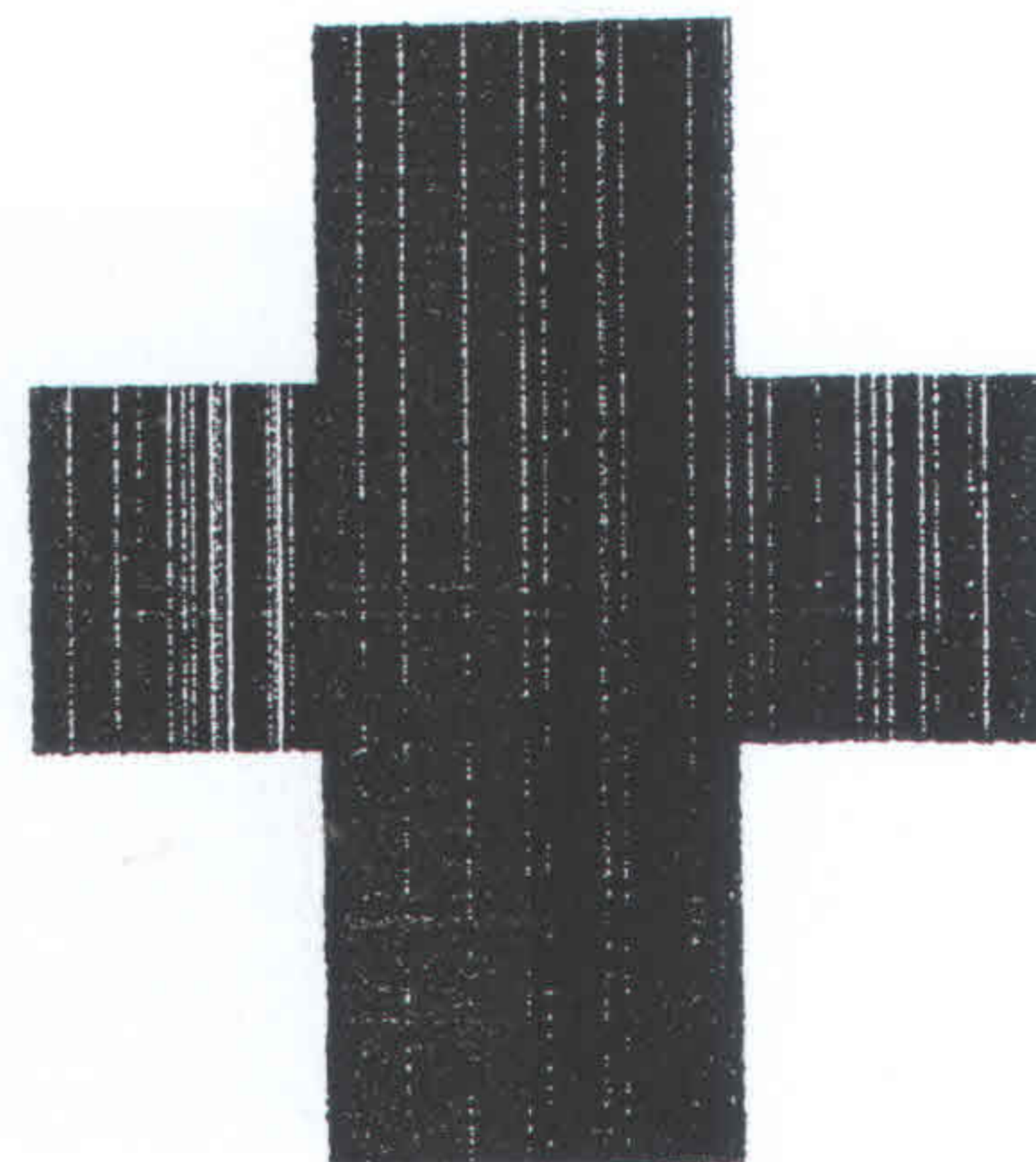
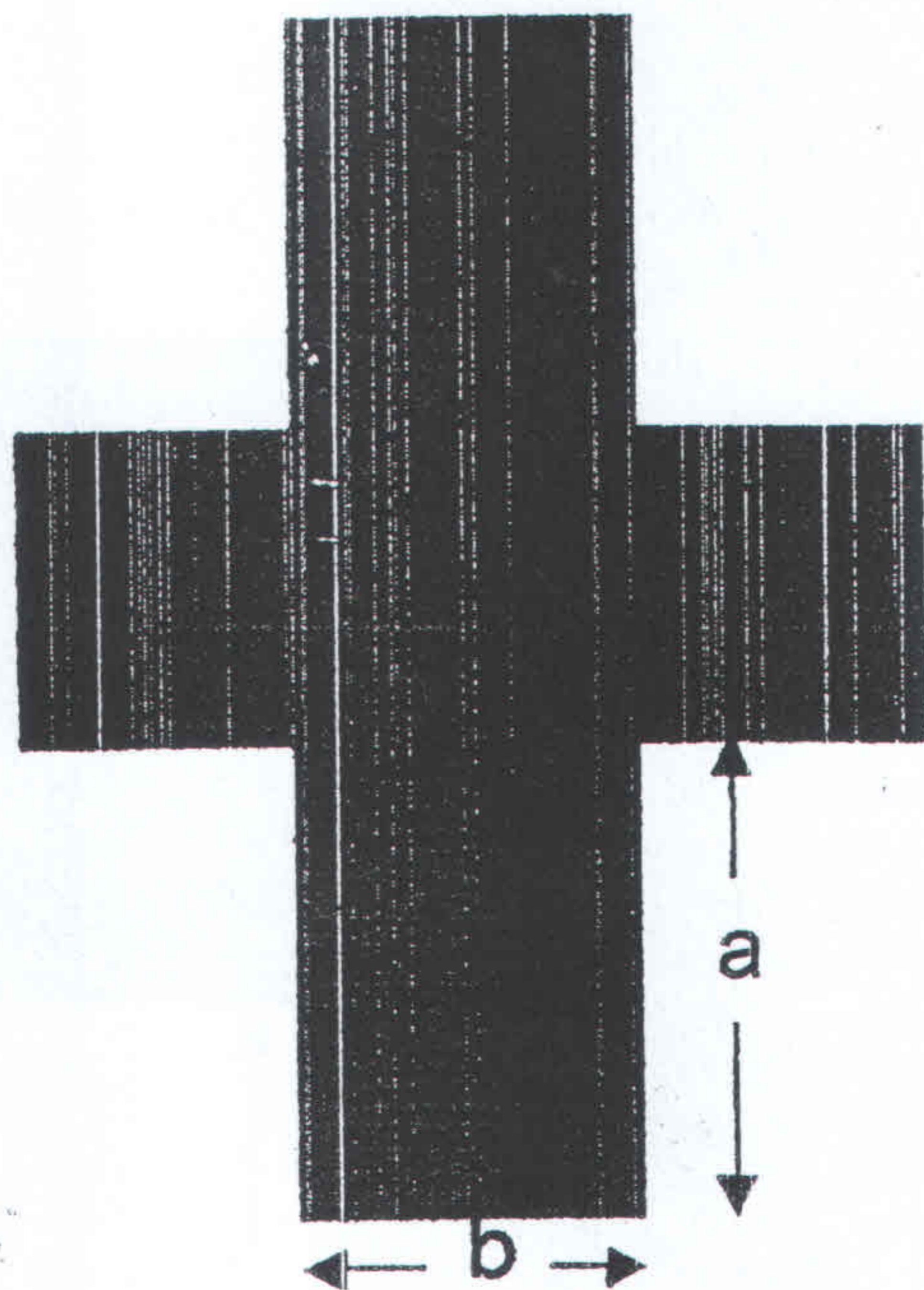
THE RED CROSS



MODEL NON OBLIGATORY

THE RED CROSS

MODEL NON OBLIGATORY



Construction : $a = b + 1/6b$

Examples : $A = 49 \text{ mm}$
 $B = 42 \text{ mm}$

$a = 14 \text{ mm}$

$b = 12 \text{ mm}$

Alternative

An improvisation with 5
Square