**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**

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