The Blue Shield Logo and Style Guidelines

At its meeting on 21 June 2018, the Blue Shield International Board voted in favour of the use of a logo for all of its branding, etc. All Blue Shield national committees should use the following guidance for the logo, with effect from 31 December 2018.

1. What is it?

The Blue Shield Logo is a symbol of the global network – the Blue Shield organisation. The logo is based in the emblem of the 1954 Hague Convention, symbolising the historical foundation of the organisation in the 1999 Second Protocol to the Convention, and its strong commitment today to the principles of the Convention and both its protocols. However, it is also indicative of the wider work of the organisation, which is "*committed to the protection of the world's cultural property, and is concerned with the protection of cultural and natural heritage, tangible and intangible, in the event of armed conflict, natural- or human-made disaster*" (Article 2.1, 2016 Statutes), and which is set within the wider context of the UN, UNESCO, and other international agreements such as the Sendai Framework for Disaster Risk Reduction.

2. Purpose of the Blue Shield logo

The Blue Shield logo may be used as a visible sign to indicate the Blue Shield International Board and shows the officially registered national committees of the Blue Shield across the world. It should be used to raise the visibility of the name and logo of the Blue Shield organisation by linking its name and organisation to activities of those it works with. If the logo is displayed by a partner organisation, they must place it on promotional materials, information, and advertising to clearly demonstrate the contribution of the Blue Shield in all communications regarding the partnership.

3. What does it look like?

The Blue Shield logo is the blue shield emblem of the 1954 Hague Convention[1], set within a lighter blue circle, symbolising both Blue Shield's roots and wider remit.

The Blue Shield logo should always be used with text indicating which committee it refers to, unless it is impossible to include letters. Exceptions of this type include social media profile pictures, and pin badges. However, National Committees should use their

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[1] For more information on the Blue Shield emblem of the Convention, see the document: The Blue Shield Emblem – Guidance for Use available on the Blue Shield International website, or the UNESCO website.

respective names in their social media profiles, to establish a link between the logo and the particular branch of the Blue Shield organisation.

If multiple committees are collaborating on a project, they should all be listed separately to give each due credit. Full style guidelines for the Blue Shield Logo are in Appendix 1.

National committees should be indicated by text, or the initials of the committee, not by flags. A committee may choose to use an abbreviation or its full name. However, to avoid confusion they should check what other committees are using (for example, BSI could be Blue Shield Iceland, International, or Ireland. Abbreviations should be clear and unique).

The name should be placed to the right of the logo, underneath the Blue Shield name.

It is up to the national committee if they wish to include the organisation strapline: *Protecting heritage in crisis*.

National committees may contact the Blue Shield International Secretariat (blueshield.secretariat@theblueshield.org) for assistance creating the national committee logo.

4. Legal use

The Blue Shield logo contains the blue shield emblem. The emblem is a protective symbol used in armed conflict to indicate protected cultural property, designated under the 1954 Hague

Convention. Its use is legally restricted under international law, which is given effect under national law. *Blue Shield organisations may be granted the authority to use the emblem in their logo and other materials by the relevant national government department*[2], usually subject to certain conditions. National Committees should ensure they are familiar with the national legislation in their country and seek approval to use the blue shield emblem for themselves and other Blue Shield Branches (including Blue Shield international) from their respective national authorities.

As the emblem is a protective symbol, the Blue Shield logo may not be trademarked or subject to copyright. Furthermore, in many countries, it would be a *prima facie* criminal offense for a third party to use the logo in any way that could create an inaccurate impression of association with the Blue Shield.

Any reports of misuse of the Blue Shield logo or the cultural property emblem should be forwarded to the Red Cross, who will follow up in line with their procedures for misuse of signs and emblems protected under IHL. Any reports of misuse of the Blue Shield logo or the cultural property emblem should be dealt with in accordance with the domestic legislation of the country in which the misuse occurred. In many countries, the National Red Cross or Red Crescent Society may already monitor misuses of protective emblems used under IHL (such as the red cross emblem, the civil defence emblem or the blue shield emblem). It may have procedures in place to correct the misuse or to forward the matter to the relevant authorities and it may be helpful for national Blue Shield committees to contact their respective National Red Cross or Red Crescent Society to co-ordinate their emblem protection efforts[3].

5. Conditions of use

These conditions of use are intended to protect the name and logo of the Blue Shield against inappropriate or unauthorised use.

The Blue Shield logo may be used subject to the guidance and conditions laid out below:
- By national committees of the Blue Shield and the Blue Shield International Board as part of their official identification, including stationary for correspondence;
- In brochures, pamphlets and other forms of official communication printed or prepared by the Blue Shield or by hosting organisations on materials related to conferences;
- To indicate formally accredited people, institutions, and activities, such as training courses;

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[2] For example, Annex A4 of the *UK Government Department of Digital Culture Media and Sport: Protection of cultural property in the event of armed conflict. Implementation of the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict, its Protocols and the Cultural Property (Armed Conflicts) Act 2017* grants Blue Shield the right to use the emblem, subject to certain conditions. See: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/661733/Guidance_on_implementation_of_the_Convention_-_final.pdf

[3] For example, the UK Committee of the Blue Shield work with the British Red Cross. The British Red Cross's emblem protection page encourages the UK public to report misuses of any protective emblem to its international law team for follow-up: www.redcross.org.uk/emblem.

- By partner organisations (with the approval of either the International board or national committee as appropriate) in their publications, website, or documents related directly to partnership activities.

Use of the Blue Shield logo is subject to the following conditions:
- The logo must follow the guidance detailed here.
- The logo must always be used in accordance with national laws governing the use of the blue shield emblem.
- The logo must not be used or displayed in any way that is likely to result in confusion regarding the purpose of the logo for identifying the Blue Shield organisation, rather than – for example – protected cultural property, or personnel engaged in its protection[4].
- The logo must not be displayed in any way that could create an inaccurate impression of association with people, places, names, organisations and/or other entities.
- The logo must not be displayed in a way that could inaccurately be perceived as affording protection to any object on which the emblem is displayed.
- Materials showing the Blue Shield logo must contain a clear explanation regarding the event or campaign, and the relationship with the Blue Shield.
- Any kind of advertising that displays the Blue Shield logo must be approved by the Blue Shield national committee or Blue Shield International (as relevant) before it goes to print or production.
- The logo may only be displayed on saleable items with the approval of the Blue Shield International Board. A Blue Shield national committee may authorize its reproduction in separate leaflets accompanying the items for sale and in their advertising material.
- If the logo is placed on a website, where possible it should link to the website of either the national committee or the International Board as relevant.

The Logo may not be used:
- For products and services that are not compatible with the image of the Blue Shield as a neutral international organisation dedicated to the protection of tangible, intangible, and natural heritage in armed conflicts and human-made and environmental disasters;
- For any purpose intended for personal or commercial gain;
- Without text indicating which national committee or the international board it is associated with.

The Blue Shield logo may not be altered or revised, except to translate it.

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[4] Display of the emblem for the purpose of protection is laid out in the 1954 Hague Convention and its Regulations for the Execution. The Enhanced Protection Emblem is laid out in the *Guidelines for the Implementation of the 1999 Second Protocol to the Hague Convention of 1954 for the Protection of Cultural Property in the Event of Armed Conflict 2016* The Convention, its Regulations, the Guidelines are governed by UNESCO. More information on all three, and links to the UNESCO offices can be found in the Blue Shield document: The Blue Shield Emblem – Guidance for Use.

Appendix 1 – Colour Guide

1. Colour Codes
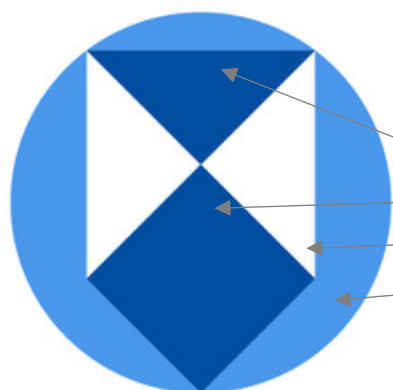
The Blue Shield Logo

Colours:
Royal Blue,
White
Light Cyan Blue

Royal Blue

Colour Name:	RGB #024EA0
Pantone:	
RGB (0 ÷255):	2, 78, 160
RGB %:	0.78, 30.6,62.75
(RGB = Red, Green, Blue)	
CMYK (Cyan, Magenta, Yellow, Black) %:	
	98.75, 51.25, 0, 37.25

Light Cyan Blue

Colour Name:	RGB #4A98EC
Pantone:	
RGB (0 ÷255):	74, 152, 236
RGB %	29.02, 59.61, 92.55
(RGB = Red, Green, Blue)	
CMYK (Cyan, Magenta, Yellow, Black) %	
	68.64, 35.59, 0, 7.45

White

Colour Name:	RGB #FFFFFF
Pantone:	None
RGB 0÷255	255, 255, 255
RGB %	100, 100, 100
(RGB = Red, Green, Blue)	
CMYK (Cyan, Magenta, Yellow, Black) %:	
	0, 0, 0, 0

Appendix 2 – Logo Design

1. Standard application of the logo

The Blue Shield logo should always be used with text identifying the national committee, unless it is not possible to include letters, for example, in a pin badge, or for social media profile pictures such as Facebook and Twitter. However, the name of the national committee should be included in the social media profile to maintain the connection between the Blue Shield logo and the particular branch of the Blue Shield organisation. A national committee may choose whether they wish to use the strapline, and they may translate it and the organisation name into the language of their choice.

English is used in this example: national committees are encouraged to use their national language.

Text Font: Open Sans (a free Google font):
https://fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans

Text colour: Blue Shield should be in Open Sans Regular in Royal Blue (colour schema as for the shield on the previous page). The Branch name should be in Open Sans Light in Black.

Text style (names): "Blue Shield" should be capitalised. Only the first name of the national committee (branch) / International Board should be capitalised.

Text placement: Names should be placed to the right of the logo, centred around the outer circle. Both names should be left aligned, placed slightly to the right of the logo.

Text Style (strapline): Protecting Heritage in Crisis should be capitalised.

Text placement: The strapline is optional. If it is used, it should be placed below the logo, organisation name, and committee name: it should be centred beneath them both.

Text Proportions: As far as possible, allowing for translations, the strapline should be approximately two thirds (1/2) the size of "Blue Shield". The committee name should be sized to fit as appropriate (here it is approximately 1/3).

National committees should adapt this for their national language.

On request, the secretariat can supply a .psd file for national committees to edit as appropriate, or, if the committee prefers, they can contact the secretariat with the text/translation they wish, and the secretariat will supply a .jpg or .png file of the logo with and without the strapline.

2. Reverse application of the logo

If the logo is to be used on a block colour or textured/photographic background the logo may be rendered in reverse. All colour specifications for the shield emblem apply as do font and placement specifications defined above. However, where the colour specifications above would render text poorly visible, text may be rendered in White (as defined in the colour schema for the shield on page 5) subject to the same font specifications.

Appendix 3 - Document Page Layouts

The following guidance offers a recommended format to use in official documentation, but is not required if a committee wishes to use another format.

This document is formatted in this style.

3. Page format and use of Logo in documents

The logo should only be used at the start of a new section (for example, a chapter, or appendix), or only on the first page if it is a shorter document.

The logo and committee name should be centred and placed in the header, over a Royal Blue line. Not including the space around it, the shield should be approximately 2cm high, and spaced 1.5cm from the top of the page.

All other pages should have only a royal blue line in the header (1pt weight / width).

A royal blue line may also mark the footer. The footer may be used to indicate the name of the document. Text in the header or footer should be Royal Blue.

4. Document Headings

Heading 1 (titles)

The following format may be used.
- Text colour: Royal Blue (see Appendix 1).
- Font: Calibri.
- Size: 18.
- Bold.
- Text placement: centred.
- Line spacing: 1.15.
- 12pt spacing after.

1. Heading 2 (main headings)

The following format may be used.
- Text colour: Royal Blue (see Appendix 1).
- Font: Calibri.
- Bold.
- Size: 14.

- Text placement: main text indented 1.25cm.
  If headings are numbered, numbers should be used, with a full stop, and a hanging indent of 0.75cm, text starting at 2cm.
- Line spacing: 1.15.
- 10pt spacing after the paragraph.

i. Heading 3 (numbered subheadings)

The following format may be used.
- Text colour: Royal Blue (see Appendix 1).
- Font: Calibri.
- Bold.
- Size: 11.
- Text placement: indented 1cm.
  Headings should be numbers with lower case roman numbers to differentiate them from main headings. a hanging indent of 0.5cm, title text starting at 1.5cm.
- Line spacing: 1.15.
- 6pt spacing after the paragraph.

Heading 4 (unnumbered subheadings)

As for Heading 3, but without numbering.

Body text

The following format may be used.
- The **body text** of a document (such as the main text here) should be a sans serif font. Calibri is used here.
- Text colour: Black.
- Size: 11.
- Line spacing: 1.15.
- No additional space before or after paragraphs. A single carriage return (space/enter) should separate paragraphs.

The following page offers a template for headed paper.

BLUE SHIELD
International

School of Arts and Cultures, Armstrong Building
Newcastle University
Newcastle Upon Tyne
Tyne and Wear NE1 7RU
United Kingdom

+44 (0) 191 208 7095

Address Line 1
Address Line 2
City
State / County
Country

Date

Dear…

RE:

Body Text…
I am writing to you about…

- Font: sans serif e.g. Calibri
- Font Size: 11
- Font colour: black.
- Line spacing: 1.15.
- No additional space before or after paragraphs.
- A single carriage return (space/enter) should separate paragraphs.

- Text: Right aligned.
- Font Type: Microsoft (MS) Reference Sans Serif.
- Font Size: 8
- Font colour: Royal Blue.
- Line spacing: 1.15.
- No additional space before or after paragraphs.
- A single carriage return (space/enter) should separate paragraphs

Appendix 3 – Headed Paper Template

The Strapline should be
- Text: Centred in the footer.
- Font Type: Open Sans Light, Capital letters.
- Font Size: 11
- Font colour: Royal Blue
- A royal blue line, 1 pt width, should mark the footer.

Appendix 4 - Slide Templates

These slide template designs are for suggested use only. Please contact the Secretariat if you require assistance to customise a template.

All slides have a royal blue line at the bottom, going behind the Blue Shield logo on the left. Other institution logos may be added along this line as required – for example, Blue Shield International displays the UNESCO Chair logo (which should only be used by staff of Newcastle University).

A royal blue line also separates the top, placed below the heading box.
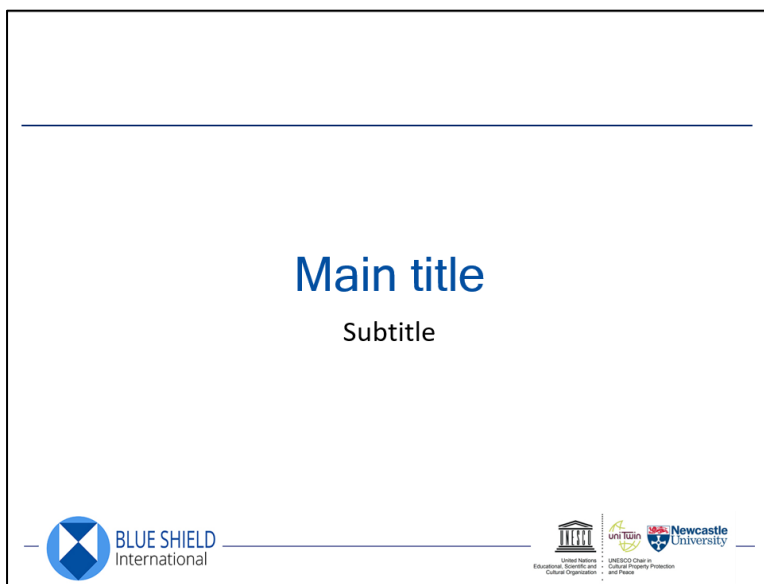
Title Slide text:
Centred, Royal Blue, Microsoft (MS) Reference Sans Serif, size 45.

Subtitle:
Centred, Black, Calibri font, size 28.
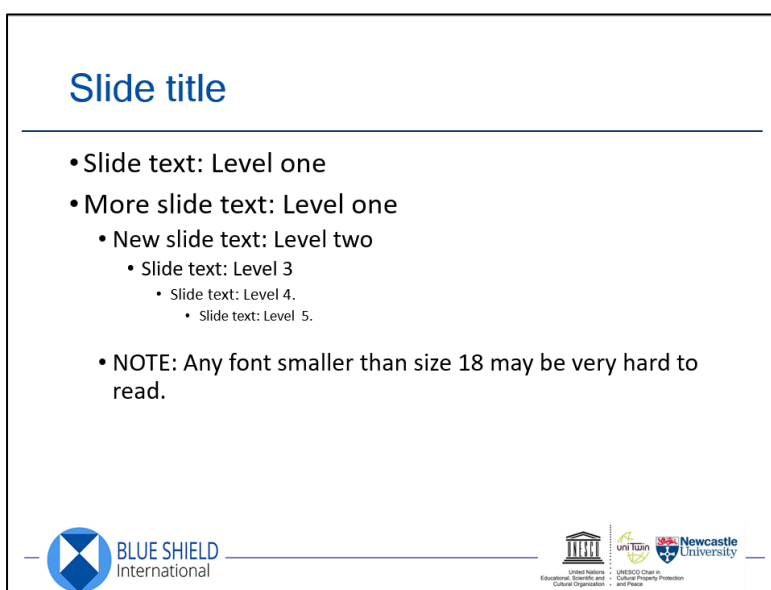
Main slides

Title text:
Centred, Royal Blue, Microsoft (MS) Reference Sans Serif, size 36.
Main text:
Calibri, Black,
First level: Size 28
Second level: Size 24
Third level: Size 20
Fourth Level: Size 16
Fifth Level: Size 12 *(not be used except for small print copyright)*