



National Safety Council

Position/Policy Statement

Use of National Safety Council Trademark

The “Green Cross for Safety” is the official, registered trademark of the National Safety Council. The Council has exclusive right and control of the trademark. This Policy spells out the exact uses of the “Green Cross for Safety” and the accompanying use of the Council’s name. No one may use the logo or name without specific Council permission.

(See Attached)

This position statement reflects the opinions of the National Safety Council but not necessarily those of each member organization.

A statement of Policy on the Use of the Green Cross for Safety Trademark. Originally adopted by the Board of Directors, June 27, 1957; Revised by action of the Board, October 18, 1977; Second revision by action of the Board of Directors April 17, 1986.



National Safety Council

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(See Attached)

A statement of Policy on the Use of the Green Cross for Safety Trademark.
Originally adopted by the Board of Directors, June 27, 1957; Revised by action of the Board, October 18, 1977; Second revision by action of the Board of Directors April 17, 1986.

Use of National Safety Council Trademark

A STATEMENT OF POLICY ON THE USE OF THE GREEN CROSS FOR SAFETY TRADE-MARK. Originally adopted by the Board of Directors June 27, 1957; revised by action of the Board October 18, 1977; second revision by action of the Board of Directors April 17, 1986.

1. The National Safety Council is a not-for-profit corporation chartered by the Congress of the United States, Public Law 259, 83rd Congress, First Session, 36 U.S. Code 461, 67 Stat. 569.

2. The National Safety Council has adopted as its official trademark, and obtained trademark registration and protection for, the GREEN CROSS FOR SAFETY symbol, which appears at right:



3. In addition to the legal protection afforded to the Council's trademarks under the trademark laws of the United States, the Congressional Charter specifically provides that the Council "shall have exclusive and sole right to use, or to allow or refuse the use of, such emblems, seals, and badges as it may legally adopt."

4. The right of exclusive use of its trademarks is accompanied by an obligation upon the National Safety Council to protect the public from misuse or misrepresentation of the Council's trademarks and name.

5. Pursuant to its legal rights, and in order to carry out its obligation to the public, the National Safety Council restates its basic policy that its trademarks, emblems, seals, and badges may NOT be used, under any circumstances, without its approval and authorization. Requests for such approval should be directed to the Corporate Secretary, National Safety Council.

6. The Board of Directors of the National Safety Council has authorized the use of the Council's trademark by members of the National Safety Council under the following conditions designed to protect its legal rights in its trademark and to protect the public against confusion or deception:

- a. The user must be a member of the National Safety Council in good standing at the time of the use of the trademark.
- b. Under the trademark there must appear the words "Member, National Safety Council," as shown below: (See exception in item e.)



**Member
National Safety Council**

- c. The trademark should be reproduced only in the proper green, as illustrated. However, black may be used if it is not practicable to use green. Colors other than green or black should not be used.
- d. In using the trademark there should be no modification of wording or design. For example, it is not permissible to eliminate the words "GREEN CROSS FOR SAFETY" or to substitute therefore the name of a company, a safety council, a slogan, or any other wording. Nor is it permissible to incorporate the trademark within or as a part of any other symbol or mark.
- e. The National Safety Council accredits and charters local and state safety councils meeting certain qualifications. Such chartered safety councils, when using the Council's trademark may, in lieu of "Member, National Safety Council" use one of the following phrases: "Chartered by the National Safety Council," "Chapter of the National Safety Council," or "Affiliate of the National Safety Council."
- f. The trademark, with the above-indicated words designating membership in the National Safety Council, may be used ONLY
 - 1) on official letterheads of members, to signify membership in the National Safety Council;
 - 2) on other materials which members may use in safety work, to signify as a member of the National Safety Council an interest in accident prevention and safety programs, activities, achievements or educational materials.

- g. The Council's trademark may NOT be used by members of the Council or by others, on awards to winners of safety contests, or on awards for other types of safety achievements. Use of the trademark on safety awards is reserved exclusively for awards issued by the National Safety Council itself.
- h. The Council's trademark may NOT be used by members of the Council or others in or as part of any advertisement, or in connection with the display, advertisement, or sale of any goods, products or services manufactured, distributed, provided by or promoted by a member or others without the specific written consent of the National Safety Council.
- i. The Council's trademark may NOT be used in such a manner, directly or indirectly, as to lead the public to believe:
 - 1) that the National Safety Council is the origin or source, or approves the origin or source, of the goods, products, or services manufactured, distributed, or provided by the member or others;
 - 2) that the National Safety Council endorses or approves the nature, quality, or use of, or claims made for, the goods, products, or services manufactured, distributed, or provided by the member or others;
 - 3) that the National Safety Council endorses or approves the textual matter with which the trademark is associated by the member or others, unless specific authorization for such purpose has been obtained from the National Safety Council.
- j. The use of the trademark shall be subject at all times to revocation and withdrawal by the National Safety Council when, in its sole and exclusive determination and judgment, the continued use would not be in the best interests of the National Safety Council.

- k. The user shall submit such periodic, special, or other reports and information concerning the use of the trademark as may be required, from time to time, by the National Safety Council.

7. The National Safety Council may authorize such other use of its trademark as, in its judgment, serves the purpose for which the National Safety Council was created.

8. Use By U.S. Government Agencies. National Safety Council services are made available to U.S. Government agencies on the basis of a Federal Supply Service Contract. In consideration of this contract, all departments and agencies of the U.S. Government are granted membership privileges in the National Safety Council. Among these privileges is the right to use the Council's trademark under the same conditions that Council members may use it, except that U.S. Government agencies should omit the wording "Member, National Safety Council," which is required to be used by Council members, but retain the registration notice®.

Footnote: The proper green is best matched by referring to the standard Pantone Color System Green #347.



National Safety Council

444 North Michigan Avenue, Chicago, Illinois 60611

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Use of National Safety Council Trademark

A STATEMENT OF POLICY ON THE USE OF THE GREEN CROSS FOR SAFETY TRADEMARK. Originally adopted by the Board of Directors June 27, 1957; revised by action of the Board October 18, 1977.

1. The National Safety Council is a non-profit corporation chartered by the Congress of the United States, Public Law 259, 83rd Congress, First Session, 36 U.S. Code 461, 67 Stat. 569.

2. The National Safety Council has adopted as its official trademark, and obtained trademark registration and protection for, the GREEN CROSS FOR SAFETY symbol, which appears at right:



**National
Safety
Council**

3. In addition to the legal protection afforded to the Council's trademarks under the trademark laws of the United States, the Congressional Charter specifically provides that the Council "shall have exclusive and sole right to use, or to allow or refuse the use of, such emblems, seals, and badges as it may legally adopt."

4. The right of exclusive use of its trademarks is accompanied by an obligation upon the National Safety Council to protect the public from misuse or misrepresentation of the Council's trademarks and name.

5. Pursuant to its legal rights, and in order to carry out its obligation to the public, the National Safety Council restates its basic policy that its trademarks, emblems, seals, and badges may NOT be used, under any circumstances, without its approval and authorization. Requests for such approval should be directed to the Corporate Secretary, National Safety Council.

6. The Board of Directors of the National Safety Council has authorized the use of the Council's trademark by members of the National Safety Council under the following conditions designed to protect its legal

rights in its trademark and to protect the public against confusion or deception:

- a. The user must be a member of the National Safety Council in good standing at the time of the use of the trademark.
- b. Under the trademark there must appear the words "Member, National Safety Council," as shown below: (See exception in item e.)



**Member
National Safety Council**

- c. The trademark should be reproduced only in the proper green, as illustrated. However, black may be used if it is not practicable to use green. Colors other than green or black should not be used.
- d. In using the trademark there should be no modification of wording or design. For example, it is not permissible to eliminate the words "GREEN CROSS FOR SAFETY" or to substitute therefore the name of a company, a safety council, a slogan, or any other wording. Nor is it permissible to incorporate the trademark within or as a part of any other symbol or mark.
- e. The National Safety Council accredits and charters local and state safety councils meeting certain qualifications. Such chartered safety councils, when using the Council's trademark may, in lieu of "Member, National Safety Council" use one of the following phrases: "Accredited by the National Safety Council;" "Chartered by the National Safety Council;" "Chapter of the National Safety Council;" or "Affiliated with the National Safety Council."
- f. The trademark, with the above-indicated words designating membership in the National Safety Council, may be used ONLY
 - 1) on official letterheads of members, to signify membership in the National Safety Council;
 - 2) on other materials which members may use in safety work, to signify as a member of the National Safety Council an interest in accident prevention and safety programs, activities, achievements or educational materials;
- g. The Council's trademark may NOT be used by members of the Council or by others, on awards to winners of safety contests, or on awards for other types of safety achievements. Use of the trademark on safety awards is reserved exclusively for awards issued by the National Safety Council itself.

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- h. The Council's trademark may NOT be used in such a manner, directly or indirectly, as to lead the public to believe:
- 1) that the National Safety Council is the origin or source, or approves the origin or source, of the goods, products, or services manufactured or provided by the member;
 - 2) that the National Safety Council endorses or approves the nature, quality, or use of, or claims made for, the goods, products, or services manufactured or provided by the member;
 - 3) that the National Safety Council endorses or approves the textual matter with which the trademark is associated by the member, unless specific authorization for such purpose has been obtained from the National Safety Council.
- i. The use of the trademark shall be subject at all times to revocation and withdrawal by the National Safety Council when, in its sole and exclusive determination and judgment, the continued use would not be in the best interests of the National Safety Council.
- j. The user shall submit such periodic, special, or other reports and information concerning the use of the trademark as may be required, from time to time, by the National Safety Council.

7. The National Safety Council may authorize such other use of its trademark as, in its judgment, serves the purpose for which the National Safety Council was created.

8. Use By U.S. Government Agencies. National Safety Council services are made available to U.S. Government agencies on the basis of a Federal Supply Service Contract. In consideration of this contract, all departments and agencies of the U.S. Government are granted membership privileges in the National Safety Council. Among these privileges is the right to use the Council's trademark under the same conditions that Council members may use it, except that U.S. Government agencies should omit the wording "Member National Safety Council," which is required to be used by Council members.

Footnote: The proper green is best matched by referring to the standard Pantone Color System Green #347.



Use of National Safety Council Emblems

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425 N. MICHIGAN AVE.

A statement of policy on the use of the GREEN CROSS FOR SAFETY and the UNIVERSAL SAFETY emblems. Originally adopted by the Board of Directors June 27, 1957; revised by action of the Board October 24, 1967.

1. The National Safety Council is a non-profit corporation chartered by the Congress of the United States, Public Law 259, 83rd Congress, First Session, 36 U.S. Code 461, 67 Stat. 569.

2. The National Safety Council has adopted as its official emblem, and obtained trademark registration and protection for, the

GREEN CROSS
FOR SAFETY,
which appears
at right:



The National Safety Council has also adopted as its emblem, and obtained trademark registration and protection for, the

Cross for
UNIVERSAL
SAFETY, which
appears at right:



3. In addition to the legal protection afforded to the Council's emblems and trademarks under the trademark laws of the United States, the Congressional Charter specifically provides that the Council "shall have exclusive and sole right to use, or to allow or refuse the use of, such emblems, seals, and badges as it may legally adopt."

4. The right of exclusive use of its trademarks and emblems is accompanied by an obligation upon the National Safety Council to protect the public from misuse or misrepresentation of the Council's trademarks and emblems.

5. Pursuant to its legal rights, and in order to carry out its obligation to the public, the National Safety Council restates its basic policy that its trademarks, emblems, seals, and badges may NOT be used, under any circumstances, without its approval and authorization.

6. The Board of Directors of the National Safety Council has authorized the use of the Council's emblems and trademarks by members of the National

Safety Council under the following conditions designed to protect its legal rights in its trademarks and emblems and to protect the public against confusion or deception:

a. The user must be a member of the National Safety Council in good standing at the time of the use of the emblems or trademarks.

b. Beneath the emblem or trademark used there must appear in legible type the words "Member, National Safety Council," as shown below: (See exception in item e.)



Member
National Safety
Council



Member
National Safety
Council

See Footnote

c. The emblems should preferably be printed in green, as illustrated. However, black may be used if it is not practicable to use green. Colors other than green or black should *not* be used.

d. In using the emblems there should be no modification of wording or design. For example, it is not permissible to eliminate the words "GREEN CROSS FOR SAFETY" or "UNIVERSAL SAFETY," or to substitute therefore the name of a company, a safety council, a slogan, or any other wording. Nor is it permissible to incorporate the emblem within or as a part of any other symbol or mark.

e. The National Safety Council accredits and charters local and state safety councils meeting certain qualifications. Such chartered safety councils, when using the Council's emblems may, in lieu of "Member National Safety Council" use one of the following phrases: "Accredited by the National Safety Council;" "Chartered by the National Safety Council;" "Chapter of the National Safety Council;" or "Affiliated with the National Safety Council."

f. The emblems or trademarks, with the above-indicated words indicating membership in the National Safety Council, may be used **ONLY**

1) on official letterheads of members, to signify membership in the National Safety Council;

2) on other materials which members may use *in safety work*, to signify as a member of the National Safety Council an interest in accident prevention and safety programs, activities, achievements or educational materials.

g. The Council's trademarks or emblems may NOT be used by members of the Council or by others, on awards to winners of safety contests, or on awards for other types of safety achievements. Use of the emblems on

Footnote. Emblems of the type illustrated here are available for purchase by members of the Council at \$2 each. Four sizes are available: 1/2-inch by 3/4-inch; 5/8-inch by 1-inch; 3/4-inch by 1 1/4-inch; 1-inch by 1 1/2-inch.



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safety awards is reserved exclusively for awards issued by the National Safety Council itself.

h. The Council's trademarks and emblems may NOT be used in such a manner, directly or indirectly, as to lead the public to believe:

1) that the National Safety Council is the origin or source, or approves the origin or source, of the goods, products, or services manufactured or provided by the member;

2) that the National Safety Council endorses or approves the nature, quality, or use of, or claims made for, the goods, products, or services manufactured or provided by the member;

3) that the National Safety Council endorses or approves the textual matter with which the trademark or emblem is associated by the member, unless specific authorization for such purpose has been obtained from the National Safety Council.

i. The use of such trademarks or emblems shall be subject at all times to revocation and withdrawal by the National Safety Council when, in its sole and exclusive determination and judgment, the continued use would not be in the best interests of the National Safety Council.

j. The user shall submit such periodic, special, or other reports and information concerning the use of the emblems or trademarks as may be required, from time to time, by the National Safety Council.

7. The National Safety Council may authorize such other use of its trademarks and emblems as, in its judgment, serves the purpose for which the National Safety Council was created.

Supplementary Notes on Usage of the Green Cross for Safety Emblem

1. U.S. Government Agencies — National Safety Council services are made available to U.S. Government agencies on the basis of a Federal Supply Service Contract. In consideration of this contract, all departments and agencies of the U.S. Government are granted membership privileges in the National Safety Council. Among these privileges is the right to use the Council's emblems under the same conditions that Council members may use them, except that U.S. Government agencies should omit the wording "Member National Safety Council," which is required to be used by Council members.

2. National Safety Council Use—When the National Safety Council itself uses the GREEN CROSS FOR SAFETY Emblem, the name of the Council is customarily included, thus:



The emblem in this form is for the exclusive use of the National Safety Council itself; it may *not* be used in this form by members of the Council or by anyone else.