



the
power of
humanity

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LANGUAGE GUIDE AND LOGO USE

How to talk about using the *Get Prepared* app and preparing for an emergency

About the app

Keep your emergency plan close to hand. The *Get Prepared* mobile app keeps your key contacts and emergency actions in one place so you can protect the things that matter most. Download *Get Prepared*, co-created by Australian Red Cross and general insurer IAG, at www.redcross.org.au/prepare

Alternatives

Australian Red Cross equips people to prepare for disaster. Download *Get Prepared*, co-created with general insurer IAG, to keep your emergency plan close to hand. Visit www.redcross.org.au/prepare

Download *Get Prepared*, co-created by Australian Red Cross and general insurer IAG, to keep your emergency plan close to hand. Visit www.redcross.org.au/prepare

Do one simple thing to prepare for an emergency. Download *Get Prepared*, co-created by Australian Red Cross and general insurer IAG, to keep your emergency plan close to hand. Visit www.redcross.org.au/prepare

A note about logo use

The Red Cross emblem is not a logo nor a trademark. Rather, as the universal emblem of protection in armed conflict, its use is restricted under international humanitarian law and in turn by Australian law.

In Australia, the use of the Red Cross emblem without the written permission of the Minister for Defence is a breach of the law.

Should you need to use the Australian Red Cross and IAG logo lock-up, heading this document, to promote the *Get Prepared* app, please discuss with your existing contact at Australian Red Cross. Alternative images and graphics have been supplied with this kit, free for your use.