



BY-LAW NUMBER TWELVE (12)
USE OF THE RSL BRAND
OF
THE RETURNED & SERVICES LEAGUE OF AUSTRALIA
(SA BRANCH) INCORPORATED

Motto: The Price of Liberty is Eternal Vigilance

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USE OF THE RSL BRAND

1. Introduction

- 1.1. The use of the RSL Brand including its Badges and Banners are administered under the guidelines and Rules of RSL Australia. In particular, [RSL Australia By-Law Seven \(7\)](#).

2. Licence of the RSL Brand

- 2.1. RSL Australia has licensed State Branch for the use of the RSL Brand in accordance with [Clause One of RSL National By-Law Seven \(7\)](#).
- 2.2. This includes all actions related to:
 - 2.2.1. Licence Agreements;
 - 2.2.2. Licence Fees;
 - 2.2.3. Distribution Fees; and
 - 2.2.4. Enforcement Rights.
- 2.3. The process for such actions are outlined in [RSL National By-Law Seven](#).

3. Approval for the use of the RSL Brand

- 3.1. RSL brands may only be used for a purpose aligned with the RSL objects and in accordance with the Rules.
- 3.2. Approval for the use by a third party of the RSL Brand shall only be granted by State Branch or RSL Australia. Applications for approval shall be made in writing to State Branch by a Sub-Branch.
- 3.3. The policy relating to the use of the RSL Brand is detailed in the RSL Brand Guidelines. Policy interpretation or confirmation regarding the use of the brand should be sought from State Office in the first instance.

4. Breaches of use of the RSL Brand

- 4.1. Where breaches of the use of the RSL Brand becomes known, State Branch shall take action in accordance with the Brand Guidelines.

5. RSL Badges and Banners

- 5.1. All RSL Badges and Banners are owned by the League. The specifications for the design and use of the badge and banner are detailed in the [RSL Australia By-Law Seven \(7\)](#).

6. Bibliography

- 6.1. RSL Australia, National By-Laws 7, Brands, enacted 7 June 2016, Amended 24 July 2020, [https://static1.squarespace.com/static/60f73b60d409bc52365ea138/t/610869c95bc6b55da8df23a0/1627941323806/RSL+National+By-Laws+-+adopted+7+June+2016+\(incl+AL+06\).pdf](https://static1.squarespace.com/static/60f73b60d409bc52365ea138/t/610869c95bc6b55da8df23a0/1627941323806/RSL+National+By-Laws+-+adopted+7+June+2016+(incl+AL+06).pdf)