

IMAGE AND IDENTITY

GENERAL

1. The Brigade is the most visible part of the St. John Ambulance organization, and every member has a duty to enhance the image of St. John Ambulance in Canada. The impression left by Brigade members on clients, patients, partner organizations or the general public helps determine the credibility of St. John Ambulance. It can affect decisions whether or not they choose to have future transactions with St. John Ambulance, including providing a donation for community service, seeking Brigade services, enrolling in a course, or becoming a member of St. John.

IMAGE

2. "Image" is the outward impression created by members of a common group, and is representative of shared capability, attitudes and professionalism.
3. Members of the Brigade are the most visible part of St. John Ambulance, known to the public as a highly credible leader in first aid. To maintain this positive image, it is essential that Brigade members adhere to the following while performing community service:
 - a. use common sense in all actions;
 - b. remain polite and positive when dealing with other St. John Ambulance members or members of the public;
 - c. be aware of sensitivities of other St. John Ambulance members and members of the public;
 - d. refrain from smoking, chewing gum or consuming alcoholic beverages or illegal substances; and
 - e. maintain acceptable levels of dress and deportment, including:
 - i. clean, unwrinkled clothes,
 - ii. uniform sized to fit appropriately,
 - iii. personal cleanliness and hygiene,
 - iv. minimal amount of makeup and jewelry.
4. It is the responsibility of leaders within the Brigade to ensure individual members maintain a positive image.

IDENTITY

5. "Identity" is the distinguishing character or personality of a group.

6. Members of the Brigade help to create a unified identity of St. John Ambulance through the following:
 - a. **The St. John Ambulance logo** in Canada is the legal trademark of the Priory of Canada. For protection of this identity, copyright and usage policies must be complied with. For details, refer to the Corporate Graphic Standards Manual, available through Provincial/Territorial Councils and most Branches.
 - b. **The Brigade uniform** identifies individuals as members of the St. John Ambulance Brigade, trained to recognize and respond to first aid and health care needs of the people in their communities. It is important, therefore, to comply with guidelines for maintenance and wearing of the uniform. Uniforms will differ depending on the service provided (e.g. patient care, ski patrol, beach patrol, Therapy Dog), environmental conditions, and the Council in which the member is active. See StJCI 2-12-2 for details on wearing and maintenance of Brigade uniforms.
 - c. **Insignia** are distinguishing marks or signs that help identify authority, both to the public (e.g. shoulder flashes) and within the membership (e.g. officer level, training qualifications). See StJCI 2-12-2 for details on correct wearing of insignia.
 - d. **Mobile First Aid Units** are a highly visible part of the St. John Ambulance Brigade, and carry the identity of the organization at all times. The slash maple leaf design developed for Brigade vehicles is not authorized for any other use. For details on correct use of vehicles and vehicle markings, refer to StJCI 2-7-3 and the Corporate Graphic Standards Manual, available through Provincial / Territorial Councils and most Branches.