



The centred logo is positioned on each sleeve, so that it is visible from all sides.

### Uniforms

Falck's uniforms are an important element in the group's visual identity and a constant reminder of the relationship between Falck and the community.

Falck's uniforms may vary from one country to another and follow the rules for uniform identification in each country. However, it is important that uniforms convey Falck's identity to ensure that they remain consistent with the rest of the visual design.

The following rules must be observed:

- Falck's symbol and name must always be displayed simply and distinctly on Falck's corporate uniforms
- Falck's identity must be clearly visible from all sides of operational staff's uniforms
- Other signs and elements must not distract from Falck's identity.



The horizontal logo is at the top on the back of the jacket, in a dominant size.

The function or title is in Argo and must be placed at a distance from the logo so as to respect the exclusion zone.