



The positive logo on the door is placed at the door's optical centre below the red stripe. If the vehicle's sides consist of a white surface instead of windows, the positive logo must also be placed here in a significant size – and at some distance from the "Star of Life" logo. The logo must be identical on both sides. The cars function must be in Argo Bold.



Reflex stripes at the side of the vehicle must be positioned so as to guide traffic to the front of the vehicle.



The positive logo must be positioned at the optical centre of the front of the vehicle.



On the back the positive logo must be placed on the left below the window.

Reflex stripes at the front and rear must be symmetrical so that traffic is guided around the vehicle.

Doctor ambulances

Markings on vehicles should highlight quality, reliability and strength and interact with the overall brand. The standard colour of ambulances is white.

The logo must be clearly visible from all sides. At the sides the positive logo should be placed below the red stripe (and above the white surfaces) – and the special negative outlined logo inside the red stripe at the front and rear.

Red/white stripes must stand out clearly at the top and bottom.

Argo Bold must be used for the alarm number or the vehicle's function. Argo Regular must be used discreetly in black for the vehicle's number, if any.

The "Star of Life" logo must be placed on the vehicle's window. Any local affiliation and logo must be placed discreetly below the red stripe.

The standard colour of the vehicle is white and yellow. The logo is red (RAL: 3020/ foil: SC100/13) and black (RAL:9005/foil: SC 100-12).