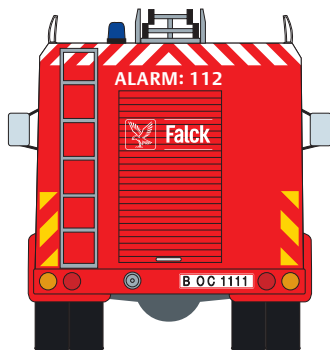


The negative outlined logo on the door is placed at the door's optical centre and in a larger size on the upper part of the vehicle's side. The size of the logo must be significant and visible and must always match the size of the vehicle.



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



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



At the back the logo must be positioned at the optical centre of the vehicle.

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

### Fire engines

Markings on vehicles should highlight quality, reliability and strength and interact with the overall brand. The standard colour for recovery and rescue vehicles is red (RAL: 3020).

The special negative logo with outlined square should be placed on a red background and must be clearly visible from all sides. The shape of the falcon, the square outline, the lines and the name must be cut out of white foil.

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.

Any local affiliation and logo must be placed discreetly on the red background.

The Falck logo is to be affixed in white (RAL: 9016/ foil: SC 100/10).