

SUBJECT: **AMBULANCE VEHICLE COLOR SCHEME
AND INSIGNIA GUIDELINES**

REFERENCE NO. 454

PURPOSE: To provide guidelines for acceptable ambulance vehicle color schemes and insignias used to designate the ambulance vehicles of ambulance companies licensed to operate in the County of Los Angeles.

AUTHORITY: Los Angeles County Code, Title 7, Business Licenses, Division 2, Chapter 7.16. California Code of Regulations, Title 13, Chapter 5. Special Vehicles, Article 1, Ambulances, Section 1100.4 Ambulance Identification.

DEFINITIONS:

Insignia: An ambulance company's distinctive logotype or emblem as used on its ambulance vehicles, badges, signs, etc.

Vehicle Wraps: Is the common description for graphics which are applied to vehicle as either a form of mobile advertising or customizing a vehicle to enhance its appearance. Vehicle graphics can be applied to the entire vehicle or parts of the vehicle hence the terminology full wraps or partial wraps.

PRINCIPLES:

1. As part of the Ambulance Operator Business License Application process, an applicant must identify the color scheme and insignia to be used to designate the ambulance(s) of the applicant; therefore, approval of the Business License includes approval of the submitted color scheme and insignia.
2. Vehicle paint schemes and insignias must provide easy identification by the public of the entity that operates the ambulance service or the name under which the ambulance licensee is doing business or providing service.
3. It is recognized that ambulance companies may contract with hospitals to provide specialized transport services and in these situations, the contracting entity may require vehicles that include their color scheme and/or insignia on the ambulance in addition to the ambulance operators approved color scheme and insignia.

POLICY:

- I. All ambulance vehicle color schemes and insignias must be approved by the EMS Agency prior to implementation.
- II. Basic Requirements
 - A. All ambulances operated under a single license shall display the same company insignia on both sides and the rear of the vehicle that conforms with the following requirements:

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REVISED:

SUPERSEDES:

APPROVED:


Director, EMS Agency


Medical Director, EMS Agency

1. Lettering that contrasts sharply with the background and is readily visible during daylight.
 2. Lettering shall not be less than four (4) inches in height and of proportionate width.
 3. If uppercase letters are not less than four (4) and one-half (1/2) inches in height, lowercase letters may be three-fourths of the uppercase height.
 4. If the company name appears on other areas of the vehicle (e.g. roof or front of the vehicle), the company name shall be consistent.
- B. Vehicle wrap style color schemes and insignias are acceptable; however, the name of the operating entity must be readily identifiable and meet all other requirements herein.
1. The design of the vehicle wrap must be in good taste and not distracting to other drivers so as to pose a potential safety risk on the road.
 2. If a vehicle wrap is utilized on a vehicle as a public service announcement, the name of the operating entity must remain readily identifiable.
 3. Vehicles with wrap type designs must include the lettering "Ambulance" across the front of the vehicle.
- C. An ambulance vehicle may not be identified as an advanced life support (ALS) unit or critical care transport (CCT) unit, unless the ambulance company operating the unit and the unit have been approved and designated to provide such services by the EMS Agency.
1. Lettering such as "Mobile Intensive Care Unit", "Paramedic", "Specialty Transport", "Critical Care Unit", etc., shall not be utilized on any ambulance vehicle in Los Angeles County unless approved by the EMS Agency and staffed at the level (e.g. paramedic or CCT) identified on the vehicle.
 2. The utilization of "Emergency" lettering is not permitted on any private ambulance vehicle unless it is part of the operating entity name.
- III. Changes to Ambulance Color Schemes / Insignias
- A. Requests to change a licensed ambulance company's approved ambulance vehicle insignia and color scheme must be submitted, in writing, to the EMS Agency.
1. The written request must be dated and signed by the ambulance company President/Chief Executive Officer.
 2. A color photograph or color drawing of the proposed color scheme and insignia must accompany the written request.

3. If the request is for a color scheme and insignia change for a vehicle that will be utilized for a contracted hospital and not the company's entire fleet, this must be stated in the written request.
- B. Changes to ambulance vehicle color schemes and/or insignias must be approved by the EMS Agency prior to implementation.
1. The EMS Agency is not responsible for any costs associated with revising the vehicle color scheme and/or insignia if the proposed changes are not approved in advance by the EMS Agency.

CROSS REFERENCES:

Prehospital Care Manual:

Ref. No. 450, **Los Angeles County Code, Title 7, Business Licenses, Division 2, Chapter 7.16 Ambulances**

Ref. No. 455, **Ambulance Vehicle Age Limit Requirements and Exemptions**