



health

Department:
Health
REPUBLIC OF SOUTH AFRICA



National Department of Health: EMS Branding and Visual Identity Standards Manual



Foreword

The Emergency Medical Services (EMS) Branding and Visual Identity Standards Manual document is designed to provide guidelines for implementation in public EMS in South Africa. The document covers various aspects of EMS branding, including uniform design, vehicle branding, service insignia, logos, and branding colours. The then National Health Insurance White Paper mentioned the need for Branding and Visual Identity Standards. Since then, EMS has taken a soft approach to the implementation of standardised uniforms and vehicle branding across the public sector.

This manual document outlines the proper wearing of uniforms for all EMS employees, including Operational staff, Lecturers, Officers/Management, and support staff. The document also serves as a guideline for vehicle branding. Emergency vehicles are easily the most recognisable asset of any EMS, and uniformity amongst the various types of emergency vehicles utilised by EMS is essential.

By emphasising adherence to the legal framework defined by the relevant medical regulatory body, this policy seeks to bolster public confidence, enhance professional accountability, and uphold the positive image of emergency medical services practitioners.

EMS Branding and Visual Identity Standards Manual aligns with the principles set forth in the Public Service Co-ordinating Bargaining Council (PSCBC) Resolution 3 of 1999. According to this resolution, employers are responsible for providing uniforms or clothing to employees when the nature of their work necessitates it. This corporate identity document illustrates the commitment to the well-being and professionalism of emergency medical services, ensuring that they are appropriately equipped and presented in a manner that instils trust and confidence among the public.

We are confident that the implementation of this EMS corporate identity will aid and enhance the professional image of EMS as a key providers of healthcare in all public health establishments.

The National Department of Health would like to acknowledge and express its appreciation to those who contributed to the development of this EMS corporate identity document.



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Purpose

The EMS Branding and Visual Identity Standards Manual document is a guide that outlines the visual and verbal identity of public EMS within the Republic of South Africa, including guidelines for logos and colours. Its purpose is to ensure consistency and a robust and recognisable brand across all aspects of life, particularly in the healthcare sector.

Its purpose is to provide a cohesive and recognisable brand that reflects our values and mission. This document sets the standards for how we present ourselves to the world and our clients, ensuring that we maintain a professional and consistent image. Through this document, we seek to:

1. **Establish consistency:** Maintain a consistent and unified brand identity across all forms of public EMS.
2. **Foster recognition:** Ensure that our logos, colours, and visual elements are instantly recognisable as symbols of trust and high-quality service.
3. **Convey professionalism:** Present ourselves in a professional and approachable manner that conveys our dedication to patient care, safety, and community well-being.
4. **Promote unity:** Unify our team around a shared brand vision, instilling a sense of pride in being part of public EMS.

This document is more than a set of guiding rules; it is the embodiment of public EMS' personality, reflecting our core values, identity, and commitment to saving lives and serving our communities.

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Batho Pele Principles

Consultation

Citizens should be consulted about the level and quality of the public services they receive and, wherever possible, should be given a choice about the services that are offered.

Service Standards

Citizens should be told what level and quality of public services they will receive so that they are aware of what to expect.

Access

All citizens should have equal access to the services to which they are entitled.

Courtesy

Citizens should be treated with courtesy and consideration.

Information

Citizens should be given full, accurate information about the public services they are entitled to receive.

Openness and transparency

Citizens should be told how national and provincial departments are run, how much they cost, and who is in charge.

Redress

If the promised standard of service is not delivered, citizens should be offered an apology, a full explanation and a speedy and effective remedy; and when the complaints are made, citizens should receive a sympathetic, positive response.

Value for Money

Public services should be provided economically and efficiently in order to give citizens the best possible value for money.

Encouraging Innovation and Rewarding Excellence

Innovation can be new ways of providing better service, cutting costs, improving conditions, streamlining and generally making changes which tie in with the spirit of Batho Pele. It is also about rewarding the staff who “go the extra mile” in making it all happen.

Customer Impact

Impact means looking at the benefits we have provided for our customers both internal and external – it’s how the nine principles link together to show how we have improved our overall service delivery and customer satisfaction. It is also about making sure that all our customers are aware of and exercising their rights in terms of the Batho Pele principles.

Leadership and Strategic Direction

Good leadership is one of the most critical ingredients for successful organisations. Organisations who do well in serving their customers can demonstrate that they have leaders who lead by example, who set the vision, and ensure that the strategy for achieving the vision is owned by all and properly deployed throughout the organisation. They take an active role in the organisation's success.

THE PATIENTS' RIGHTS CHARTER

For many decades the vast majority of the South African population has experienced either a denial or violation of fundamental human rights, including rights to health care services. To ensure the realization of the right of access to health care services as guaranteed in the Constitution of the Republic of South Africa (Act No 108 of 1996), the Department of Health is committed to upholding, promoting and protecting this right and therefore proclaims this *PATIENTS' RIGHTS CHARTER* as a common standard for achieving the realization of this right.

This Charter is subject to the provisions of any law operating within the Republic of South Africa and to the financial means of the country.

A HEALTHY AND SAFE ENVIRONMENT

Everyone has the right to a healthy and safe environment that will ensure their physical and mental health or well-being, including adequate water supply, sanitation and waste disposal as well as protection from all forms of environmental danger, such as pollution, ecological degradation or infection.

PARTICIPATION IN DECISION-MAKING

Every citizen has the right to participate in the development of health policies and everyone has the right to participate in decision-making on matters affecting one's health

ACCESS TO HEALTHCARE

Everyone has the right of access to health care services that include:

- i. receiving timely emergency care at any health care facility that is open regardless of one's ability to pay;
- ii. treatment and rehabilitation that must be made known to the patient to enable the patient to understand such treatment or rehabilitation and the consequences thereof;
- iii. provision for special needs in the case of newborn infants, children, pregnant women, the aged, disabled persons, patients in pain, person living with HIV or AIDS patients;
- iv. counselling without discrimination, coercion or violence on matters such as reproductive health, cancer or HIV/AIDS;
- v. palliative care that is affordable and effective in cases of incurable or terminal illness;
- vi. a positive disposition displayed by health care providers that demonstrate courtesy, human dignity, patience, empathy and tolerance; and
- vii. health information that includes the availability of health services and how best to use such services and such information shall be in the language understood by the patient.

KNOWLEDGE OF ONE'S HEALTH INSURANCE/MEDICAL AID SCHEME

A member of a health insurance or medical aid scheme is entitled to information about that insurance or medical aid scheme and to challenge, where necessary, the decisions of such health insurance or medical aid scheme relating to the member.

CHOICE OF HEALTH SERVICES

Everyone has the right to choose a particular health care provider for

services or a particular health facility for treatment provided that such choice shall not be contrary to the ethical standards applicable to such health care providers or facilities, and the choice of facilities in line with prescribed service delivery guide lines.

BE TREATED BY A NAMED HEALTH CARE PROVIDER

Everyone has the right to know the person that is providing health care and therefore must be attended to by clearly identified health care providers.

CONFIDENTIALITY AND PRIVACY

Information concerning one's health, including information concerning treatment may only be disclosed with informed consent, except when required in terms of any law or an order of the court.

INFORMED CONSENT

Everyone has the right to be given full and accurate information about the nature of one's illnesses, diagnostic procedures, the proposed treatment and the costs involved, for one to make a decision that affects anyone of these elements.

REFUSAL OF TREATMENT

A person may refuse treatment and such refusal shall be verbal or in writing provided that such refusal does not endanger the health of others.

BE REFERRED FOR A SECOND OPINION

Everyone has the right to be referred for a second opinion on request to a health provider of one's choice.

CONTINUITY OF CARE

No one shall be abandoned by a health care professional worker or a health facility which initially took responsibility for one's health.

COMPLAIN ABOUT HEALTH SERVICES

Everyone has the right to complain about health care services and to have such complaints investigated and to receive a full response on such investigation.

EVERY PATIENT OR CLIENT HAS THE FOLLOWING RESPONSIBILITIES:

- Advise the health care providers on his or her wishes with regard to his or her death.
- Comply with the prescribed treatment or rehabilitation procedures.
- Enquire about the related costs of treatment and/or rehabilitation and to arrange for payment.
- Take care of health records in his or her possession.
- Take care of his or her health.
- Care for and protect the environment.
- Respect the rights of other patients and health providers.
- Utilise the health care system properly and not abuse it.
- Know his or her local health services and what they offer.
- Provide health care providers with the relevant and accurate information for diagnostic, treatment, rehabilitation or counselling purposes.

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National EMS Pledge of Service



I solemnly pledge myself to the service of humanity and will endeavour to practice my profession with conscience and dignity.

I will honour and maintain the noble traditions of my profession by all means within my power.

The health of my patients will be my prime consideration.

I will hold in confidence and trust, any personal information that may be imparted to me.

I will not permit considerations of religion, nationality, race, gender or social standing to intervene between my duty and my patient.

I will maintain the utmost sanctity of human life.

I make these promises solemnly, freely, and upon my honour.

This, I pledge.

Provincial Dept of Health and Ambulance Crests

Eastern Cape:



Free State:



Gauteng:



KwaZulu-Natal:



Limpopo:



Mpumalanga:



North-West:



Northern Cape:



Western Cape:



EMS Uniform Standards

6.1 Uniform Operational (Male & Female)

EMS Operational uniforms are a specified medical green with accompanying lime green reflective trim, as outlined below.

Operational uniforms consist of the following: either a two-piece (shirt & pants) or a one-piece jumpsuit. In addition to the base layer operational uniform also includes the:

- i Black leather belt, black socks, black boots and rescue helmet.
- ii Bunny jacket and/or soft-shell jacket
- iii Either a one-piece jumpsuit or a two-piece (shirt and pants)
- iv Peak cap (summer uniform) and/or beanie (winter uniform)
- v Rain suit
- vi Reflective jacket
- vii White undershirt

Operational Uniforms - Colour Pantone/Specs	
Uniform Item	Specs
Uniform Shirt (Operations Long/Short Sleeve) 	SPECIFICATION: SEE EMS 001,002,004,005 SIZES: Male/Female S - 8XL COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX) FIELD DRESS MATERIAL
Uniform Trousers (Operations) 	SPECIFICATION: SEE EMS 003,006 SIZES: Male/Female 26 – 68 COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX) MATERIAL: FIELD DRESS
Uniform Jumpsuit (Operations) 	SPECIFICATION: SEE EMS 074 SIZE: XS TO 8XL COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX)
Baseball Cap 	SPECIFICATION: SEE EMS 046 (SIMILAR TO - CBCU 006 VERSION 03.0/SEPTEMBER 2016. RUBBERISED PROVINCIAL-SPECIFIC EMS BADGE ON FRONT - NOT EMBROIDERY) COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX)

Beanie 	SPECIFICATION: SEE EMS 061 FABRIC: FLEECE SIZES: SMALL, MEDIUM & LARGE COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX)
Bunny Jacket 	SPECIFICATION: SEE EMS 056 (SIMILAR TO CBCU 013 VERSION 02.0/SEPTEMBER 2016) WITH PROVINCIAL-SPECIFIC EMS BADGE ON THE LEFT CHEST AND REFLECTIVE "EMS LETTERING" ON THE BACK YOLK) SIZES: Male/Female XS - 7XL COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX)
Soft-Shell Jacket 	SPECIFICATION: SEE EMS 066 SIZE: UNISEX XS TO 8XL COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX)
Rain Suit (Jacket) 	SPECIFICATION: SEE EMS 069 SIZES: UNISEX XS - 7XL COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX) AND HIGH VISIBILITY LIME
Rain Suit (Pants) 	SPECIFICATION: SEE EMS 070 SIZES: UNISEX XS - 7XL COLOUR: Colour: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX) AND HIGH VISIBILITY LIME
Reflective Jacket (Utility Jacket) 	SPECIFICATION: SEE EMS 073 SIZE: ONE SIZE FITS ALL COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX) AND HIGH VISIBILITY LIME

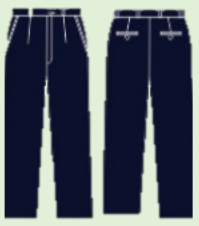
White Undershirt 	SPECIFICATION: SEE EMS 044 - SAN 075 REVISED DECEMBER 2005, CAPPED SLEEVE SIZES: XS - 7 XL COLOUR: WHITE
Black leather belt 35mm 	SPECIFICATION: SEE EMS 043 SIZE: 26 - 72 INCHES COLOUR: BLACK
Black socks 	SPECIFICATION: SEE EMS 065 SIZES: 3 TO 14 COLOUR: BLACK
Black boots (Safety/Hiking) 	SPECIFICATION: SEE EMS 064 SIZE: UNISEX 3 – 14 COLOUR: BLACK
Rescue Helmet 	SPECIFICATION: SEE EMS 072 SIZE: 52 TO 62 CM Colour: WHITE WITH GREEN OUTER EDGING

6.2 Uniform Communications/Training/Admin (Male & Female)

EMS Communications/Training/Admin uniforms are to be in the specified white and navy colours as outlined below. This subset of the uniform consists of:

- i Black leather belt
- ii Male - Black socks and black shoes. Female – navy shoes
- iii Peak cap (summer uniform) OR beanie (winter uniform)
- iv Soft-shell jacket
- v White shirts and navy bottoms
- vi White undershirt

Male Uniform Design:

Uniform Communications/Training/Admin - Colour Pantone/Specs	
Uniform Item	Specs
Uniform Shirt (Long/Short Sleeve) 	SPECIFICATION: SEE EMS 013,014 (SIMILAR TO CBCU 005 VERSION 02,0/JANUARY 2014 WITH PROVINCIAL-SPECIFIC RUBBERISED EMS BADGE ON LEFT CHEST) SIZES: 26 – 52 COLOUR: WHITE
Uniform Trousers 	SPECIFICATION: SEE EMS 011 (SIMILAR TO NRCS 003_MENS TROUSERS) SIZE: 26 – 52 COLOUR: Navy BLUE (PANTONE 282C /#000047)
Baseball Cap 	SPECIFICATION: SEE EMS 045 (SIMILAR TO - CBCU 006 VERSION 03.0/SEPTEMBER 2016. RUBBERISED PROVINCIAL-SPECIFIC EMS BADGE ON FRONT - NOT EMBROIDERY) COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Beanie 	SPECIFICATION: SEE EMS 062 FABRIC: FLEECE SIZES: SMALL, MEDIUM & LARGE COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Bunny Jacket 	SPECIFICATION: SEE EMS 056 (SIMILAR TO CBCU 013 VERSION 02.0/SEPTEMBER 2016 WITH PROVINCIAL-SPECIFIC EMS BADGE ON THE LEFT CHEST AND REFLECTIVE "EMS LETTERING" ON THE BACK YOLK) SIZES: Male/Female XS - 7XL COLOUR: NAVY BLUE (PANTONE 282C /#000047)

Soft-Shell Jacket 	SPECIFICATION: SEE EMS 067 SIZE: UNISEX XS TO 8XL COLOUR: NAVY BLUE (PANTONE 282C /#000047 HEX COLOUR)
Jersey (V-Neck) 	SPECIFICATION: SEE EMS 052 (SIMILAR TO BO 010 VERSION 02.0/SEPTEMBER 2016 WITH EMS-SPECIFIC BADGE ON THE LEFT CHEST AND PADDED ELBOWS AND EPAULETTES) SIZES: ALL UNISEX COLOUR: NAVY BLUE (PANTONE 282C /#000047)
White Undershirt 	SPECIFICATION: SEE EMS 044 - SAN 075 REVISED DECEMBER 2005, CAPPED SLEEVE SIZES: XS - 7 XL COLOUR: WHITE
Black leather belt 25mm 	SPECIFICATION: SEE EMS 043 SIZE: 26 - 72 INCHES COLOUR: BLACK
Black socks 	SPECIFICATION: SEE EMS 065 SIZES: 3 TO 14 COLOUR: BLACK
Black Shoes 	SPECIFICATION: SEE EMS 049 (SIMILAR TO - SAPS 2572-08 / APRIL 2009) SIZES: 4 TO 14 COLOUR: BLACK

Female Uniform Design:

Uniform Communications/Training/Admin - Colour Pantone/Specs	
Uniform Item	Specs
Uniform Shirt (Long/Short Sleeve) 	SPECIFICATION: SEE EMS 013,014 (SIMILAR TO CBCU 005 VERSION 02,0/JANUARY 2014 WITH PROVINCIAL-SPECIFIC RUBBERISED EMS BADGE ON LEFT CHEST) SIZES: 26 – 52 COLOUR: WHITE
Uniform Blouse (Long/Short Sleeve) 	SPECIFICATION: SEE EMS 015,016 (SIMILAR TO - CO 001 VERSION 04.0 SEPTEMBER 2016 WITH PROVINCIAL-SPECIFIC EMS BADGE ON LEFT CHEST) SIZE: 26 – 68 COLOUR: WHITE
Uniform Trousers 	SPECIFICATION: SEE EMS 018 (SIMILAR TO DHA 005 VERSION 00.4 /NOVEMBER 2013) SIZES: 26 – 52 COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Uniform Dress 	SPECIFICATION: SEE EMS 020 (SIMILAR TO SARS 006 VERSION 02.0/SEPTEMBER 2016) SIZES: 26 – 52 COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Baseball Cap 	SPECIFICATION: SEE EMS 045 (SIMILAR TO - CBCU 006 VERSION 03.0/SEPTEMBER 2016. RUBBERISED PROVINCIAL-SPECIFIC EMS BADGE ON FRONT - NOT EMBROIDERY) COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Beanie 	SPECIFICATION: SEE EMS 062 FABRIC: FLEECE SIZES: SMALL, MEDIUM & LARGE COLOUR: NAVY BLUE (PANTONE 282C /#000047)

Bunny Jacket 	SPECIFICATION: SEE EMS 056 (SIMILAR TO CBCU 013 VERSION 02.0/SEPTEMBER 2016) WITH PROVINCIAL-SPECIFIC EMS BADGE ON THE LEFT CHEST AND REFLECTIVE "EMS LETTERING" ON THE BACK YOLK) SIZES: Male/Female XS - 7XL COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Soft-Shell Jacket 	SPECIFICATION: SEE EMS 067 SIZE: UNISEX XS TO 8XL COLOUR: NAVY BLUE (PANTONE 282C /#000047 HEX COLOUR)
Jersey (V-Neck) 	SPECIFICATION: SEE EMS 052 (SIMILAR TO BO 010 VERSION 02.0/SEPTEMBER 2016 WITH EMS-SPECIFIC BADGE ON THE LEFT CHEST AND PADDED ELBOWS AND EPAULETTES) SIZES: ALL UNISEX COLOUR: NAVY BLUE (PANTONE 282C /#000047)
White Undershirt 	SPECIFICATION: SEE EMS 044 - SAN 075 REVISED DECEMBER 2005, CAPPED SLEEVE SIZES: XS - 7 XL COLOUR: WHITE
Black leather belt 25mm 	SPECIFICATION: SEE EMS 043 SIZE: 26 - 72 INCHES COLOUR: BLACK
Black socks 	SPECIFICATION: SEE EMS 065 SIZES: 3 TO 14 COLOUR: BLACK
Navy Shoes Court 	SPECIFICATION: SEE EMS 047 (SIMILAR TO KMG 6152 MEDIUM HEEL HEIGHT OF 3-4CM) SIZE: SIZES 3 TO 11 - SMALL, MEDIUM, AND WIDE FIT COLOUR: NAVY BLUE (PANTONE 282C /#000047)

6.3 Uniform Officers/Management (Male & Female)

EMS Officers/Management uniforms are to be in the specified white and navy colours as outlined below. This subset of the uniform consists of:

- i Black leather belt
- ii Formal jacket
- iii Male - Black socks and black shoes. Female – navy shoes
- iv Tie
- v White shirts and navy bottoms
- vi White undershirt

Male Uniform Design:

Uniform Officers/Management - Colour Pantone/Specs	
Uniform Item	Specs
Uniform Shirt (Long/Short Sleeve) 	SPECIFICATION: SEE EMS 013,014 (SIMILAR TO CBCU 005 VERSION 02,0/JANUARY 2014 WITH PROVINCIAL-SPECIFIC RUBBERISED EMS BADGE ON LEFT CHEST) SIZES: 26 – 52 COLOUR: WHITE
Uniform Trousers 	SPECIFICATION: SEE EMS 011 (SIMILAR TO NRCS 003_MENS TROUSERS) SIZE: 26 – 52 COLOUR: Navy BLUE (PANTONE 282C /#000047)
Formal Jacket Male 	SPECIFICATION: SEE EMS 037 (SIMILAR TO DHA 004 VERSION 00.3 NOVEMBER 2013 - WITH PROVINCIAL-SPECIFIC EMS BADGE ON LEFT CHEST) SIZE: 26 – 52 COLOUR: NAVY BLUE (PANTONE 282C /#000047)
White Undershirt 	SPECIFICATION: SEE EMS 044 - SAN 075 REVISED DECEMBER 2005, CAPPED SLEEVE SIZES: XS - 7 XL COLOUR: WHITE
Formal Tie 	SPECIFICATION: EMS 039 (SIMILAR TO SASSA 004 VERSION 01.0 JANUARY 2013) STAR OF LIFE EMBLEM SIZE: ALL COLOUR: NAVY BLUE (PANTONE 282C /#000047)

Black leather belt 25mm 	SPECIFICATION: SEE EMS 043 SIZE: 26 - 72 INCHES COLOUR: BLACK
Black socks 	SPECIFICATION: SEE EMS 065 SIZES: 3 TO 14 COLOUR: BLACK
Black Shoes 	SPECIFICATION: SEE EMS 049 (SIMILAR TO - SAPS 2572-08 / APRIL 2009) SIZES: 4 TO 14 COLOUR: BLACK

Female Uniform Design:

Uniform Communications/Training/Admin - Colour Pantone/Specs	
Uniform Item	Specs
Uniform Shirt (Long/Short Sleeve) 	SPECIFICATION: SEE EMS 013,014 (SIMILAR TO CBCU 005 VERSION 02.0/JANUARY 2014 WITH PROVINCIAL-SPECIFIC RUBBERISED EMS BADGE ON LEFT CHEST) SIZES: 26 – 52 COLOUR: WHITE
Uniform Blouse (Long/Short Sleeve) 	SPECIFICATION: SEE EMS 015,016 (SIMILAR TO - CO 001 VERSION 04.0 SEPTEMBER 2016 WITH PROVINCIAL-SPECIFIC EMS BADGE ON LEFT CHEST) SIZE: 26 – 68 COLOUR: WHITE
Uniform Trousers 	SPECIFICATION: SEE EMS 018 (SIMILAR TO DHA 005 VERSION 00.4 /NOVEMBER 2013) SIZES: 26 – 52 COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Uniform Dress 	SPECIFICATION: SEE EMS 020 (SIMILAR TO SARS 006 VERSION 02.0/SEPTEMBER 2016) SIZES: 26 – 52 COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Formal Jacket Female 	SPECIFICATION: SEE EMS 038 (SIMILAR TO DHA 003 VERSION 00.3 NOVEMBER 2013 - WITH PROVINCIAL-SPECIFIC EMS BADGE ON LEFT CHEST) SIZE: 26 – 52 COLOUR: NAVY BLUE (PANTONE 282C /#000047)
White Undershirt 	SPECIFICATION: SEE EMS 044 - SAN 075 REVISED DECEMBER 2005, CAPPED SLEEVE SIZES: XS - 7 XL COLOUR: WHITE

Female Cravat 	SPECIFICATION: SEE EMS 040 SIZES: One size fits all - adjustable neck band section COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Necktie Pin (To be used with Cravat) 	SPECIFICATION: SEE EMS 041 - RED METAL PLATE STAR OF LIFE WITH A WHITE EMBOSSED ROD OF ASCLEPIUS AND YELLOW SNAKE - BORDERED BY WHITE AND BLACK SIZES: ±2.5 CM ACCROSS COLOUR: SILVER & BLUE
Black leather belt 25mm 	SPECIFICATION: SEE EMS 043 SIZE: 26 - 72 INCHES COLOUR: BLACK
Black socks 	SPECIFICATION: SEE EMS 065 SIZES: 3 TO 14 COLOUR: BLACK
Navy Shoes Court 	SPECIFICATION: SEE EMS 047 (SIMILAR TO KMG 6152 MEDIUM HEEL HEIGHT OF 3-4CM) SIZE: SIZES 3 TO 11 - SMALL, MEDIUM, AND WIDE FIT COLOUR: NAVY BLUE (PANTONE 282C /#000047)

6.4 EMS Auxiliary Uniform as available

EMS Auxiliary Uniform - Colour Pantone/Specs	
Uniform Item	Specs
Belt Webbing, Tactical 	SPECIFICATION: CBCU 024 VERSION 01.0/FEBRUARY 2016 SIZES: UNISEX ALL COLOUR: BLACK
Coveralls 	SPECIFICATION: SEE EMS 032 (SIMILAR TO SALM 398 DATED JANUARY 09 - PROVINCIAL SPECIFIC EMS BADGE ON LEFT BREAST) SIZE: S to 5XL COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Dust Coat (Long Sleeve) 	SPECIFICATION: SEE EMS 031 (SIMILAR TO SASSA 010 VERSION 01.1 JANUARY 2013 WITH PROVINCIAL-SPECIFIC EMBLEM ON LEFT CHEST) SIZE: S to 5XL COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Gloves Safety 	GLOVES, SAFETY, GENERAL SPECIFICATION: SEE EMS 071 Size: All sizes (FOR ALL OPERATIONAL EMS PERSONNEL) Colour: Black or Dark Grey
Golf Shirts 	SPECIFICATION: SEE EMS 026,027 (SIMILAR TO SPECIFICATION: BO 013 VERSION 02.0/SEPTEMBER 2016. PROVINCIAL-SPECIFIC RUBBERISED BADGE ON THE LEFT FRONT POCKET) SIZES: XS - 7XL COLOUR: NAVY BLUE (PANTONE 282C /#000047)
Handbag (Single sling) 	SPECIFICATION: SEE EMS 021 (SIMILAR TO DCS 817 PS WITH PROVINCIAL-SPECIFIC EMS BADGE ON PRINTED ON FRONT FLAP) COLOUR: NAVY BLUE (PANTONE 282C /#000047)

Hat Wide Brim 	SPECIFICATION: 53102503 – 00007 SIZES: UNISEX COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX)
Jeans 	SPECIFICATION: EMS 029,030 - HIGH WAIST, RELAXED FIT THROUGH HIP, 5-POCKET CUT, PROVINCIAL-SPECIFIC LOGO. THE FABRIC MUST BE DENIM SIZES: 26 – 68 COLOUR: NAVY BLUE
Moon bag 	SPECIFICATION: SEE EMS 060 SIZES: ALL COLOUR: BLACK
Pantyhose (Stockings) 	PANTYHOSE, WITH COTTON GUSSET, LYCRA. SPECIFICATION: SANS 1242:2008, EDITION 2.2. SIZES: ALL. COLOUR: NAVY, BLACK
Pullover 	SPECIFICATION: SARS CUSTOMS CORP 205 VOL2.SHOULDER STRAPS KNITTED POLYESTER/COTTON FABRIC SIZES: MALE/FEMALE ALL COLOUR: NAVY BLUE
Waistcoat 	SPECIFICATION: DHA 007, 008 VERSION 00.5/NOVEMBER 2013. EMBROIDERY EMBLEMS: LEFT SIDE - EMBROIDERED DEPARTMENT EMBLEM - POSITIONED ON CHEST. SIZES: ALL (Male/Female) COLOUR: NAVY BLUE

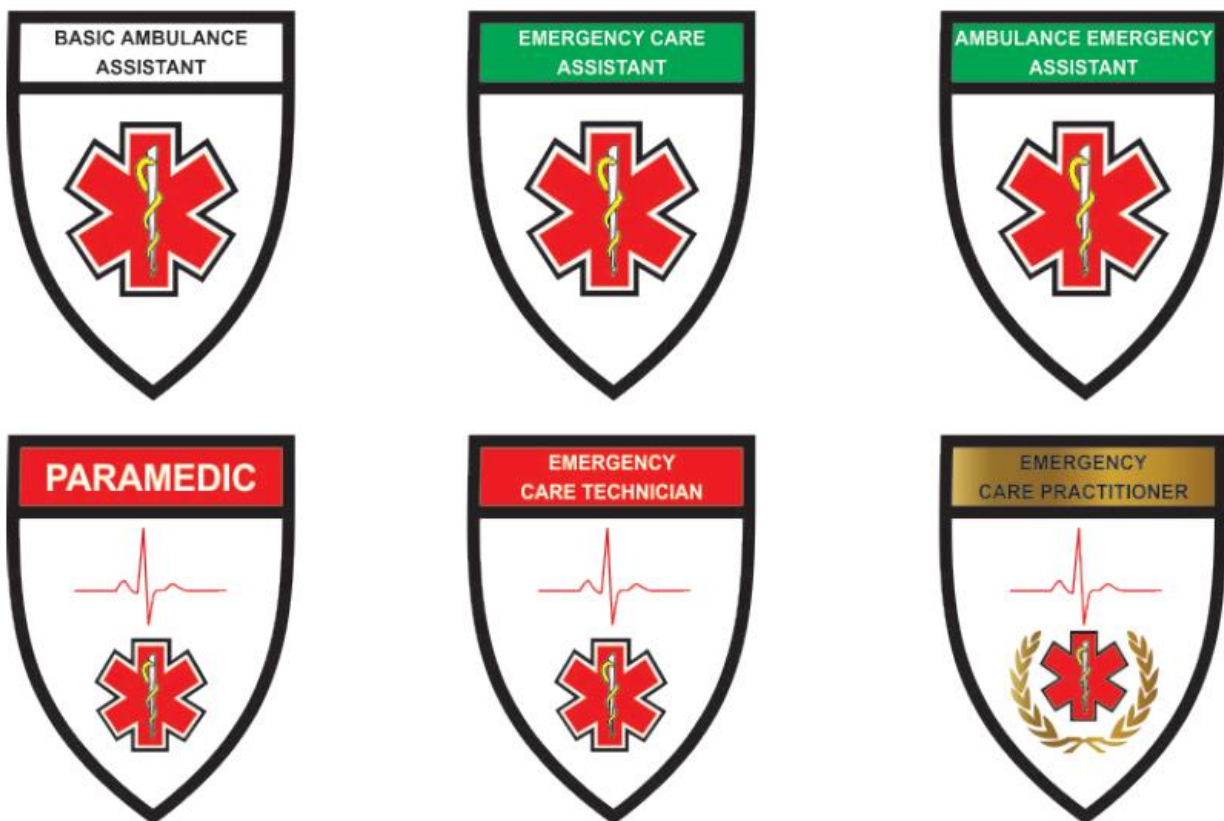
Qualification Insignia/Ranking

7.1 Uniformed Staff Members

Are to be identifiable by name/surname and qualification/rank/position and should always be donning the following identification insignia:

- i Name badge on right side of chest (on the outermost layer of clothing)
- ii Qualification on right chest in line with the EMS shield (on the outermost layer of clothing)
- iii South African flag on the left upper arm (as supplied from uniform tender)
- iv EMS Medical Insignia on the right chest above the name badge.

7.2 Medical Insignia



7.3 Rank Insignia

Service rank insignia must be worn on both shoulders by rank-bearing officials. Rank epaulettes must be worn fastened with shoulder straps on the outermost layer of clothing.



Qualifications Insignia/Ranking Colour Pantone/Specs	
Uniform Item	Specs
Name badge 	SPECIFICATION: SEE EMS 068 SIZE: 70MM LENGTH X 22MM WIDTH COLOUR: GOLD PLATED WITH BLACK ENGRAVING
Qualification badge 	SPECIFICATION: SEE EMS 075 SIZE: SHIELD 60MM LENGTH X 50MM WIDTH AT UPPERMOST POINT COLOUR: WHITE BACKGROUND WITH QUALIFICATION ACROSS THE TOP AND STAR OF LIFE IN THE CENTRE
Provincial Badge/Crest 	SPECIFICATION: SEE EMS 076 SIZE: SHIELD 60MM LENGTH X 55MM WIDTH AT UPPERMOST POINT COLOUR: PROVINCE SPECIFIC
Epaulettes 	SPECIFICATION: VARIOUS RANKS EMBOSSED - SEE EMS 059 (VARIOUS RANKS EMBOSSED, SYNTHETIC FABRIC WITH STAR OF LIFE "Rod of Asclepius") FABRIC: SYNTHETIC COLOUR: NAVY BLUE (PANTONE 282C /#000047)

Vehicle Branding/Design

Livery

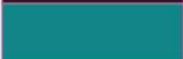
Vehicle livery is very important for ambulances because it is a necessity that people can recognise them quickly and easily regardless of whether they are driving or not. Emergency vehicles are easily the most recognisable asset of any EMS; therefore, it is important to get uniformity amongst the various types of emergency vehicles utilised by EMS.

All EMS vehicle signage will be produced in high-quality reflective vinyl decal material. The colours, type style and spacing are to follow the specifications outlined below:

Vinyl Specifications :

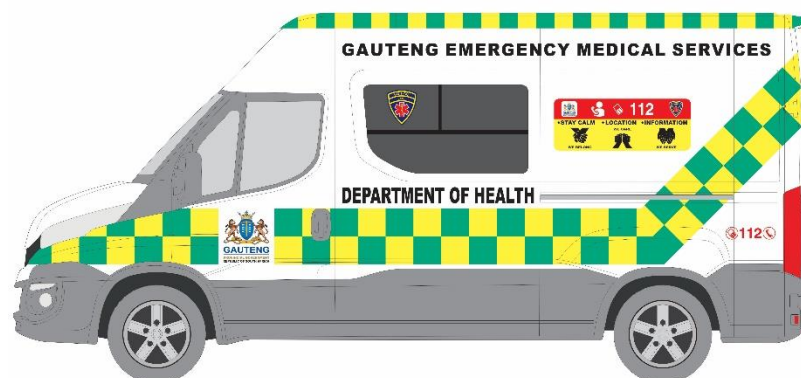
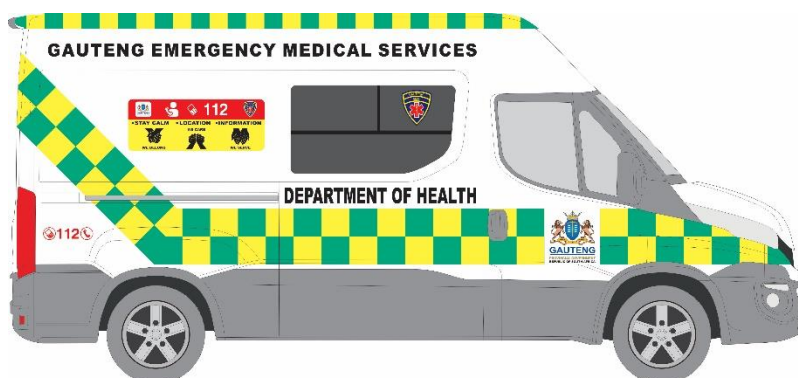
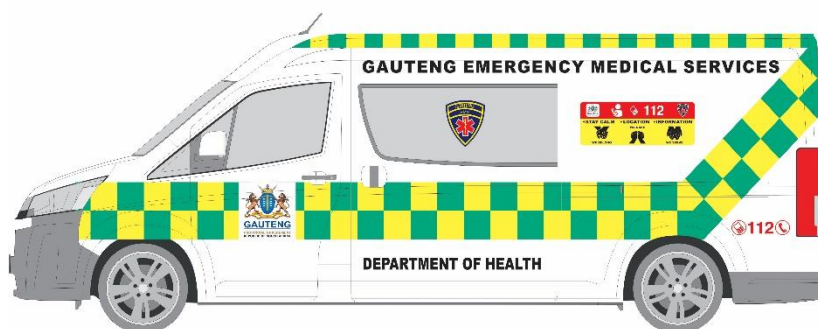
3M IJ680-10 Cast Reflective Digital Print Vinyl - White

CMYK breakdown :

	Yellow Reflective	Y - 100
	Red Reflective	C - 0 M - 100 Y - 100 K - 20
	Black	K - 100
	Green Reflective	C - 84 M - 26 Y - 43 K - 10

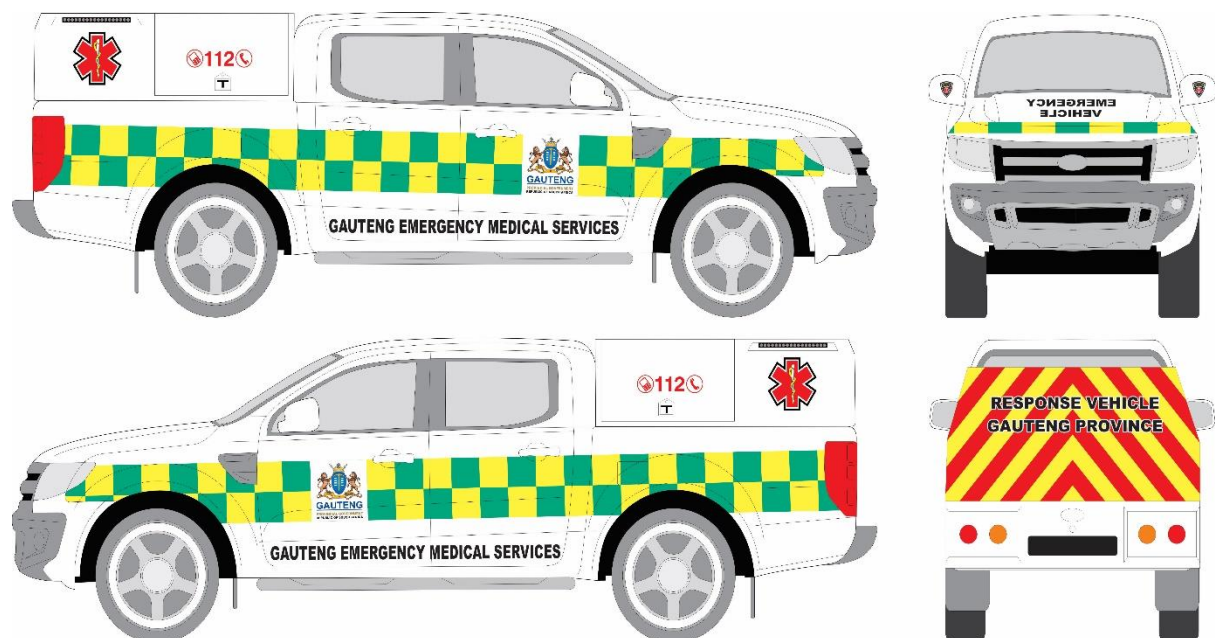
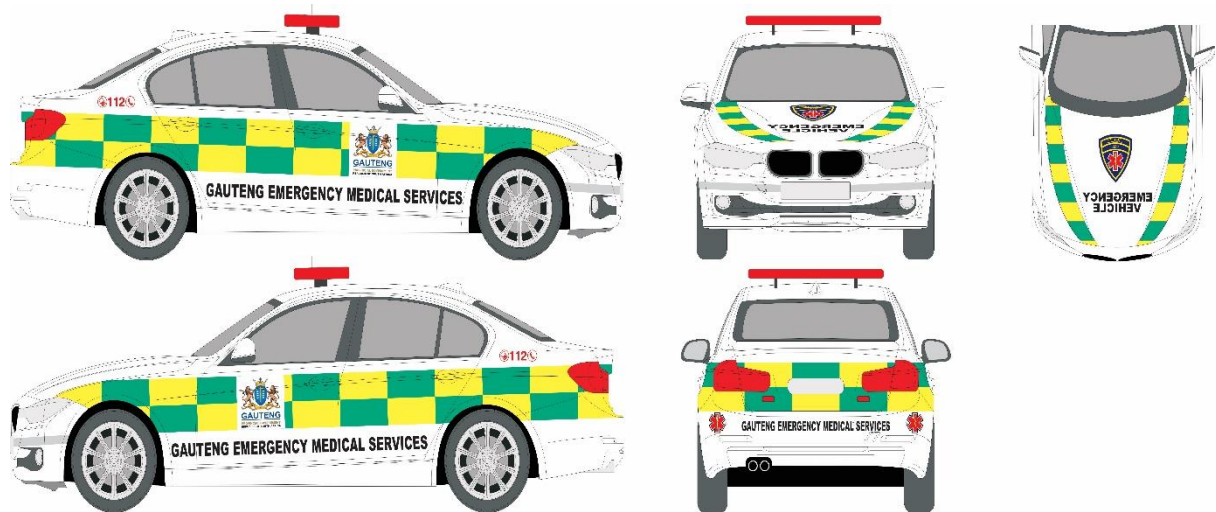
8.1 Ambulances (Toyota Quantum/VW Crafter or Similar)

This is a general reference for decal placement and alignment relationships. All motor. Only white vehicles are to be used, enabling our emblem to stand out more prominently.



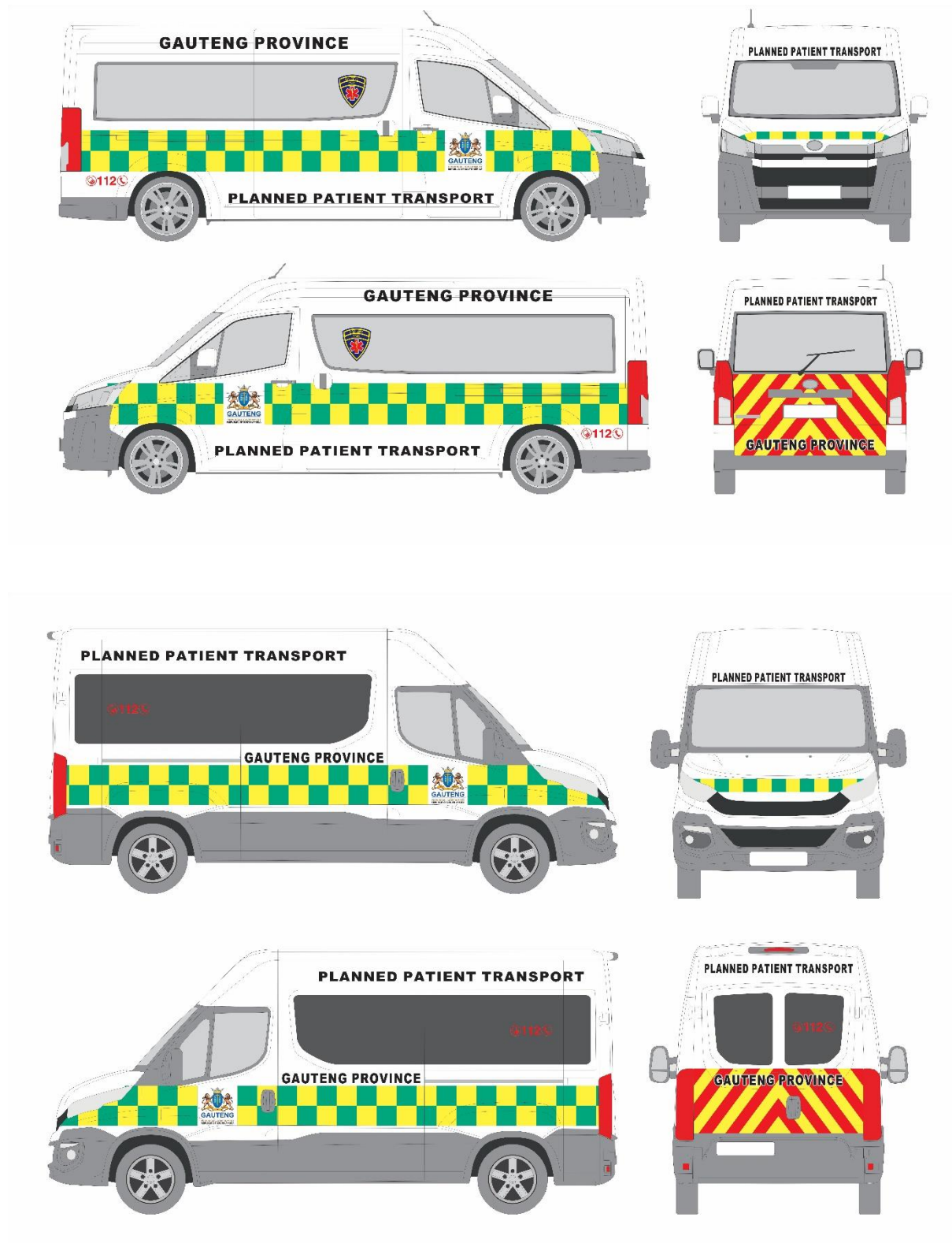
8.2 Response Vehicle (Sedan/SUV or Similar)

This is a general reference for decal placement and alignment relationships.



8.3 Patient Transport Vehicle (Toyota Quantum/VW Crafter or Similar)

This is a general reference for decal placement and alignment relationships.



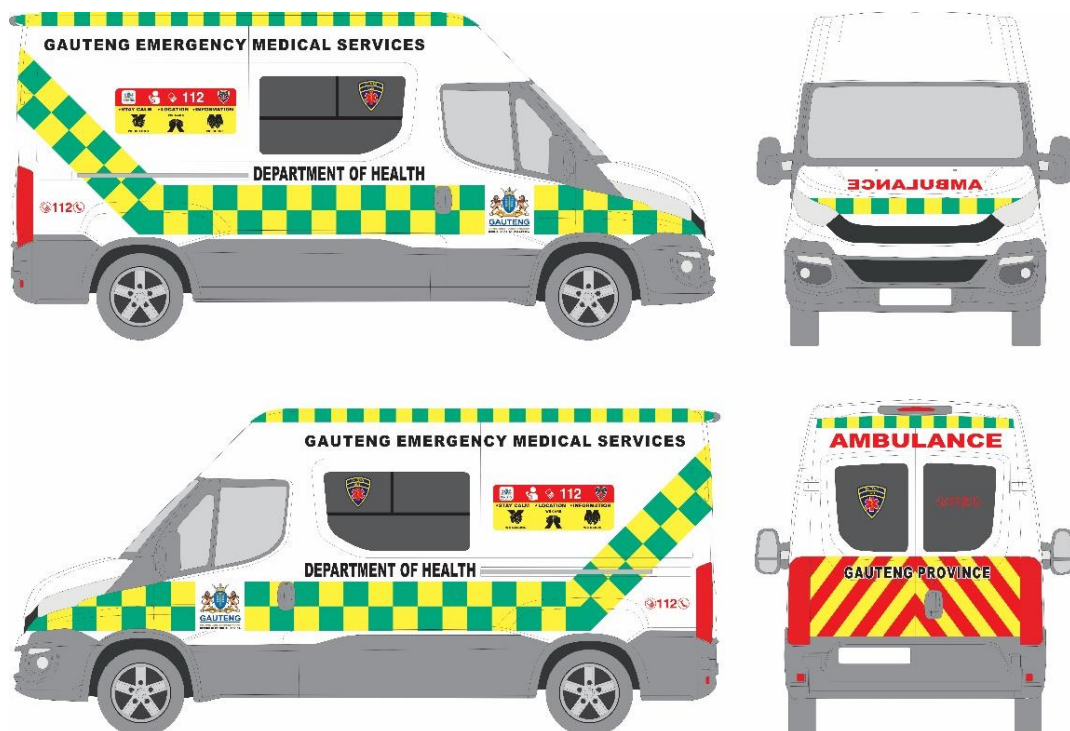
8.4 External In Case of Emergency (ICE) Branding

Exterior ICE branding examples:

ICE information branding should be applied on the outside of an ambulance; these should clearly display the emergency number 112 and important information that should be provided to the control room operator/call taker.



Example of sticker placement on an ambulance:



8.6 Dimension for External Signage

Ensuring that external vehicle branding for emergency medical services (EMS) is proportionate to the vehicle's size is paramount for operational and public safety reasons.

Proper proportionality contributes to the professional appearance of EMS vehicles and enhances their visibility on the road, allowing for quick identification during emergencies. Legible and appropriately sized logos and markings aid in rapid recognition, helping the public and other motorists identify the presence of life-saving services.

Consistent and proportional branding across the EMS fleet fosters a sense of reliability and trust in the community. Adhering to regulations ensures that emergency vehicles are easily distinguishable, promoting efficient traffic management during critical situations.

Therefore, the vehicle branding department/agent must keep the above in mind when converting the EMS fleet. The images and sizes below serve as a guide only:

Provincial EMS Crest Dimensions:



260MM x 310MM

Emergency Number 112 Dimensions:



415MM x 105MM



340MM x 86MM

Service Name Side Display Dimensions:

Small:

GAUTENG EMERGENCY MEDICAL SERVICES

1400MM x 100MM

GAUTENG EMERGENCY MEDICAL SERVICES

1650MM x 100MM

Large:

GAUTENG EMERGENCY MEDICAL SERVICES

2500MM x 115MM

GAUTENG EMERGENCY MEDICAL SERVICES

3500MM x 115MM

GAUTENG EMERGENCY MEDICAL SERVICES

4000MM x 115MM

AMBULANCE wording Front/Rear display dimensions:

AMBULANCE

1185MM x 115MM

AMBULANCE

1000MM x 130MM

ICE Sticker display dimensions:



950MM x 360MM



1270MM x 480MM