



Northern Cape Department of Health: EMS Uniform Standards as prescribed by the National Department of Health



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 standardized 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 recognizable asset of any EMS, and uniformity amongst the various types of emergency vehicles utilized by EMS is essential.

By emphasizing 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 Coordinating 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.

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 recognizable brand across all aspects of life, particularly in the healthcare sector.

Its purpose is to provide a cohesive and recognizable 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 recognizable 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.

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	Quantities
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	700*3
Uniform Trousers (Operations) 	SPECIFICATION: SEE EMS 003,006 SIZES: Male/Female 26 – 68 COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX) MATERIAL: FIELD DRESS	700*3
Uniform Jumpsuit (Operations) 	SPECIFICATION: SEE EMS 074 SIZE: XS TO 8XL COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX)	700*3

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)	700
Beanie 	SPECIFICATION: SEE EMS 061 FABRIC: FLEECE SIZES: SMALL, MEDIUM & LARGE COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX)	700
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)	700
Soft-Shell Jacket 	SPECIFICATION: SEE EMS 066 SIZE: UNISEX XS TO 8XL COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX)	700
Rain Suit (Jacket) 	SPECIFICATION: SEE EMS 069 SIZES: UNISEX XS - 7XL COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX) AND HIGH VISIBILITY LIME	700
Rain Suit (Pants) 	SPECIFICATION: SEE EMS 070 SIZES: UNISEX XS - 7XL COLOUR: Colour: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX) AND HIGH VISIBILITY LIME	700

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	700
Beanie 	SPECIFICATION: SEE EMS 061 FABRIC: FLEECE SIZES: SMALL, MEDIUM & LARGE COLOUR: MEDICAL GREEN (PANTONE 349C / #00843D COLOUR HEX)	700

White Undershirt 	SPECIFICATION: SEE EMS 044 - SAN 075 REVISED DECEMBER 2005, CAPPED SLEEVE SIZES: XS - 7 XL COLOUR: WHITE	700 *3
Black leather belt 35mm 	SPECIFICATION: SEE EMS 043 SIZE: 26 - 72 INCHES COLOUR: BLACK	700
Black socks 	SPECIFICATION: SEE EMS 065 SIZES: 3 TO 14 COLOUR: BLACK	700*3
Black boots (Safety/Hiking) 	SPECIFICATION: SEE EMS 064 SIZE: UNISEX 3 – 14 COLOUR: BLACK	700

Rescue Helmet 	SPECIFICATION: SEE EMS 072 SIZE: 52 TO 62 CM Colour: WHITE WITH GREEN OUTER EDGING	700
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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 PROVINCIALSPECIFIC RUBBERISED EMS BADGE ON LEFT CHEST) SIZES: 26 – 52 COLOUR: WHITE	300*3
Uniform Trousers 	SPECIFICATION: SEE EMS 011 (SIMILAR TO NRCS 003_MENS TROUSERS) SIZE: 26 – 52 COLOUR: Navy BLUE (PANTONE 282C /#000047)	300*3
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)	300

Beanie 	SPECIFICATION: SEE EMS 062 FABRIC: FLEECE SIZES: SMALL, MEDIUM & LARGE COLOUR: NAVY BLUE (PANTONE 282C /#000047)	300
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)	300
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)	300
White Undershirt 	SPECIFICATION: SEE EMS 044 - SAN 075 REVISED DECEMBER 2005, CAPPED SLEEVE SIZES: XS - 7 XL COLOUR: WHITE	300
Black leather belt 25mm 	SPECIFICATION: SEE EMS 043 SIZE: 26 - 72 INCHES COLOUR: BLACK	300
Black socks 	SPECIFICATION: SEE EMS 065 SIZES: 3 TO 14 COLOUR: BLACK	300

Black Shoes 	SPECIFICATION: SEE EMS 049 (SIMILAR TO - SAPS 2572-08 / APRIL 2009) SIZES: 4 TO 14 COLOUR: BLACK	300
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Female Uniform Design:

Uniform Communications/Training/Admin - Colour Pantone/Specs		
Uniform Item	Specs	Quantities
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	300
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	300
Uniform Trousers 	SPECIFICATION: SEE EMS 018 (SIMILAR TO DHA 005 VERSION 00.4 /NOVEMBER 2013) SIZES: 26 – 52 COLOUR: NAVY BLUE (PANTONE 282C /#000047)	300
Uniform Dress 	SPECIFICATION: SEE EMS 020 (SIMILAR TO SARS 006 VERSION 02.0/SEPTEMBER 2016) SIZES: 26 – 52 COLOUR: NAVY BLUE (PANTONE 282C /#000047)	300

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)	300
Beanie 	SPECIFICATION: SEE EMS 062 FABRIC: FLEECE SIZES: SMALL, MEDIUM & LARGE COLOUR: NAVY BLUE (PANTONE 282C /#000047)	300
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)	300
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)	300

White Undershirt 	SPECIFICATION: SEE EMS 044 - SAN 075 REVISED DECEMBER 2005, CAPPED SLEEVE SIZES: XS - 7 XL COLOUR: WHITE	300
Black leather belt 25mm 	SPECIFICATION: SEE EMS 043 SIZE: 26 - 72 INCHES COLOUR: BLACK	300
Black socks 	SPECIFICATION: SEE EMS 065 SIZES: 3 TO 14 COLOUR: BLACK	300
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)	300

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	Quantities
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	100 Long Sleeve 100 Short Sleeve
Uniform Trousers 	SPECIFICATION: SEE EMS 011 (SIMILAR TO NRCS 003_MENS TROUSERS) SIZE: 26 – 52 COLOUR: Navy BLUE (PANTONE 282C /#000047)	100
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)	100
White Undershirt 	SPECIFICATION: SEE EMS 044 - SAN 075 REVISED DECEMBER 2005, CAPPED SLEEVE SIZES: XS - 7 XL COLOUR: WHITE	300
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)	100

Black leather belt 25mm 	SPECIFICATION: SEE EMS 043 SIZE: 26 - 72 INCHES COLOUR: BLACK	100
Black socks 	SPECIFICATION: SEE EMS 065 SIZES: 3 TO 14 COLOUR: BLACK	100
Black Shoes 	SPECIFICATION: SEE EMS 049 (SIMILAR TO - SAPS 2572-08 / APRIL 2009) SIZES: 4 TO 14 COLOUR: BLACK	100

Female Uniform Design:

Uniform Communications/Training/Admin - Colour Pantone/Specs		
Uniform Item	Specs	Quantities
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	100 Long Sleeve 100 Short Sleeve
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	100 Short Sleeve 100 Long Sleeve
Uniform Trousers 	SPECIFICATION: SEE EMS 018 (SIMILAR TO DHA 005 VERSION 00.4 /NOVEMBER 2013) SIZES: 26 – 52 COLOUR: NAVY BLUE (PANTONE 282C /#000047)	100
Uniform Dress 	SPECIFICATION: SEE EMS 020 (SIMILAR TO SARS 006 VERSION 02.0/SEPTEMBER 2016) SIZES: 26 – 52 COLOUR: NAVY BLUE (PANTONE 282C /#000047)	100
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)	100
White Undershirt 	SPECIFICATION: SEE EMS 044 - SAN 075 REVISED DECEMBER 2005, CAPPED SLEEVE SIZES: XS - 7 XL COLOUR: WHITE	100

Female Cravat 	SPECIFICATION: SEE EMS 040 SIZES: One size fits all - adjustable neck band section COLOUR: NAVY BLUE (PANTONE 282C /#000047)	100
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	100
Black leather belt 25mm 	SPECIFICATION: SEE EMS 043 SIZE: 26 - 72 INCHES COLOUR: BLACK	100
Black socks 	SPECIFICATION: SEE EMS 065 SIZES: 3 TO 14 COLOUR: BLACK	300
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)	100

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	700*3

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	Quantities
Name badge 	SPECIFICATION: SEE EMS 068 SIZE: 70MM LENGTH X 22MM WIDTH COLOUR: GOLD PLATED WITH BLACK ENGRAVING	1000*2
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	700
Provincial Badge/Crest 	SPECIFICATION: SEE EMS 076 SIZE: SHIELD 60MM LENGTH X 55MM WIDTH AT UPPERMOST POINT COLOUR: PROVINCE SPECIFIC	1000
Epaulettes 	SPECIFICATION: VARIOUS RANKS EMBOSSED - SEE EMS 059 (VARIOUS RANKS EMBOSSED, SYNTHETIC FABRIC WITH STAR OF LIFE " <i>Rod of Asclepius</i> ") FABRIC: SYNTHETIC COLOUR: NAVY BLUE (PANTONE 282C /#000047)	700