



Keeping your fleet covered®

NHS Front Line Ambulance Livery Guidelines

PROUD TO BE A MEMBER OF



v4 26/05/2026

Vehicle markings and livery

Livery

Battenberg livery will be provided and fitted in line with current guidelines and legislation, including the guidelines published by or for the Association of Chief Police Officers. Livery should also meet NHS branding guidelines.¹

The Supplier shall provide all livery applied and all markings must be applied and positioned consistently across all vehicles supplied.

All Ambulances shall be supplied with a Livery Kit Identification Label located on the driver's seat base and under the bonnet. This is a specific reference number to enable prompt reordering of any additional/replacement livery. The livery provider will warrant to the Supplier that any orders for additional/ replacement livery from the Authority must be delivered within two working days of order.

Regulations

The use of reflective films and design of livery must comply with the relevant Vehicle Lighting and Safety Regulations, including Regulation 11 of The Road Vehicles Lighting Regulations 1989 and the Variation Order to Section 44 of the Road Transport Act, 1988.

Materials

The livery must:

- a. be made from micro-prismatic reflective material
- b. be made from a high-performance material
- c. be of non-metallic construction to avoid corrosion
- d. have auto edge sealing on cuttings on all sections
- e. have minimal application of mixed materials.



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Warranty on livery

The livery must be provided with a minimum seven-year performance warranty which includes the following:

- a. no cracking
- b. no fading
- c. no peeling
- d. no loss of adhesion
- e. no ingress.




All markings will be in the universally recognised format:





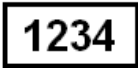

- hazard warnings – black lettering on a yellow background
- mandatory instruction – white lettering on a blue background
- prohibition signs – white lettering on a red background
- exit/safe condition signs – white lettering on a green background
- equipment location signs – red lettering on a white background.


Exterior vehicle markings

Details of the required Battenberg markings and other insignia are provided in the Livery section below.

The following markings, in a suitable polyester base under printed film, shall be applied:








Patient Assessment sign on side and rear doors adjacent to the handle	
100 mm CLP Regulation hazchem sign for compressed gas on rear door	
100 mm CLP Regulation oxidising agent sign on rear door	
Battery access sign in 12.5mm red lettering on white background on compartment panel	<p style="text-align: center;">BATTERY ACCESS</p>










Multi-hazard warning on compartment panel - 'Danger Battery Charging Area, Wear Personal Protective Equipment, No Smoking, No Naked Light	
Diesel Only sign in 12.5mm red lettering on white background adjacent to the fuel filler	DIESEL ONLY
Warning triangle adjacent to the Diesel Only sign adjacent to the fuel filler	
Pull to Open sign on hinged doors above the door handle	
Pull Handle and Slide Open on the sliding door above the outer door handle	
Tyre Pressure sign in 10mm black lettering over each front wheel arch. Note: pressure to be agreed after weight testing and with approval of the tyre manufacturer	TYRE PRESSURE ## PSI
Tyre Pressure sign in 10mm black lettering over each rear wheel arch. Note: pressure to be agreed after weight testing and with approval of the tyre manufacturer	TYRE PRESSURE ## PSI
Wheel Nut Torque sign in 10mm black lettering over each wheel arch. Note: torque to be agreed	WHEEL NUT TORQUE ## Nm
75mmx15mm gauge numbers surrounded by a box 200x100x5mm gauge, central to the front over cab area, towards the windscreen top, and r/h rear towards the right side, below r/h rear door window. Contracting Authorities to confirm fleet numbers.	
Caution Battery Charging notice 90mm x 110mm with black print on yellow background to be attached adjacent to the mains charging point	



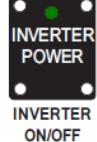
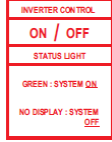




<p>Imagine and sound recording notices 90mmx110mm to be attached such that they are clearly visible when entering the vehicle via any door</p>	
<p>At their own cost, a converter may attach a logo, no larger than 100mmx75mm, to the bottom-right of the offside rear door and towards the bottom of each cab door.</p>	<p>Converter logo</p>



Interior vehicle markings

The following markings, in a suitable polyester base under printed film, shall be applied to firm surfaces where possible:

<p>Pull to Open sign on hinged doors above the door handle</p>	
<p>Pull Handle and Slide Open on the sliding door adjacent to the inner door handle</p>	
<p>Nationally recognised 'No Smoking in this Vehicle' signs to be clearly visible, one within the cab, one within the saloon</p>	
<p>'Seat belts must be worn' signs to be clearly visible from all seats in both the cab and saloon and include a BS5378 compliant blue 83 mm x 100 mm pictogram</p>	
<p>'Caution Mind your Head' above all doors in the cab and saloon</p>	
<p>Seat must face forward when travelling sign with red 10mm text on white background with red trim, next to the front seat in Zone C</p>	
<p>Emergency Exit on side and rear doors</p>	

Break Glass with Hammer Provided on the nearside sliding door window and the rear windows	
Fire equipment sign adjacent to each fire extinguisher, highlighting its location and appropriate use	
100 mm CLP Regulation hazchem sign for compressed gas on gas compartment door	
Stop Abuse' placards to be placed in a prominent position on the bulkhead and on both side walls	
Hot Air Outlet sign adjacent to the saloon heater outlets	
Air Inlet Keep Clear sign adjacent to duct	
A GDPR compliant CCTV warning sign to be located in clear view opposite the saloon side door. Each Contracting Authority to provide the required details.	
Image and sound recording notices to be attached to the bulkhead, side walls and inside of rear doors and be clearly visible	
A plaque showing vehicle dimensions (in metric and imperial) to be position in the fade out area of the windscreen above the driver. Example provided with measurements to be confirmed post product design.	

5mm red letters on white background 230v AC directly adjacent to, or on, the 13amp socket.	230v AC
10mm red letters on white background DOMESTIC WASTE ONLY adjacent to container.	DOMESTIC WASTE ONLY
10 mm red letter on white background CLINICAL WASTE ONLY adjacent to container plus pictogram biohazard symbol	CLINICAL WASTE ONLY  Biohazard
10 mm red letter on white background SHARPS ONLY adjacent to container plus pictogram biohazard symbol	SHARPS ONLY  Biohazard
Inverter Status label, 45mmx60mm, adjacent to the green LED (clearly labelled) that illuminates when the inverter is on	 
Activate power socket turn inverter on instruction label, 45mm x 60mm, adjacent to the 2 gang 3 pin socket	
Wedge ramp operating instructions to be supplied by the wedge ramp manufacturer and affixed near to the control panel	To be supplied
Isolator Switch label in 12.5mm red lettering adjacent to the switch	ISOLATOR SWITCH
Tiger strip ant-slip floor markings to be fitted at floor edge next to entry/exit points.	
Caution mind the step in a conspicuous location next to entry/exit points.	
All lockers to have contents identification labels applied to each locker in blue lettering on white background with a blue border. Each Contracting Authority to provide relevant details.	

In front of the passenger seat in the cab on the windscreen outside the windscreen wipers swept area and so as to not obstruct the driver's vision but clearly visible, "Caution Airbag Hazard Do not place feet on dash"	
Oxygen Outlet	O ₂
Nitrous Oxide + Oxygen Outlet	N ₂ O
Other labels required are detailed throughout the specification and should be red letters on a white background with a red border	

General application

Recommended manufacturer preparation and application techniques must be strictly adhered to. Inappropriate application or surface preparation could reduce the life of the material or void the manufacturer's warranty; therefore, the work must be carried out by an approved applicator.

The vehicle body must be thoroughly prepared prior to application of adhesive materials. This includes multiple degreasing steps with appropriate spirit to ensure good, long-term adhesion to all surfaces.

Where possible, all adjoining materials shall maintain a seamless surface to minimise inadvertent catching of material edges and the potential for the accumulation of dirt.

Storage of unused materials or packs must be to manufacturer recommendations.

Side livery application

The side panels of the Battenberg must cover the entire length of the vehicle but not exceed half the total height of the vehicle. They should be positioned immediately below the lower line of the saloon window.

The application of the livery will start with a green panel at the midpoint of the length of the vehicle. The panel size will be chosen so that:

- a. there are seven panels in the top row
- b. the widths of each panel on the top row are equal, except for the front and rear most, which are a minimum of two-thirds the size of the main panels
- c. the height of the panels on the top row is half their length; the panels on the bottom row can be reduced height to fit/fill the side of the vehicle.

Fluorescent retro-reflective yellow panels will be fitted to either side of the central top row green panel, with alternating colours to the front and rear of the vehicle, ending with yellow panels.

The pattern will then be extended downwards, starting with a yellow panel vertically below the central green panel on the top row and extending horizontally to the front and rear of the vehicle. The bottom row may be of any height to fit/fill the side of the vehicle.

The material will not be folded over the edges but cut short of all edges and cut-outs.

In a central position above the side windows the words 'EMERGENCY AMBULANCE' will be prominent and in green. Above the words Emergency Ambulance will be the Crown Badge and the name of the Authority (in black) alongside the NHS logo and the trust form (in blue). This should be in line with the NHS branding guidelines and the example below.



National NHS communication messages will be displayed on the rear third of both offside and nearside side panels and on the front third of the offside side panel. It

must be possible to change these as required without damaging the vehicle, or other decals or livery. Vehicles should be supplied with the 999/111 messaging shown below on both rear panels and an NHS logo in a central position on the offside front panel, unless otherwise agreed with the **Authority**.



Rear livery application

The rear of the vehicle will have a full height chevron pattern. The angle of the chevrons will be 45 degrees.

The material used throughout shall be the highest-grade fluorescent and retro-reflective material of width 150mm.

The materials will be applied as follows:

- a. The centre point of the rear panels/doors will be located, and a line drawn from this point to the outer edges of the vehicle, half height from the bottom edge of the vehicle.
- b. From the centre point, lines will be drawn to the bottom corners of the rear of the vehicle and orange strips applied below and to the edge of the lines. The strips will be cut around any vehicle fittings.
- c. Yellow strips will be applied above and below the orange strips, to the full height of the vehicle.
- d. As much of the remaining area as possible will be filled with additional strips in alternating colours.

In 125mm red letters, the word '**AMBULANCE**' will be positioned above the rear windows.

In 50mm red letters, the words '**KEEP CLEAR**' will be positioned midway between the lower window line and ground level, centred across the rear doors.

The NHS logo will be positioned in the centre of both rear windows.

The exterior vehicle markings section details other markings to be applied to the rear of the vehicle.

Front livery application

The word 'AMBULANCE' in green (mirror image) will be positioned at the front of the bonnet, in the middle.

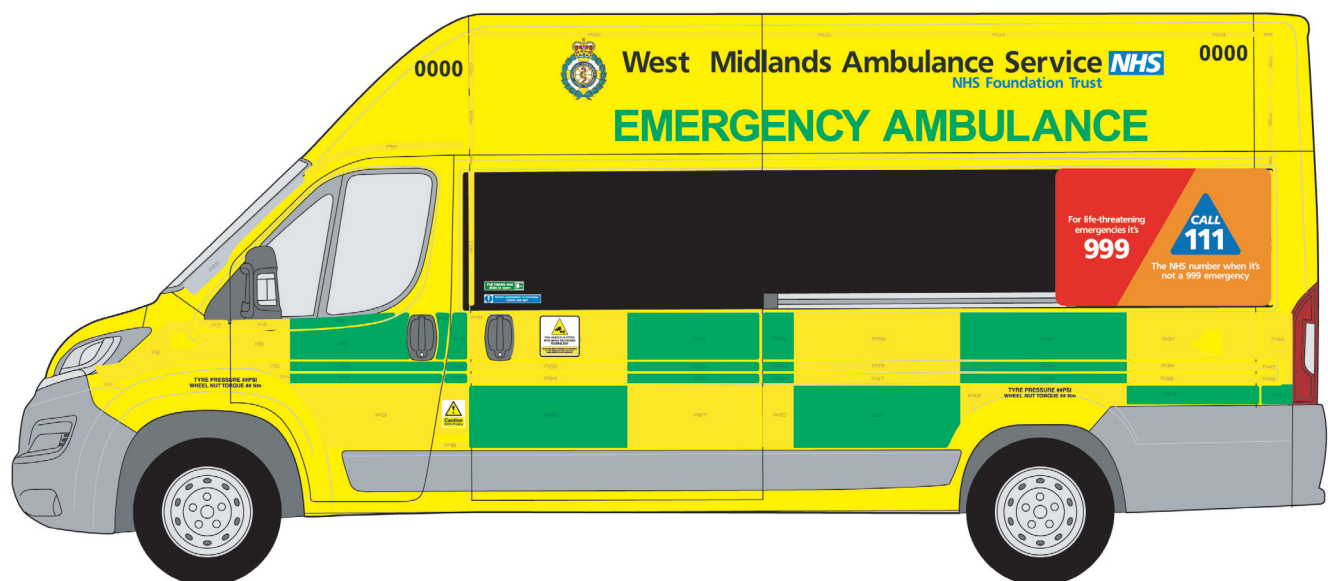
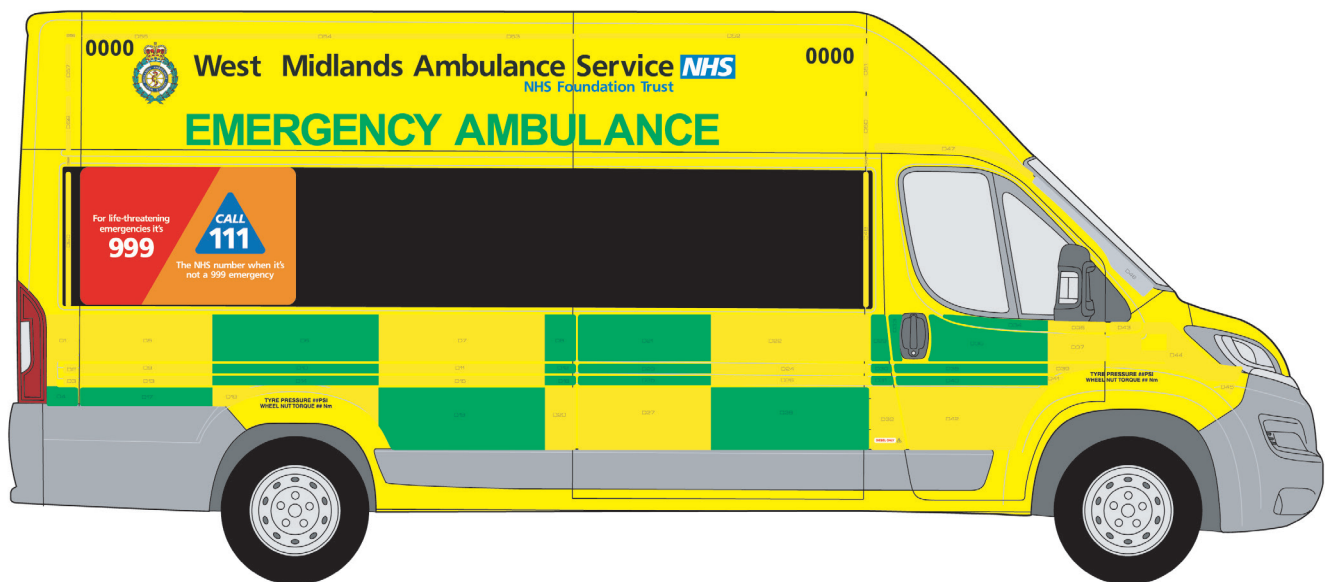
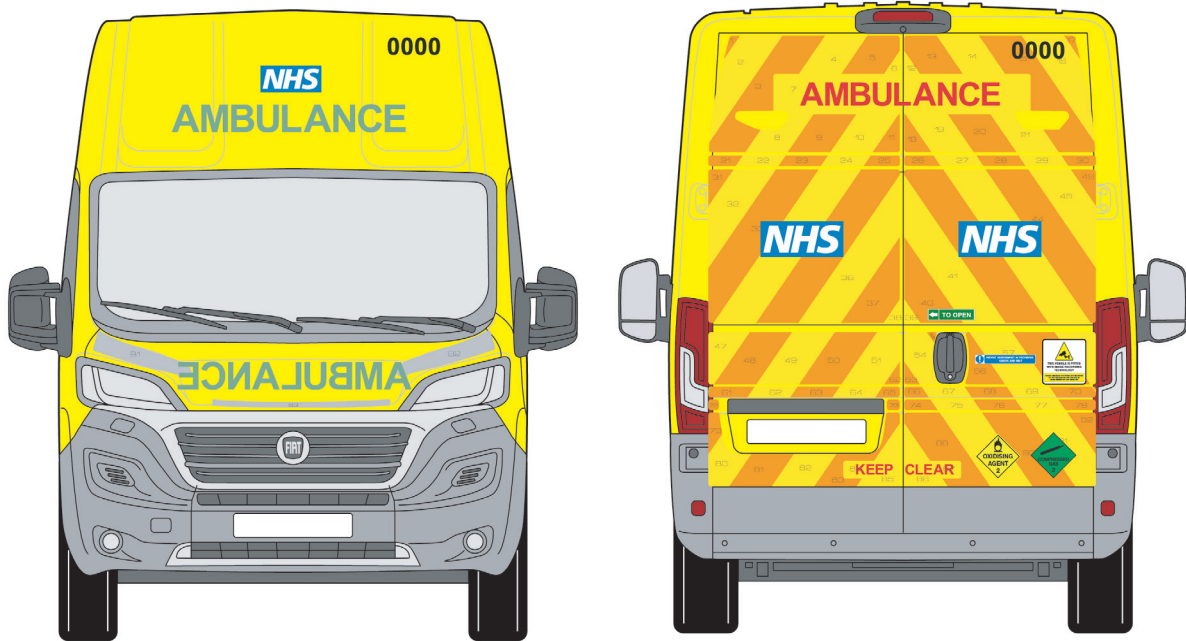
The word 'AMBULANCE' in green will be added to the panel above the windscreen with the NHS logo centred above it.

The vehicle fleet number will be applied above the windscreen as described in the exterior vehicle markings section.

Colour and finishing

Unless otherwise stated, all interior surfaces in the saloon will be fully colour impregnated white, with saloon upholstery finished in Ambla Cairnwell Grey (or equivalent) with a RAL1016 (or closest possible) yellow piped trim around the edge.

Proof for NHS Front Line Ambulance Livery



Proof for Exterior and Interior NHS Front Line Ambulance Decals

EXTERIOR

Danger
Battery charging area

Wear personal protective clothing

No smoking

No naked light

TYRE PRESSURE ##PSI
TYRE PRESSURE ##PSI
WHEEL NUT TORQUE ## Nm

Caution
Battery Charging

PATIENT ASSESSMENT IN PROGRESS
- KNOCK AND WAIT

BATTERY ACCESS

DIESEL ONLY

Pull Handle and slide to open

TO OPEN

0000

THIS VEHICLE IS FITTED WITH IMAGE RECORDING TECHNOLOGY

IMAGES ARE BEING MONITORED AND RECORDED ON THIS VEHICLE FOR THE PURPOSE OF CRIME PREVENTION AND DETECTION

INTERIOR

No smoking in this vehicle

Wear seat belts

Pull Handle and slide to open

TO OPEN

MIND YOUR HEAD

SEAT MUST FACE FORWARD WHEN TRAVELLING

Emergency Exit

Caution - Hot Air Outlet

Do not obstruct

O₂
N₂O

In case of emergency break glass with hammer provided

DRY POWDER

For use on

- Wood, Paper, Textiles etc.
- Flammable liquids
- Gaseous fires
- Live electrical equipment

Air Inlet - Keep Clear

Do not obstruct

THIS VEHICLE IS FITTED WITH IMAGE RECORDING TECHNOLOGY

IMAGES ARE BEING MONITORED AND RECORDED ON THIS VEHICLE FOR THE PURPOSE OF CRIME PREVENTION AND DETECTION

THIS SCHEME IS CONTROLLED BY WEST MIDLANDS AMBULANCE SERVICE FOR FURTHER INFORMATION ABOUT THE SCHEME PLEASE CALL

IMAGES ARE BEING MONITORED AND RECORDED ON THIS VEHICLE FOR THE PURPOSE OF CRIME PREVENTION AND DETECTION

COMPRESSED GAS 2

STOP ABUSE OF NHS STAFF

Violence and aggression towards any member of staff will not be tolerated. The Trust will prosecute all offenders.

VEHICLE DIMENSIONS

HEIGHT: MM - " INC AIRPORT LIGHT
WIDTH: MM - " INC MIRRORS
WIDTH: MM - " BELOW MIRRORS
LENGTH: MM - " INC RAMP

DOMESTIC WASTE ONLY

CLINICAL WASTE ONLY

SHARPS ONLY

230v AC

INVERTER POWER

INVERTER ON/OFF

230V AC

INVERTER ON/OFF

MEDIUM GLOVES

Caution
Mind the step

ISOLATOR SWITCH

SUCTION UNIT

Caution
Air Bag Hazard

Do Not Place Feet On Dash

Unique Reference
WMAS-FBFR
26-07-22

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