

DEPARTMENT OF HEALTH SERVICES  
COUNTY OF LOS ANGELES

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

REFERENCE NO. 454

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**PURPOSE:** To provide guidelines for the approval of color scheme, insignia, and vehicle wraps used to identify ambulance vehicles 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:**

**Color Scheme:** A distinctive color or combination of colors associated with the ambulance operator and, used on all ambulance vehicles, signs, etc.

**Insignia:** The distinctive logotype or emblem that identifies the ambulance operator and maybe used on its ambulance vehicles.

**Vehicle Wraps:** A graphic design applied to the ambulance for the express purpose of mobile advertisement used to enhance the appearance of the vehicle.

**PRINCIPLES:**

1. As part of the ambulance operator Business License Application approval process, applicants must identify their company color scheme, insignia, and vehicle wraps designated for use on ambulance(s) submitted for licensure.
2. The color scheme, insignia and vehicle wraps must provide easy identification by the public and include the business entity operating the ambulance service or the name under which the ambulance licensee is doing business or providing service.
3. Ambulance operators who contract with a healthcare facility to provide specialized transport services may incorporate the healthcare facility's color scheme and/or insignia to the approved color scheme and insignia of the ambulance.

**POLICY:**

- I. The color scheme, insignia, and vehicle wraps displayed on licensed ambulances must receive approval from the Ambulance Licensing Hearing Board during the licensure process. Subsequent changes must receive approval from the EMS Agency prior to implementation.
- II. Basic Requirements

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EFFECTIVE DATE: 08-01-12

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REVISED: 01-01-23

SUPERSEDES: 07-01-19

APPROVED:

  
Director, EMS Agency

  
Medical Director, EMS Agency

- A. Ambulances operated under a single license shall have one color scheme and display the same company insignia on both sides and the rear of the vehicle that conforms with the following requirements:
  - 1. Lettering must distinctly contrast with the background color and be visible during daylight.
  - 2. Lettering must be a minimum of four (4) inches in height and proportionate in width.
  - 3. Lowercase letters must be three-fourths ( $\frac{3}{4}$ ) the height of uppercase letters.
  - 4. Appearance of the operator name on other areas of the vehicle (e.g. roof or front), must be consistent.
  
- B. Acceptable vehicle wraps must include the name of the operating entity, be readily identifiable, and meet the following additional requirements:
  - 1. Vehicle wraps must be designed to avoid distracting other drivers, and potential risks to road safety.
  - 2. Vehicle wrap designs used for the purpose of public service announcements must readily identify the name of the operating entity.
  - 3. Vehicles with wrap designs must include the lettering "Ambulance" across the front of the vehicle.
  
- C. Signage on vehicles authorized for advanced life support (ALS) or critical care transport (CCT) must meet the following additional requirements:
  - 1. Lettering such as "Mobile Intensive Care Unit," "Paramedic," "Specialty Transport," "Critical Care Unit," etc., must receive EMS Agency approval and be staffed at the level indicated on the vehicle (e.g., paramedic or nurse and/or respiratory care practitioner) to operate under this designation in Los Angeles County. Ambulance vehicles must obtain EMS Agency approval as an advanced life support (ALS) unit or critical care transport (CCT) unit prior to operating under this designation.
  - 2. The EMS Agency does not authorize the use of the word "Emergency" on a private ambulance unless it is included in the name of the operating entity.
  
- III. Procedures for Obtaining Approval to Change Existing Color Scheme / Insignia / Vehicle Wraps
  - A. The EMS Agency must approve any changes to existing color schemes, insignias, and/or vehicle wraps prior to implementation.
  - B. Submit requests to change the existing color scheme, insignia and/or vehicle wraps in writing signed by the President/Chief Executive Officer of the ambulance operator to the EMS Agency's, Ambulance Program Head and include:

- a. A color photograph or drawing of the proposed color scheme, insignia, and/or vehicle wraps.
- b. Specify whether the proposed changes are for ambulances contracted with a healthcare facility or the operator's entire fleet.
- C. The EMS Agency is not responsible for any costs associated with changes to the color scheme, insignia, and/or vehicle wraps resulting from recommended changes or denials.

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 Exemption**