Kempsville Volunteer Rescue Squad
Ambulance Graphics Package
Ambulance Graphics Package

Copyright © 2011
Kempsville Volunteer Rescue Squad
Virginia Beach, Virginia

Development Team
Kevin Lipscomb, President
Jim Brewer, Vice President
Venita Baker, Squad Commander
April Achesinski, Asst. Squad Commander
Kareem Davis, Operations Officer
Jason Grimes, 2nd Lt, Logistics
Bryan Miller, Training Sergeant

Graphic Engineering by G. Michael Pettinger
Table of Contents

Purpose ..................................................................................................................... 1

Definitions
  Fonts ..................................................................................................................... 2
  Colors .................................................................................................................. 3
  Working Points .................................................................................................... 3
  Chassis / Ambulance Module ............................................................................. 3
  Unit Number ....................................................................................................... 3

Contractor Submittals ............................................................................................. 4

KVRS Logos .......................................................................................................... 5

Appendix – Drawings

Standard Layouts
  • Sheet 1 – “AMBULANCE” (Reversed)
  • Sheet 2 – Unit Number – KEMPSVILLE – Unit Number
  • Sheet 3 – “KEMPSVILLE VOLUNTEER RESCUE SQUAD”
  • Sheet 4 – Unit Number on Contrasting background
  • Sheet 5 – “AMBULANCE”
  • Sheet 6 – “www.kvrs.org” with “KEMPSVILLE AMBULANCE”
  • Sheet 7 – Marking Stripe
  • Sheet 8 – Stylized Logo
  • Sheet 9 – Stylized Logo, dimensioned
  • Sheet 10 – Standard Logo

Typical Graphics Layouts
  • Sheet 11 – Front, Chassis and Module and Rear, Module
  • Sheet 12 – Left (Driver’s) Side, Module
  • Sheet 13 – Right (Passenger’s) Side, Module
  • Sheet 14 – Module Doors to Patient Compartment, Interior Face
  • Sheet 15 – Module, Roof
  • Sheet 16 – Chassis Stripe Transition
  • Sheet 17 – Bordered Letters
Revisions

Revisions to this manual include changes made since its original publishing date, 05 May 11. Below are all revisions in this edition.

**Revision 1**: On sheets 11 and 14, extended chevrons on the rear of the unit from the top of rear doors to underside of rain rail. On sheet 14, added a note to indicate this. (29 June 11)
Kempsville Volunteer Rescue Squad
Ambulance Graphics Package

Purpose

This manual is developed to concisely and accurately define the graphic elements specific to ambulances and other vehicles put into service by Kempsville Volunteer Rescue Squad (KVRS), in Virginia Beach, Virginia. The graphic elements depicted are typically the lettering, striping, and specific logos utilized on the exterior of the vehicles, but also includes some examples installed on the interior surfaces. The individual graphics are combined in a vehicle specific package to:

- Clearly identify an emergency vehicle as required by state code,
- Improve vehicle safety through conspicuous reflective graphics and effective warning systems,
- Enumerate units to provide unique identification at emergency scenes,
- Display the squad’s corporate identity for public viewing, and,
- Project the rescue squad’s individuality through graphic presentation.

The depictions provided in this manual are comprehensive, and are the primary guide to installing graphics on a KVRS ambulance. Variations can be generated through any number of factors, including color, dimensions, positions and specific modification. However, it is intended that each depiction of an element will be the standard by which the installation will be measured and contract compliance will be verified.

This manual will be referenced by KVRS as part of a contract for installing graphics on an ambulance. Any contractor applying vehicle graphics will use these standard depictions for the placement of each element. Only specifically defined variations marked within this package, and initialed by both the ambulance committee representative and the contracted graphics company representative, are allowed to take precedence. Any variation from these standards will be in violation of the contract and grounds for mandatory, unpaid correction by the graphics company as directed by the appropriate KVRS representative.
Definitions

Fonts

A **font** shall comprise a specific style and formation of each letter of the alphabet and of the numbers 1 through 9 and zero. Where a font is referenced by name, it shall conform to the American standard for TrueType fonts for that particular style of font.

- The **stroke width** of a letter shall define the width of one segment or arc of a letter in a font. Fonts often use variations of this width to create the style of a font in individual letters. The stroke width shall in all cases use width of the vertical segment of a font’s letter “L” as the stroke width.

- As with stroke width, the **height** of a font varies across the letters of the alphabet. This is necessary to make a letter’s vertical size appear proportional to the other letters. For example, the letters “O” and “S” will have a slightly larger dimension measured on the vertical centerline than the letters “H” and “T”. Where defined, the height of a font is measured along the left edge of a capital letter “L” from the top of the vertical stroke of the letter to its bottom edge.

- **Width ratio** of a font expresses how “fat” or “skinny” a letter is in relation to the standard for that font. A letter “S” with a 0.85 width ratio is 85% as wide as the same font “S” with a 1.00 width ratio.

- **Bordered lettering** – In some instances, an individual font letter will be cut in one color of vinyl, and superimposed on the same letter of the same font with a different stroke width, usually in a contrasting color. The effect results in a letter with a “border”. The thickness of the border will be defined in this manual as a percentage of the stroke width for a non-bordered letter of the same size and stroke width. For example, the contrasting color of the border may be 25% as wide as the width of the vertical segment in the letter “L”. This will be described as a “.25 Stroke Border”.

- The term **kerning** refers to the amount of “white space” between font letters in a word. It is difficult to specify this distance in various graphic projects because the spacing is often set by eye because it “reads” correctly when viewed. Many font-based programs use either a programmed or adjustable kerning to their fonts. In this instance, if a portion of text needs greater kerning, it will mean that the white space between letters should increase.

In all instances, contracted graphics companies shall make available examples of the fonts to be used. See the “Contractor Submittals” section of this manual.
Colors

Colors of an ambulance are a point of pride within the individual rescue squad and often a central part of the graphic identity projected by that squad to the public. Besides their use in vehicle graphics, the same or similar colors are often used on stationary, uniforms, emblems and equipment. Wherever possible, colors will be referenced to the Pantone Color System number. The base ambulance will be defined as “white” regardless of actual tint of white applied to the unit. In the case of KVRS ambulances, shades of green, black and gold will be utilized.

Wherever DARK GREEN is indicated, match Pantone “DARK GREEN 553C”. Provide matching samples or closest approximation to the squad representative for approval as defined under the “Contractor Submittals” section of this manual.

Gold can refer to a solid color vinyl appliqué, a stylized vinyl with a printed pattern much like gold leaf inlay, or actual gold leaf applied to the base coat and accented with paint, varnish or other coloring agents. Actual gold leaf, typically 23K gold, can also have hand spinning in it, the process of applying a swirled affect in the gold itself. This effect can be replicated on applied vinyls and may be desirable as part of a graphic. Any specification of “gold” in a graphic shall have a clear reference to the type of material utilized.

Working Points

Complex dimensioned graphics will include on the plan a specific working point, from which all dimensions will be measured. The working point will also be used to locate the entire graphic on the vehicle. It will be a circle divided into four equal quadrants which alternate black and white. The working point is NOT part of the graphic and will only be used as a dimensional reference for building and applying the appropriate graphic.

Chassis / Ambulance Module

Placement of graphics is highly dependent on the amount and location of available space on the vehicle. Vehicle lines and the position of features can also provide alignment for striping and lettering. In particular, the ambulance stripe will attempt to take advantage of the dominant horizontal median down both sides. Lines such as the top rain rail of the ambulance module will provide the reference for horizontal. Vertical shall be parallel with the vertical edges of module doors.

Unit Number

This manual shows a typical unit number of “921” on the accompanying graphics. Note that this number is depicted as an example only. The contracted graphics company shall verify with the KVRS representative which unit number will be applied to the specified ambulance.

The correct unit number for this contract is ______.
Contractor submittals

- **Paint**
  Contractor shall mix paint to match the selected color(s). For each paint color, contractor shall apply primer to (2) aluminum chips, 3”x4” of any nominal thickness. After drying, both chips shall be painted on at least one side with the paint color. Both chips will be delivered to the squad representative along with a paint specification sheet.

- **Lettering / Numbers**
  For each font and color of applied vinyl used for lettering, contractor shall cut two (2) samples of lettering to match the font, height, width ratio and color. The letters to be cut shall be “KVRS”. Provide both samples to the squad representative. See Appendix Sheet 17 for requirements for bordered letters.

- **Reflective material**
  For each color of light reflective applied vinyl used in any vehicle graphic, contractor shall cut two (2) 3”x4” samples. Provide both samples to the squad representative, along with a specification sheet from the manufacturer defining the light reflective quality of the product.

- **Applied Vinyl**
  For each color of applied vinyl not specifically directed above to be provided as a sample, the contractor shall cut two (2) 3”x4” samples of all vinyls to be used in graphics. Provide both samples to the squad representative along with a specification sheet from the vinyl manufacturer.

- **Gold Leaf**
  For each specification of actual gold leaf, contractor shall prime and paint two (2) 3”x4” aluminum chips with white paint to match the existing vehicle color. Contractor shall cover both chips with 23K gold leaf and provide a hand-spun finish as specified. Provide both samples to the squad representative.

- **Dimensioned layouts – shop drawings**
  Contractor shall provide scaled drawings depicting all graphics to be applied to the vehicle to the squad representative. The drawings provided in this manual will not be submitted as shop drawings.

  Note: In the event that a sample is deemed not satisfactory by the station representative, the contractor shall provide replacement samples of acceptable products to the squad at no additional cost.
KVRS Logos

Over its history, Kempsville Volunteer Rescue Squad has developed a corporate identity with its own logos. Besides the ambulance graphics, their logo is printed in a multitude of formats and on all manner of media. Currently, the station uses two different logo designs:

- **Standard** – a cross surrounded with a circle and text, with cross blazes outside of the circle. As a monochromatic image, it is typically used on uniform items and equipment. In this graphics package, it is typically only applied to the roof of the ambulance. See appendix, page 10.

- **Stylized** – A three color logo with an intertwined cross and rings, occasionally paired with extended left and right blazes. It has customarily appeared on the squad’s emergency response vehicles. See appendix, pages 8 and 9.
NOTES

1. FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 7/8". COLOR = "DARK GREEN". LETTERS MUST BE IN REVERSE.

2. WORKING POINT IS CENTER OF FRONT EDGE OF VEHICLE HOOD.

3. MATERIAL: APPLIED ADHESIVE VINYL.
NOTES

1. FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 7/8". COLOR = "DARK GREEN".

2. WORKING POINT IS CENTER OF THE CHASSIS ROOF AT THE MODULE.

3. MATERIAL: APPLIED ADHESIVE VINYL.
NOTES

1. FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 1 1/16". COLOR = "DARK GREEN".

2. WORKING POINT IS THE MIDPOINT OF THE SPRING LINE OF THE ARCH MADE BY THE WORDS "KEMPSVILLE VOLUNTEER".

3. MATERIAL: APPLIED ADHESIVE VINYL.

4. SQUAD LOGO AND (2) BLAZES. SEE DETAIL, SHEETS 8 AND 9.

5. THE 5" HIGH TEXT "KEMPSVILLE VOLUNTEER RESCUE SQUAD" SHALL BE COMPOSED OF BORDERED LETTERS, AS DEPICTED ON SHEET 17, AS DIRECTED BY THE SQUAD REPRESENTATIVE.
NOTES

1. FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 7/8”. COLOR = "DARK GREEN”.

2. APPLY UNIT NUMBER TO CONTRASTING COLOR FIELD (TYPICALLY "WHITE”) OF DIMENSIONS SHOWN. FIELD IS NON-REFLECTIVE.

3. MATERIAL: APPLIED ADHESIVE VINYL.

4. COORDINATE EXACT PLACEMENT WITH SQUAD REPRESENTATIVE.
1. FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 1 1/16". COLOR = "DARK GREEN".

2. WORKING POINT IS CENTERPOINT OF THE WORD AT IT’S BASE

3. MATERIAL: APPLIED ADHESIVE VINYL.
NOTES

1. FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 7/8". COLOR = "GOLD". LETTERS "KVRS" DELIBERATELY LARGER IN SIZE THAN REMAINDER OF WEB ADDRESS. FOLLOW DIMENSIONS FOR LETTERS.

2. FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 7/8". COLOR = "DARK GREEN".

3. MATERIAL: APPLIED ADHESIVE VINYL.

4. CENTER WEB ADDRESS VERTICALLY BETWEEN BOTTOM OF WINDOW AND TOP OF DOOR HANDLES. CENTER "V" ON DOOR GAP.
NOTES

1 STRIPE OF "DARK GREEN"; MATERIAL AND COLOR AS APPROVED BY THE SQUAD REPRESENTATIVE. ENSURE SAMPLE CHIP PROVIDED TO SQUAD REPRESENTATIVE.

2 APPLIED ADHESIVE VINYL STRIPING, COLOR = "GOLD".

3 HIGHLY REFLECTIVE APPLIED ADHESIVE VINYL STRIPE, "BRILLIANT WHITE". THE 4" DIMENSION FOR THE STRIPE IS A STATE REGULATIONS REQUIREMENT AND MUST BE PROVIDED AS SHOWN.
NOTES

1. FONT: ARIAL, WIDTH FACTOR=0.6, STROKE = 5/32". COLOR = "DARK GREEN". LETTERS ARE 1.2" HIGH, CENTERED IN THE GOLD RING WIDTH.

2. ADHESIVE VINYL, COLOR = "DARK GREEN", TYPICAL IN THIS LOGO.

3. HAND-TURNED 23K GOLD LEAF, OR APPROVED ADHESIVE VINYL, TYPICAL.

4. ADHESIVE VINYL, COLOR = "BRILLIANT WHITE".

5. SEE DIMENSIONS ON SHEET 9.

6. VOID IN LOGO, FOUR LOCATIONS. BACKGROUND MATERIAL (PAINT, GLASS, ETC.) SHOWS THROUGH.
NOTES

1. BLAZE WIDTH MATCHES WIDTH OF ADJACENT CROSS ARM.

2. BLAZE LENGTH MAY VARY. COORDINATE WITH SQUAD REPRESENTATIVE.
NOTES:
1. CHEVRON PATTERN OF 6” WIDE ADHESIVE VINYL, COLOR = ”DARK GREEN”, ALTERNATING WITH 6” WIDE HIGHLY REFLECTIVE WHITE APPLIED VINYL STRIPES, ALTERNATING DARK GREEN–WHITE PATTERN. STRIPES AT 45 DEGREE ANGLE FROM HORIZONTAL.
2. SQUAD LOGO ACTUAL HEIGHT = 10 3/4”. SCALE DESIGN FROM ORIGINAL SHOWN ON PAGE 8 AND 9. APPLY LOGO TO WINDOW, CENTERED HORIZONTALLY, 1/2” ABOVE CENTERLINE VERTICALLY. LOGO SHALL HAVE AN ADDITIONAL 1/4” WIDE WHITE BORDER AROUND ENTIRE PERIMETER.
GRAPHIC:
KVRS—LATERAL
SEE PAGE 3. WORKING POINT SHOWN, NOT PART OF GRAPHIC.

GRAPHIC:
UNIT NUMBER
4" HIGH, VINYL NUMBERS, CENTERED IN AVAILABLE FIELD AND CENTERED WITH LIGHT MODULE. COLOR = DARK GREEN. SIMILAR TO PAGE 4.

GRAPHIC:
STATION LOGO, WITH BLAZES
SEE PAGE 8 AND 9. ALIGN AS SHOWN ON PAGE 3.

GRAPHIC:
STRIPES
SEE PAGE 7. ON CHASSIS, ALIGN TOP OF STRIPE WITH TOP EDGE OF DOOR HANDLE. TAPER TOP EDGE OF DARK GREEN STRIPE TO FOLLOW SLOPE OF HOOD. TOP GOLD STRIPE CONTINUES ALONG SLOPE, UNDIMINISHED.
NOTES:
1. CHEVRON PATTERN OF 6" WIDE NON-REFLECTIVE APPLIED VINYL STRIPES IN DARK GREEN, ALTERNATING WITH 6" WIDE HIGHLY RETROREFLECTIVE WHITE APPLIED VINYL STRIPES. STRIPES AT 45 DEGREE ANGLE FROM HORIZONTAL.
GRAPHIC:
UNIT NUMBER
DIMENSION NUMBERS AS SHOWN,
STROKE OF EACH NUMBER = 5" WIDE,
TYPICAL.
MATERIAL IS RETROREFLECTIVE APPLIED VINYL.
COLOR = DARK GREEN.

KEMPSVILLE RESCUE SQUAD

GRAPHIC:
STANDARD LOGO
SCALE FROM DIMENSIONED DRAWING ON SHEET 10.
MATERIAL IS RETROREFLECTIVE APPLIED VINYL.
COLOR = DARK GREEN. CENTER GRAPHIC ON ROOF.

6'-0"
EQT

6'-0"
EQT

1'-4" TYP.

5" OBLIQUE, TYP.

2'-6" TYP.

4'-10"
EQT

3/8" = 1'-0"
Scale

Drawing UNIT-TOP

15 Sheet
NOTES

1. THE STRIPE TRANSITION SHALL BRIDGE THE GAP BETWEEN THE MODULE STRIPE AND THE CHASSIS STRIPE. SLOPE THE ENTIRE GRAPHIC FROM THE TRAILING BEVEL EDGE OF THE MODULE AT AN APPROPRIATE ANGLE TO MEET THE STRIPE ON THE CHASSIS. THE WIDTH OF ALL INDIVIDUAL STRIPES SHALL REDUCE AS REQUIRED TO ATTAIN A SMOOTH ALIGNMENT OF LINES AS SHOWN ABOVE. COORDINATE WITH SQUAD REPRESENTATIVE PRIOR TO APPLYING PAINT OR VINYL TO THE VEHICLE. DRAWING IS CONCEPTUAL ONLY. CURVED CHASSIS NOT SHOWN.
THIS PAGE DEPICTS AN EXAMPLE OF BORDERED LETTERING, WHICH WILL BE USED FOR THE WORDS "KEMPSVILLE VOLUNTEER RESCUE SQUAD" ON THE LEFT AND RIGHT OF THE AMBULANCE. THIS PAGE DEFINES THE CONCEPT OF THE BORDERED LETTERS. CONTRACTOR SHALL PROVIDE SAMPLES OF SUCH LETTERS IN THE SIZE, SHAPE AND COLOR DESIRED BY THE SQUAD REPRESENTATIVE FOR APPROVAL PRIOR TO INSTALLATION ON THE VEHICLE. CONTRACTOR SHALL ALSO PROVIDE SAMPLES OF THE SAME SIZE FONT WITH THICKER AND THINNER BORDERS FOR COMPARISON.

1 THE FONT SHALL BE MEASURED AT THE GOLD PORTION OF THE LETTER. FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 1 1/16". MATERIAL SHALL BE HAND-TURNED 23K GOLD LEAF OR APPROVED PATTERNED APPLIED VINYL.

2 THE BORDER DIMENSION SHALL BE THE WIDTH BEYOND THE EDGE OF THE GOLD LETTER. MATERIAL SHALL BE APPLIED VINYL OF APPROVED COLOR = "DARK GREEN".