

1'-5 1/2" 3 1/2" 5 3/4" 3 3/4" 5 3/4" 10 13/16" 10 7/8" 6 3/8" 6" D

# ***Kempsville Volunteer Rescue Squad***

1'-3 1/4" 3 3/4" 1 1/8" 1" 4 5/8" 4 7/8" BORDER 1/8" TH

# ***Ambulance Graphics Package***



## ***Ambulance Graphics Package***

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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*



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## 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 "KQRS". 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.

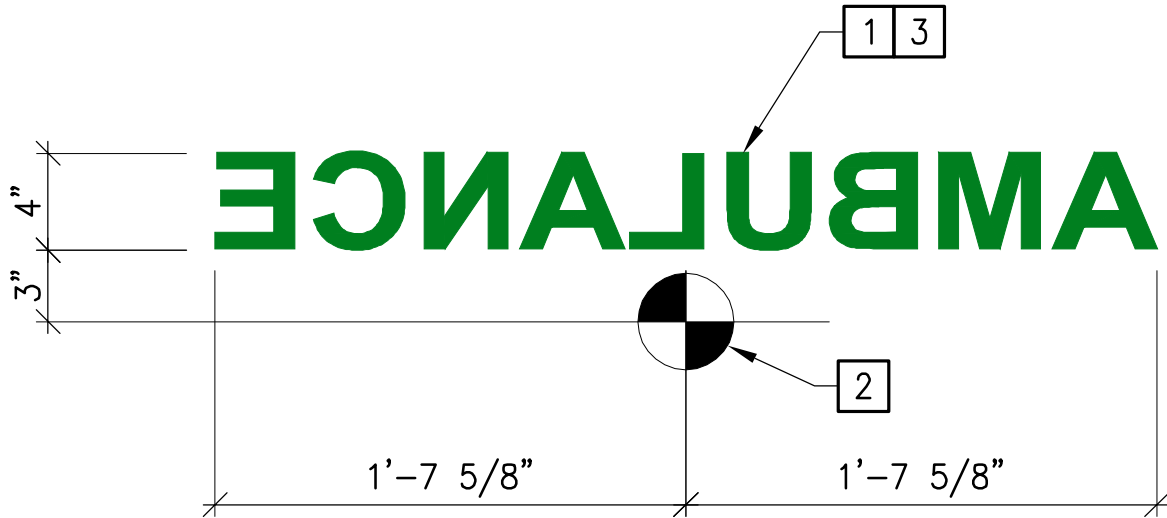
Note: In the event that a sample is deemed not satisfactory by the station representative, the contractor shall provide replacement samples of acceptable products to the squad at no additional cost.



## **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:

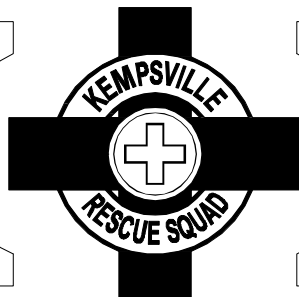
- Standard – a cross surrounded with a circle and text, with cross blazes outside of the circle. As a monochromatic image, it is typically used on uniform items and equipment. In this graphics package, it is typically only applied to the roof of the ambulance. See appendix, page 10.
- Stylized – A three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

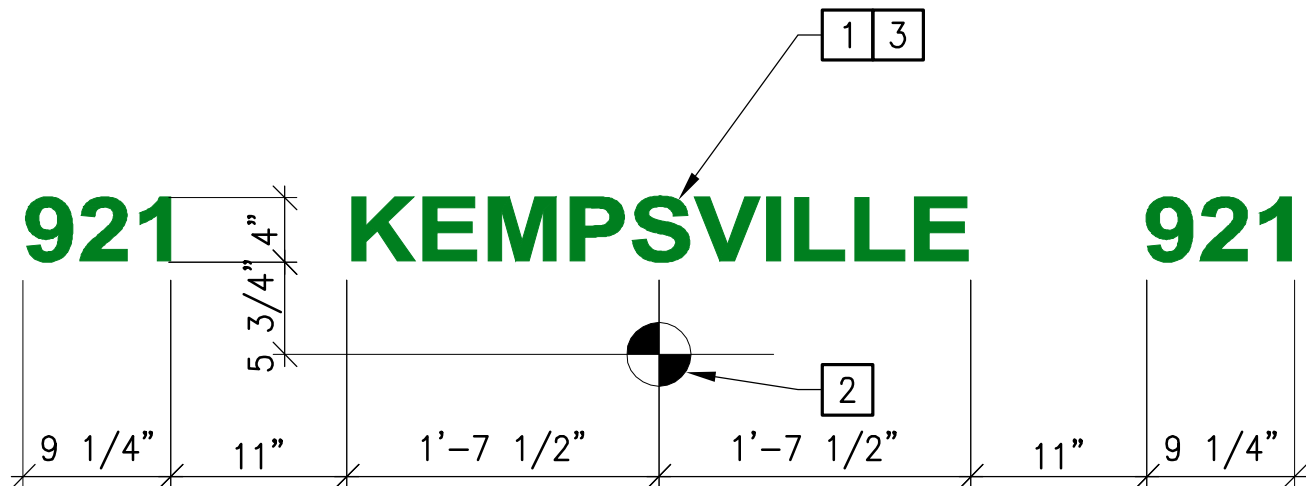
- 1 FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 7/8". COLOR = "DARK GREEN". LETTERS MUST BE IN REVERSE.
- 2 WORKING POINT IS CENTER OF FRONT EDGE OF VEHICLE HOOD.
- 3 MATERIAL: APPLIED ADHESIVE VINYL.

Drawing **AMB - REVERSE**



1 1/2" = 1'-0" Scale

1 Sheet



## NOTES

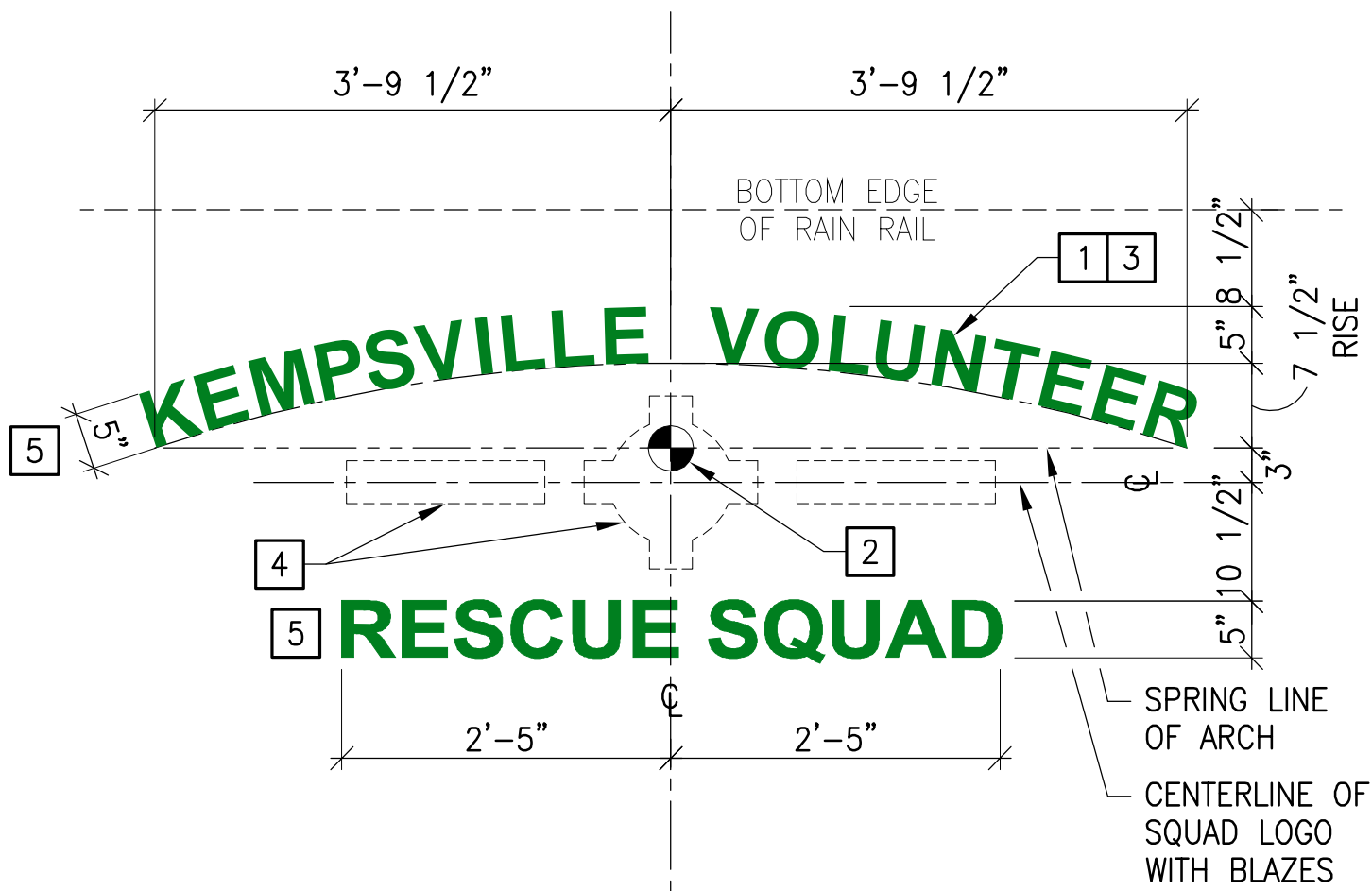
- 1 FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 7/8". COLOR = "DARK GREEN".
- 2 WORKING POINT IS CENTER OF THE CHASSIS ROOF AT THE MODULE.
- 3 MATERIAL: APPLIED ADHESIVE VINYL.

Drawing UNIT-KVRS-UNIT



1" = 1'-0" Scale

2 Sheet



## NOTES

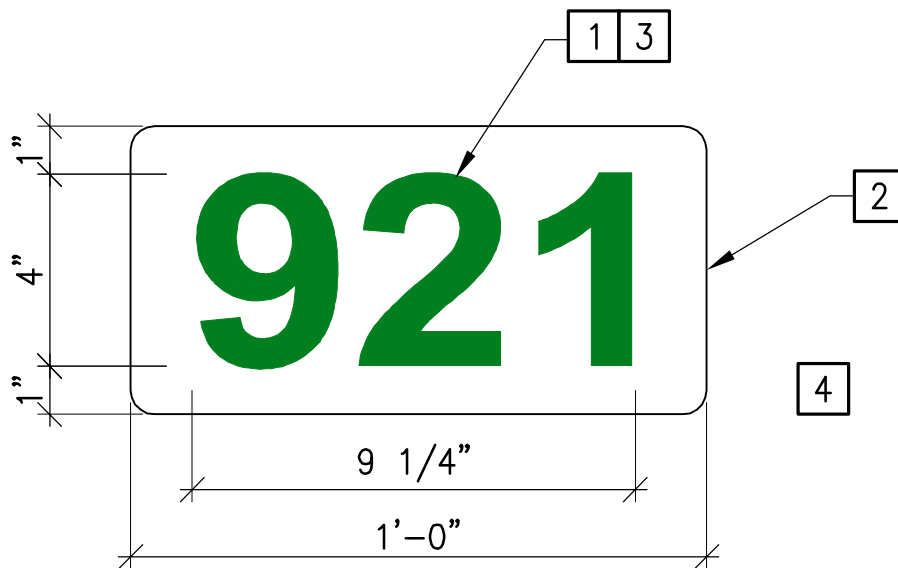
- 1 FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 1 1/16". COLOR = "DARK GREEN".
- 2 WORKING POINT IS THE MIDPOINT OF THE SPRING LINE OF THE ARCH MADE BY THE WORDS "KEMPSVILLE VOLUNTEER".
- 3 MATERIAL: APPLIED ADHESIVE VINYL.
- 4 SQUAD LOGO AND (2) BLAZES. SEE DETAIL, SHEETS 8 AND 9.
- 5 THE 5" HIGH TEXT "KEMPSVILLE VOLUNTEER RESCUE SQUAD" SHALL BE COMPOSED OF BORDERED LETTERS, AS DEPICTED ON SHEET 17, AS DIRECTED BY THE SQUAD REPRESENTATIVE.

Drawing **KVRS - LATERAL**

**3/4" = 1'-0"** Scale



**3** Sheet

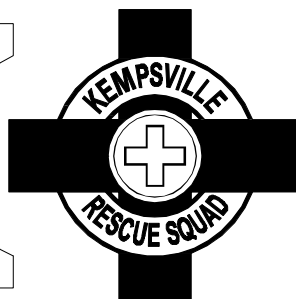


## NOTES

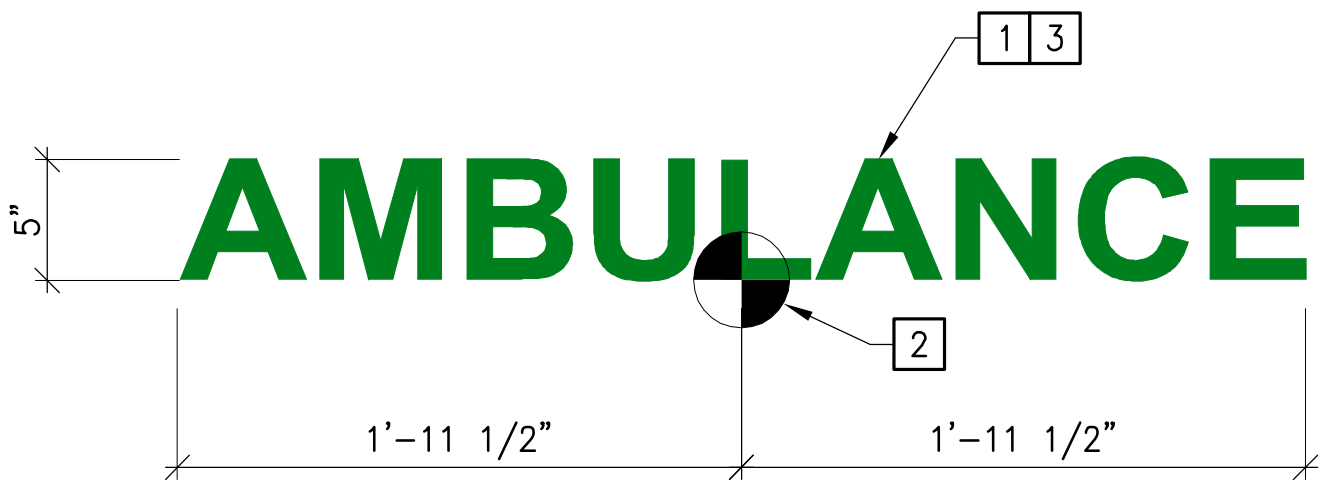
- 1 FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 7/8". COLOR = "DARK GREEN".
- 2 APPLY UNIT NUMBER TO CONTRASTING COLOR FIELD (TYPICALLY "WHITE") OF DIMENSIONS SHOWN. FIELD IS NON-REFLECTIVE.
- 3 MATERIAL: APPLIED ADHESIVE VINYL.
- 4 COORDINATE EXACT PLACEMENT WITH SQUAD REPRESENTATIVE.

Drawing **UNIT-CONTRAST**

3" = 1'-0" Scale



4 Sheet



## NOTES

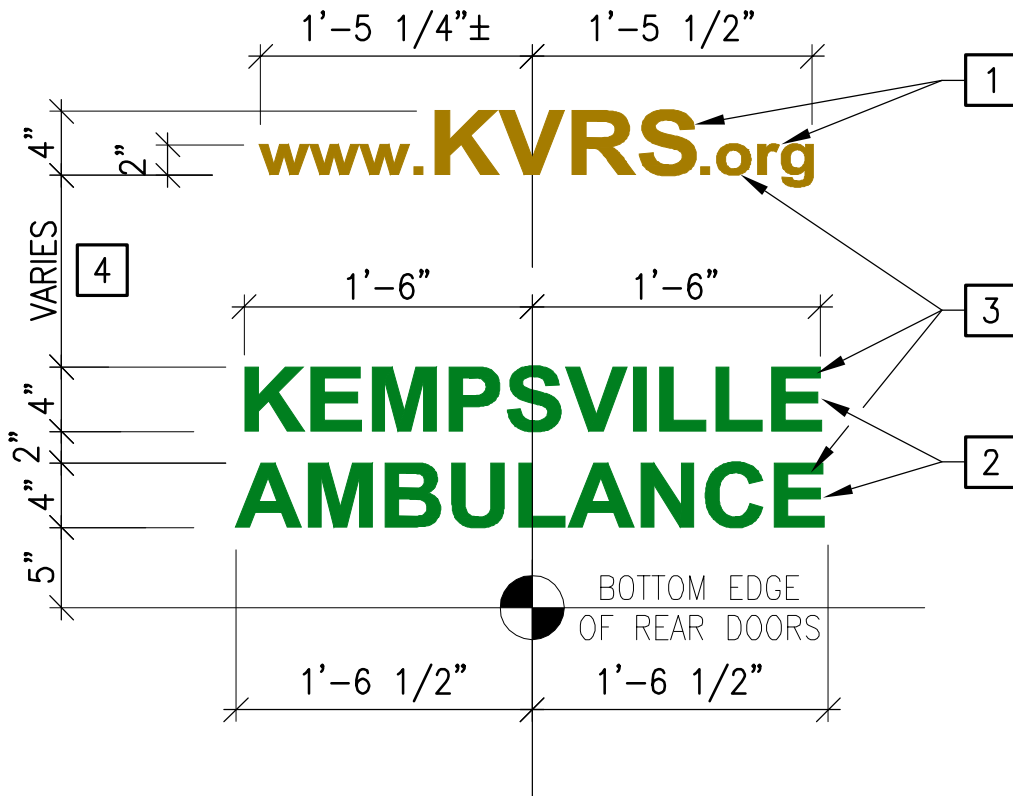
- 1 FONT: ARIAL, WIDTH FACTOR=1.1, STROKE = 1 1/16". COLOR = "DARK GREEN".
- 2 WORKING POINT IS CENTERPOINT OF THE WORD AT IT'S BASE
- 3 MATERIAL: APPLIED ADHESIVE VINYL.

Drawing **AMBULANCE**



1 1/2" = 1'-0" Scale

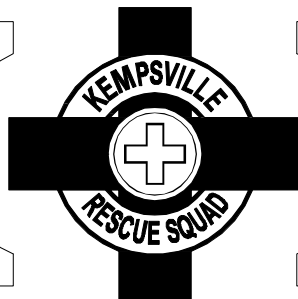
5 Sheet



## NOTES

- 1 FONT: ARIAL, WIDTH FACTOR=1.1, STROKE =  $\frac{7}{8}''$ . 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 =  $\frac{7}{8}''$ . 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.

Drawing **ORG-KRVS-AMB**

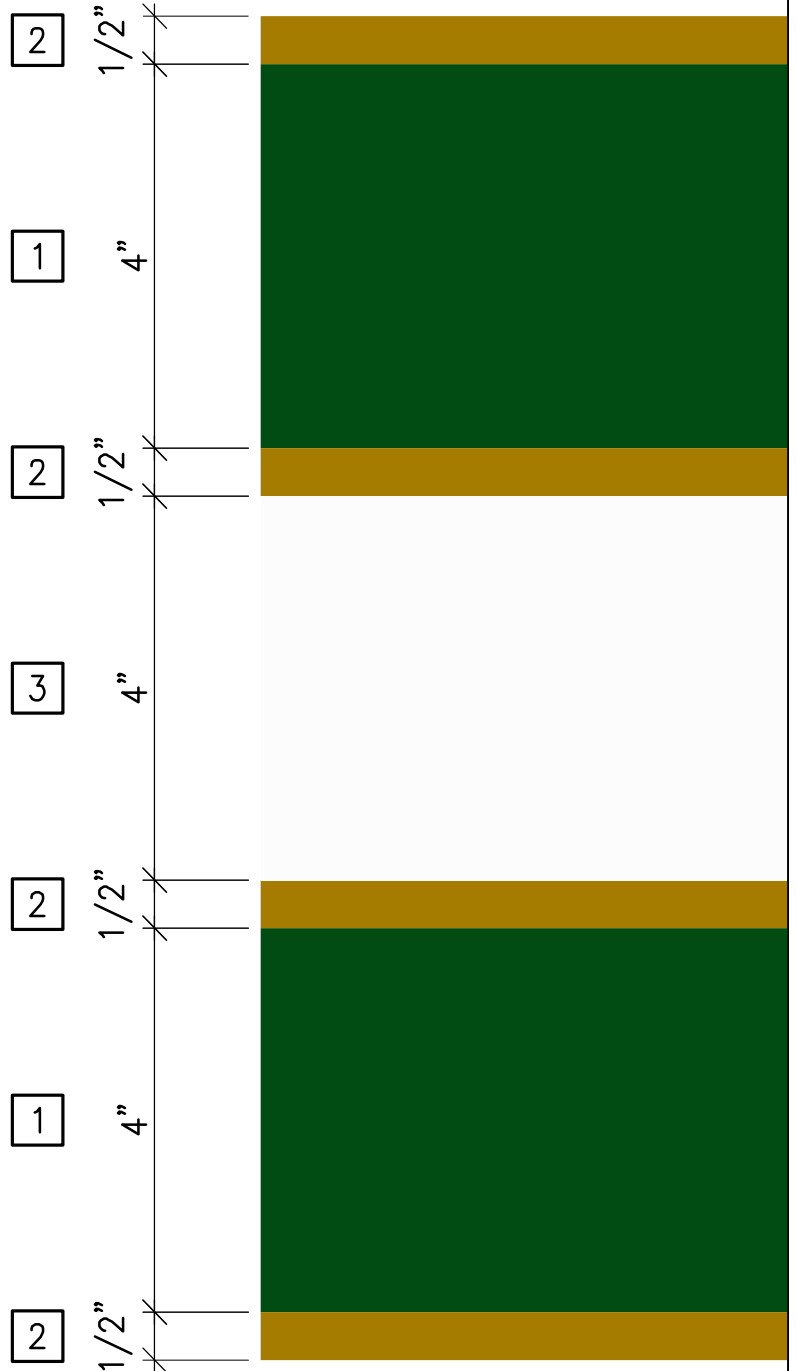


**1" = 1'-0"** Scale

**6** Sheet

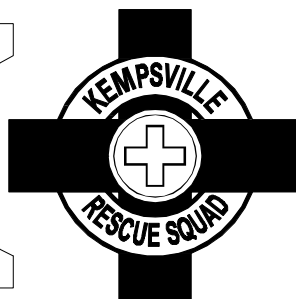
## NOTES

- 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.



Drawing **STRIPE**

6" = 1'-0" Scale



7 Sheet



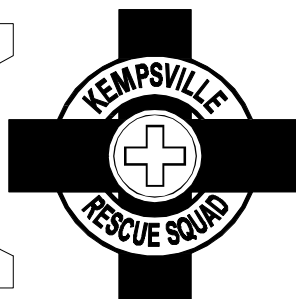


## NOTES

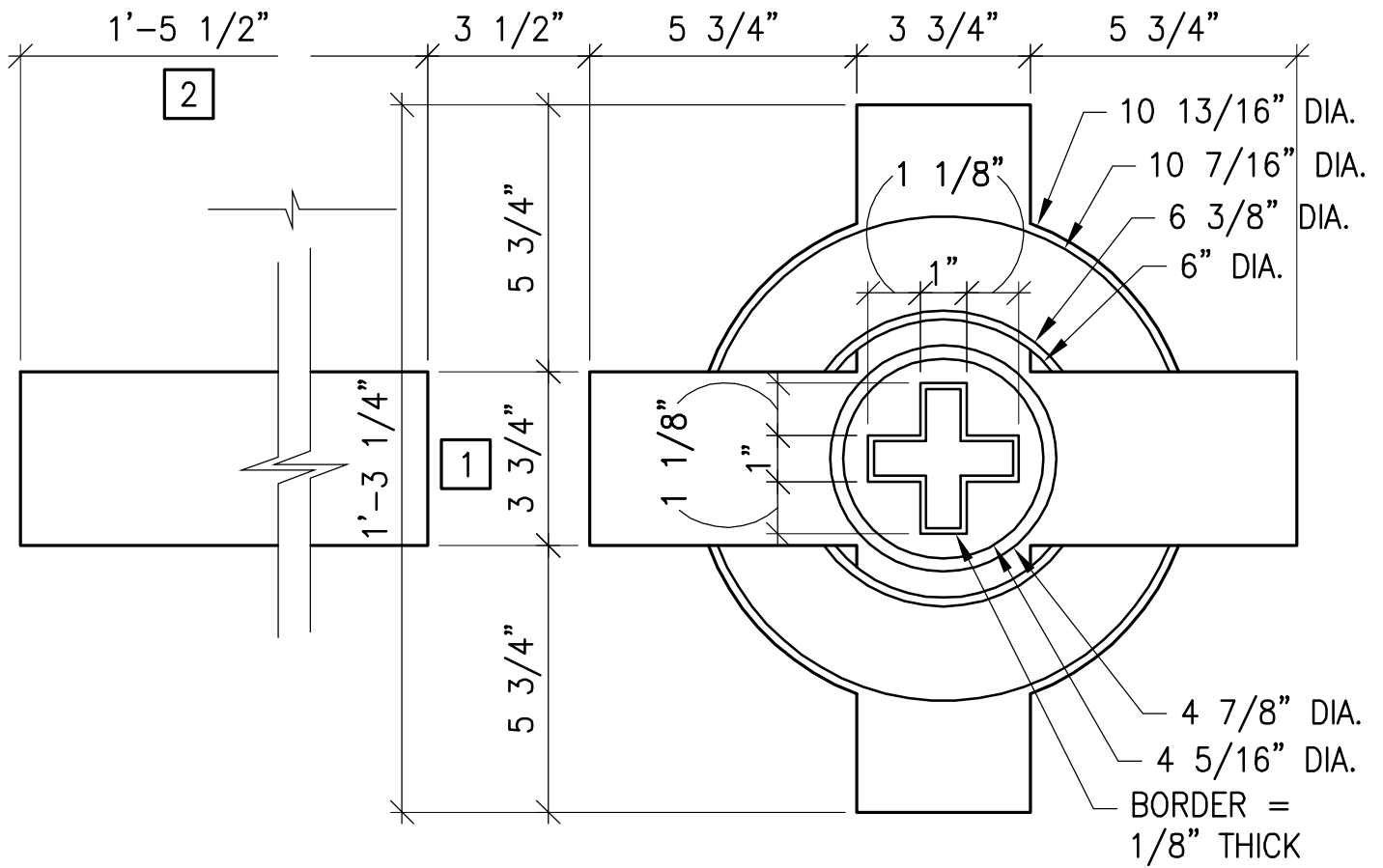
- 1 FONT: ARIAL, WIDTH FACTOR=0.6, STROKE = 5/32". COLOR = "DARK GREEN". LETTERS ARE 1.2" HIGH, CENTERED IN THE GOLD RING WIDTH.
- 2 ADHESIVE VINYL, COLOR = "DARK GREEN", TYPICAL IN THIS LOGO.
- 3 HAND-TURNED 23K GOLD LEAF, OR APPROVED ADHESIVE VINYL, TYPICAL.
- 4 ADHESIVE VINYL, COLOR = "BRILLIANT WHITE".
- 5 SEE DIMENSIONS ON SHEET 9.
- 6 VOID IN LOGO, FOUR LOCATIONS. BACKGROUND MATERIAL (PAINT, GLASS, ETC.) SHOWS THROUGH.

Drawing **STYLIZED LOGO**

3" = 1'-0" Scale



8 Sheet

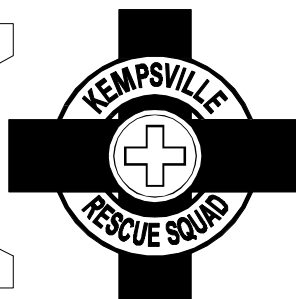


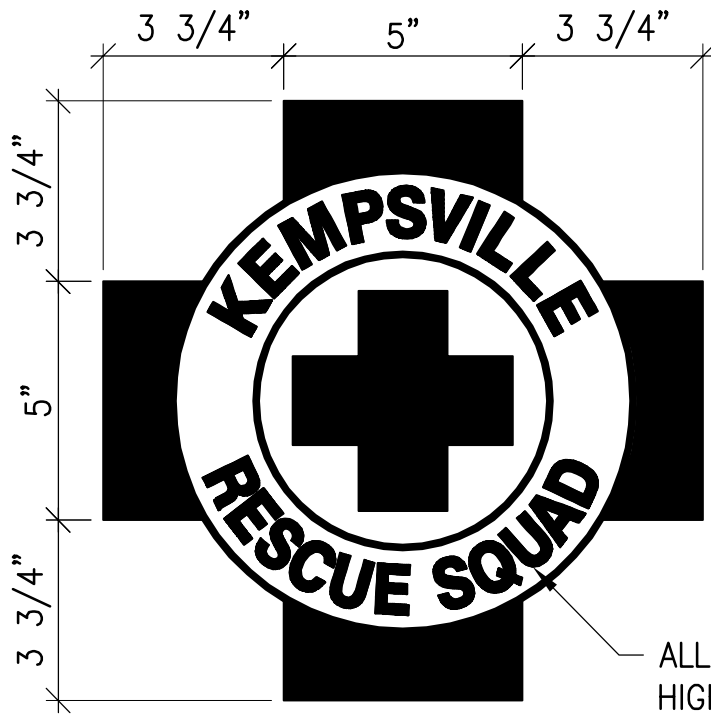
**NOTES**

- 1 BLAZE WIDTH MATCHES WIDTH OF ADJACENT CROSS ARM.
- 2 BLAZE LENGTH MAY VARY. COORDINATE WITH SQUAD REPRESENTATIVE.

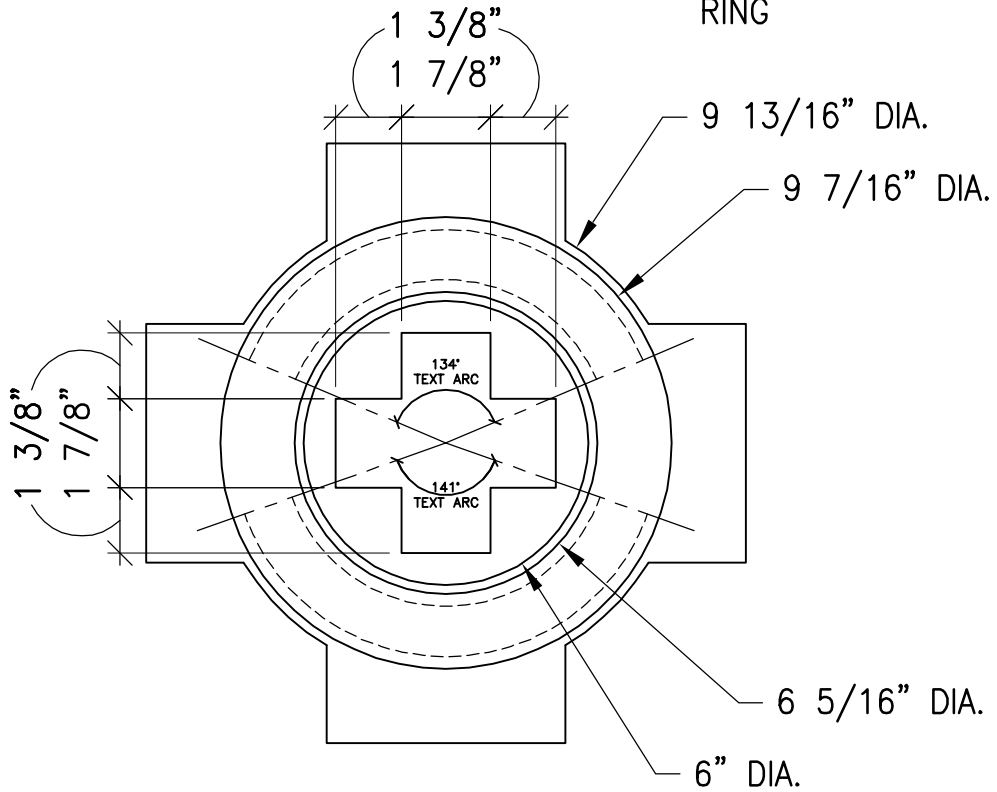
Drawing **STYLIZED LOGO - DIMS**

**3" = 1'-0"** Scale





ALL TEXT = 1 1/16" HIGH, CENTERED IN RING

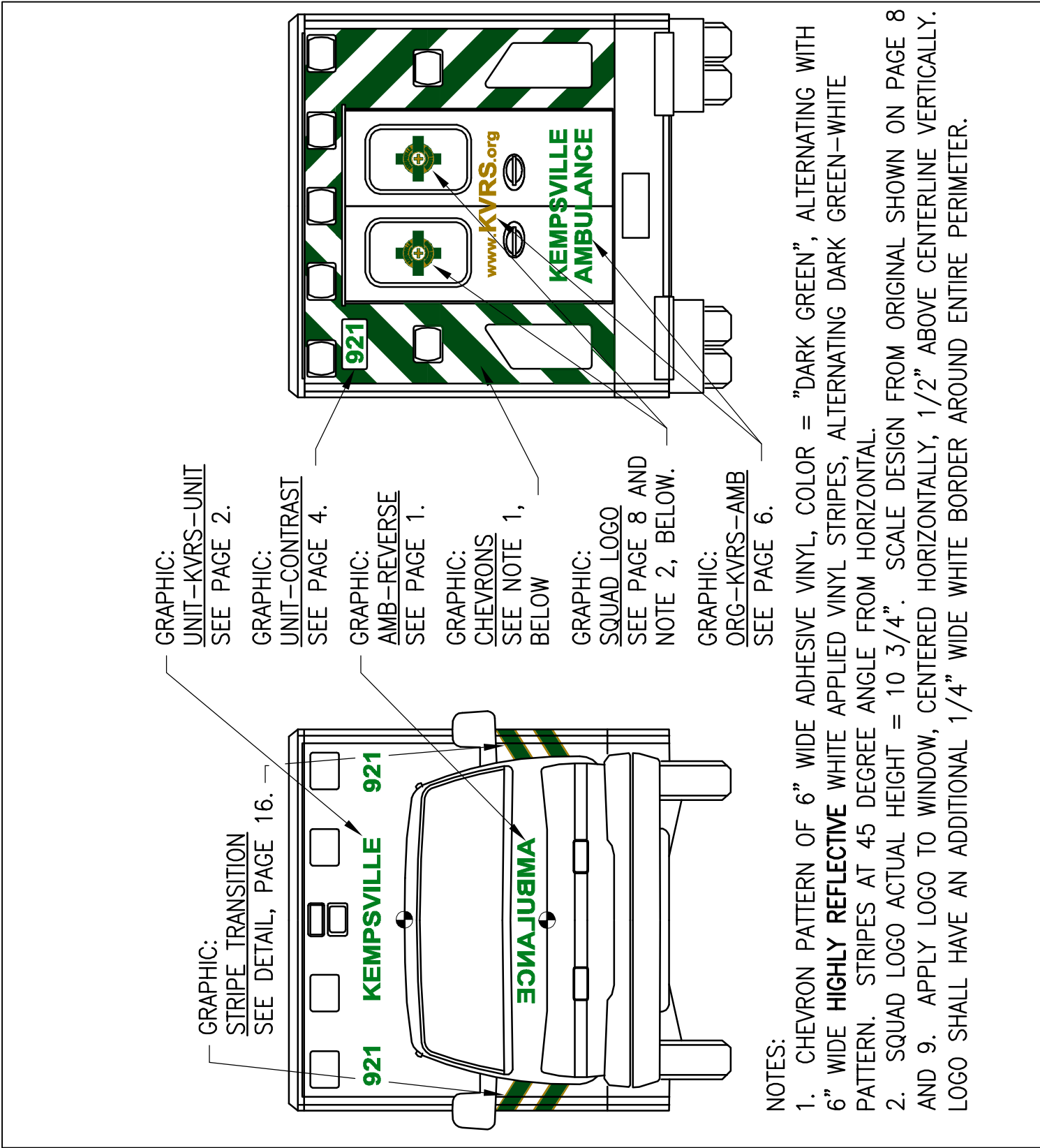


Drawing **STANDARD LOGO**

**3" = 1'-0"** Scale

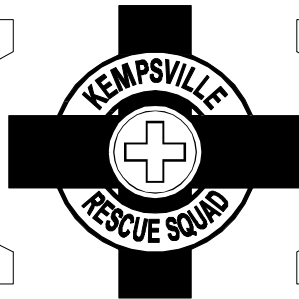


**10** Sheet



Drawing UNIT-FT-REAR

Revisions 1

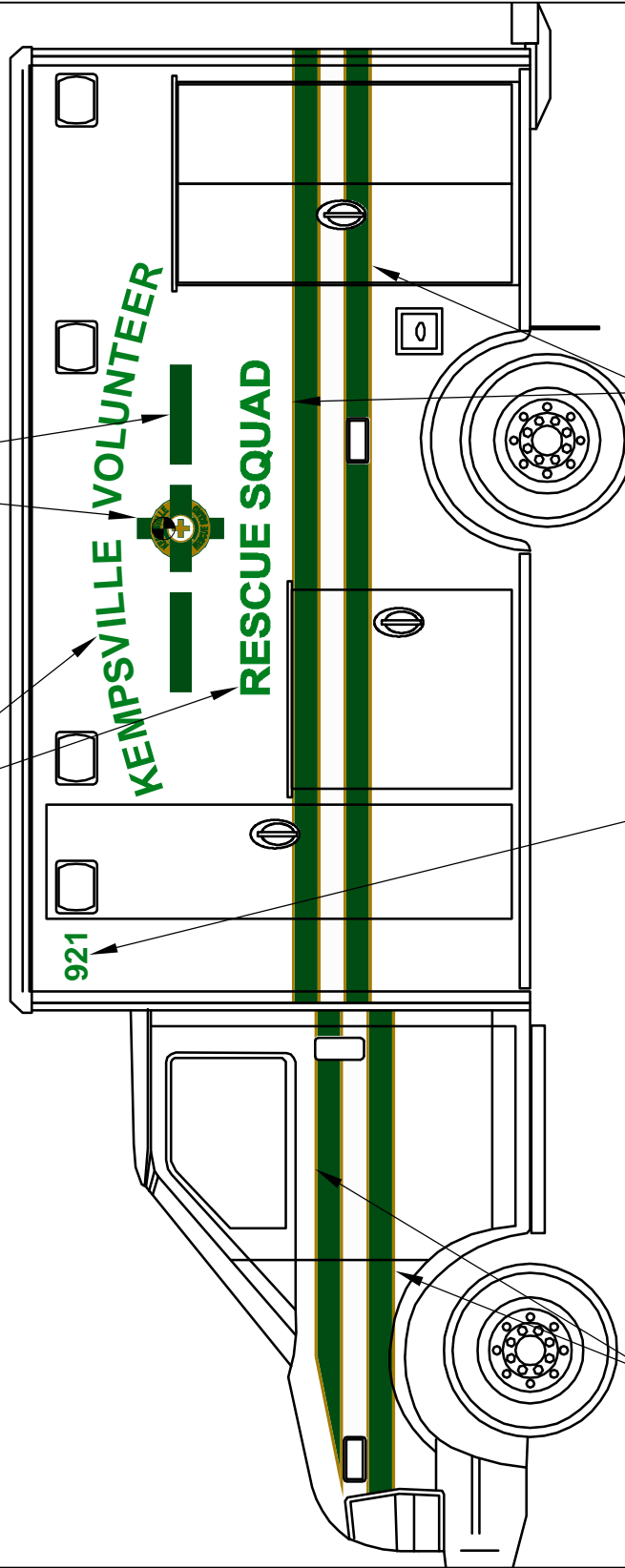


3/8" = 1'-0" Scale

11 Sheet

GRAPHIC:  
 KQRS-LATERAL  
 SEE PAGE 3. WORKING POINT  
 SHOWN, NOT PART OF GRAPHIC.

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



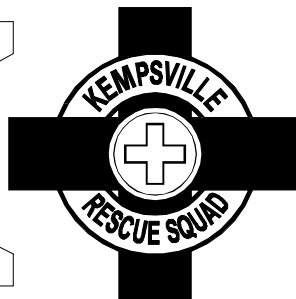
GRAPHIC:  
 STRIPE  
 SEE PAGE 7. ON CHASSIS,  
 ALIGN TOP OF STRIPE WITH  
 TOP EDGE OF DOOR HANDLE.  
 TAPER TOP EDGE OF DARK  
 GREEN STRIPE TO FOLLOW  
 SLOPE OF HOOD. TOP GOLD  
 STRIPE CONTINUES ALONG  
 SLOPE, UNDIMINISHED.

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

GRAPHIC:  
 STRIPE  
 SEE PAGE 7. ON  
 MODULE, ALIGN TOP  
 OF STRIPE WITH  
 BOTTOM EDGE OF  
 DOOR RAIN RAIL.

Drawing UNIT-LEFT-LAT

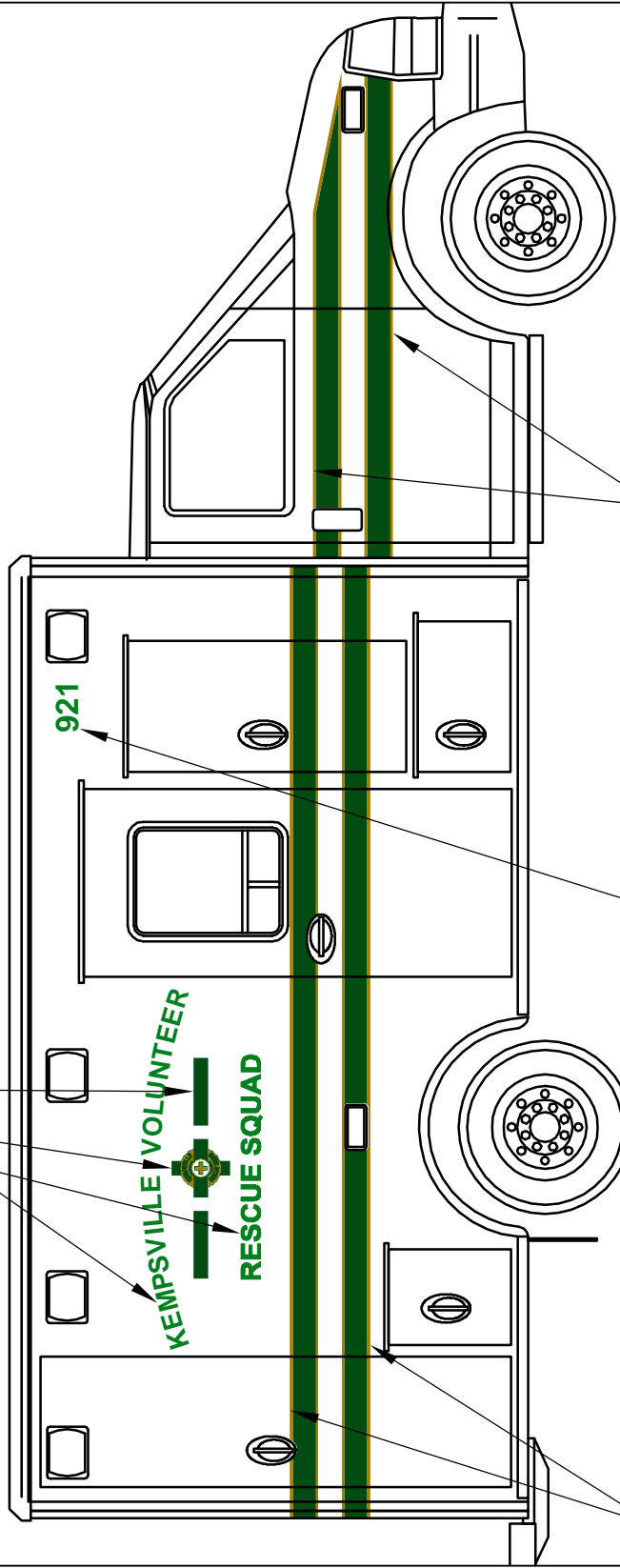
3/8" = 1'-0" Scale



12 Sheet

GRAPHIC:  
 KQRS - LATERAL  
 SEE PAGE 3.  
 COORDINATE SIZE AND  
 POSITION WITH SQUAD  
 REPRESENTATIVE, AND  
 WITH STATION LOGO  
 REQUIREMENTS (SEE AT  
 RIGHT).

GRAPHIC:  
 STATION LOGO, WITH BLAZES  
 SEE PAGE 8 AND 9. DUE TO WINDOW ON MODULE WALL (NOT  
 SHOWN ON THIS DRAWING), INSTALLATION OF THIS GRAPHIC  
 REQUIRES CLOSE COORDINATION. INTEGRATE GRAPHIC WITH  
 WINDOW USING ALTERED GRAPHIC DIMENSIONS, VEHICLE WRAPS,  
 OFFSET LOCATIONS AND/OR OTHER METHODS AS APPROVED BY  
 SQUAD REPRESENTATIVE.

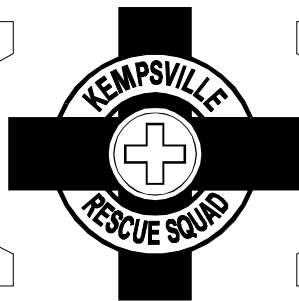


GRAPHIC:  
 STRIPE  
 SEE PAGE 7. ON  
 MODULE, TOP OF STRIPE  
 SHALL BE EXACTLY THE  
 SAME ELEVATION AS  
 DEPICTED ON LEFT SIDE  
 OF VEHICLE (PAGE 12).

GRAPHIC:  
 UNIT NUMBER  
 4" HIGH, ADHESIVE  
 VINYL NUMBERS,  
 CENTERED ABOVE DOOR  
 AND CENTERED WITH  
 LIGHT MODULE. COLOR  
 = DARK GREEN.  
 SIMILAR TO PAGE 4.

GRAPHIC:  
 STRIPE  
 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

Drawing **UNIT-RIGHT-LAT**



**3/8" = 1'-0"** Scale

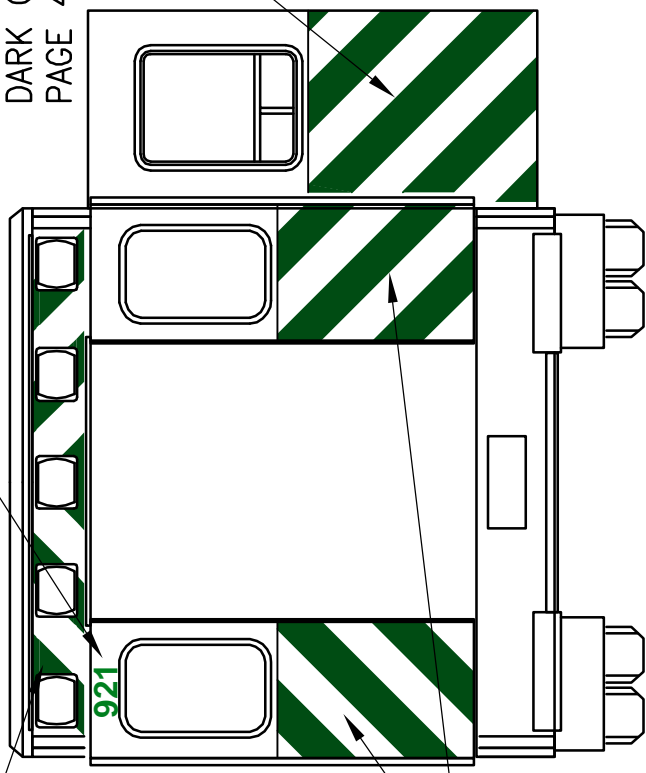
**13** Sheet

GRAPHIC:  
CHEVRONS  
 SEE SHEET 11  
 FOR CHEVRONS  
 APPLIED TO  
 REAR OF UNIT

GRAPHIC:  
UNIT NUMBER  
 4" HIGH, VINYL NUMBERS  
 APPLIED TO INSIDE OF  
 DRIVER'S SIDE REAR DOOR,  
 ABOVE WINDOW. COLOR =  
 DARK GREEN. SIMILAR TO  
 PAGE 4.

GRAPHIC:  
CHEVRONS  
 APPLIED TO  
 INSIDE OF  
 BOTH REAR  
 DOORS, BELOW  
 WINDOW SILL.  
 SEE NOTE 1,  
 BELOW

GRAPHIC:  
CHEVRONS  
 APPLIED TO  
 INSIDE OF  
 MODULE SIDE  
 DOOR, BELOW  
 WINDOW SILL.  
 SEE NOTE 1,  
 BELOW



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.

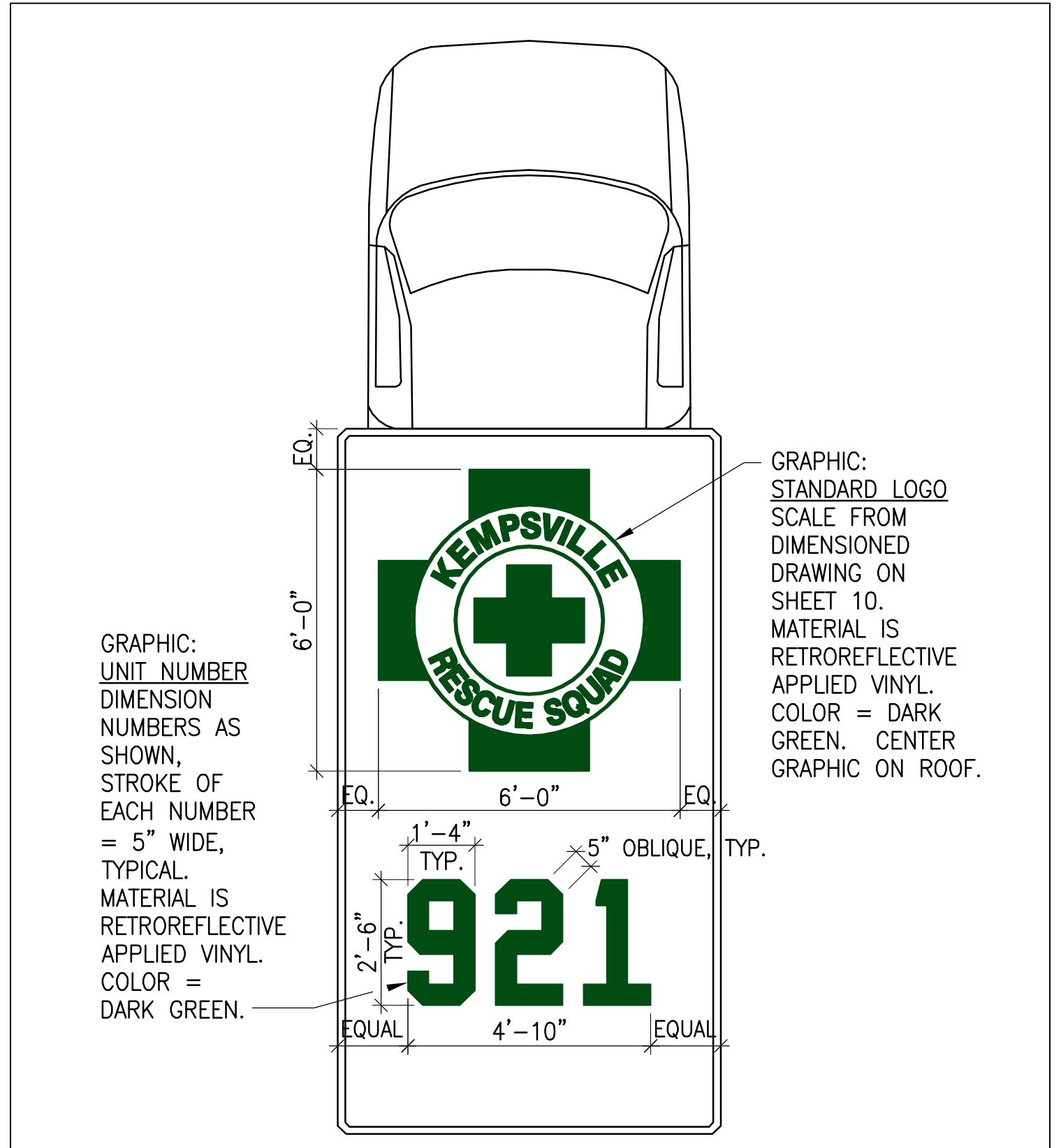
Drawing **UNIT-DOORS**

Revisions **1**



**3/8" = 1'-0"** Scale

**14** Sheet



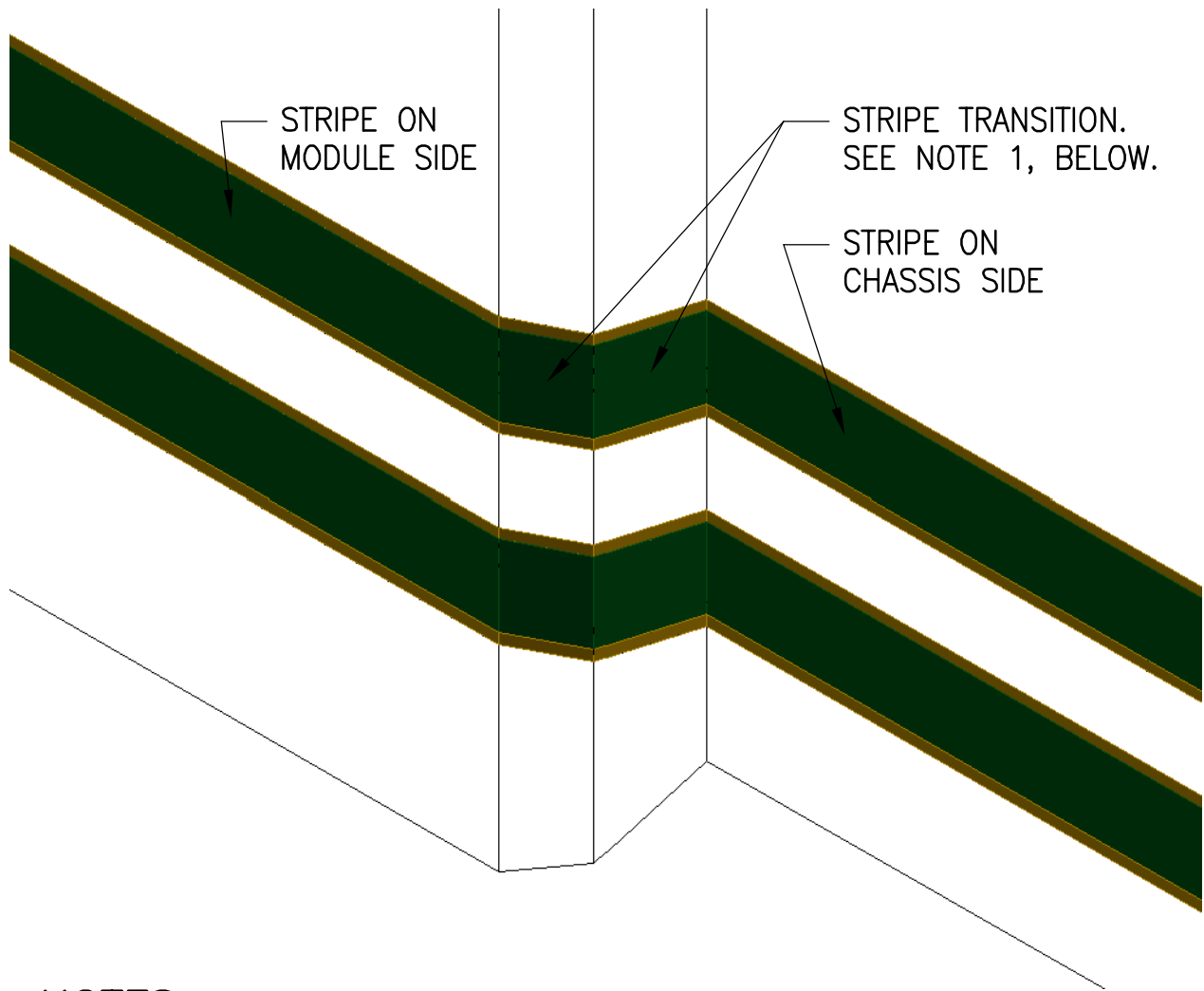
Drawing UNIT-TOP

3/8" = 1'-0" Scale



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.

Drawing **STRIPE TRANSITION**

**NOT TO SCALE**

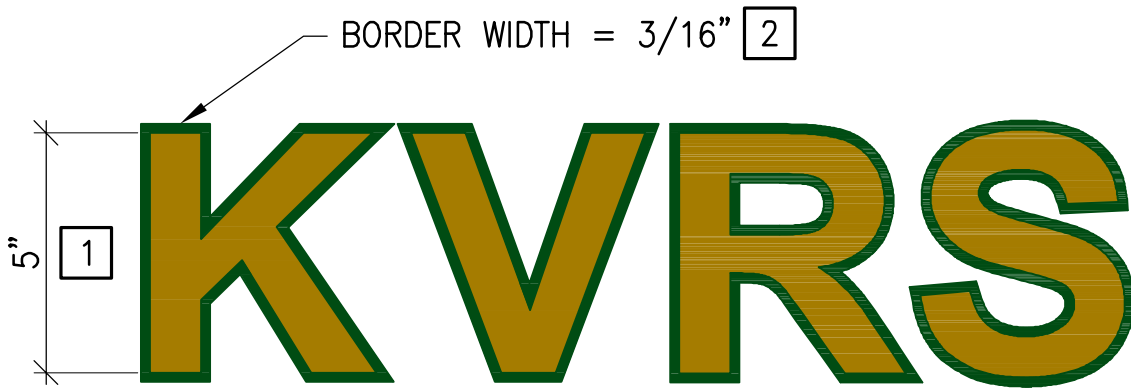
Scale



16

Sheet

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.

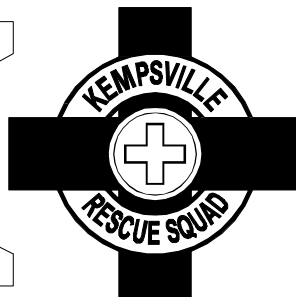


## NOTES

- 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".

Drawing **BORDERED LETTERS**

3" = 1'-0" Scale



17 Sheet