



Surf Life Saving Australia

LIFESAVING EQUIPMENT AND
UNIFORM BRAND GUIDELINES





Why is correct branding important?

Correct branding of our lifesaving equipment and uniforms is essential. Not only does it allow our lifesavers and lifeguards to be easily identifiable by members of the public and other emergency services, but it promotes our services as unified and professional.

To make it easy for manufacturers/suppliers and our clubs and services, Surf Life Saving has developed a guideline for the branding of all lifesaving equipment and uniforms. The following guideline outlines the correct colours, logos and call signs to use. Where possible it also includes the size and dimensions of stickers for the branding of equipment.

By having your equipment and apparel branded correctly; you'll help us promote the true value of Surf Life Saving.

Surf Life Saving's colour palette where indicated:

SLS Equipment:

Red = Pantone 186c

Yellow = Pantone 136-137

SLS Uniforms:

Red = Pantone 485C

Yellow = Pantone 109C

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LIFESAVING EQUIPMENT

Rescue Board

Rescue boards are to be finished in yellow colour. Soft rescue boards may have a white underside.

The board shall have the words SURF RESCUE or LIFEGUARD displayed on the top, rails and underside of the board. The words should be red in colour.

Topside: The letters should be 100mm in height and 35mm wide and appear 350mm from the nose of the board.

Rails: The letters should be 70mm in height and 50mm wide and appear at the tail end of the rail.

Underside: The letters should be 200mm in height and 100mm wide and appear in the centre of the board.

Sponsor or manufacturer logos can appear above and below the SURF RESCUE/LIFEGUARD on the top and/or underside of the board. These logos must not obscure the SURF RESCUE/LIFEGUARD branding.



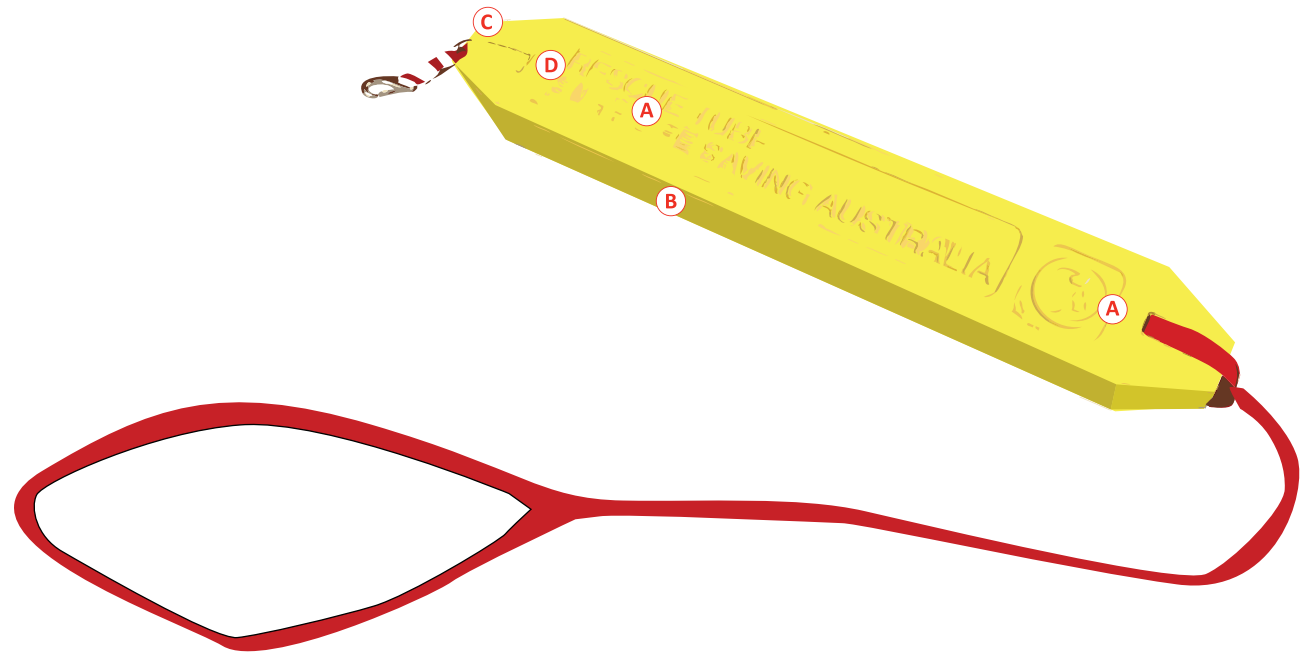
A SLS brand/logo

B Sponsor/manufacturer logo

LIFESAVING EQUIPMENT

Rescue Tube

Rescue tubes are to be yellow in colour with a red leash and lanyard.



- A** SLS brand/logo
- B** Sponsor/manufacture logo
- C** Tube number
- D** Batch number

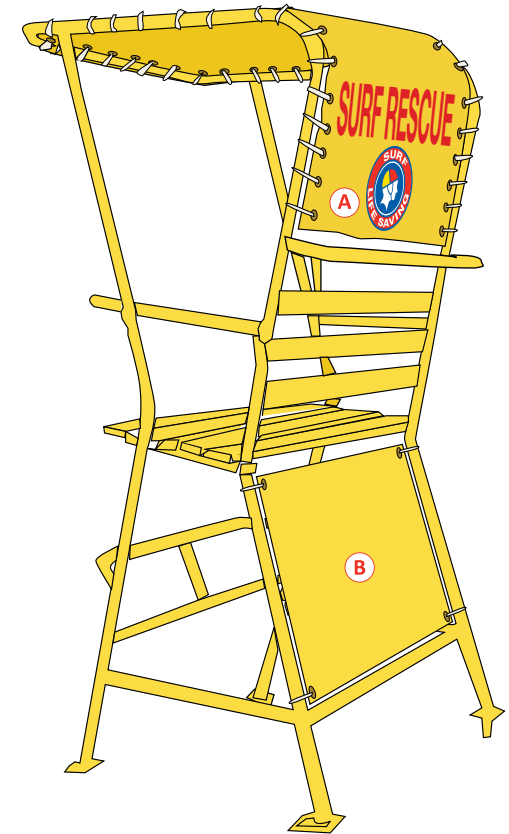
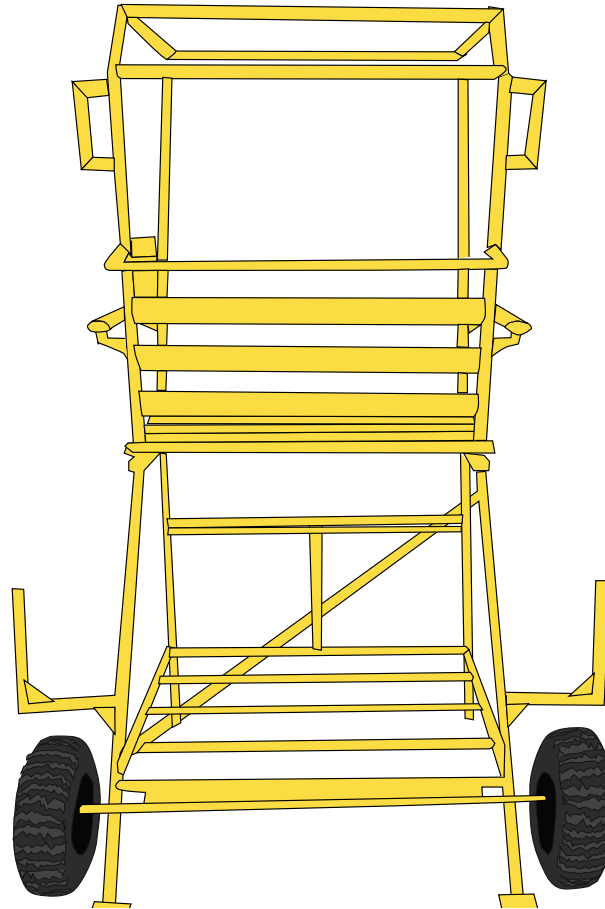
LIFESAVING EQUIPMENT

Portable Patrol Tower

Portable patrol towers are to be finished in yellow colour.

The SLS roundel and SURF RESCUE or LIFEGUARD is to be placed on the rear of the tower. The words SURF RESCUE/LIFEGUARD are to be in red and 200mm high and 100mm wide.

Sponsor or manufacturer logos can appear on the tower. These logos must not obscure the SURF RESCUE/LIFEGUARD branding.

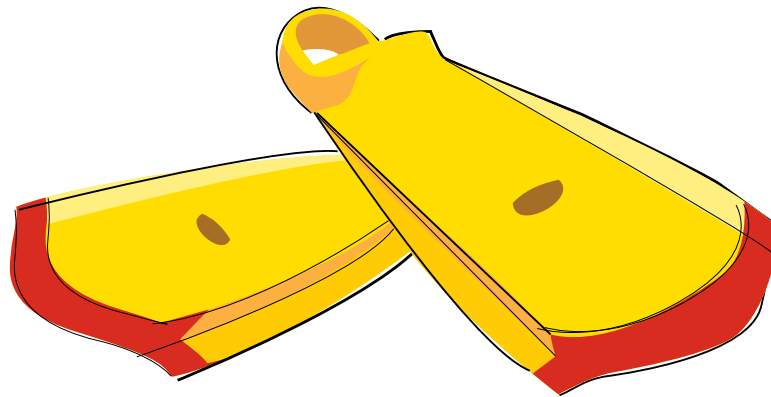


- A** SLS brand/logo
- B** Sponsor/manufacturer logo

LIFESAVING EQUIPMENT

Patrol Accessories

Where possible patrol accessories should be red or yellow in colour.



LIFESAVING EQUIPMENT

Life Jacket

Life jackets are to be red or yellow in colour.

The words SURF RESCUE or LIFEGUARD must appear on the back of the vest in lettering 70mm high x 25mm wide.

The SLS logo is to be shown on the front left breast. This is to be 50mm high x 50mm wide.

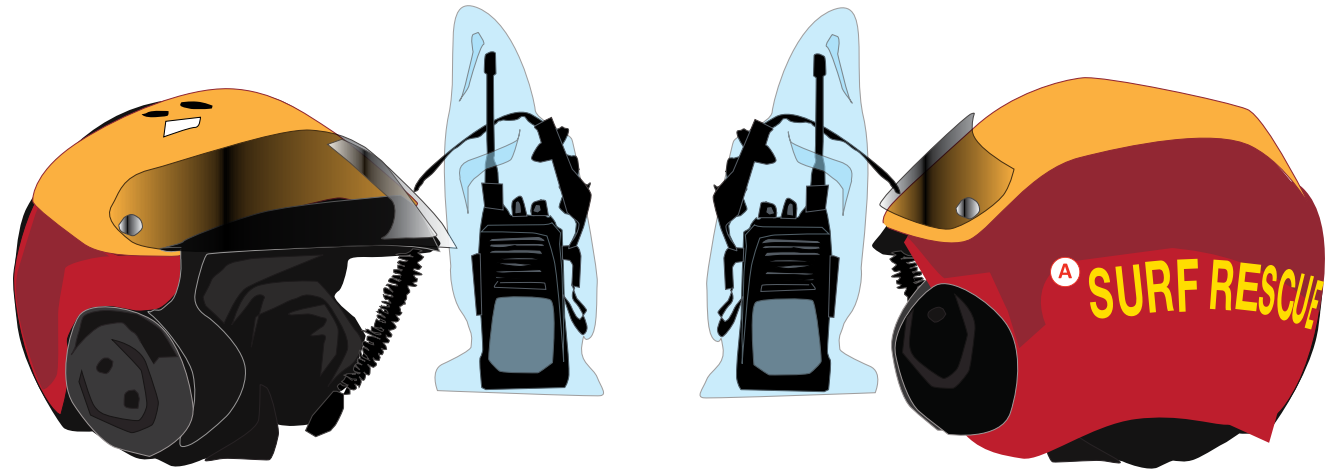


LIFESAVING EQUIPMENT

Patrol Helmet

Helmets are to be red or yellow in colour.

The words SURF RESCUE or LIFEGUARD must appear on the back of the helmet. This to be in lettering a minimum of 45mm and a maximum of 55mm high.



LIFESAVING EQUIPMENT

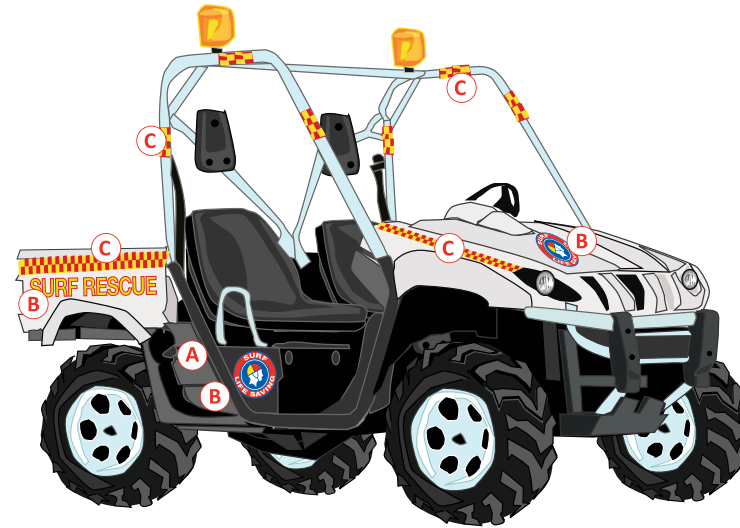
All Terrain Vehicle (ATV)

There are three parts for ATV branding stickers:

- SLS logo
- Checkered red and yellow stickers
- SURF RESCUE or LIFEGUARD stickers

The size of ATV branding stickers will depend on the model of ATV. It is recommended that a local sign writer measure the craft for the correct sticker dimensions.

Sponsor or manufacturer logos can appear on the craft. These logos must not obscure the SURF RESCUE/LIFEGUARD branding.



- A** ATV sponsor name/logo
- B** SLS brand/logo
- C** Checkered stickers

LIFESAVING EQUIPMENT

Inflatable Rescue Boat (IRB)

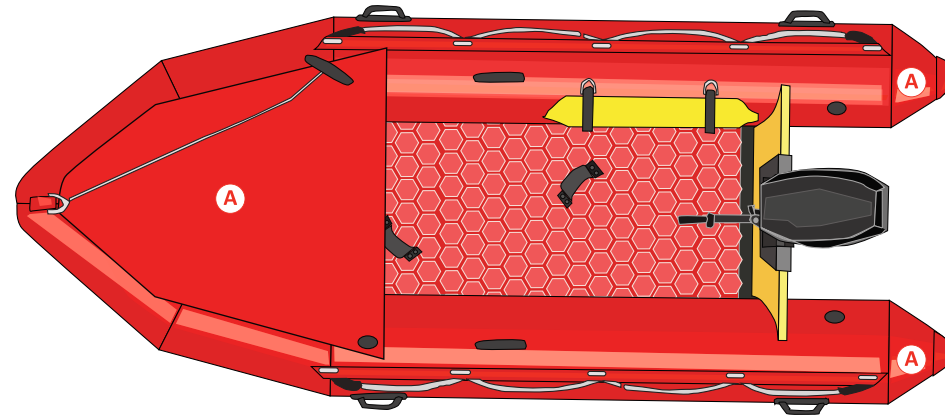
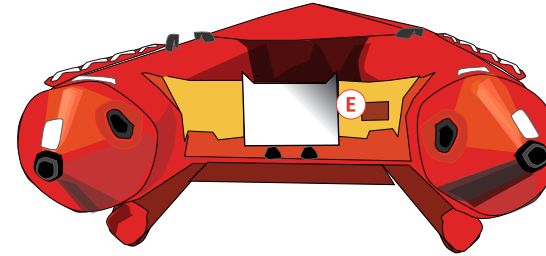
IRBs are to be finished in 'rescue red' or 'rescue orange' colour.

IRBs are to have the words SURF RESCUE displayed on the starboard and port pontoons.

The words are to be in white.

The letters are to be 150mm high (200mm max). The words SURF RESCUE should not be longer than 1300mm in total.

Sponsor or manufacturer logos can appear on the craft. These logos must not obscure the SURF RESCUE branding.



- A** Boat sponsor/manufacturer logo
- B** Registration number (state authority)
- C** Club name
- D** SLS brand/logo
- E** SLSA inspection approval plate



LIFESAVING EQUIPMENT

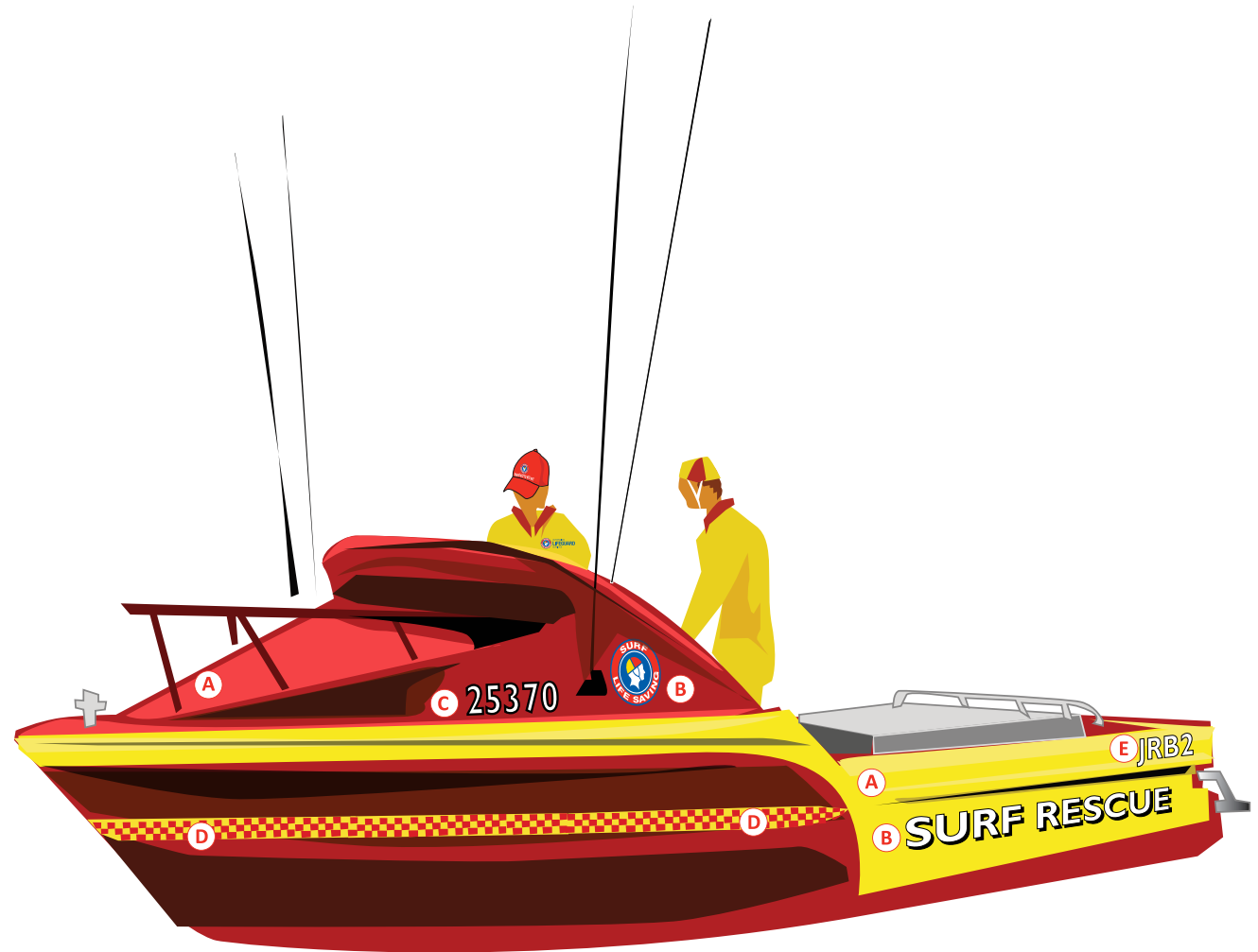
Jet Rescue Boat (JRB)

There are three parts for JRB branding stickers:

- SLS logo
- Checkered red and yellow stickers
- SURF RESCUE stickers

The size of JRB branding stickers will depend on the model of JRB. It is recommended that a local sign writer measure the craft for the correct sticker dimensions.

Sponsor or manufacturer logos can appear on the craft. These logos must not obscure the SURF RESCUE branding.



- A** Boat sponsor name
- B** SLS brand/logo
- C** Registration number
(state authority)
- D** Checkered stickers
- E** Boat name/Call Sign/Boat ID No.

LIFESAVING EQUIPMENT

Offshore Rescue Boat (ORB)

There are three parts for ORB branding stickers:

- SLS logo
- Checkered red and yellow stickers
- SURF RESCUE stickers

The size of ORB branding stickers will depend on the model of ORB. It is recommended that a local sign writer measure the craft for the correct sticker dimensions.

Sponsor or manufacturer logos can appear on the craft. These logos must not obscure the SURF RESCUE branding.



- A** Boat name/Call Sign/Boat ID No.
- B** Boat sponsor name
- C** SLS brand/logo
- D** Registration number
(state authority)
- E** Checkered stickers



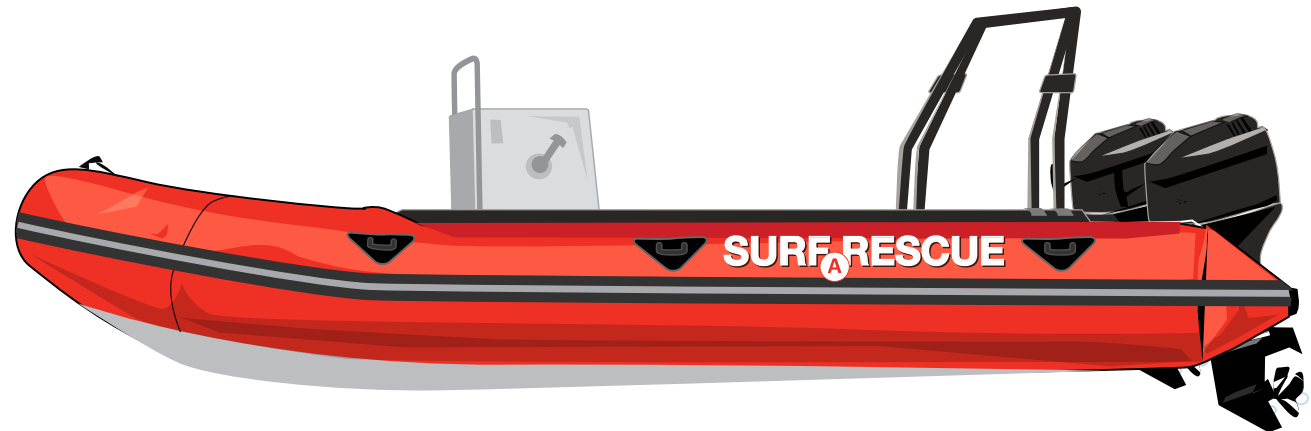
LIFESAVING EQUIPMENT

Rigid Inflatable Boat (RIB)

RIBs are to have the words SURF RESCUE displayed on the starboard and port pontoons. The words are to be in white.

The letters are to be 150mm high (200mm max). The words SURF RESCUE should not be longer than 1300mm in total.

Sponsor or manufacturer logos can appear on the craft. These logos must not obscure the SURF RESCUE branding.



A SLS brand/logo

LIFESAVING EQUIPMENT

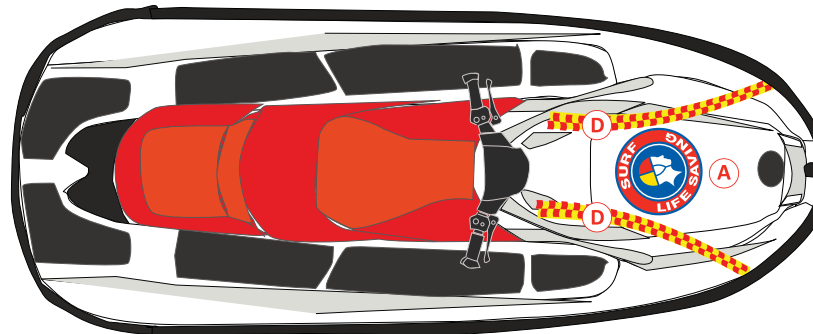
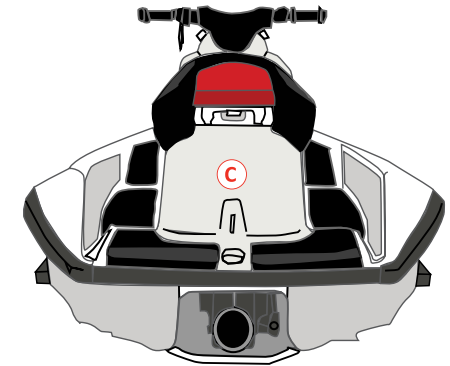
Rescue Water Craft (RWC)

There are three parts for RWC branding stickers:

- SLS logo
- Checkered red and yellow stickers
- SURF RESCUE or LIFEGUARD stickers

The size of RWC branding stickers will depend on the model of RWC. It is recommended that a local sign writer measure the craft for the correct sticker dimensions.

Sponsor or manufacturer logos can appear on the craft. These logos must not obscure the SURF RESCUE/LIFEGUARD branding.

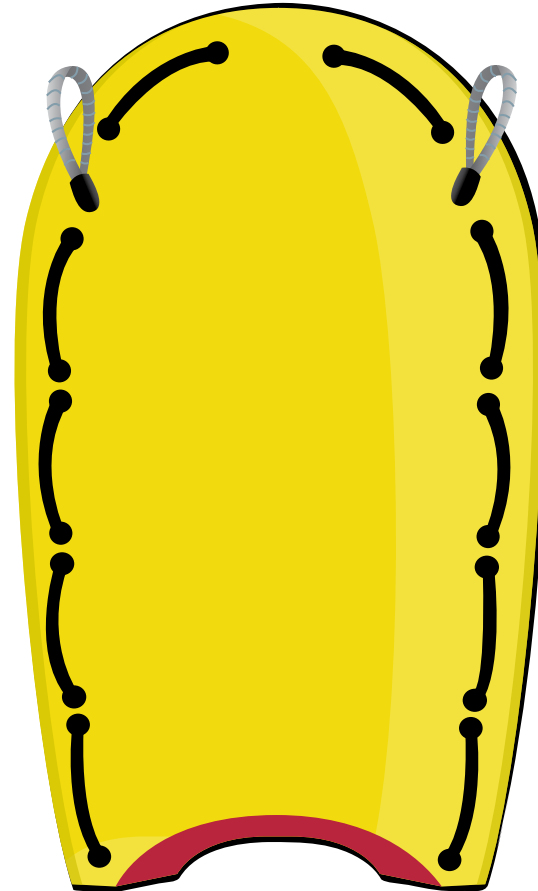


- (A) SLS brand/logo
- (B) Registration number (state authority)
- (C) Sponsor/manufacturer name
- (D) Checkered stickers

LIFESAVING EQUIPMENT

RWC Rescue Sled

Where possible RWC rescue sled should be red or yellow in colour.





LIFESAVING EQUIPMENT

4WD

There are three parts for 4WD vehicle branding stickers:

- SLS logo
- Checkered red and yellow stickers
- SURF RESCUE/LIFEGUARD stickers

The size of 4WD vehicle branding stickers will depend on the model of vehicle. It is recommended that a local sign writer measure the craft for the correct sticker dimensions.



- (A) SLS brand/logo
- (B) Vehicle ID No./registration
- (C) Checkered stickers

LIFESAVING EQUIPMENT

4WD

There are three parts for 4WD vehicle branding stickers:

- SLS logo
- Checkered red and yellow stickers
- SURF RESCUE/LIFEGUARD stickers

The size of 4WD vehicle branding stickers will depend on the model of vehicle. It is recommended that a local sign writer measure the craft for the correct sticker dimensions.



- A** SLS brand/logo
- B** Vehicle ID No./registration
- C** Checkered stickers

LIFESAVING EQUIPMENT

Helicopters & Fixed Wing

Aircraft and helicopters are to be finished in red and yellow with the SLS roundel

The size and style of branding will depend on the model of aircraft. It is recommended that a local sign writer measure the craft for the correct branding dimensions.



LIFESAVER UNIFORM

Patrol Shirt Men

Patrol Shirts are to be yellow in colour.

The words SURF RESCUE must appear on the front and back of the shirt. This is to be in red lettering.

The SLS logo is to be shown in the top-centre on the front of the shirt.

A1. National Major Partner - right chest
25cm²

A2. National Major Partner - left chest
25cm²

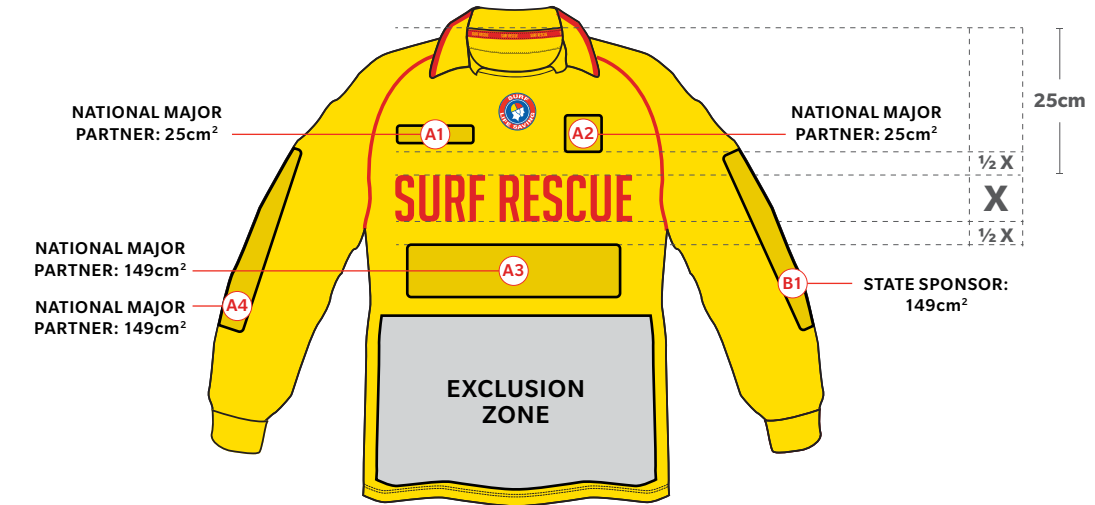
A3. National Major Partner - front and back of the shirt below the SURF RESCUE wording
149cm²

A4. National Major Partner - right sleeve
149cm²

B1. State sponsor - left sleeve
149cm²

B2. Club sponsor - back of the shirt above the SURF RESCUE wording
45cm²

All areas that lie outside of the designated areas A1, A2, A3, B1, and B2 are part of the Exclusion Zone and shall be left blank of writing and logos and free of any sponsorship.



- A** National major partner logo
- B** State or club sponsor logo

Must not be a competitor of A

All measurements indicate the maximum size allowed. Style of the patrol uniform may change over the contract period at SLSA discretion.

LIFESAVER UNIFORM

Patrol Shirt Women

Patrol Shirts are to be yellow in colour.

The words SURF RESCUE must appear on the front and back of the shirt. This is to be in red lettering.

The SLS logo is to be shown in the top-centre on the front of the shirt.

A1. National Major Partner - right chest
21cm²

A2. National Major Partner - left chest
21cm²

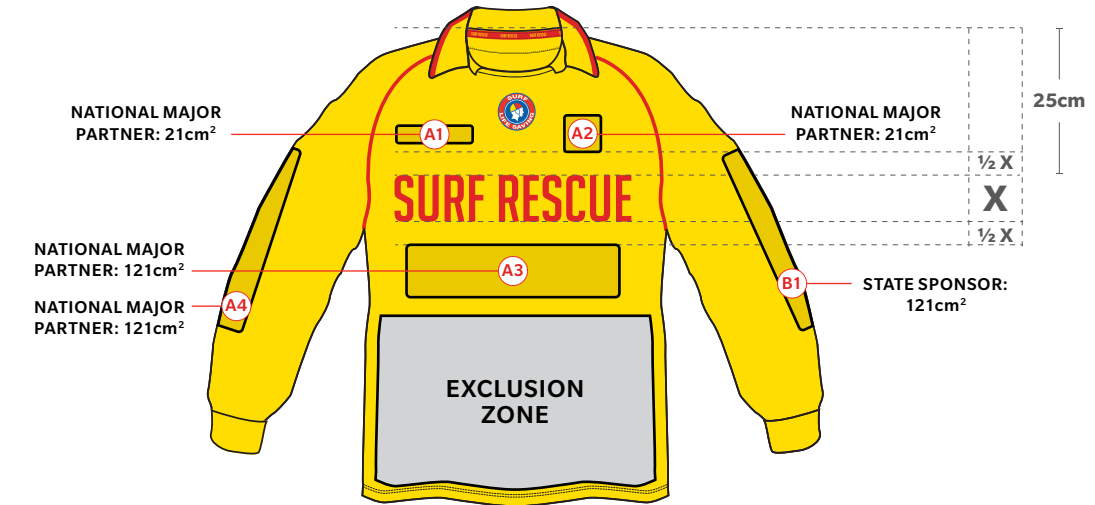
A3. National Major Partner - front and back of the shirt below the SURF RESCUE wording
121cm²

A4. National Major Partner - right sleeve
121cm²

B1. State sponsor - left sleeve
121cm²

B2. Club sponsor - back of the shirt above the SURF RESCUE wording
36cm²

All areas that lie outside of the designated areas A1, A2, A3, B1, and B2 are part of the Exclusion Zone and shall be left blank of writing and logos and free of any sponsorship.



- A** National major partner logo
- B** State or club sponsor logo

Must not be a competitor of A

All measurements indicate the maximum size allowed. Style of the patrol uniform may change over the contract period at SLSA discretion.



LIFESAVER UNIFORM

Patrol Shorts Men

Patrol Shorts are to be red in colour with yellow piping on the side seams.

The SLS yellow monotone logo and the words SURF RESCUE must appear on the right leg cuff of the shorts.

A. National Major Partner - left leg
34cm²

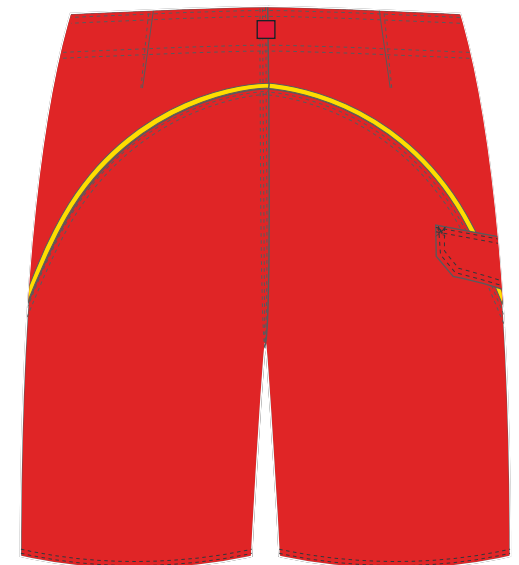
All areas that lie outside of the designated area A are part of the Exclusion Zone and shall be left blank of writing and logos and free of any sponsorship.

Front



NATIONAL MAJOR
PARTNER: 34cm²

Back



A National major partner logo

All measurements indicate the maximum size allowed. Style of the patrol uniform may change over the contract period at SLSA discretion.

LIFESAVER UNIFORM

Patrol Shorts Women

Patrol Shorts are to be red in colour with yellow piping on the side seams.

The SLS yellow monotone logo and the words SURF RESCUE must appear on the right leg cuff of the shorts.

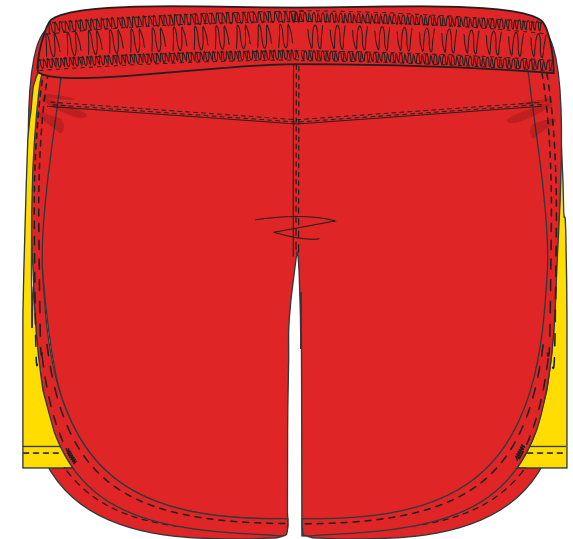
A. National Major Partner - left leg
34cm²

All areas that lie outside of the designated area A are part of the Exclusion Zone and shall be left blank of writing and logos and free of any sponsorship.

Front



Back



A National major partner logo

All measurements indicate the maximum size allowed. Style of the patrol uniform may change over the contract period at SLSA discretion.

PATROL UNIFORM

Patrol Cap

The patrol cap is a red and yellow quartered cap.

The SLS monotone logo is to be placed on the front red quarter. The SLS logo is to be 40mm in diameter.





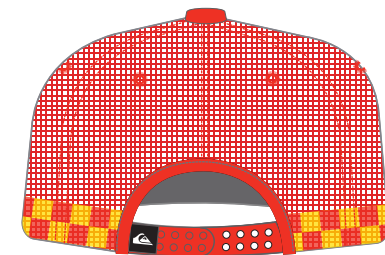
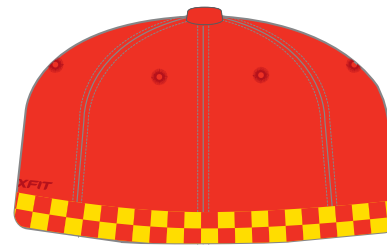
PATROL UNIFORM

Patrol Peak & Trucker Hats

Patrol peak and trucker hats are to be red in colour.

The words SURF RESCUE and the SLSA logo must appear on the front of the hat. A red and yellow checkered band is to be around the base of the hat.

(Peak - left, trucker - right).





PATROL UNIFORM

Patrol Wide Brimmed Hat

Patrol wide brimmed hats are to be red in colour.

The words SURF RESCUE and the SLS logo must appear on the front of the hat.

A red and yellow checkered band is to be around the brim of the hat.



 SLS brand/logo



PATROL UNIFORM

Patrol Jacket

Patrol Jackets are to be red and yellow in colour.

The words SURF RESCUE must appear on the back and front of the jacket.

The SLS logo is to be shown on the left breast.



A SLS brand/logo

PATROL UNIFORM

Patrol Rash Shirt

Rash shirts are to be yellow in colour and may be either long or short sleeved.

The words SURF RESCUE must appear on the back and front of the shirt in yellow lettering on a red panel.

The SLS logo is to be shown in the centre of the shirt above the words SURF RESCUE.



- (A) SLS brand/logo
- (B) Sponsor logo



PATROL UNIFORM

Patrol Tracksuit Pants

Tracksuit pants are to be red in colour.

The words SURF RESCUE must run down the left leg of the tracksuit pants as pictured. This is to be in yellow lettering at 60mm high x 350mm wide.

The SLS logo is to be shown on the right hip of the tracksuit pants. This is to be 50mm high x 50mm wide.



 SLS brand/logo



PATROL UNIFORM

Patrol Tracksuit Top

Tracksuit jumper is to be red in colour.

The words SURF RESCUE must appear on the back and front of the jumper. This to be in yellow lettering at a minimum of 60mm high x 350mm wide.

The SLS logo is to be shown on the left breast above the wording. This is to be 50mm high x 50mm wide.



- (A) SLS brand/logo
- (B) Sponsor logo

PATROL UNIFORM

Patrol Stinger Suit

Stinger suits are to be red and yellow in colour with a red trunk, yellow sleeves and yellow collar.

The words SURF RESCUE must appear on the back and front of the suit. This to be in yellow lettering, at a minimum of 60mm high x 330mm wide.

The SLS logo is to be shown on the left breast above the wording. This is to be 50mm high x 50mm wide.



- A** SLS brand/logo
- B** Sponsor logo



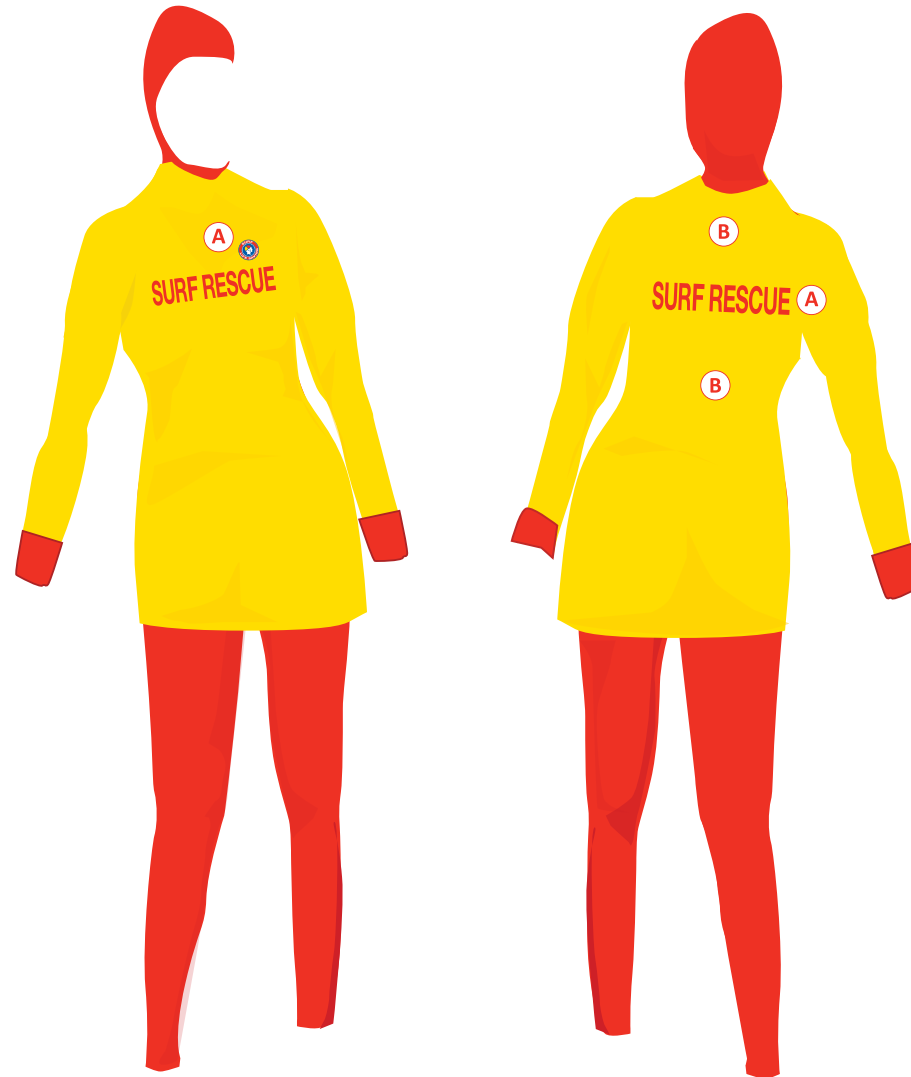
PATROL UNIFORM

Patrol Burqini®

Patrol Burqini® is to be yellow in colour with red legs, cuffs and hood.

The words SURF RESCUE must appear on the back and front of the garment. This to be in red lettering, at a minimum of 60mm high x 350mm wide.

The SLS logo is to be shown on the left breast above the wording. This is to be 50mm high x 50mm wide.



(A) SLS brand/logo

(B) Sponsor logo



PATROL UNIFORM

Patrol Wetsuit

Wetsuits are to be black, red and yellow in colour with a red trunk, yellow sleeves and black legs. Wetsuits may be of the short spring suit type or the long steamer type.

The words SURF RESCUE must appear on the back and front of the suit. The lettering is to be in yellow, at a minimum of 60mm high x 330mm wide.

The SLS logo is to be shown on the left and right shoulders. The logo is to be 50mm high x 50mm wide.



- A** SLS brand/logo
- B** Sponsor logo

LIFEGUARD UNIFORM

Lifeguard Shirt

Lifeguard shirts are to be yellow in colour with red collar and cuffs and red/white banding on the top of the sleeves.

The word LIFEGUARD must appear on the front of the shirt. The ALS logo is to be shown on the left breast of the shirt. The ALS logo is also to appear on the back of the shirt in red lettering.

(Mens - top, ladies - bottom).






LIFEGUARD UNIFORM

Lifeguard Shorts

Lifeguard shorts are to be red in colour. The ALS logo must appear on the right leg cuff of the shorts in yellow lettering. The word LIFEGUARD is to appear on the left leg cuff in yellow lettering.

(Mens - left, ladies - right).



 ALS brand/logo

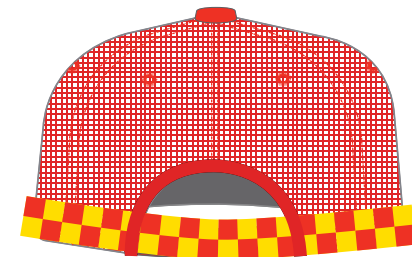


LIFEGUARD UNIFORM

Lifeguard Peak & Trucker Hats

Lifeguard peak and trucker hats are to be red in colour with a red and yellow check around the base. The word LIFEGUARD is to appear on the front of the hat in yellow lettering. The SLS logo is to appear on the front of the hat above the word LIFEGUARD.

(Peak - left, trucker - right).





LIFEGUARD UNIFORM

Lifeguard Wide Brimmed Hat

Lifeguard wide brim hats are to be red in colour with a red and yellow check around the base. The word LIFEGUARD must appear on the back of the hat in yellow lettering. The SLS logo is to appear on the front of the hat.





LIFEGUARD UNIFORM

Lifeguard Jacket

Lifeguard jackets are to be red and yellow in colour. The word LIFEGUARD is to appear on the back and front of the jacket. This lettering is to be in red on a yellow panel. The ALS logo is to be shown on the left breast.



A ALS brand/logo

LIFEGUARD UNIFORM

Lifeguard Rash Shirt

Lifeguard rash shirts are to be yellow in colour.

The word LIFEGUARD must appear on the back and front of the shirt in yellow lettering on a red panel. The ALS logo is to be shown on the left breast above the word LIFEGUARD.



LIFEGUARD UNIFORM

Lifeguard Tracksuit Pants

Lifeguard tracksuit pants are to be red in colour. The word LIFEGUARD is to run down the left leg of the tracksuit pants in yellow lettering. The ALS logo is to be shown on the right hip of the tracksuit pants.





LIFEGUARD UNIFORM

Lifeguard Tracksuit Top

Lifeguard tracksuit jumpers are to be red in colour. The word LIFEGUARD must appear on the back and front of the jumper in yellow lettering. The ALS logo is to be shown on the left breast above the wording.



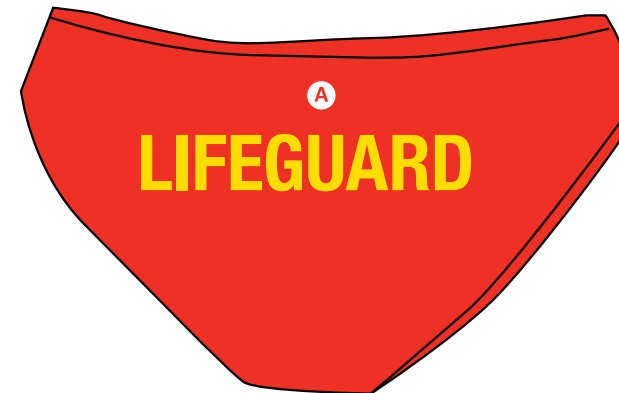
A ALS brand/logo



LIFEGUARD UNIFORM

Lifeguard Male Swimsuit

Male lifeguard swimsuits are to be red in colour. The word LIFEGUARD is to appear across the centre back in yellow lettering. The SLS logo is to appear on the front left corner in monotone yellow.





LIFEGUARD UNIFORM

Lifeguard Swimsuit Female 1 Piece

Female lifeguard swimsuits (one piece) are to be red in colour. The word LIFEGUARD is to appear across the bottom back in yellow lettering. The SLS logo is to appear on the front left breast in monotone yellow.



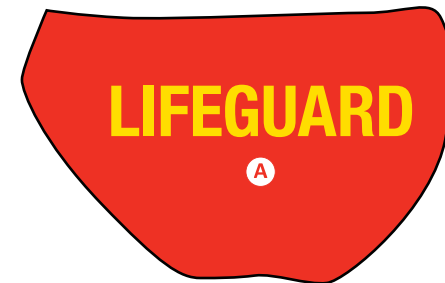
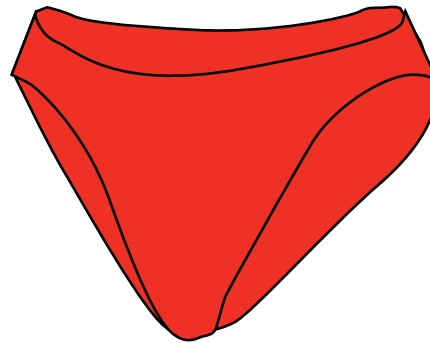
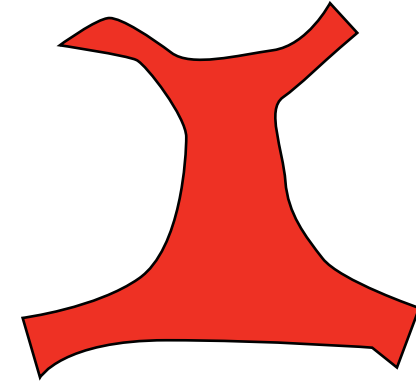
A ALS brand/logo



LIFEGUARD UNIFORM

Lifeguard Swimsuit Female 2 Piece

Female lifeguard swimsuits (two piece) are to be red in colour. The word LIFEGUARD is to appear across the bottom back in yellow. The SLS logo is to appear on the top front left breast in monotone yellow.



LIFEGUARD UNIFORM

Lifeguard Stinger Suit

Lifeguard stinger suits are to be red and yellow in colour with a red trunk, yellow sleeves and yellow collar.

The word LIFEGUARD must appear on the back and front of the suit in yellow lettering. The ALS logo is to be shown on the left breast above the wording.





LIFEGUARD UNIFORM

Lifeguard Burqini®

Lifeguard Burqini® is to be yellow in colour with red legs, cuffs and hood.

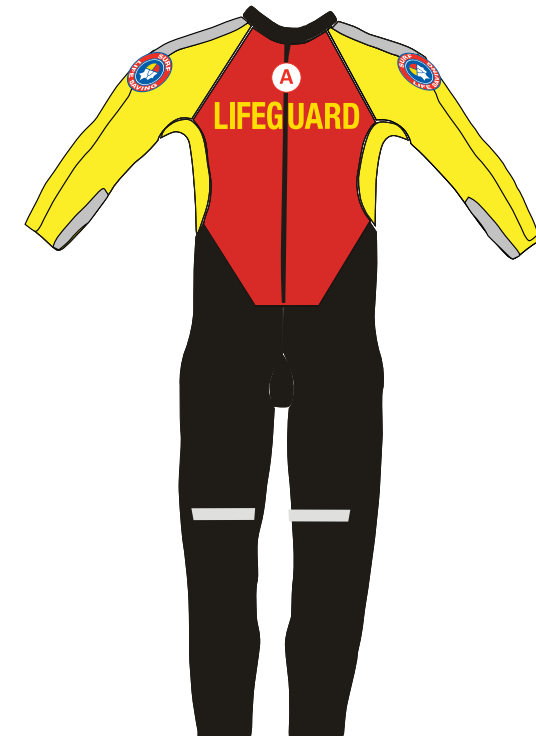
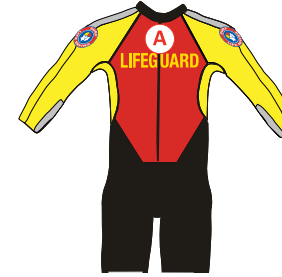
The word LIFEGUARD is to appear on the back and front of the garment in red lettering. The ALS logo is to be shown on the left breast above the wording.




LIFEGUARD UNIFORM

Lifeguard Wetsuit

Lifeguard wetsuits are to be black, red and yellow in colour with a red trunk, yellow sleeves and black legs. Wetsuits may be of the short spring suit type or the long steamer type. The word LIFEGUARD must appear on the back and front of the suit in yellow lettering. The SLS logo is to be shown on the left and right shoulders.



 ALS brand/logo



SUPPORT OPERATIONS UNIFORM

Shorts

Support Operations Shorts to be blue in colour.

The SLS logo and SUPPORT OPERATIONS is to be shown on the left leg cuff of the shorts. This is to be 30mm x 120 wide.



- A** SLS brand/logo
- B** Service logo

SUPPORT OPERATIONS UNIFORM

Support Operations Shirt

Support Operations shirts to be red in colour with yellow piping along the sleeves, yellow collar and cuffs. The shirt may be long or short sleeved.

The SLS logo and words SUPPORT OPERATIONS is to be shown on the left breast. The logo is to be 50mm high x 50mm wide. The words are to be 20mm high.



- A** SLS brand/logo
- B** Service logo



SUPPORT OPERATIONS UNIFORM

Support Operations Peak Cap

Peaked cap to be red in colour with a red and yellow checkered stripe around the base.

The SLS logo and the words SUPPORT OPERATIONS must appear on the front of the hat. This is to be in yellow lettering, at a minimum of 80mm wide x 40mm high. The SLS logo should be 50mm in diameter.



 SLS brand/logo



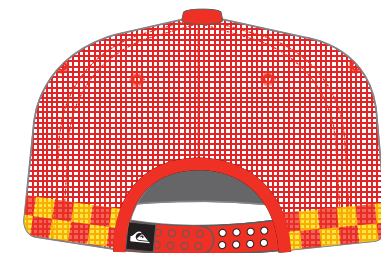
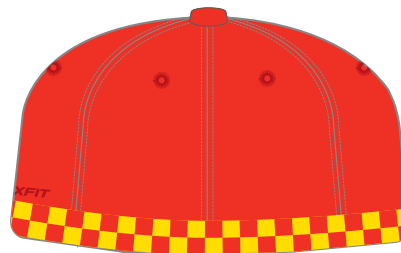
SUPPORT OPERATIONS UNIFORM

Duty Officer Peak & Trucker Hats

Duty Officer peak and trucker hats are to be red in colour with a red and yellow checkered stripe around the base.

The SLS logo and the words DUTY OFFICER must appear on the front of the hat.

(Peak - left, trucker - right).



 SLS brand/logo



SUPPORT OPERATIONS UNIFORM

Tabard Vest

Tabard vest to be 'safety yellow' in colour with red lettering.

The words SURF RESCUE must appear on the back and front of the vest. This wording to be in red lettering at 70mm high x 300mm wide.

The SLS logo is to be shown on the left breast above the wording. This is to be 50mm high x 50mm wide.

A red and yellow checkerboard print is to line the base of the vest, at approximately 50mm in height.



SUPPORT OPERATIONS UNIFORM

Support Tracksuit Top

Tracksuit jumper to be red in colour.

The words SUPPORT OPERATIONS must appear on the back and front of the jumper. This to be in yellow lettering at a minimum of 60mm high x 350mm wide.

The SLS logo with SUPPORT OPERATIONS is to be shown on the left breast of the jumper. This is to be 50mm high x 50mm wide.



SUPPORT OPERATIONS UNIFORM

Support Tracksuit Pants

Tracksuit pants to be red in colour.

The words SUPPORT OPERATIONS must run down the left leg of the tracksuit pants as pictured. This is to be in yellow lettering at 60mm high x 350mm wide.

The SLS logo with SUPPORT OPERATIONS is to be shown on the right hip of the tracksuit pants. This is to be 50mm high x 50mm wide.





WATER SAFETY UNIFORM

Water Safety Rash Shirt

Water safety rash shirt is to be orange in colour.

The words WATER SAFETY must appear on the back and front of the shirt. This wording to be in black lettering, at a minimum of 60mm high x 350mm wide.

The SLS logo is to be shown in the centre of the shirt above the WATER SAFETY words. This is to be 50mm high x 50mm wide.



A SLS brand/logo

B Sponsor logo

WATER SAFETY UNIFORM

Water Safety Cap

The water safety cap is to be orange in colour.

The SLS monotone logo is to be placed on the front quarter. The SLS logo is to be 40mm in diameter.

