
SURF
LIFE SAVING
SURF LIFE SAVING AUSTRALIA
LIFESAVING EQUIPMENT AND UNIFORM
BRANDING 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 streamline the process for providers, clubs and services, Surf Life Saving has developed a comprehensive guideline for the branding of all lifesaving equipment and uniforms. This guideline outlines the correct colours, logos, and call signs to use, and, where applicable, includes the size and dimensions of stickers for branding equipment. Providers wishing to have their equipment evaluated by SLSA should contact the SLSA Coastal Safety Team. via: equipment@slsa.asn.au

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



Colour Palette

SLS Equipment:

Red = Pantone 186c

Yellow = Pantone 136-137

SLS Uniforms:

Red = Pantone 485C

Yellow = Pantone 109C

Typography

ACUMIN PRO

A variable typeface with multiple weights and widths - highly functional for both print and digital.

Acumin has a nostalgic feel referencing the SLSA typographic history in a modern context.

Acumin Pro Full Family is available on Adobe Typekit for both digital and print purposes. Accessible to anyone with an adobe creative cloud subscription

Alternatively, purchase Acumin Pro font licenses via Font Spring.

Font families to acquire are:

- Acumin Pro Extra Condensed
- Acumin Pro

Exclusion Zone

The logo exclusion zone is the protected area around the logo that must remain clear at all times to ensure the logo maintains clear legibility.

The vertical width of the outer red ring from edge to edge is the space used to determine the exclusion zone. Do not place any competing graphic or text within this space.

EXCLUZION ZONE

This ratio can be applied to all stacked and horizontal state and sub-brand logo variants.

Version control

Version	Date	Author/Editor	Description of Change
1.0	Unknown	SLSA Coastal Safety Team	Original document (pre-versioning)
2.0	Approx. January 2025	SLSA Coastal Safety Team	Major update
3.0	06/11/2025	SLSA Coastal Safety Team	Introduction of Custom Design placement on Rescue Boards
4.0	X/12/2025	SLSA CS Team	TBC

Document Version Control: Formal version control was introduced in November 2025. Historical versions are approximated based on available information.

CONTENTS

01 LIFESAVING EQUIPMENT

Rescue Board 6
Rescue Tube 7
Portable Patrol Tower 8
Patrol Accessories 9
Life Jacket 10
Patrol Helmet 11
Side-by-side Vehicle (SSV) 12
Inflatable Rescue Boat (IRB) 13
Jet Rescue Boat (JRB) 14
Offshore Rescue Boat (ORB) 15
Rigid Inflatable Boat (RIB) 16
Rescue Water Craft (RWC) 17
RWC Rescue Sled 18
4WD 19

02 LIFESAVER & PATROL UNIFORM

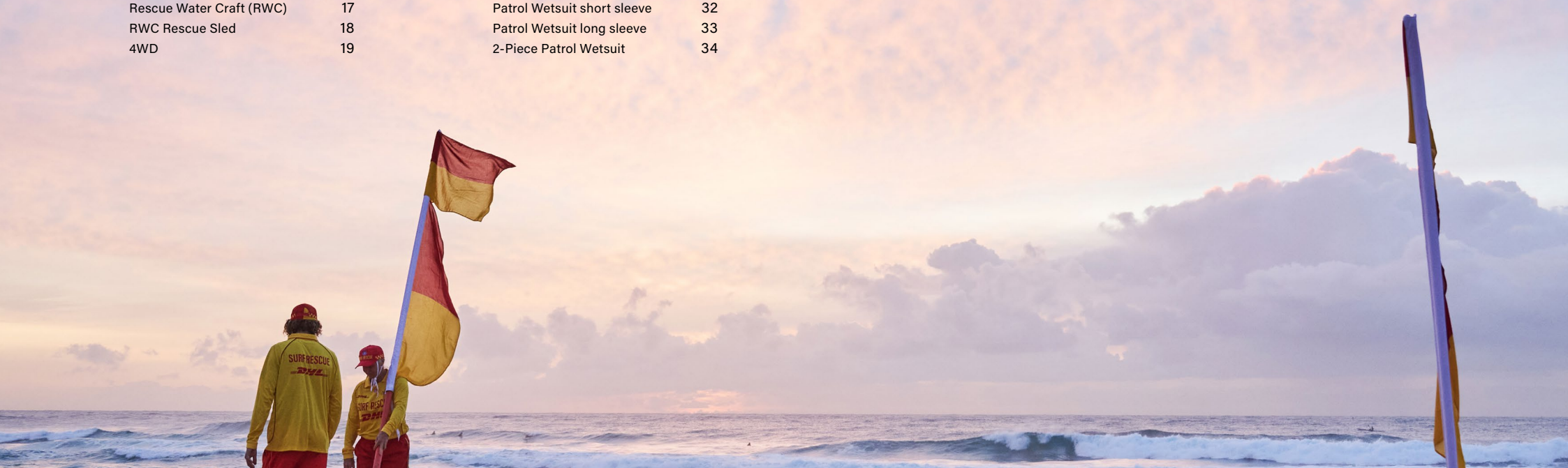
Patrol Shirt 21
Patrol Shorts 22
Patrol Cap 23
Patrol Peak & Trucker Hats 24
Patrol Wide Brimmed Hat 25
Patrol Jacket 26
Patrol Rash Shirt 27
Patrol Tracksuit Pants 28
Patrol Tracksuit Top 29
Patrol Stinger Suit 30
Patrol Burqini® 31
Patrol Wetsuit short sleeve 32
Patrol Wetsuit long sleeve 33
2-Piece Patrol Wetsuit 34

03 LIFEGUARD UNIFORM

Lifeguard Shirt 36
Lifeguard Shorts 37
Lifeguard Peak & Trucker Hats 38
Lifeguard Wide Brimmed Hat 39
Lifeguard Jacket 40
Lifeguard Rash Shirt 41
Lifeguard Tracksuit Pants 42
Lifeguard Tracksuit Top 43

04 WATER SAFETY 44

Water Safety Rash Shirt 45
Water Safety Jacket 46
Water Safety Cap and Bucket Hat 47
Water Safety Cap 48





SECTION 01

LIFESAVING EQUIPMENT

RESCUE BOARD

Rescue Boards are to be finished in yellow colour.

Soft Rescue Boards are to 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 a minimum 100mm in height and a minimum 35 mm wide, positioned a minimum 350mm from the nose of the board.

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

Underside: The letters should be a minimum 200 mm in height and minimum 100 mm wide, positioned at the center of the board.

These logos must not obscure with the SURF RESCUE/ LIFEGUARD logo.



Area C
Area C can be used for the following:

1. **Sponsor/Provider Logo**
   - Logos may be placed in Area C in accordance with branding guidelines.
2. **Custom Design Position**
   - Custom designs (e.g., the SLSA Pride Rescue Board) may be placed in Area C only on Full Length Solid/Hard Rescue Boards (3000 mm–3200 mm).
   - Designs must comply with the specifications outlined in the Approved Custom Design Specification document. Written approval from SLSA is required before any custom design is produced or applied. Contact SLSA for approval process details.

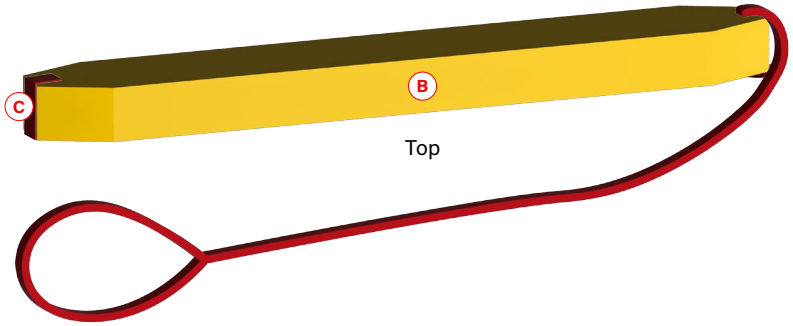
- A SLS brand/logo
- B Sponsor/provider logo
- C Sponsor/provider logo or custom design

RESCUE TUBE

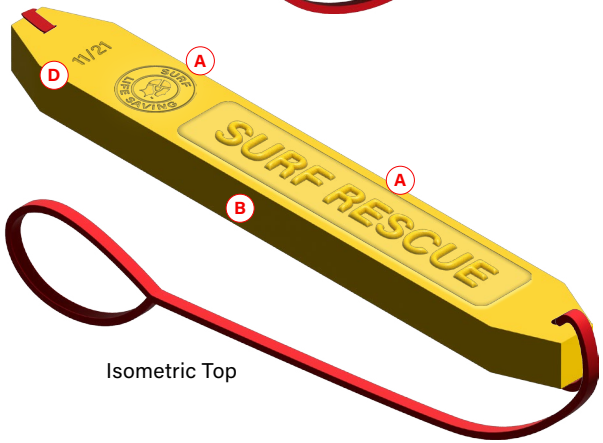
Rescue tubes are to be yellow in colour with a red leash and lanyard.



Off-Axis Front



Top



Isometric Top

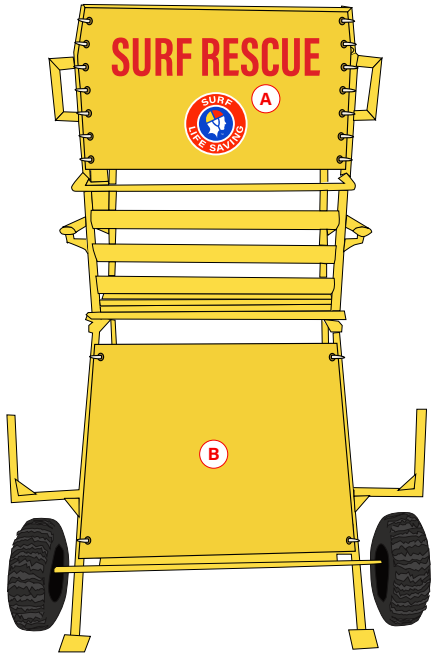
- **A** SLS brand/logo
- **B** Sponsor/club name provider logo
- **C** Tube number
- **D** Batch number

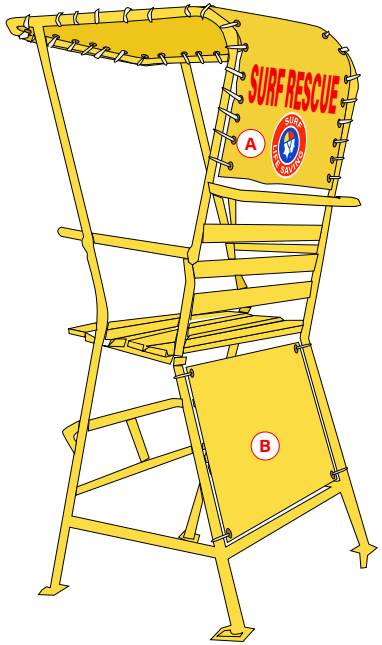
PORTABLE PATROL TOWER

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 200 mm high and 100 mm wide.

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





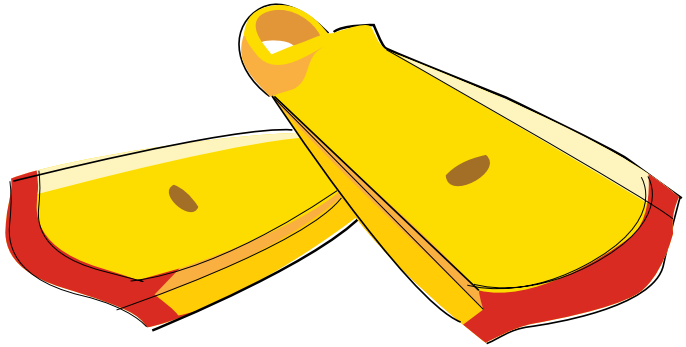
A SLS brand/logo

B Sponsor/provider logo

PATROL ACCESSORIES

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







A SLS brand/logo

LIFE JACKET

Life jackets are to be red or yellow in colour.

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

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

First Name & Club Name is optional on Life Jacket.

B. First Name (OPTIONAL):

- First name is to be immediately under the SLS Roundel on the left breast of life jacket.
- First name is to be Christian name displayed on official documentation.
- First name must be in yellow block letters, font type: Acumin Pro Black.
- First Name lettering is to be a maximum 10 mm high x minimum 50 mm wide.

C. Club/Service Name (OPTIONAL):

- Club/Service name is to be full registered name as listed in Surfguard.
- Club/Service name is to be displayed on the back of life jacket in [C] position.
- Club/Service name must be in yellow block letter, font type: Acumin Pro Black.
- Club/Service name lettering is to be a maximum 35 mm high x minimum 200 mm wide.



A SLS brand/logo

B First name

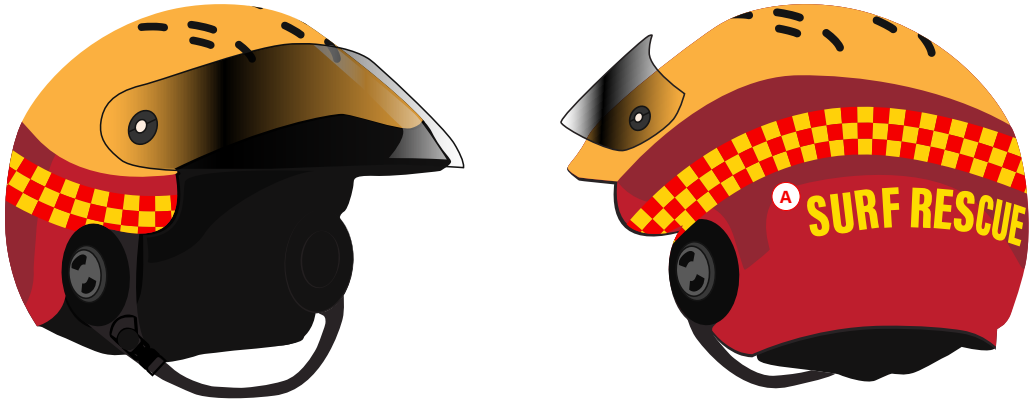
C Club/service name



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 45 mm and a maximum of 55 mm high.



A SLS brand/logo

SIDE-BY-SIDE VEHICLE (SSV)

There are three parts for SSV branding stickers:

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

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

Sponsor or provider logos can appear on the Vehicle (A). These logos must not obscure the SURF RESCUE/ LIFEGUARD branding.







A SSV sponsor name/logo
B SLS brand/logo
C Checkered stickers

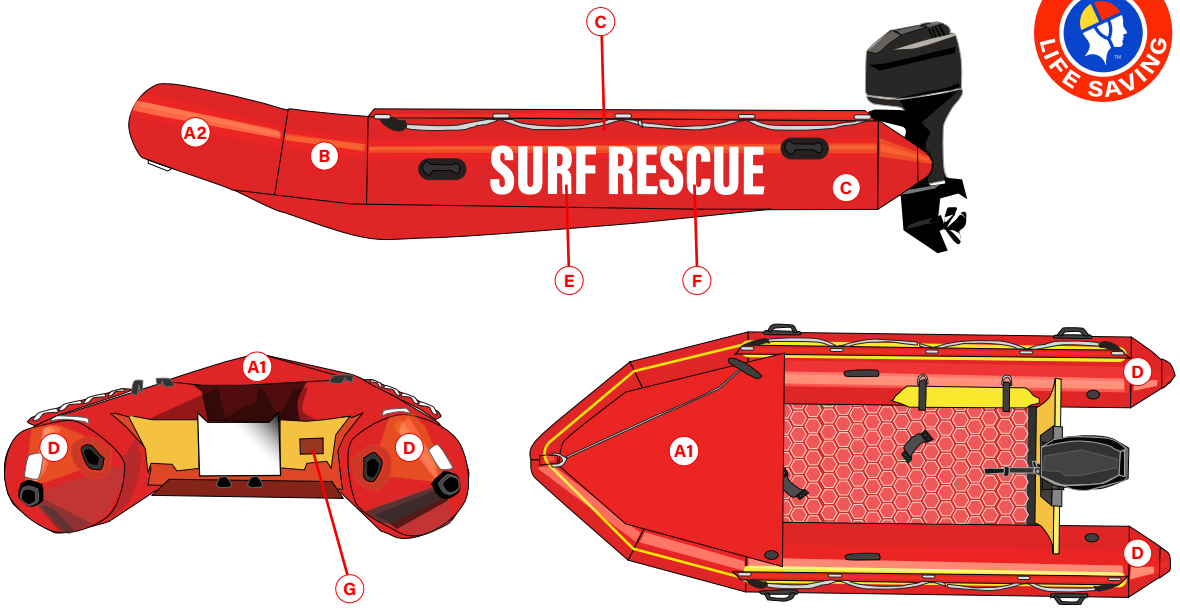
INFLATABLE RESCUE BOAT (IRB)

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

FLEXIBILITY OPTIONS PERMITTED:

Location A2* - Front Panel

- The club/service has the first option to place a hull sponsor logo in **Location A2*: Front Panel.**
- If the club/service chooses not to place a hull sponsor logo in **Location A2***, the provider's logo **(D)** may be placed there instead.



BRANDING

The port and starboard sides of the buoyancy tube must have the words "SURF RESCUE" or "LIFEGUARD".

Location	Maximum Width (mm)	Maximum Height (mm)	Detail
A1	500	300	Club/service hull sponsor
A2*	500	300	Club/service hull sponsor or provider logo *See flexibility options permitted in left side panel.
B	500	200	Registration number (State Authority)
C		150	Club name/hull name
D	500	300	Provider Logo

Location	Minimum Width (mm)	Minimum Height (mm)	Detail
E	500	150	SURF / LIFE
F	665	150	RESCUE / GUARD

Location	Detail
G	SLSA Approval Plate

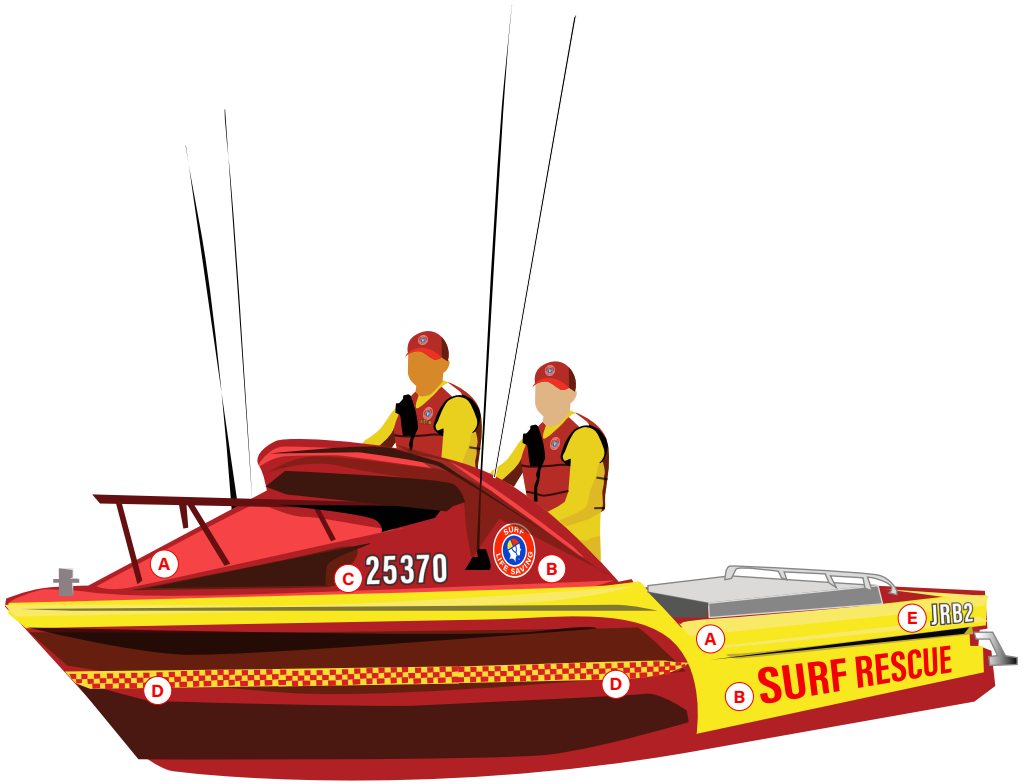
JET RESCUE BOAT (JRB)

There are three parts for JRB branding stickers:

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

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 provider 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.



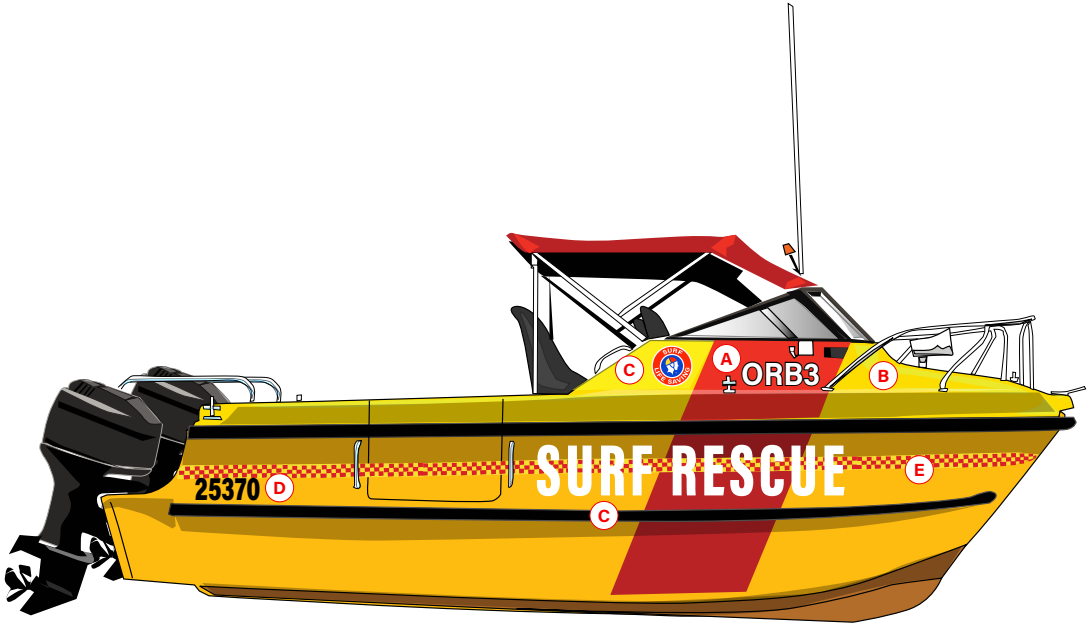
OFFSHORE RESCUE BOAT (ORB)

There are three parts for ORB branding stickers:

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

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 provider logos can appear on the craft. These logos must not obscure the SURF RESCUE branding.



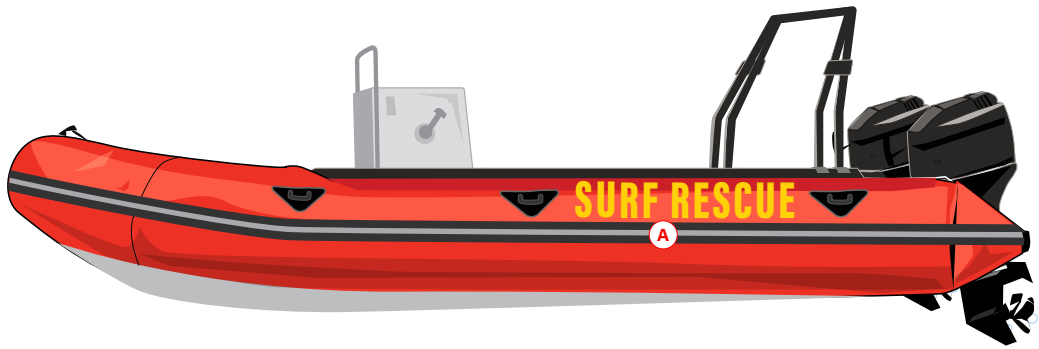
- A Boat name/call sign/ Boat ID no.
- B Boat sponsor name
- C SLS brand/logo
- D Registration number (state authority)
- E Checkered stickers

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

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



A SLS brand/logo

RESCUE WATERCRAFT (RWC)

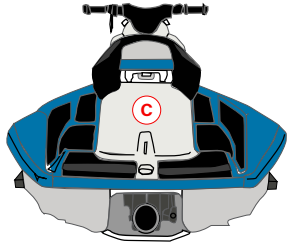
There are three parts for RWC branding stickers:

- 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 provider logos can appear on the craft. These logos must not obscure the SURF RESCUE LIFEGUARD branding.







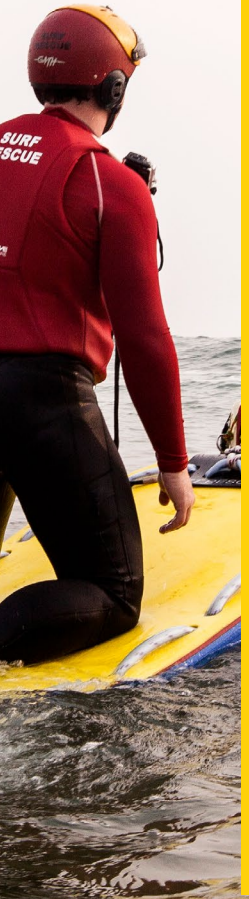
- **A** SLS brand/logo
- **B** Registration number (state authority)
- **C** Sponsor/provider name
- **D** Checkered stickers

RWC RESCUE SLED

RWC rescue sled should be red or yellow in colour.

RWC rescue sled are to have the words SURF RESCUE displayed on the side.

The lettering should be red or yellow in colour.





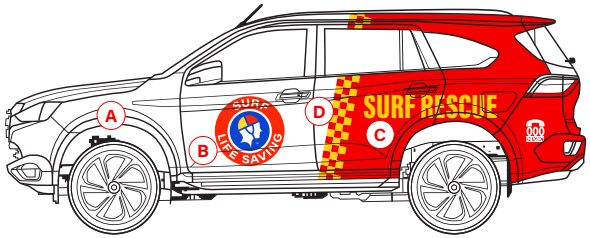
A SLS brand/logo

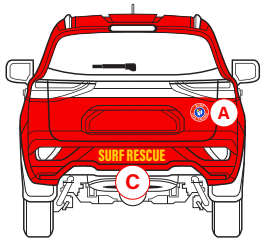
FOUR-WHEEL DRIVE (4WD)

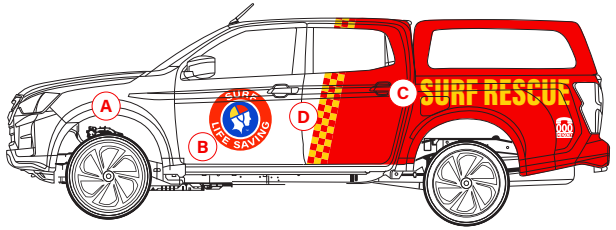
There are three parts for 4WD vehicle branding stickers:

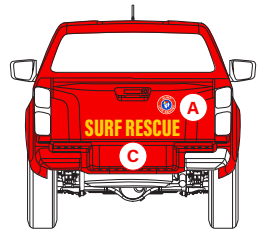
- SLS logo
- Checkered red and yellow stickers
- SURF RESCUE/LIFEGUARD stickers

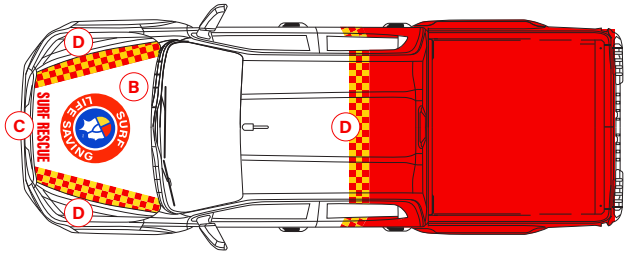
The size of 4WD vehicle branding stickers will depend on the model of vehicle. It is recommended that a local sign writer measure the craft for the correct sticker dimensions.











- **A** Club/State/Service Sponsors
- **B** Club/State/Service Logo
- **C** SLS Brand/logo
- **D** Checkered band



SECTION 02

LIFESAVER & PATROL UNIFORM

PATROL SHIRT

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 - middle of chest 25cm2

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

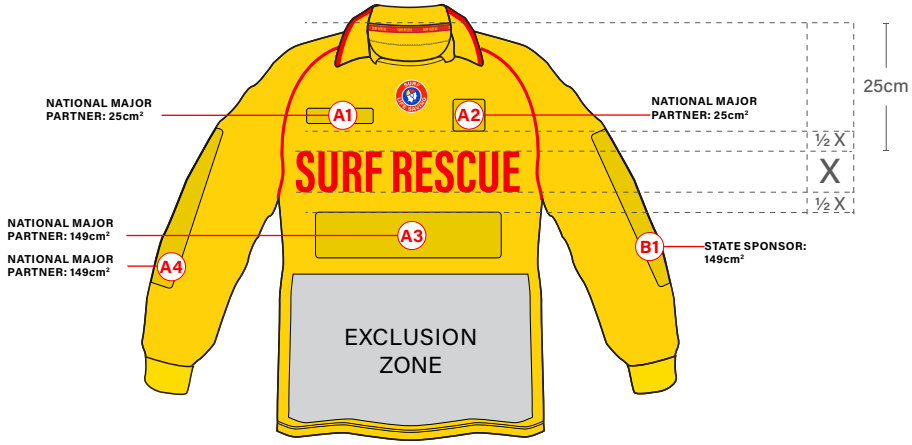
A4. National Major Partner - right sleeve 149cm2

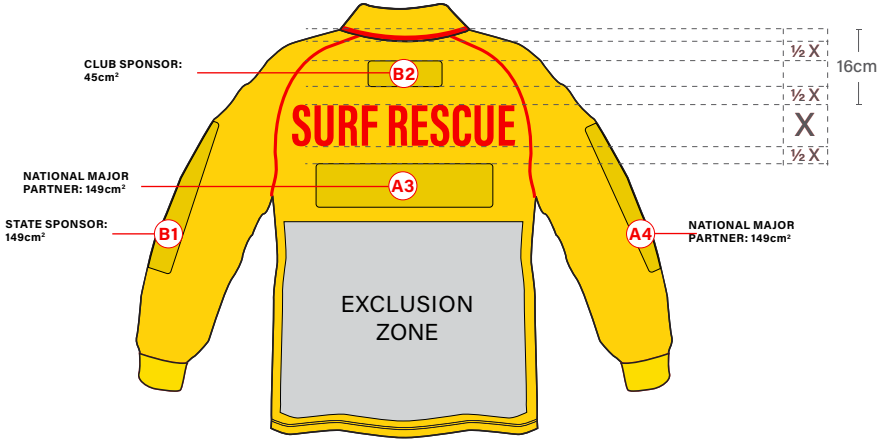
B1. State sponsor - left sleeve 149cm2

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.

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





A National major partner logo

B State or club sponsor logo
must not be a competitor of A

PATROL SHORTS

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

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

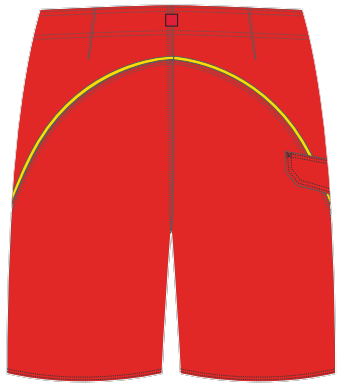
A. National Major Partner - left leg 34cm²

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.

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



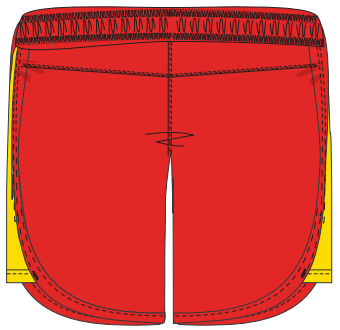
FRONT



BACK



FRONT



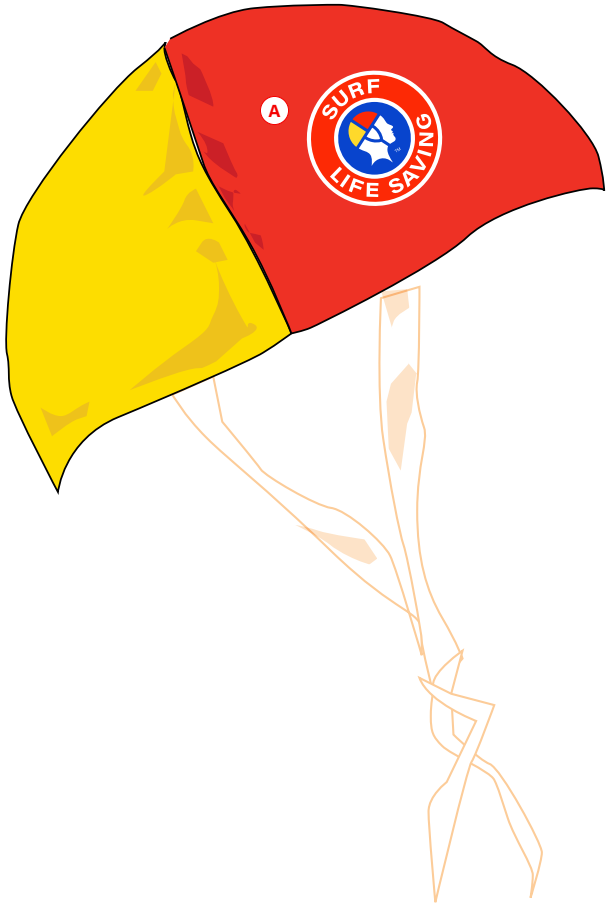
BACK

A National major partner logo

PATROL CAP

The patrol cap is a red and yellow quartered cap.

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



A SLS brand/logo

PATROL PEAK & TRUCKER HATS

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

The words SURF RESCUE and SLS 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 HATS



TRUCKER HATS



A SLS brand/logo

B Checkered band

PATROL WIDE BRIMMED HAT

Patrol wide brimmed hats are to be red in colour.

The words SURF RESCUE and 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.



A SLS brand/logo

B Checkered band

PATROL WIDE BRIMMED LEGIONNAIRE HAT

Patrol wide brimmed legionnaire hats are to be red in colour.

The words SURF RESCUE and 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.



A SLS brand/logo

B Checkered band



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 a minimum 15 mm in diameter and shown on the left breast.

Club/State sponsor logo can be positioned on the back of the patrol jacket, above the SURF RESCUE logo.

Sponsor logo must not obscure the SURF RESCUE logo.



FRONT



BACK

A SLS brand/logo

B Club/state sponsor logo

PATROL RASH SHIRT

Rash shirts are to be yellow in colour and long sleeved.

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

The SLS logo is to be with a minimum 15 mm in the centre of the shirt above the words



FRONT



BACK

A SLS brand/logo

B Club/state sponsor logo

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 60 mm high x 350mm wide.

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



FRONT



SIDE

A SLS brand/logo

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 60 mm high x 350 mm wide.

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



FRONT



BACK

A SLS brand/logo

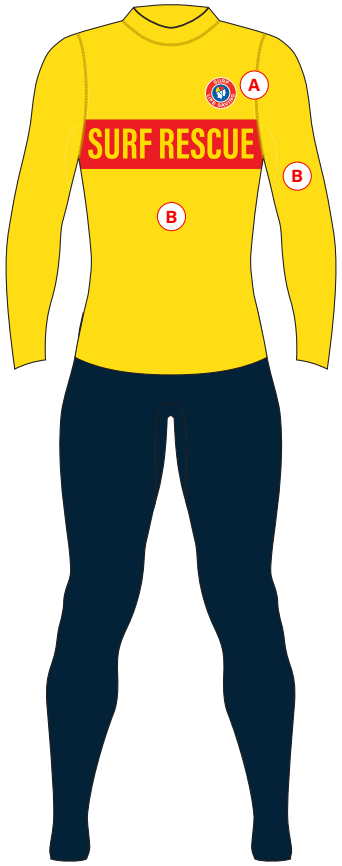
B Sponsor logo

PATROL STINGER SUIT

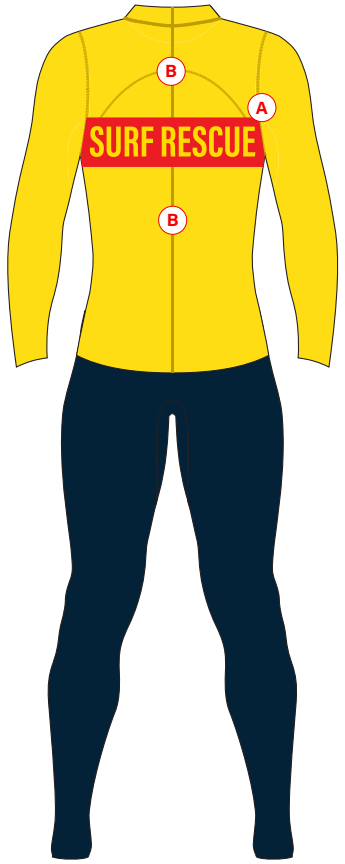
Stinger suits are to have a yellow trunk, with yellow sleeves and black or navy legs.

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

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



FRONT



BACK

A SLS brand/logo

B Sponsor logo

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 60 mm high x 350 mm wide.

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



FRONT **BACK**

A SLS brand/logo
B Sponsor logo

PATROL WETSUIT SHORT SLEEVE

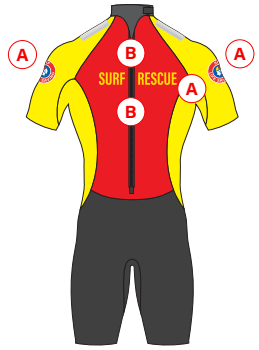
Wetsuits are to be black, red and yellow in colour with a red trunk, yellow sleeves and black legs. Wetsuits may be of the short spring suit type or the long steamer type.

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 60 mm high x 330 mm wide.

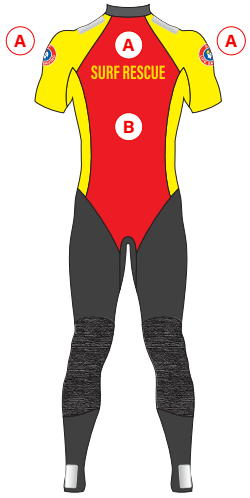
The SLS logo is to be shown on the left and right shoulders. The logo is to be 50 mm high x 50 mm wide.



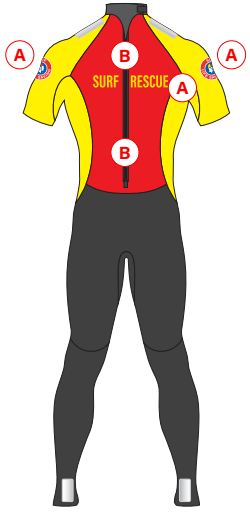
FRONT



BACK



FRONT



BACK

A SLS brand/logo

B Sponsor logo

PATROL WETSUIT LONG SLEEVE

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 60 mm high x 330 mm wide.

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



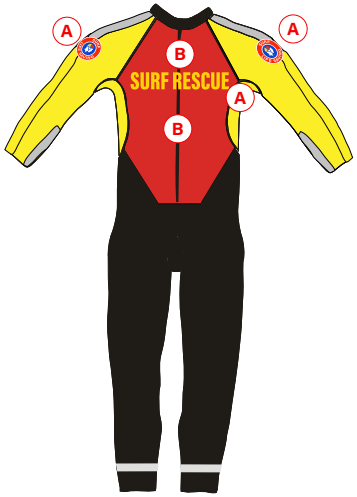
FRONT



BACK



FRONT



BACK

A SLS brand/logo

B Sponsor logo

2-PIECE PATROL WETSUIT

Wetsuit Long Sleeve Tops are to be red and yellow in colour. 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 60 mm high x 330 mm wide. The SLS logo is to be shown on the left and right shoulders. The logo is to be 50 mm high x 50 mm wide.

Wetsuit long bottoms are to be black with the words SURF RESCUE appearing on the right leg. The lettering is to be in yellow or white. The SLS logo is to be shown on the left leg.

Wetsuit short bottoms are to be black with the words SURF RESCUE appearing on the right leg. The lettering is to be in yellow or white. The SLS logo is to be shown on the left leg.



FRONT

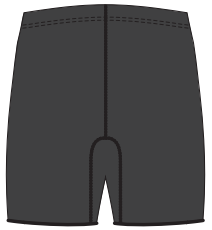


BACK

SHORTS BOTTOMS



FRONT



BACK



FRONT



BACK

LONG BOTTOMS



FRONT



BACK

A SLS brand/logo



SECTION 03

LIFEGUARD UNIFORM

LIFEGUARD SHIRT

Lifeguard shirts are to be red in colour with yellow 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 yellow lettering.



BACK



FRONT

A ALS brand/logo

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.



A ALS brand/logo

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.

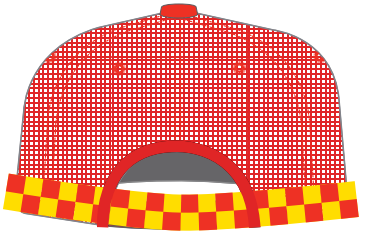
(Peak - left, trucker - right).





PEAK





TRUCKER

A ALS brand/logo

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.



A ALS brand/logo

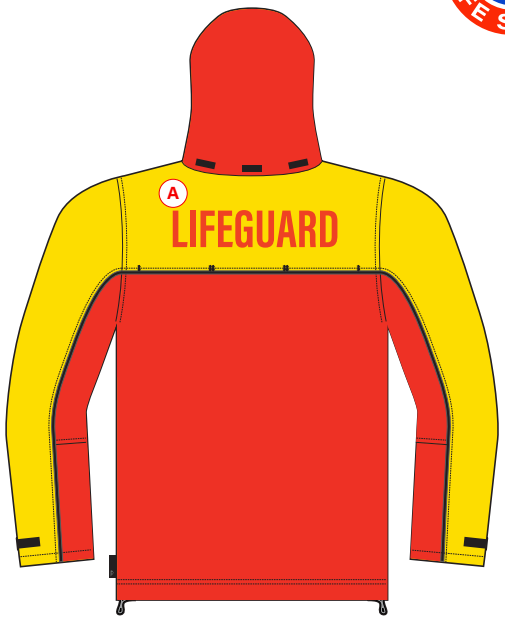


LIFEGUARD JACKET

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.



FRONT



BACK

A ALS brand/logo

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.





A ALS brand/logo

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.



A ALS brand/logo

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



SECTION 04

WATER SAFETY

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 60 mm high x 350 mm wide.

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



FRONT



BACK

A SLS brand/logo

B Sponsor logo

WATER SAFETY JACKET

Water Safety jacket is to be orange in colour.

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

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



FRONT



BACK

A SLS brand/logo

B Sponsor logo

WATER SAFETY CAP AND BUCKET HAT

Water Safety Bucket Cap & Hats to be orange in colour. The words WATER SAFETY and the SLSA logo must appear on the hat.

BUCKET HAT



CAP



A SLS brand/logo

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 40 mm in diameter.



A SLS brand/logo

NIPPER SAFETY ASSISTANT RASH SHIRT

Nipper Safety Assistant rash shirt is to be high vis green in colour.

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

The SLS logo is to be shown on the front of the shirt above the NIPPER SAFETY ASSISTANT words. This is to be 50 mm x 50 mm wide.



FRONT



BACK

A SLS brand/logo

NIPPER SAFETY ASSISTANT CAP

The nipper safety assistant cap is to be high vis green in colour.

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



A SLS brand/logo