



# Visual Identity Guidelines

Fire and Emergency New Zealand

February 2022

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**For questions** please don't hesitate to contact us at [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz)

# Logo



# Our logo

Our logo is very important to us. It's the symbol that represents and unites us as one team. Please use it consistently, to build awareness, recognition and trust.

## The Battenberg segment

The anatomy of our logo is housed inside our own dynamic Battenberg pattern. The red and yellow 'Battenberg' is internationally recognised as symbolising fire. For us it's also the coming together of urban (red) and rural (yellow) fire services. The modular Battenberg composition of the logo ensures a clear hierarchy for all the logo elements.

## Crest

The Crest is housed inside the dark blue segment and is made up of the silver fern encasing the gold SERVIMUS star. Inside the star is the helmet as well as a pulaski tool crossed with an axe to reflect our tradition.



## Te Reo

The Crest is underpinned by 'Whakaratonga iwi' which in essence translates as 'serving our people'.

## Wordmark

Our name is staggered across the red and yellow of the Battenberg pattern to ensure 'Fire Emergency' has maximum visibility.

## Before you start

Our logo is the signature element of the Fire and Emergency New Zealand visual identity. Based on our Battenberg pattern, it symbolises the unification of rural and urban in a new organisation while retaining the traditions of the past.

Kiwis invest a lot of trust and confidence in our organisation, and we need to be immediately recognisable, so getting it right consistently is key.

The logotype should always be clearly visible and never lost on busy backgrounds and textures. The logo should only ever be used as an image file and not recreated in text form.

## It's not just slapping the right logo on

Our identity is a set of carefully considered elements designed to work together as an integrated system.

If you are unsure, or need us to check that you are doing the right thing, please send a digital proof to [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz)

Our logo

Full colour, black or white



### Full colour logo

Wherever possible our logo is used in **full colour**. There are CMYK, RGB and SPOT colour logo files available. Use the CMYK version for all printing work. The SPOT version is defined in Pantone colours, which is most appropriate for signage and fleet graphics. The RGB one is used for all digital applications.

### Black and white logo

The black and white logos may **only** be used where reproduction methods restrict the use of the full colour logo, i.e. where colours or backgrounds clash or wherever the full colour logo is difficult to read.

### Clear space

Clear space surrounding our logo should be kept free from typography, photography, illustration and all other graphics.

A minimum isolation area of the 'F cap-height' must surround the logo in any application.

### Minimum size

Minimum size for print: 25 mm  
Minimum size for screen : 95 pixels

## Correct use

Presenting the Fire and Emergency New Zealand logo in a consistent way is vital to maintaining the brand. Use the colour version of our logo wherever possible.

Please follow these simple best practice guidelines to ensure brand integrity.

### Correct use



**Best contrast** of full colour logo on a white background



**Approved use** of full colour logo on a dark (or image) background



**Black logo** on a white background (only use when colour is not possible)



**White logo** on textured or dark background with low contrast



### Incorrect use

**Do not** crop our logo

**Do not** rearrange our logo

**Do not** stretch our logo

**Do not** squash our logo

**Do not** rotate our logo

**Do not** alter colour combinations of our logo

**Do not** place our logo on textured backgrounds or photos with high contrast

**Do not** place our full colour logo on backgrounds with similar colours as the logo

**Do not** place our white logo on a light/white coloured background

## Positioning

### Left is best

Wherever possible our logo should always be pinned to the left hand margin.

The clear space surrounding the logo on the exposed edges should always be maintained.

(A) On desktop websites it should be aligned to the top edge of the page and to the left edge of the main column or similar visual alignment.

### Full bleed printing

When using the logo in offset printing, the logo should be positioned flush with the left hand margin, using the logo files with bleed.

### Graphic alignment (B)

Ideally, other graphic elements on the layout should have an aligning relationship with the logo to ensure a cohesive visual structure.



figure a.



Use for external offset printing and professionally designed documents

Our logo

## Co-branding

### Using our logo together with our partners

**Orientation.** The horizontal alignment is preferred. Arranging them vertically is only for tall and thin formats such as event banners.

**Sizing.** Make sure that the partner logos never appear visually larger than our logo. See guidelines for sizing in both horizontal and vertical orientations on example shown to the right.

**Colour.** Preferably use colour only on our logo and use black and white versions for partners. If this is not possible make all logos, including ours, black and white.

**Left or below is best.** Our logo should always be pinned to the left hand margin everywhere it appears. Distance between logos is double the 'F' height as illustrated here.

Please don't place another logo to the left or above our logo.

**Please do not use our logo without our permission. Please provide proofs for us to check before any production starts.**

Using our logo implies a relationship with our organisation and that we may be endorsing the information you are communicating.

If you need further guidance please contact us at [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz)





Our logo

## Logotype (words only)

The 'Fire Emergency New Zealand' type lockup can be used independently of the Crest and badge artwork.

The proportions of the lockup are taken from the badge artwork and cannot be altered. A stroke is included to separate 'Whakaratonga iwi'.

This version of our logo is used on t-shirts and volunteer accessories.

**FIRE**  
**EMERGENCY**  
**NEW ZEALAND**  
**WHAKARATONGA IWI**



Colours the logotype version can be used in:  
Black, Primary Blue, White

**FIRE**  
**EMERGENCY**  
**NEW ZEALAND**  
**WHAKARATONGA IWI**

The outline variation of the word FIRE should only be used for large scale screen printing.



Volunteer drink bottle



Volunteer T-Shirts

**Artwork files** for our word mark lockup please contact [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz)

Our logo

## Our Crest and Royal Badge

The Fire and Emergency New Zealand Crest symbolises our heritage and tradition. There are three variations of the Crest available for use.

### 1. Simplified vector Crest

The simplified vector Crest has been modernised to allow for easy reproduction across multiple touchpoints such as signage and uniforms. It is also used in social media channels as the profile picture as it fits nicely into a circle.

### 2. Detailed 3D Crest

A 3D variation of the detailed crest has also been developed as a watermark across stationery and corporate communication. The detailed Crest is a bitmap image, so is not suitable for large scale print reproduction.

### 3. Our formal Royal Badge

Our Royal Badge has retained the Royal Crown used under Royal Licence, and also the detailed organic fern to reflect our heritage. The Royal Badge has been created for use across medals and plaques and specific formal applications.

**For more detailed guidelines** on the correct application of our Royal Crest and Badge please contact [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz)

### 1. Simplified vector Crest



### 2. Detailed 3D Crest

See next page for colour variations

### 3. Our formal Royal Badge



Artwork is awaiting approval. Do not use  
Our formal Royal Badge still requires approval from  
Board, NZ Herald of Arms and The Queen and Royal  
Family before any use.

## Simplified Crest

The simplified Crest is primarily used for signage and uniforms.

The four different colour options enable it to be made out of a variety of materials and applied to a variety of surfaces.

**Please note:** this Crest is only used on its own for Fire and Emergency internal purposes (eg office signage). If used externally it is combined with the Whakarātonga iwi lockup (see page 8). Or as a watermark in the background.

### Full colour

**Usage:** Station signage, uniforms, plaques, medals, social media



### Reversed (One colour)

**Usage:** Uniforms, watermark for printed collateral



### Black

**Usage:** Uniforms, watermark for printed collateral



### Silver or Aluminum

**Usage:** Station signage, plaques, medals,



Our logo  
**3D Crest**

**Colour variations**

The 3D Crest is primarily used as a watermark for stationery and corporate communications.

The four different colour options enable flexibility across our collateral.



White

Blue

Black

Red

Our logo

## Positioning our Crest as a watermark

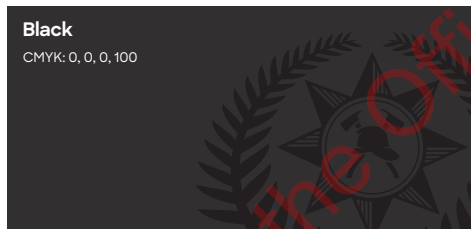
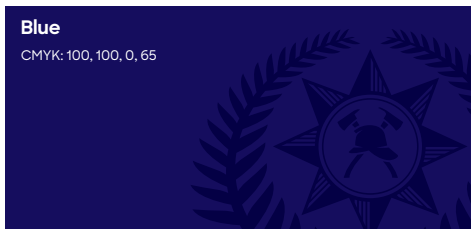
Our simplified Crest or 3D Crest can be cropped for use as a watermark and as a supporting graphic element as shown at right. Please do not use any other cropping or modification of our Crest. **Do not cut into or crop the central roundel.** It is important that we ensure prominence of the central SERVIMUS star.



### Simplified Crest

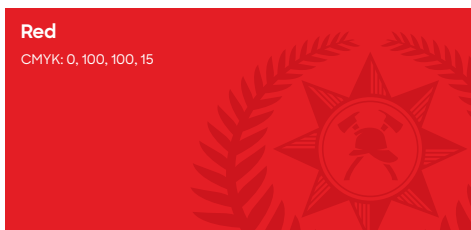
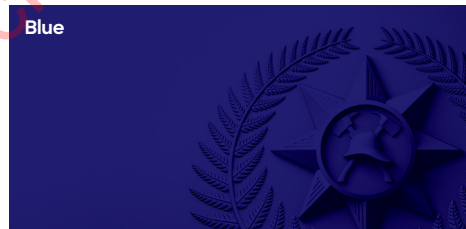
**Usage:** station signage, interior fitout

The CMYK value relates to the pattern colour



### 3D Detailed Crest

**Usage:** communication collateral, online and digital



# Colours



# Colours

Overview of ideal colour proportion application, along with primary and secondary colour palette considerations specific to digital applications.

The primary colour palette consists of a dark blue, vibrant red and bright yellow. The vibrant red is an obvious link to fire and the urban fire fleet and the dark blue provides the foundation of authority and heritage. The bright yellow represents the rural fire service while extending into our distinctive red and yellow Battenberg pattern.

To achieve consistency it is important to use only the swatches shown here. Please don't make tints of these colours unless it is specified.

## The right colours at the right time

Limit the numbers of colours used at any time and always check to make sure that you have the correct colour values: CMYK and Pantone for print and Hex# and RGB for digital.

## Secondary Colour Palette usage

These provide the flexibility required when developing infographics and other information-rich executions.

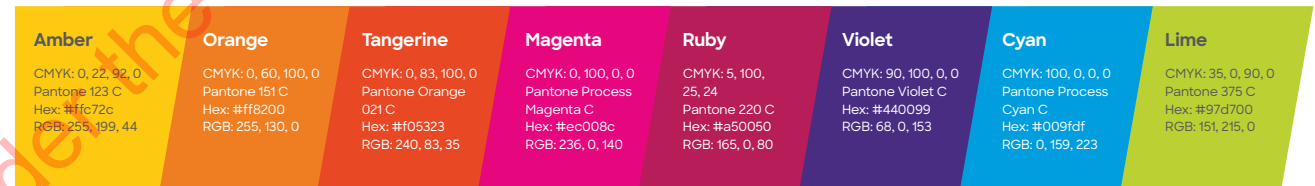
## Colour proportion

These colour swatches show our intended brand colour balance. Please consider this when applying our colour palette.

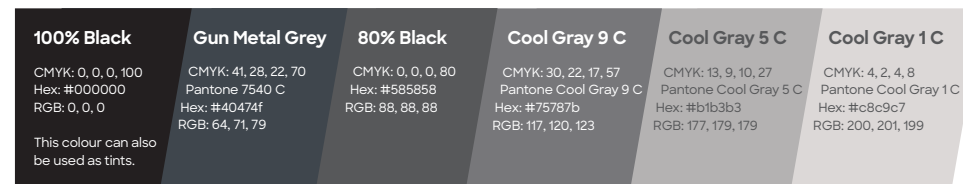
Primary



Secondary



Neutrals



## Colour gradients

### Warm gradients



Magenta

Dark Blue



Red

Magenta



Amber

Tangerine

### Cool gradients



Dark Blue

Cyan



Cyan

Mid Blue



Dark Blue

Mid Blue

### Using our gradients

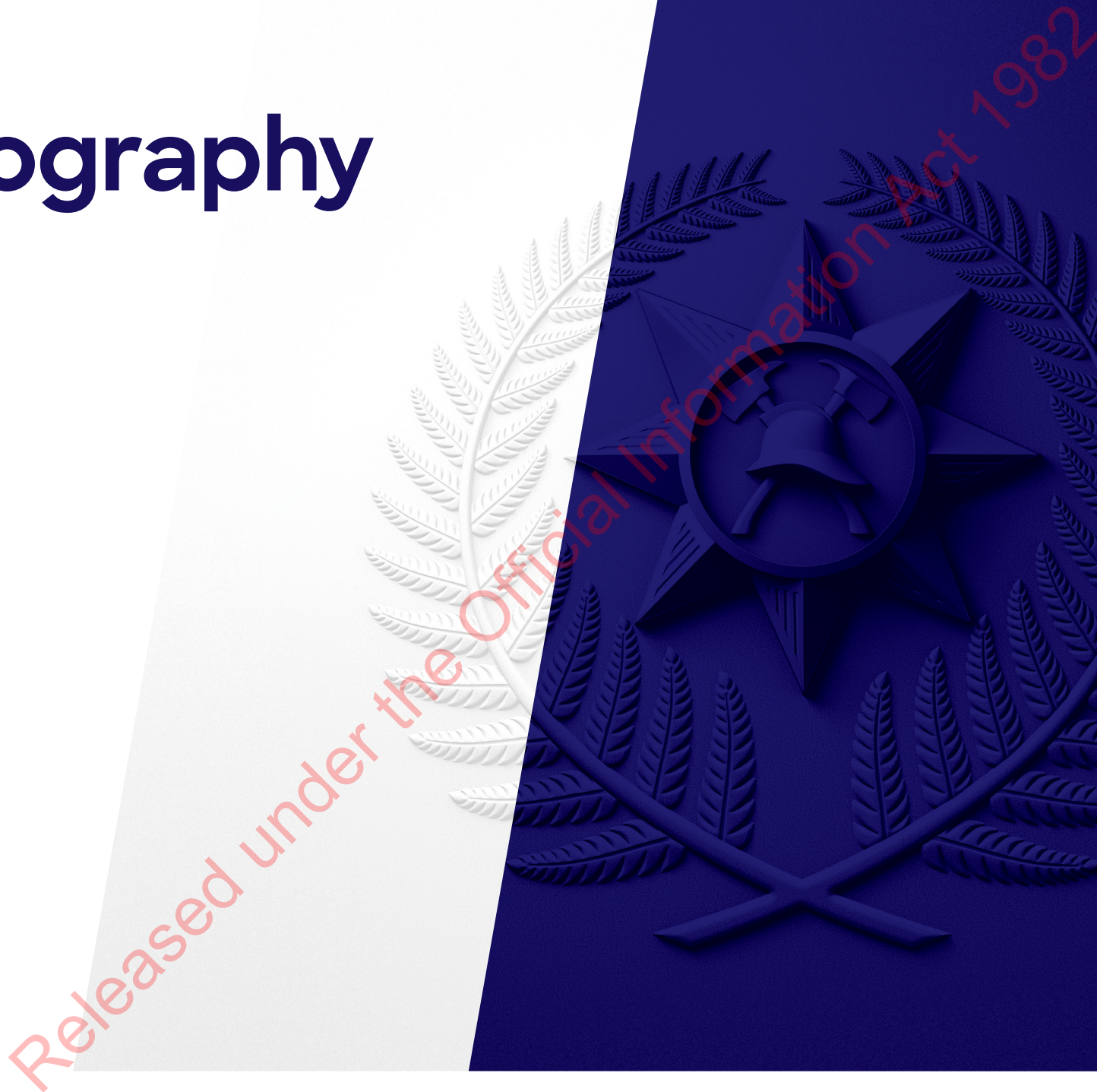
These gradients are our approved colour combinations. Please do not use others.

Use them to add colour highlights, as backgrounds or angled overlays multiplied over images to place text on top. They work to their best effect if used considered and sparingly.

Released under the Official Information Act 1982



# Typography



# Typography

## External use

### Our promotional typeface

Sharp Sans is our main typeface to introduce a more human, friendly and open approach, it is used across all communications.

# Aa

Sharp Sans Light  
*Sharp Sans Italic*  
Sharp Sans Medium  
*Sharp Sans Medium Italic*  
**Sharp Sans Bold**  
***Sharp Sans Bold Italic***

**Sharp Sans is our unified voice that we will use to engage audiences and tell our stories.**

Sharp Sans requires a paid licence to use.  
Contact [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz)  
or visit <https://vllg.com/sharp-type/sharp-sans>

### Our logo typeface

Industry typeface is a key element of our logo and identity system used across our property, fleet and uniform. Industry can also be used across collateral, signage and merchandise.

# Aa

Industry Light  
*Industry Italic*  
Industry Medium  
*Industry Medium Italic*  
**Industry Bold**  
***Industry Bold Italic***

***The Industry typeface conveys mana and defines our uniquely action oriented identity.***

Industry requires a paid licence to use.  
Contact [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz)  
or visit <https://fonts.adobe.com/fonts/industry>

### Our body copy typeface

Roboto is a free Google Font. Available in condensed and regular, it is our default typeface to support of Sharp Sans on our external communications, especially print.

# Aa

Roboto Condensed Light  
*Roboto Condensed Italic*  
Roboto Condensed Regular  
*Roboto Condensed Italic*  
**Roboto Condensed Bold**  
***Roboto Condensed Bold Italic***

We use Roboto Condensed for sharing text heavy information, practical and uncluttered.

The regular version of Roboto (not Condensed) is our alternate typeface for digital channels.

Roboto Condensed is a free Google Font.  
Contact [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz)  
or visit <https://fonts.google.com/specimen/Roboto+Condensed>  
and <https://fonts.google.com/specimen/Roboto>

## Internal use

### Our typeface for all internal use

Calibri is the ONLY typeface to be used on our internal documents and presentations. Please use our pre-designed document templates available at [portal.fireandemergency.nz](http://portal.fireandemergency.nz).

# Aa

Calibri Light  
*Calibri Italic*  
Calibri Regular  
*Calibri Italic*  
**Calibri Bold**  
***Calibri Bold Italic***

Calibri is the typeface we use to communicate with each other.

Calibri is a system font installed across the Microsoft platform.

## What type when

**Sharp Sans** is used for headings, lead copy, captions and pullquotes. It is always typeset with optical kerning, and -10 tracking. Do not set in all-caps.

**Roboto Condensed** is used for body copy; it allows for space efficient setting of large amounts of text, is highly legible and pairs well with Sharp Sans.

**Industry Bold Italic** should only be used for infographics, buttons, calls to action or as highlighted numbers in a text flow and should always be set in All Caps.

The following is a sample of what this looks like. Actual type style settings are part of the available templates.

Note that in on-screen executions all type should be set with a slightly more open leading than you would in print.

Heading 1  
Sharp Sans Bold

# Developing a shared identity

## He tuakiri kua tohaina

Heading 1a  
Sharp Sans Medium

Lead  
Sharp Sans Medium

This is the lead copy to draw readers into the main content. Quis dolestis dolorerspedit que res ereprep tasincit, veruptas sit moles eatemodix.

Body  
Roboto Cond Light

This is the body copy, covering the main content. Et sit apeliqibus aute dem exero consent vententem rem utem facidi volene pore et quia ea atquis pro qui odi torepudi tem et labo. Liquo maio di dem quibusciliatistias simagnis eiunt eum num rem simpori alit des et expero mil elit officil maio. Itasped quia veliquae non et expedisim repudit quid ulpa valor asperit, serume molorro testem net faces sunt.

Que que net, valor auda sinum dolum sumquam, sit ide dolut invende mporit, est, comniam, adita pelit, quas sae everem restis dolut aborrum quiate volentint. Gent. Agnati net quunduc idellor eritem quamet id quas sequam, officiis nis repedigent fugiasp editatat eum cus, vidis aut essimen imolend erferfernam fuga. Fictem ratios eost deria dendest, consecto to officip samentis verrovit ipid moluptaquam sequi tet ius venita doloria nonsecum, eum fuga. Xim rehenim quam videlibusam repudi cumenias delent lantenis utem aut volupturit et utent earumquosse verro officae pratur. Tas intem raerci.

**“We value our people, and our unions and associations. Together we serve our communities.”**

Rhys Jones, Chief Executive

Pullquote  
Sharp Sans Bold  
Author  
Sharp Sans Medium

Subhead  
Roboto Cond Bold

### Sub headings can look like this: together we serve our communities

Borepud aepatur? Otaeper spiduciam fugitis escius inctiorepe et explibus ero blaut asi debis dolorup taquodi gnatur, evererae odi oditae et repudam, tem simporem accum ratiusam quae porrum lam aut unt aut et liciis dus denesciis maxim velecta ssequaectur, nectur? Eriam ex exeribus molor am et moluptas soluptur sinverroris magnim eat officipsam quat.

### Oluptat ut rerspiciam et, ulla exeribus

Quis dolestis dolorerspedit que res ereprep tasincit, veruptas sit moles eatemodi am ex eseque exeratiistin non ne pelent labor autatem que volorum excepro et, odis ea serum imet aut eatur? Obit exerferendel ist pra voluptatur aperuptiorro omnitat ecullam, valor aut quiatiumqui conet mintibust que.

Facts/numbers  
Industry Bold Italic  
Caption  
Sharp Sans Medium

**19,149**  
Homes visited

# Icons and Infographics



# Icons

A basic icon library has been curated for use at Fire and Emergency. They consist of modern, outline style icons which can be used in single colour, or with contrasting elements highlighted.

Additional icons can be accessed on Streamline 3.0 app.[streamlineicons.com/streamline-regular](http://streamlineicons.com/streamline-regular)

PNG files can be downloaded with a free account, PDFs need to be accessed via a paid account.

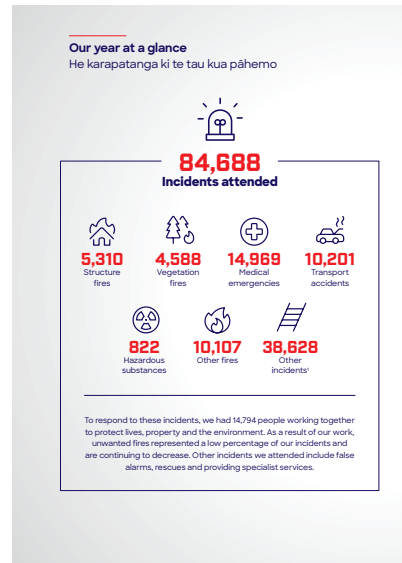
Please make sure the line weights are consistent and don't apply them at too small of a scale where screens struggle to render the lines accurately.

Any customisation needs to be approved by [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz) before use.

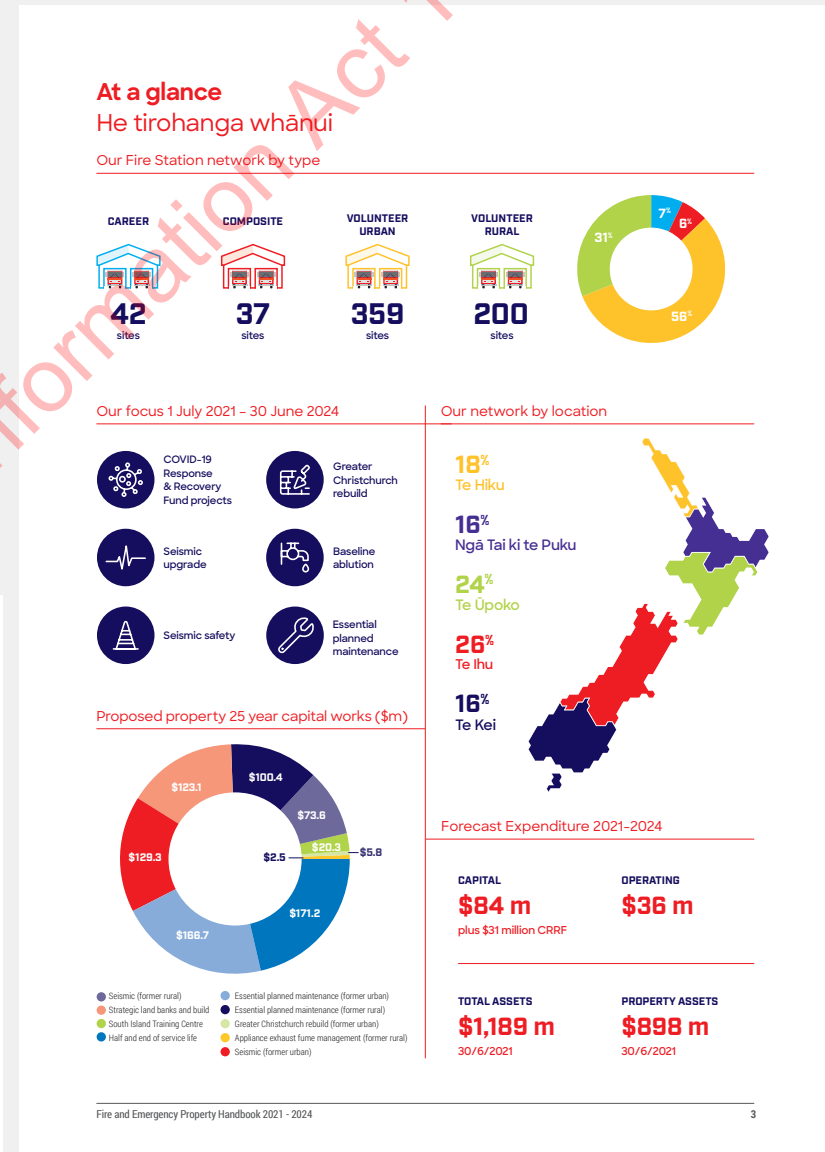


Iconography in use as Instagram tiles

# Creating infographics with our icon library



A good example of using the secondary palette to create graphs and charts.



Figures 2.

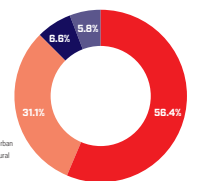


Figure 2.1: Distribution of fire station sites by type

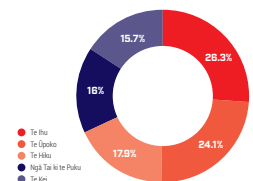


Figure 2.2: Distribution of fire station sites by location

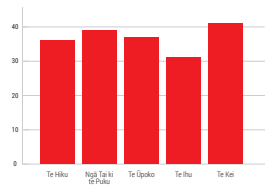


Figure 3: Average age of fire stations by region

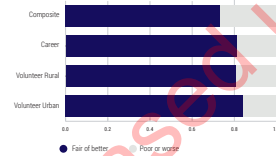
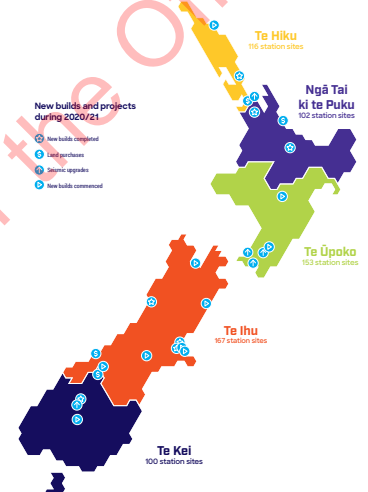


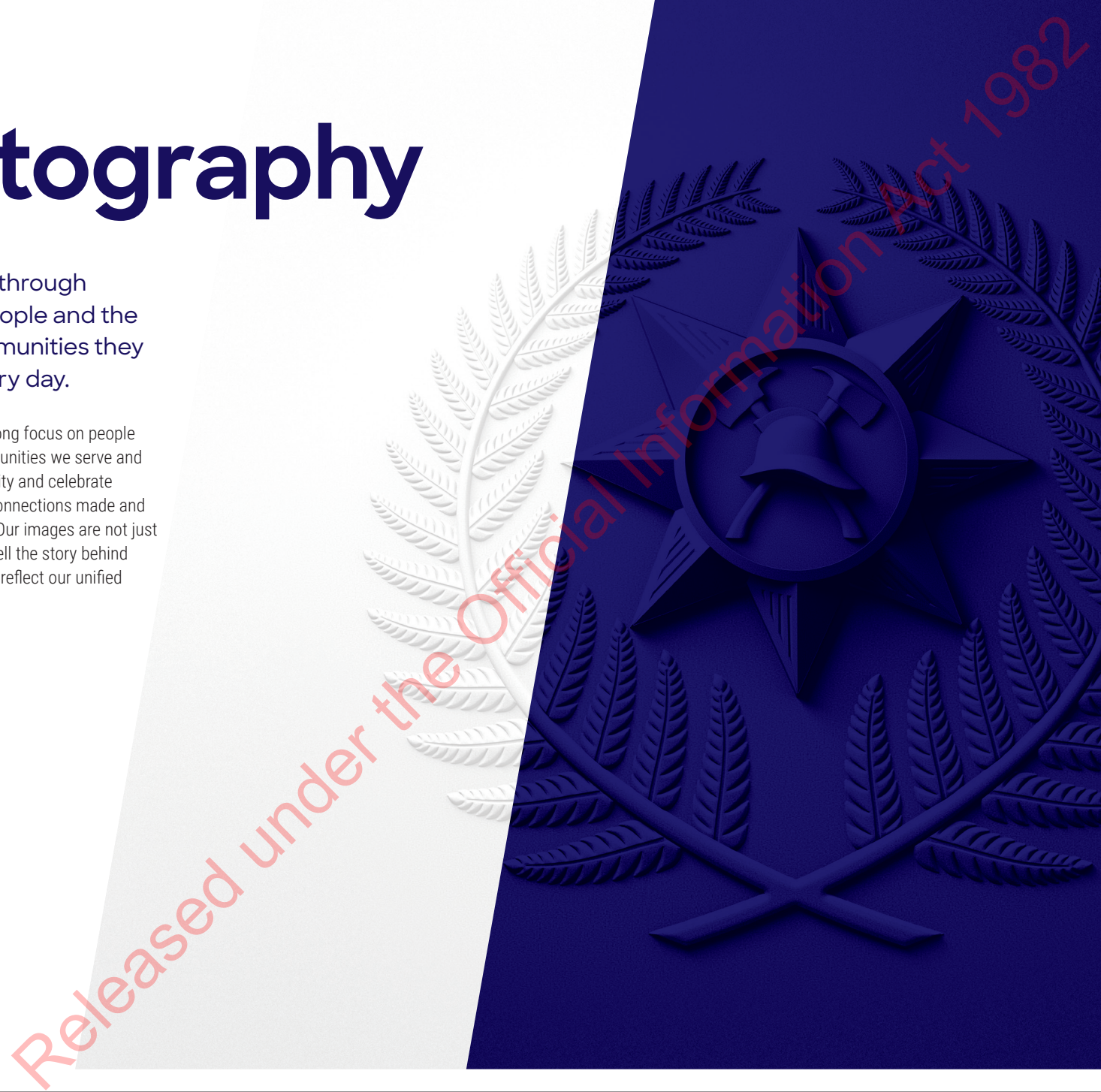
Figure 4: Station condition by type



# Photography

We tell our story through images of our people and the people and communities they interact with every day.

Our photography has a strong focus on people – ours and from the communities we serve and work with. We show diversity and celebrate achievements as well as connections made and relationships established. Our images are not just sharing information, they tell the story behind the moment captured, and reflect our unified organisation.



## Creative direction

### Best practice – in short

Use a professional photographer to capture our stories wherever possible. They will know to ensure lighting is appropriate, depth of field is used to create focus and files are high resolution for digital and print reproduction.

Explore interesting angles, work with different compositions (symmetry, golden ratio, thirds, light, shade), get closer, use a tripod and pay attention to the background.

We respect cultural sensitivities, by not cropping off people's foreheads and maintaining the dignity of the individual.

**Important** When you are photographing people, you must get every person featured in the image to complete and sign a Talent Release form.

This form is available on our portal, and means Fire and Emergency New Zealand is given permission to use the image for marketing and communication purposes.

Please make sure we have the necessary paperwork approved and signed before images are used. Please email [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz) for more information.

### Our visual tone of voice

**Uplifting.** The work we create will often be highly emotional, but will not focus on devastation, destruction or loss. We want to leave our audience with a feeling of hope and possibility, so that they can be confident in trusting us.

We want our own people to know that they can always make a difference, improving lives every day, through Fire and Emergency New Zealand.

**Empowering.** We are inclusive and forthright, not preaching or telling off. This looks warm, friendly and engaging, making you want to be there too. We are proud of our positive, exciting and transformative energy.

At Fire and Emergency New Zealand we have a proud history of innovation and every day is exciting. Together our people are embracing the future while honouring the successes of the past.

**Engaging.** We practise the Māori principle of manaakitanga – always welcoming, engaging and treating people just as we'd like to be treated ourselves. We know our audience and we always seek real connection.

**Straightforward.** Easy to understand. Direct and showing it like it is – real people, not fashion models. Our people working to serve our communities, showing those connections and relationships.

**Diverse.** People look positive, engaged, approachable and represent a natural mix of race, age and gender to reflect the rich diversity of our whole team. Always respectful.

### Photographic style

**Vibrant.** Use of natural colour – no filters or colour cast light effects, no black-and-white unless intended for monochromatic application.

**Location.** Look for places that are authentically 'real New Zealand'. We do show our stations and vehicles, but are keen to show our people out in their communities.

**Composition.** Explore interesting angles, work with different compositions – symmetry, golden ratio, thirds, light, shade. Get closer and pay attention to the background. The people captured could be looking off camera or make direct eye contact. Look to keep things natural relatable and to avoid clichéd poses or effects.

**Please note:** Our imagery needs to reflect our unified organisation and when it includes any branding, logos or assets, please ensure they're the most up to date versions. See the following pages for some examples of the different areas of focus represented through photography >>



## Some examples...

### Our unified organisation / Whakaratonga iwi

A balance of career, volunteer, national operations



### Our people

Embracing and representing diversity



### Tangata Whenua

Show commitment to Tangata Whenua



## Some examples...

### Community and fire safety

Focus on education and risk reduction with families, career and volunteer staff



### We are first responders

Our services cover much more than fire



### Working with partners

eg. Police and St. Johns



### Our assets



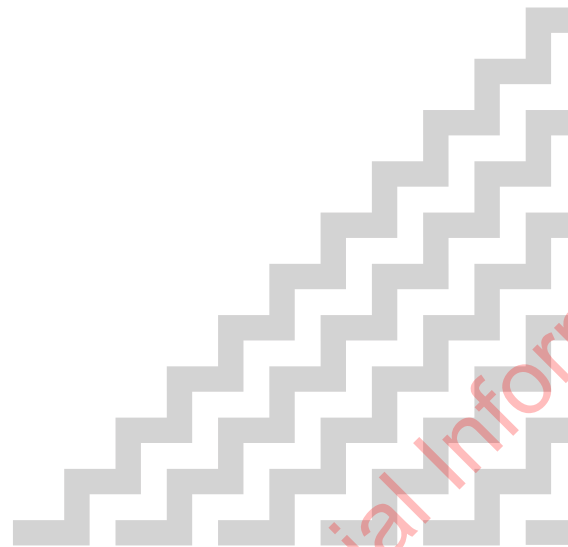
# Patterns



# Patterns

We have two patterns we use as part of our identity – the Poutama and Battenberg.

These patterns are used on communication materials as well as our assets (eg. trucks or signage). They generally appear in a transparent manner, overlaid in white, or as gradients, which allows the pattern to fade into the background.



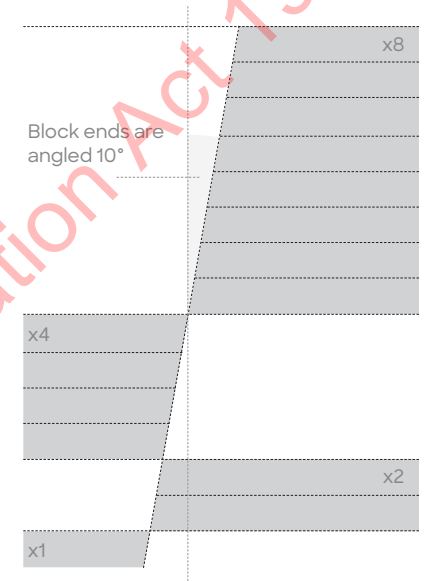
## Poutama

A unique Māori pattern has been created for Fire and Emergency New Zealand, which is used on our fleet as well as in corporate documents.

The pattern is based on the poutama; a traditional Māori weaving pattern (tukutuku). The pattern created resembles steps, which symbolise protection and support, and the ascent made by folk hero Tawhaki, to receive the three baskets of knowledge from the gods.

This motif was chosen to represent the steps of progress in education and the endeavour to improve, in this case, education in fire safety; learning from the past while ascending into a fire-safe future.

Please note: Approval by email is needed prior to using any other cultural patterns and motifs – [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz)



## Composition of the Battenberg pattern

Battenberg markings are a pattern of high-visibility markings used primarily on the sides of emergency service vehicles in many countries.

The Fire and Emergency New Zealand pattern is angled by 10°, and for print, or non-vehicle application, it is stacked in ever increasing blocks. (See the system illustrated above.)

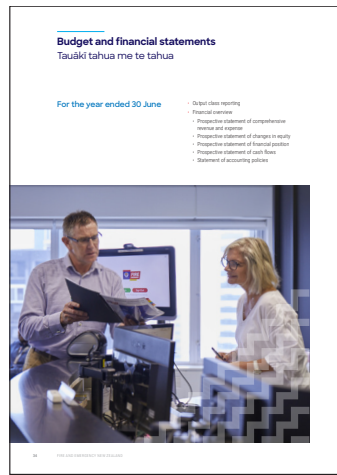
Please note: these rules do not cover use on fleet/appliances.

Patterns

Poutama applied

Use on print material

Generally the pattern is overlaid as a tint on to coloured or image backgrounds. It's generally positioned in the bottom right corner to let the 'steps' naturally bleed off to the right.



Poutama is filled 10% white, overlaid on top of colour or image background.



Poutama is filled 40% black, multiplied 50% over blue background (top) or filled with a gradient (bottom).



Use on fleet

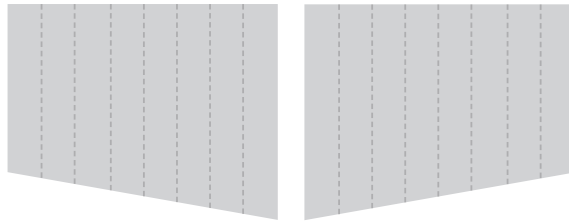
See our **Fleet Signage Manual** for full information on how the poutama pattern is applied on our vehicles.



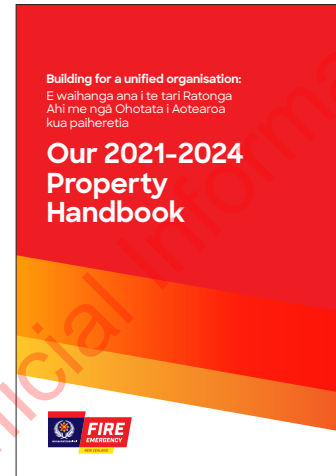
## Battenberg applied

### Vertical Battenberg pattern

Mainly used on covers or section pages in print/digital collateral to contain imagery or a colour accent. Often overlaid with an additional colour gradient strip.



The 10° angle can be used in both directions.



### Horizontal Battenberg pattern

Mainly used on appliances, and also for functional elements, like buttons online.



The 10° angle can be used on both left and right hand sides.



### Use on fleet

See our **Fleet Signage Manual** for full information on how the poutama pattern is applied on our vehicles.



**CLICK FOR MORE INFO**

**BUTTON TEXT HERE**

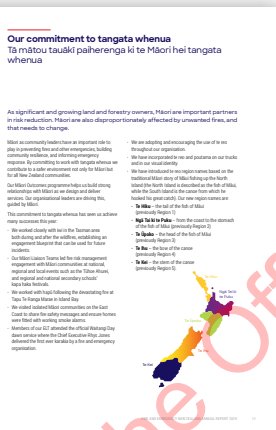
# Design templates



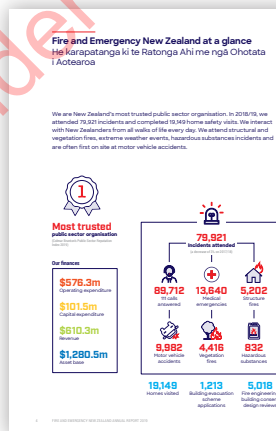
# Document templates

Our print and digital templates are continually updated and it's therefore best to download them when needed to ensure consistency with designs.

## Corporate reports



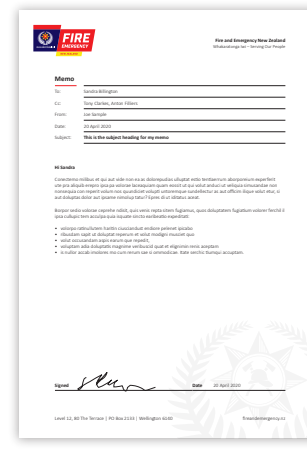
Filename  
A4\_fire\_annual\_report.indd



## Business Cards



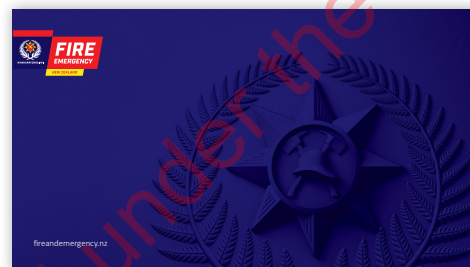
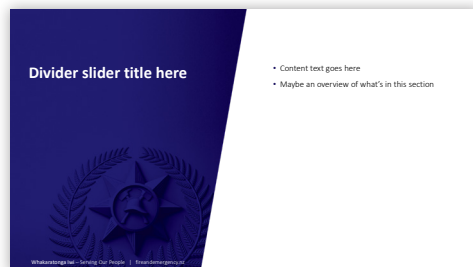
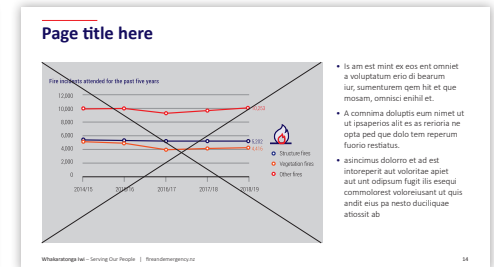
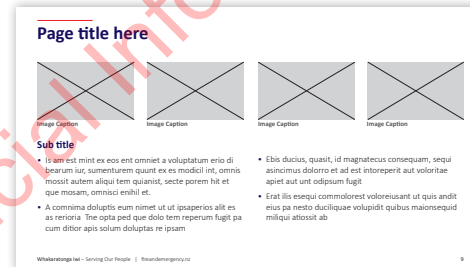
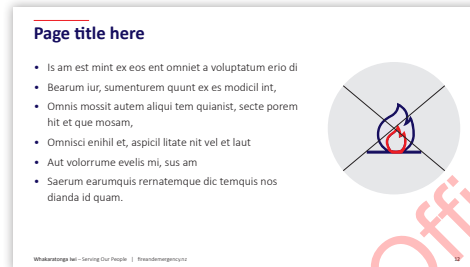
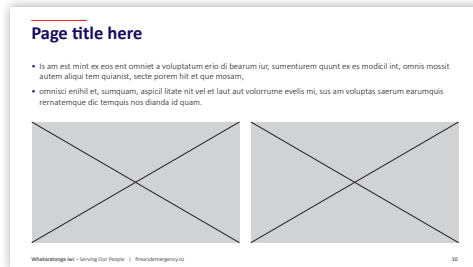
## Documents (Letter, Memo)





# Digital templates

## Powerpoint template



## SOME USER NOTES

Our PowerPoint template allows you to choose from **a series of title, divider and end slides** as well as **all necessary content layouts** (with images, lists, etc).

They are all found by **inserting a new slide** and selecting the appropriate layout.

There is an **example table** styled in the template, which can be used for all tables (please note, PP always reverts to default tables when inserting a new table slide, therefore use the example and copy paste where needed).

For the 'Large list with image' slide, the **image circle** can be changed to a rectangular shape by changing the shape of the placeholder, this is under 'Shape Format' on the ribbon.

# Digital templates

## Email signatures

Two lock-up styles are available; one generic, with the Fire and Emergency Brand Values and the other for campaign change-outs.

### James Wilson

Senior Advisor Community Readiness and Recovery  
 FAIP – Senior Practitioner  
 Bay of Plenty District - Ngā Tai ki te Puku  
 M 021 111 2233

[James.Wilson@fireandemergency.nz](mailto:James.Wilson@fireandemergency.nz)

### Sarah Hamilton

Business Services Coordinator  
 Kairuruku Ratonga Pakihi  
 Canterbury District - Te Ihu  
 M 027 777 3344

[Sarah.Hamilton@fireandemergency.nz](mailto:Sarah.Hamilton@fireandemergency.nz)

generic



campaign specific



always hyperlink image banner to website  
[fireandemergency.nz](http://fireandemergency.nz)

# Video



# Video graphics

## Animated and static graphics

As a general rule all branded graphics that animate should swipe from the left to right.

Captions of all spoken voice overs are mandatory.

Any help with video production can be sent to [communications@fireandemergency.nz](mailto:communications@fireandemergency.nz).



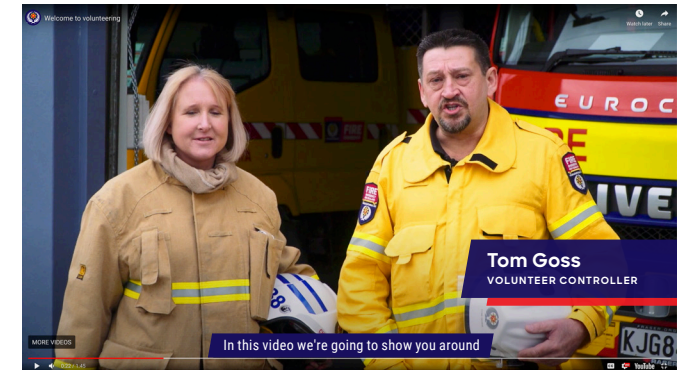
Title animation: Battenburg swipes from left...



to reveal title and Battenburg with Poutama pattern



Subtitles



Name captions



End frame sequence...



Logo and Battenburg swipe from left...



to reveal CTA and 3d Crest



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New Zealand Government



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