



Ngā Paerewa Waitohu Tuakiri a Te Ope Kātua o Aotearoa

New Zealand Defence Force Visual Identity Standards

Ko ngā kōrero mō mātou he kōrero
mō ngā tāngata o Aotearoa nō ngā
hau e whā e whai motuhake ana
i te rongomau mō Aotearoa, hei
whenua taurikura.

Our story is about New Zealanders
from all walks of life doing the
extraordinary task of serving and
working to secure New Zealand,
its freedoms and way of life.

HEI MANA TĀTOU MŌ AOTEAROA
WE ARE A FORCE FOR NEW ZEALAND

Ngā Paerewa Waitohu Tuakiri Visual Identity Standards

These standards are designed to help you communicate the New Zealand Defence Force's (NZDF) visual identity effectively and consistently.

Visual identity refers to the way graphic elements visually represent NZDF. The consistent use of graphic elements – logos, colours, fonts and layout – ensure NZDF is presented professionally both internally and externally.

NZDF logos and badges are protected by the Flags, Emblems, and Names Protection Act 1981. They cannot be used in a way which falsely implies that the use has the approval of the NZDF.

If you have questions regarding how to use the Visual Identity Standards or require direction on production of collateral, please email: DPA@nzdf.mil.nz

**TE OPE KĀTUA O AOTEAROA
NEW ZEALAND DEFENCE FORCE**

Ngā Waitohu

Logos 8

Ngā Tae

Colours 14

Ngā Momotuhi

Fonts 16

Ngā Whakaahua

Photography 18

Ngā Ata

Icons 20

Ngā Pikitia Whakaari

Illustrations 21

Ngā Kōwhaiwhai

Patterns 22

He Whakamahinga

Application 24

**TE TAUA MOANA
ROYAL NEW ZEALAND NAVY**

Ngā Waitohu

Logos 26

Ngā Tae

Colours 30

Ngā Momotuhi

Fonts 32

Ngā Whakaahua

Photography 34

Ngā Ata

Icons 36

Ngā Pikitia Whakaari

Illustrations 37

He Whakamahinga

Application 38

**NGĀTI TŪMATAUENGA
NEW ZEALAND ARMY**

Ngā Waitohu

Logos 40

Ngā Tae

Colours 44

Ngā Momotuhi

Fonts 46

Ngā Whakaahua

Photography 48

Ngā Ata

Icons 50

Ngā Pikitia Whakaari

Illustrations 51

He Whakamahinga

Application 52

**TE TAUAARANGI
ROYAL NEW ZEALAND AIR FORCE**

Ngā Waitohu

Logos 54

Ngā Tae

Colours 58

Ngā Momotuhi

Fonts 60

Ngā Whakaahua

Photography 62

Ngā Ata

Icons 64

Ngā Pikitia Whakaari

Illustrations 65

He Whakamahinga

Application 66

He Waitohu ā-Ratonga

Sub Brands 67

**Te Ope Kātua
o Aotearoa**

**New Zealand
Defence Force**



Waitohu Matua Primary Logo

The kiwi has been worn by New Zealand military personnel since WWI on cap badges, medals and more recently as patches on the sleeve of uniforms while deployed. It is stamped on the side of ships, tanks and aircraft, identifying us as kiwis at home and abroad.

The coloured bar represents each of the three Services – Navy, Army and Air Force.

'Te Ope Kātua o Aotearoa' is the official te reo Māori name for the New Zealand Defence Force.

Te means The.

Ope is a troop or body moving together.

Kātua is a palisade of a fortified position. In times of conflict Māori would occupy pā, or a fortified area. A pā generally had

three palisades; different iwi (tribes) had their names for each palisade. Kātua was one name for the main palisade; the main defensive fortification of the pā.

Therefore in this translation we are likened to the principal defensive component of Aotearoa, New Zealand.



MINIMUM SIZE



MINIMUM CLEARSPACE



DO NOT

To maintain the integrity of the logo do not manipulate it in any way.

Do not flip, skew, rotate, recolour or recreate it.

Do not place the logo on inappropriate backgrounds.

Do not place the logo on products for sale by a commercial company without formal approval.

REVERSED LOGO



SINGLE COLOUR LOGO (ALSO AVAILABLE IN BLACK)



Hei Mana mō Aotearoa

A Force for New Zealand

A Force for New Zealand is our collective purpose. It reminds us of who we are and what we stand for.

The phrase is trademarked and should be used, when appropriate, together with the NZDF logo.

It must be placed in a secondary position and size to the NZDF logo, appearing in the bottom right hand corner of a single page document or on the back cover of a multi-page document.



RECOMMENDED SIZE



50% the size of
the NZDF logo

MINIMUM CLEARSPACE



DO NOT

- To maintain the integrity of the trademark do not manipulate it in any way.
- Do not flip, skew, rotate, recolour or recreate it.
- Do not place the trademark on inappropriate backgrounds.
- Do not place it on products for sale by a commercial company without formal approval.

EXAMPLE OF PLACEMENT



Tohu Badge

The NZDF badge received the Royal Assent on 21 October 1993 and is an important part of the preservation of military tradition and national identity.

It is the official emblem to be used on formal NZDF documents or items including honours boards, commendation certificates, warrants, contracts, plaques, uniforms and correspondence from members of the Executive Committee.

The gold version of the badge is reserved for the sole use of the Chief of Defence Force.

DO NOT

Do not manipulate the design in any way.

Do not flip, skew, rotate, recolour or recreate it.

Do not place the trademark on inappropriate backgrounds.

Do not place it on products for sale by a commercial company without formal approval.

Do not use it together with the NZDF logo or Force for New Zealand trademark.

NZDF BADGE



CHIEF OF DEFENCE FORCE BADGE



Waitohu Kōpaki / Mana / Wāhanga Portfolio / Command / Unit Treatment

Unit and trade patches have traditionally been worn as identifiers by military personnel on the sleeves of their uniforms.

Do not use patch designs as logos in internal or external communication.

This will help to simplify and consolidate the NZDF brand experience.

NZDF portfolios, commands and units must use their name in plain text alongside the NZDF logo, separated by a rule, as shown below.

Programmes and projects must not create new logos. Use the NZDF logo alongside the name of the programme or project in plain text, as shown below.



TE OPE KĀTUA O AOTEAROA
DEFENCE FORCE

**Headquarters
Joint Forces NZ**



TE OPE KĀTUA O AOTEAROA
DEFENCE FORCE

**Defence
Health**



TE OPE KĀTUA O AOTEAROA
DEFENCE FORCE

**Ngā Take Tūmatanui
Defence Public Affairs**

Ngā Tae Matua Primary Colours

The NZDF primary colour palette is made up of four main colours. They are high contrast with an emphasis on black and white.

BLACK

PRINT	0 0 0 100
RGB	0 0 0
WEB	#000000
SPOT	Process Black C

WHITE

PRINT	0 0 0 0
RGB	255 255 255
WEB	#ffffff
SPOT	White

NZDF GREY

PRINT	0 0 0 50
RGB	139 139 139
WEB	#8b8b8b
SPOT	Process Black 50%

NZDF YELLOW

PRINT	0 6 87 0
RGB	255 229 0
WEB	#ffe500
SPOT	115 C

Ngā Tae Ratonga Service Colours

The Service colour palette is made up of three colours representing the three Services. This can be used as a secondary colour palette when appropriate.

NAVY BLUE

PRINT 100 72 0 32
 RGB 0 62 126
 WEB #003d7d
 SPOT 281 C

ARMY RED

PRINT 15 100 100 5
 RGB 199 33 39
 WEB #c62026
 SPOT 1788 C

AIR FORCE BLUE

PRINT 69 7 0 0
 RGB 41 183 234
 WEB #28b6ea
 SPOT 299 C

Ngā Momotuhi Fonts

For everyday PC usage,
substitute with the replacement
fonts specified on this page.

HAAS GROTESK TEXT / DISPLAY

Haas Grotesk Display Black

Haas Grotesk Text Roman
Haas Grotesk Text Medium
Haas Grotesk Text Bold
Haas Grotesk Display Black

REPLACEMENT FONT (IF HAAS IS UNAVAILABLE)

Arial Black	Calibri Light (body copy only)
Arial Regular	Calibri Regular (body copy only)
Arial Regular	Calibri Bold (body copy only)

Ngā Momotuhi Fonts

For everyday PC usage,
substitute with the replacement
fonts specified on this page.

PUBLICO TEXT / BANNER

Publico Banner Black

Publico Text Roman

Publico Text Semibold

Publico Text Bold

Publico Banner Black

REPLACEMENT FONT (IF PUBLICO IS UNAVAILABLE)

Book Antiqua Bold

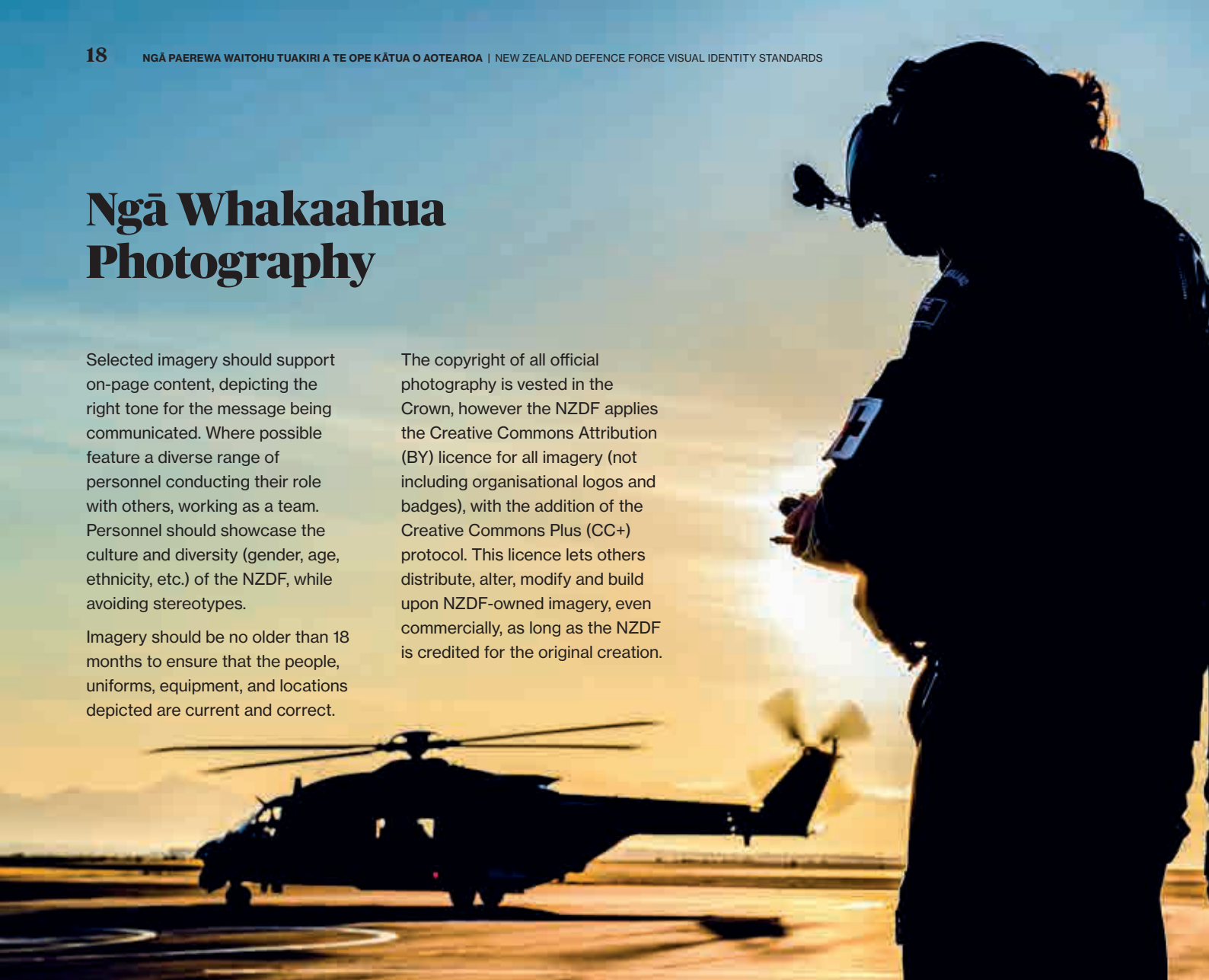
Book Antiqua Regular

Ngā Whakaahua Photography

Selected imagery should support on-page content, depicting the right tone for the message being communicated. Where possible feature a diverse range of personnel conducting their role with others, working as a team. Personnel should showcase the culture and diversity (gender, age, ethnicity, etc.) of the NZDF, while avoiding stereotypes.

Imagery should be no older than 18 months to ensure that the people, uniforms, equipment, and locations depicted are current and correct.

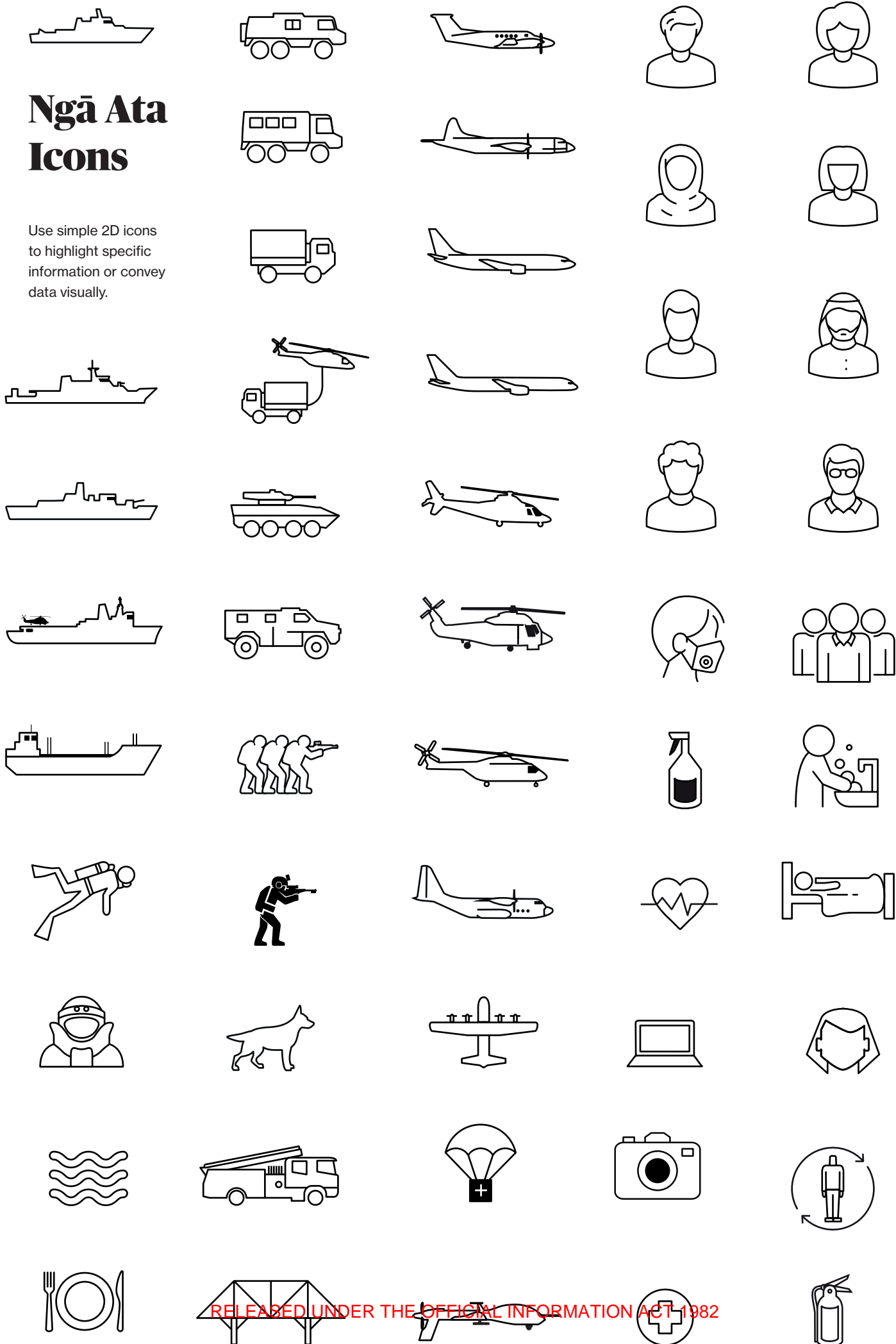
The copyright of all official photography is vested in the Crown, however the NZDF applies the Creative Commons Attribution (BY) licence for all imagery (not including organisational logos and badges), with the addition of the Creative Commons Plus (CC+) protocol. This licence lets others distribute, alter, modify and build upon NZDF-owned imagery, even commercially, as long as the NZDF is credited for the original creation.





Ngā Ata Icons

Use simple 2D icons to highlight specific information or convey data visually.

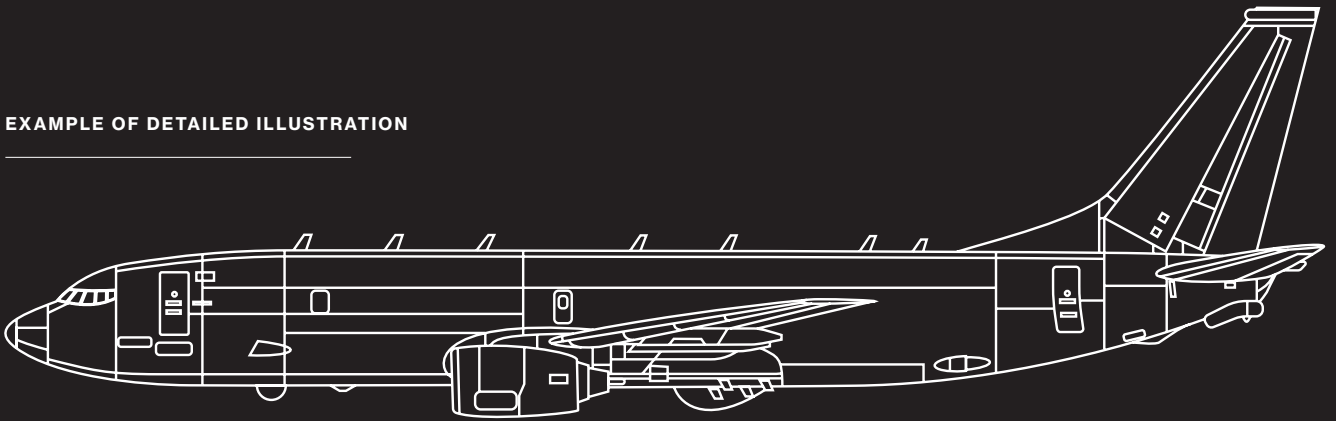


Ngā Pikitia Whakaari Illustrations

Illustrations can be used to communicate complex or detailed ideas and equipment. Restrict colour use to the NZDF colour palette.

Use detailed illustrations at large scale. Use simplified illustrations at small scale or combined together to create a scene.

EXAMPLE OF DETAILED ILLUSTRATION



EXAMPLE OF SIMPLIFIED ILLUSTRATION



Ngā Kōwhaiwhai Patterns

FEATHER PATTERN

The feather pattern represents the Services, personnel and their families falling under one cloak, the NZDF. The feather cloak is a symbolic embodiment of the mana of the NZDF and all who serve New Zealand.



KŌWHAIWHAI PATTERN

The NZDF kōwhaiwhai pattern was designed as a modern take on a traditional tohu to represent the three Services and civilians working together to achieve a common goal.

The design incorporates Tūmataunga (Guardian of War) and Rongo (Guardian of Peace) to denote balance. Together they depict NZDF's role both on the battlefield and in the peacekeeping arena. NZDF is a valuable contributor to both.

DO NOT

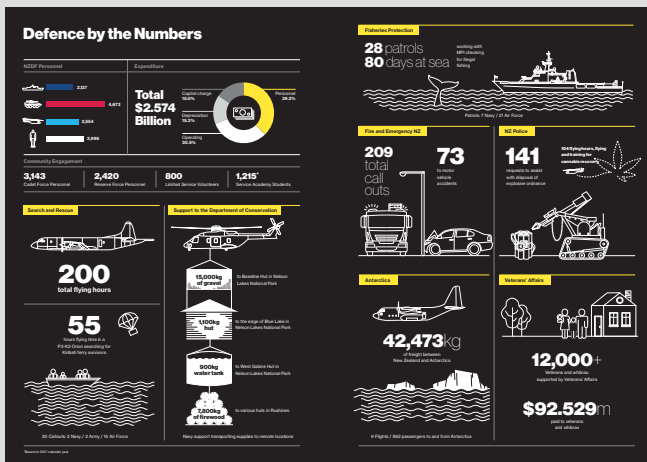
Do not alter or change the design.

Do not rotate or vertically flip the design.

Do not crop any part of the design.

He Whakamahinga Application

Examples of how the graphic elements all come together to create a coherent NZDF brand experience.



CIVILIAN OF THE YEAR

Liam Cunah

Social Worker, Barnham Military Camp

Chief People Officer (NZDF) is pleased to announce the 2020 Civilian of the Year. Liam Cunah has been awarded the title of Civilian of the Year for his exceptional contribution to the NZDF and wider community.

Liam Cunah has been a social worker at the Barnham Military Camp for over 10 years. He has supported many young people in their journey to adulthood, providing a safe and supportive environment for them to grow and learn.

Liam Cunah has been a social worker at the Barnham Military Camp for over 10 years. He has supported many young people in their journey to adulthood, providing a safe and supportive environment for them to grow and learn.

Our People

Regular Force is made up of service personnel who fill a wide variety of roles across the Navy, Army, and Air Force. Our soldiers, sailors and airmen are a diverse and capable group of people in ranks and roles: Privates to Generals, technicians to special operations troops, intelligence specialists to medics.

Our people are also trained in command, planning, leadership, operations, and logistics support. They participate in and support operational deployments, training, and recruitment. They have oversight, managerial and corporate functions on bases, camps, and at Headquarters, Joint Forces New Zealand and Headquarters NZDF. They serve in New Zealand and around the world.

Reserves provide extra military capacity through the Navy, Army and Air Force Reserves, who work and train part-time. These Reserves supplement the Regular Force by providing specialist roles and additional forces ready to respond to a large-scale military deployment.

Civilian employees fill a wide range of specialist and corporate roles that do not require deployment in an operational environment. The work they do enables the NZDF to operate effectively. Some civilian personnel are former Regular Force, or are also currently-serving Reserves.

Category	Count
Civilians	3,379
Navy Regular	2,268
Navy Reserves	543
Air Force Regular	2,542
Air Force Reserves	285
Army Reserves	1,778
Army Regular	4,037
Total NZDF Personnel	15,232

Te Taua Moana

Royal New Zealand Navy

Waitohu Matua Primary Logo

The Royal New Zealand Navy is built on a proud heritage. The logo captures a forward-thinking, diligent and technology-driven organisation, while recognising its heritage story.

'Te Taua Moana' and its long form name 'Te Taua Moana o Aotearoa' are the official te reo Māori names for the Royal New Zealand Navy.



MINIMUM SIZE



CLEARSPACE



DO NOT

To maintain the integrity of the logo do not manipulate it in any way.

Do not flip, skew, rotate, recolour or recreate it.

Do not place the logo on inappropriate backgrounds.

Do not place the logo on products for sale by a commercial company without formal approval.

REVERSED LOGO



Hei Mana mō Aotearoa A Force for New Zealand

A Force for New Zealand is our collective purpose. It reminds us of who we are and what we stand for.

The phrase is trademarked and should be used, when appropriate, together with the Navy logo.

It must be placed in a secondary position and size to the Navy logo, for example – appearing in the bottom right hand corner of a single page document or on the back cover of a multi-page document.



RECOMMENDED SIZE



MINIMUM CLEARSPACE



DO NOT

- To maintain the integrity of the trademark do not manipulate it in any way.
- Do not flip, skew, rotate, recolour or recreate it.
- Do not place the trademark on inappropriate backgrounds.
- Do not place it on products for sale by a commercial company without formal approval.

Tohu Badge

The Royal New Zealand Navy badge is important to the preservation of military tradition and national identity.

It is the official emblem to be used on formal Navy documents or items including honours boards, commendation certificates, warrants, contracts, plaques, and uniforms.

DO NOT

Do not manipulate the design in any way.

Do not flip, skew, rotate, recolour or recreate it.

Do not place the trademark on inappropriate backgrounds.

Do not place it on products for sale by a commercial company without formal approval.

Do not use it together with the Navy logo or Force for New Zealand trademark.



Ngā Tae Matua Primary Colours

The Navy primary colour palette is made up of three main colours referencing the sea and tradition.

NAVY BLUE

PRINT 100 72 0 32
RGB 0 62 126
WEB #003d7d
SPOT 281 C

CALYPSO BLUE

PRINT 100 13 1 2
RGB 0 153 216
WEB #0099d8
SPOT Process Blue C

MCMURDO WHITE

PRINT 0 0 0 0
RGB 255 255 255
WEB #ffffff
SPOT White

Ngā Tae Tuarua

Secondary Colours

These secondary colours provide variation and assist with hierarchy of content.

FRIGATE GREY

PRINT	0 0 0 30
RGB	186 186 186
WEB	#bababa
SPOT	Cool Grey 4 C

EPAULETTE YELLOW

PRINT	0 20 80 0
RGB	255 204 78
WEB	#ffcc4e
SPOT	7405 C

ENDURANCE TEAL

PRINT	100 20 40 0
RGB	0 146 158
WEB	#00929e
SPOT	311 C

Special Colours

For use only when a statement or information is coming directly from the Chief of Navy, Deputy Chief of Navy or the Maritime Component Commander.

ADMIRAL GREEN

PRINT	100 16 56 5
RGB	0 143 132
WEB	#008e83
SPOT	3282 C

FLEET & SUPPORT COMMAND RED

PRINT	20 100 95 12
RGB	180 31 40
WEB	#b31f28
SPOT	7621 C

Ngā Momotuhi Fonts

For everyday PC usage, substitute with the replacement fonts specified on this page.

HAAS GROTESK TEXT / DISPLAY

Haas Grotesk Display Black

Haas Grotesk Text Roman

Haas Grotesk Text Medium

Haas Grotesk Text Bold

Haas Grotesk Display Black

REPLACEMENT FONT (IF HAAS IS UNAVAILABLE)

Arial Black

Calibri Light (body copy only)

Arial Regular

Calibri Regular (body copy only)

Arial Regular

Calibri Bold (body copy only)

Ngā Momotuhi Fonts

For everyday PC usage, substitute with the replacement fonts specified on this page.

PUBLICO TEXT / BANNER

Publico Banner Black

Publico Text Roman

Publico Text Semibold

Publico Text Bold

Publico Banner Black

REPLACEMENT FONT (IF PUBLICO IS UNAVAILABLE)

Book Antiqua Bold

Book Antiqua Regular

Ngā Whakaahua Photography

Selected imagery should support on-page content, depicting the right tone for the message being communicated. Where possible feature a diverse range of personnel conducting their role with others, working as a team. Personnel should showcase the culture and diversity (gender, age, ethnicity, etc.) of the Navy, while avoiding stereotypes.

Imagery should be no older than 18 months to ensure that the people, uniforms, equipment, and locations depicted are current and correct.

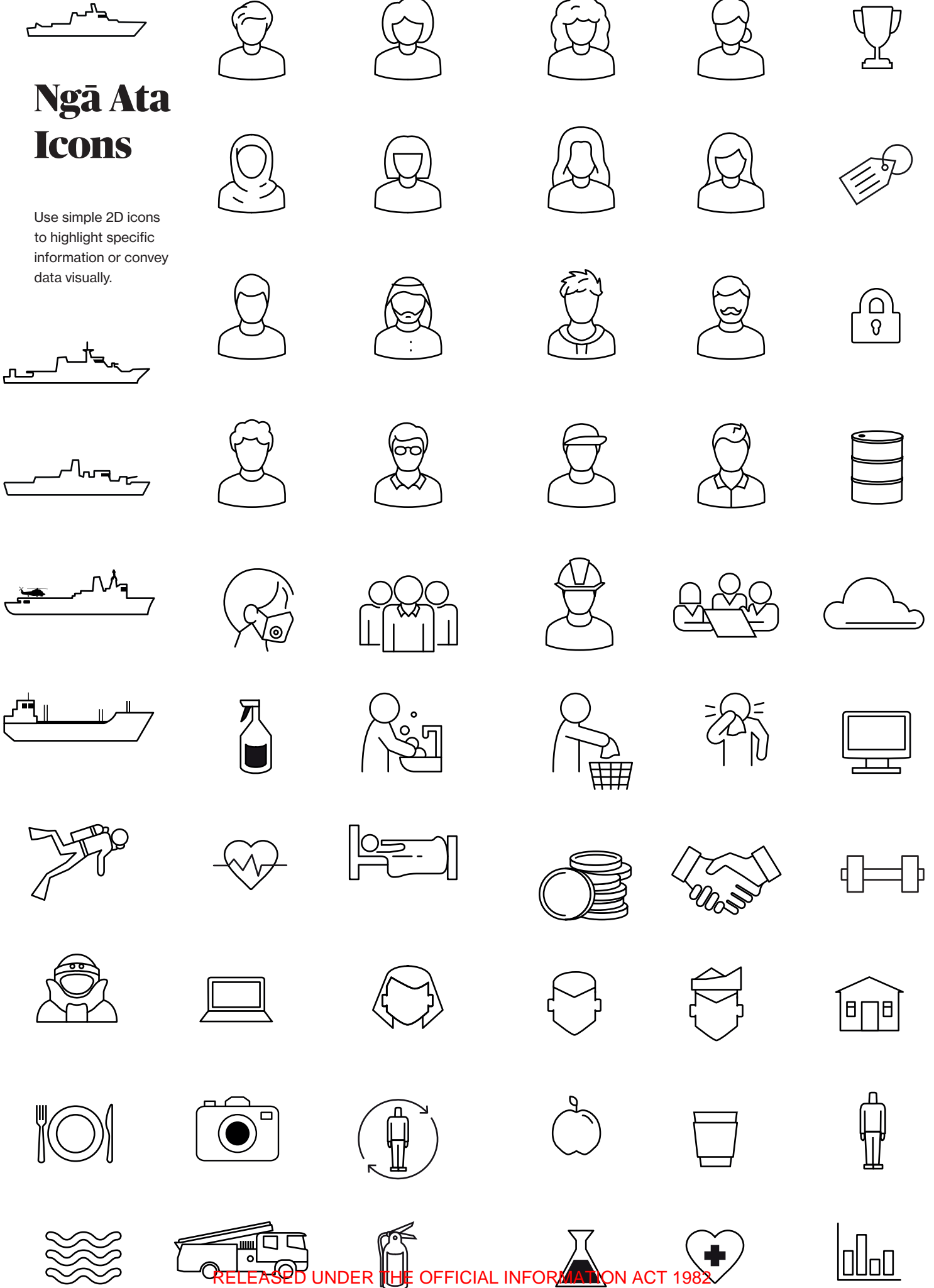
The copyright of all official photography is vested in the Crown, however the NZDF applies the Creative Commons Attribution (BY) licence for all imagery (not including organisational logos and badges), with the addition of the Creative Commons Plus (CC+) protocol. This licence lets others distribute, alter, modify and build upon NZDF-owned imagery, even commercially, as long as the NZDF is credited for the original creation.





Ngā Ata Icons

Use simple 2D icons to highlight specific information or convey data visually.

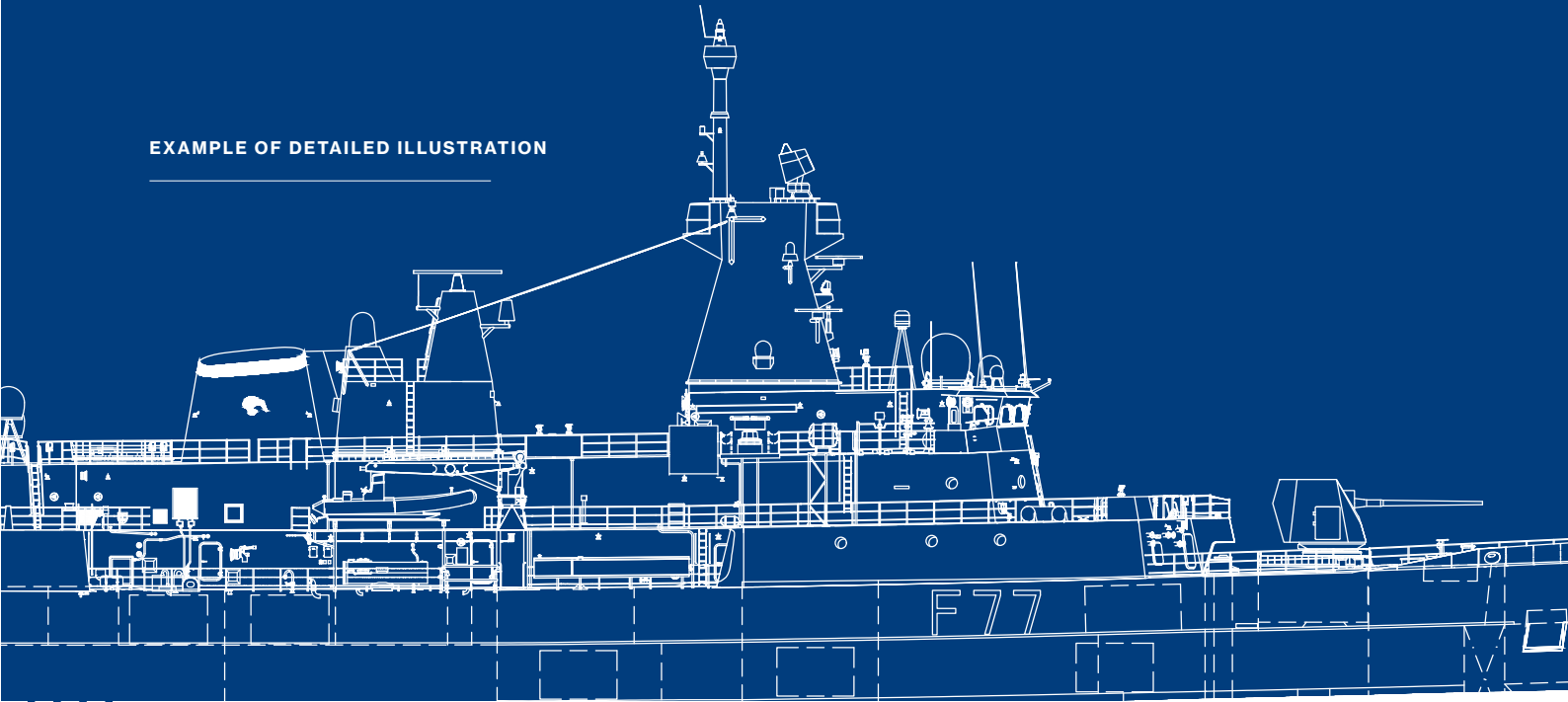


Ngā Pikitia Whakaari Illustrations

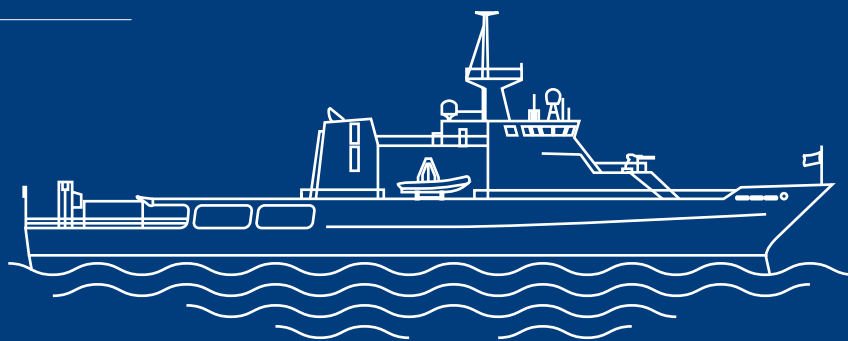
Illustrations can be used to communicate complex or detailed ideas and equipment. Restrict colour use to the Navy colour palette.

Use detailed illustrations at large scale. Use simplified illustrations at small scale or combined together to create a scene.

EXAMPLE OF DETAILED ILLUSTRATION



EXAMPLE OF SIMPLIFIED ILLUSTRATION



He Whakamahinga Application

Examples of how the graphic elements all come together to create a coherent Royal New Zealand Navy brand experience.

TE TAUA MOANA NAVY

HMNZS TEKAHA FRIGATE

LENGTH OVERALL 118m	STANDARD DISPLACEMENT 3,600t	SPEED 27kn	RANGE 6,000nm
MAIN GUN 5 mm 54 calibre fully automatic medium range gun	MISSILES Eight cell MK41 Vertical Launch System	CWIS 20mm Vulcan Phalanx Block 1B Close-in Weapons System	TORPEDOS Two 127mm Mod 6 (Brighton) Mod 5 light weight torpedos

RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982

NAVY TODAY

NAVY ON THE BORDER
CHRISTCHURCH EARTHQUAKE 10th ANNIVERSARY
FIRST MOKO KAUIAE

AOTEAROA PASSES THE FUEL TEST

RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982

AOTEAROA ARRIVES

By Andrew Bonallick
Editor

She arrived a day early, but a day of tantalising, distant glimpses only heightened the excitement of AOTEAROA's majestic approach into Waitemata Harbour.

Around Devonport Naval Base, and within the Devonport community, the day before was almost a competition of who had been able to get a good look at AOTEAROA's profile and details. She anchored near Rangitoto Island after a flawless 15-day run from Ulsan, Korea, and perhaps the prize of first closest look could go to the junior officers of class JOCT 20/01, who diverted a sailing exercise for a close approach. Elsewhere, Flag Lieutenant Maddy Win, driving the Chief of Navy and Warrant Officer of the Navy to Devonport, takes the long route back via Narrow Neck Beach, where AOTEAROA could be viewed.

A delivery crew consisting of Hyundai Heavy Industries personnel and 11 Defence Force personnel were a day away from delivering the Navy's fleet replenishment vessel – and at 173.2m long the largest Navy ship in New Zealand's history.

AOTEAROA is the Navy's Maritime Sustainment Capability vessel, a vastly more complex replacement for HMNZS ENDEAVOUR, decommissioned in 2017. With a 9,500 tonne fuel capacity, AOTEAROA is largely about fuel, but the new ship is a global replenishment platform, capable of carrying 22 shipping containers and designed for humanitarian operations as well as fleet sustainment. She is ice-strengthened with the ability to resupply McMurdo and Scott Bases. COVID-19 had to be factored into her voyage. Two days before departure, Korean health authorities tested her crew, with all testing negative. Her 15-day voyage was direct with no contact. While anchored near Rangitoto, a medical team tested the crew again, with all results coming back negative.



**Ngāti
Tūmatauenga
New Zealand
Army**

Waitohu Matua Primary Logo

The New Zealand Army is a modern, agile, highly adaptive, light combat force that is regarded as world-class. We are from and represent, New Zealand's diversity – with the strong culture of Ngāti Tūmatauenga at our core.

'Ngāti Tūmatauenga' is the official te reo Māori name for the New Zealand Army.



MINIMUM SIZE



CLEARSPACE



DO NOT

To maintain the integrity of the logo do not manipulate it in any way.

Do not flip, skew, rotate, recolour or recreate it.

Do not place the logo on inappropriate backgrounds.

Do not place the logo on products for sale by a commercial company without formal approval.

REVERSED LOGO

NGĀTI TŪMATAUENGA
NZ  **ARMY**

SINGLE COLOUR LOGO (ALSO AVAILABLE IN BLACK)

NGĀTI TŪMATAUENGA
NZ  **ARMY**

Hei Mana mō Aotearoa A Force for New Zealand

A Force for New Zealand is our collective purpose. It reminds us of who we are and what we stand for.

The phrase is trademarked and should be used, when appropriate, together with the Army logo.

It must be placed in a secondary position and size to the Army logo, for example – appearing in the bottom right hand corner of a single page document or on the back cover of a multi-page document.



RECOMMENDED SIZE



50% the size of
the Army logo

MINIMUM CLEARSPACE



DO NOT

- To maintain the integrity of the trademark do not manipulate it in any way.
- Do not flip, skew, rotate, recolour or recreate it.
- Do not place the trademark on inappropriate backgrounds.
- Do not place it on products for sale by a commercial company without formal approval.

Tohu Badge

The New Zealand Army badge is important to the preservation of military tradition and national identity.

It is the official emblem to be used on formal Army documents or items including honours boards, commendation certificates, warrants, contracts, plaques, and uniforms.

DO NOT

Do not manipulate the design in any way.

Do not flip, skew, rotate, recolour or recreate it.

Do not place the trademark on inappropriate backgrounds.

Do not place it on products for sale by a commercial company without formal approval.

Do not use it together with the Army logo or Force for New Zealand trademark.



Ngā Tae Matua Primary Colours

The Army primary colour palette is made up of three main colours – red, black and white.

ARMY RED

PRINT 15 100 100 5

RGB 199 33 39

WEB #c62026

SPOT 1788 C

DARKEST HOUR

PRINT 0 0 0 100

RGB 0 0 0

WEB #000000

SPOT Process Black C

RUAPEHU WHITE

PRINT 0 0 0 0

RGB 255 255 255

WEB #ffffff

SPOT White

Ngā Tae Tuarua

Secondary Colours

The secondary palette is made up of shades of green. These secondary colours provide variation and assist with hierarchy of content.

MOAWHANGO GREEN

PRINT 20 10 30 0
RGB 205 211 184
WEB #cdd2b7
SPOT 7527 C

WAIOURU HILLS

PRINT 0 10 50 40
RGB 169 150 99
WEB #a89662
SPOT 468 C

KAWAKAWA LEAF

PRINT 32 0 100 79
RGB 58 76 0
WEB #3a4b00
SPOT 5747 C

SWAMP GREEN

PRINT 65 0 56 94
RGB 0 38 22
WEB #002516
SPOT 5605 C

Ngā Momotuhi Fonts

For everyday PC usage, substitute with the replacement fonts specified on this page.

HAAS GROTESK TEXT / DISPLAY

Haas Grotesk Display Black

Haas Grotesk Text Roman
Haas Grotesk Text Medium
Haas Grotesk Text Bold
Haas Grotesk Display Black

REPLACEMENT FONT (IF HAAS IS UNAVAILABLE)

Arial Black	Calibri Light (body copy only)
Arial Regular	Calibri Regular (body copy only)
Arial Regular	Calibri Bold (body copy only)

Ngā Momotuhi Fonts

For everyday PC usage, substitute with the replacement fonts specified on this page.

PUBLICO TEXT / BANNER

Publico Banner Black

Publico Text Roman

Publico Text Semibold

Publico Text Bold

Publico Banner Black

REPLACEMENT FONT (IF PUBLICO IS UNAVAILABLE)

Book Antiqua Bold

Book Antiqua Regular

Ngā Whakaahua Photography

Selected imagery should support on-page content, depicting the right tone for the message being communicated. Where possible feature a diverse range of personnel conducting their role with others, working as a team. Personnel should showcase the culture and diversity (gender, age, ethnicity, etc.) of the Army, while avoiding stereotypes.

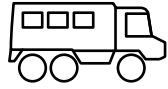
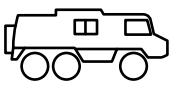
Imagery should be no older than 18 months to ensure that the people, uniforms, equipment, and locations depicted are current and correct.

The copyright of all official photography is vested in the Crown, however the NZDF applies the Creative

Commons Attribution (BY) licence for all imagery (not including organisational logos and badges), with the addition of the Creative Commons Plus (CC+) protocol. This licence lets others distribute, alter, modify and build upon NZDF-owned imagery, even commercially, as long as the NZDF is credited for the original creation.

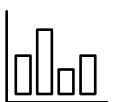
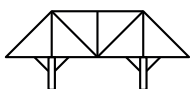
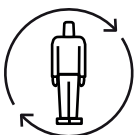
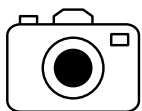
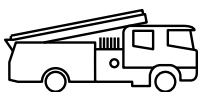
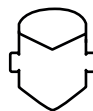
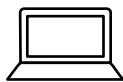
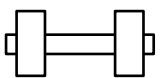
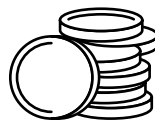
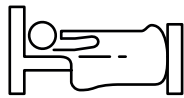
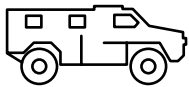
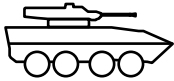
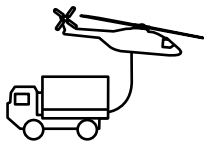
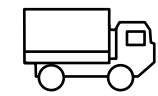






Ngā Ata Icons

Use simple 2D icons to highlight specific information or convey data visually.

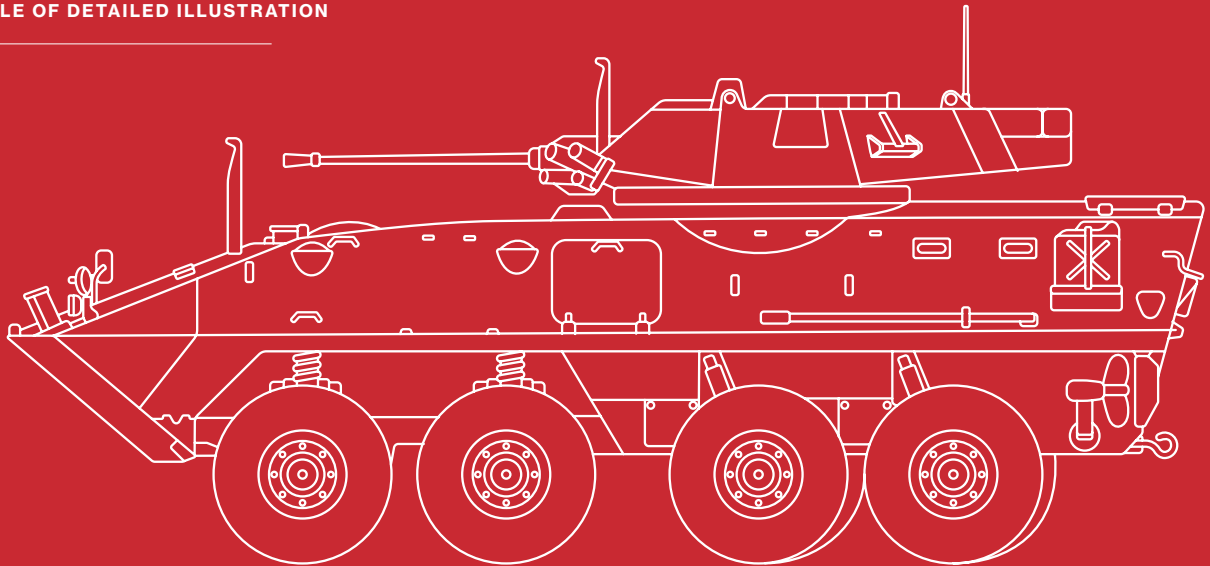


Ngā Pikitia Whakaari Illustrations

Illustrations can be used to communicate complex or detailed ideas and equipment. Restrict colour use to the Army colour palette.

Use detailed illustrations at large scale. Use simplified illustrations at small scale or combined together to create a scene.

EXAMPLE OF DETAILED ILLUSTRATION



EXAMPLE OF SIMPLIFIED ILLUSTRATION



He Whakamahinga Application

Examples of how the graphic elements all come together to create a coherent New Zealand Army brand experience.



Te Tauaarangi

Royal New Zealand Air Force

Waitohu Matua Primary Logo

The kiwi roundel has appeared on Royal New Zealand Air Force aircraft for more than 50 years, with the original design based on the one florin coin (the equivalent of the new 20 cent coin).

'Te Tauaarangi' and its long form name 'Te Tauaarangi o Aotearoa' are the official te reo Māori names for the Royal New Zealand Air Force.



MINIMUM SIZE



CLEARSPACE



DO NOT

To maintain the integrity of the logo do not manipulate it in any way.

Do not flip, skew, rotate, recolour or recreate it.

Do not place the logo on inappropriate backgrounds.

Do not place the logo on products for sale by a commercial company without formal approval.

REVERSED LOGO



SINGLE COLOUR LOGO (ALSO AVAILABLE IN BLACK)



Hei Mana mō Aotearoa A Force for New Zealand

A Force for New Zealand is our collective purpose. It reminds us of who we are and what we stand for.

The phrase is trademarked and should be used, when appropriate, together with the Air Force logo.

It must be placed in a secondary position and size to the Air Force logo, for example – appearing in the bottom right hand corner of a single page document or on the back cover of a multi-page document.



RECOMMENDED SIZE



50% the size of
the Air Force logo

MINIMUM CLEARSPACE



DO NOT

- To maintain the integrity of the trademark do not manipulate it in any way.
- Do not flip, skew, rotate, recolour or recreate it.
- Do not place the trademark on inappropriate backgrounds.
- Do not place it on products for sale by a commercial company without formal approval.

Tohu Badge

The Royal New Zealand Air Force badge is important to the preservation of military tradition and national identity.

It is the official emblem to be used on formal Air Force documents or items including honours boards, commendation certificates, warrants, contracts, plaques, and uniforms.

DO NOT

Do not manipulate the design in any way.

Do not flip, skew, rotate, recolour or recreate it.

Do not place the trademark on inappropriate backgrounds.

Do not place it on products for sale by a commercial company without formal approval.

Do not use it together with the Air Force logo or Force for New Zealand trademark.



Ngā Tae Matua

Primary Colours

The Air Force primary colour palette is made up of three main colours.

AIR FORCE BLUE

PRINT	69 7 0 0
RGB	41 183 234
WEB	#28b6ea
SPOT	299 C

WHENUAPAI BLUE

PRINT	100 65 0 60
RGB	0 42 92
WEB	#00295b
SPOT	289 C

ŌHAKEA GREY

PRINT	0 0 0 10
RGB	232 232 232
WEB	#e8e8e8
SPOT	Process Black C (10%)

Ngā Tae Tuarua

Secondary Colours

The secondary palette provides variation and assists with hierarchy of content.

ROUNDEL RED

PRINT 5 96 76 22
RGB 184 34 52
WEB #b82233
SPOT 187 C

HERCULES GREY

PRINT 35 0 0 55
RGB 85 122 140
WEB #547a8b
SPOT 5425 C

ORION BLUE

PRINT 40 0 5 6
RGB 136 203 233
WEB #88cade
SPOT 7458 C

WOODBOURNE BLUE

PRINT 100 0 0 20
RGB 0 146 200
WEB #0091c8
SPOT 2995 C

Ngā Momotuhi Fonts

For everyday PC usage, substitute with the replacement fonts specified on this page.

HAAS GROTESK TEXT / DISPLAY

Haas Grotesk Display Black

Haas Grotesk Text Roman
Haas Grotesk Text Medium
Haas Grotesk Text Bold
Haas Grotesk Display Black

REPLACEMENT FONT (IF HAAS IS UNAVAILABLE)

Arial Black	Calibri Light (body copy only)
Arial Regular	Calibri Regular (body copy only)
Arial Regular	Calibri Bold (body copy only)

Ngā Momotuhi Fonts

For everyday PC usage, substitute
with the replacement fonts specified
on this page.

PUBLICO TEXT / BANNER

Publico Banner Black

Publico Text Roman

Publico Text Semibold

Publico Text Bold

Publico Banner Black

REPLACEMENT FONT (IF PUBLICO IS UNAVAILABLE)

Book Antiqua Bold

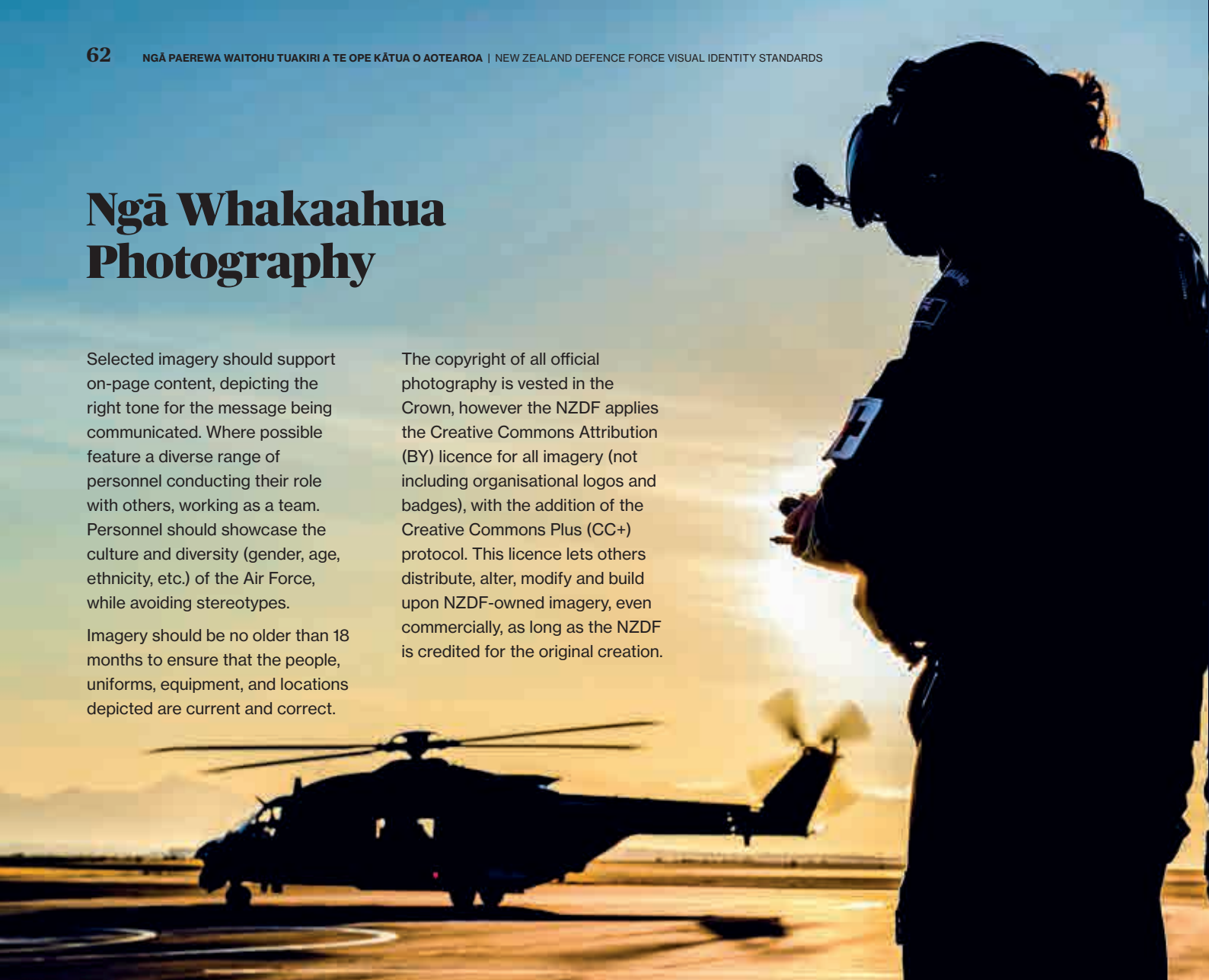
Book Antiqua Regular

Ngā Whakaahua Photography

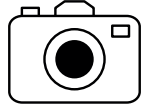
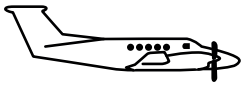
Selected imagery should support on-page content, depicting the right tone for the message being communicated. Where possible feature a diverse range of personnel conducting their role with others, working as a team. Personnel should showcase the culture and diversity (gender, age, ethnicity, etc.) of the Air Force, while avoiding stereotypes.

Imagery should be no older than 18 months to ensure that the people, uniforms, equipment, and locations depicted are current and correct.

The copyright of all official photography is vested in the Crown, however the NZDF applies the Creative Commons Attribution (BY) licence for all imagery (not including organisational logos and badges), with the addition of the Creative Commons Plus (CC+) protocol. This licence lets others distribute, alter, modify and build upon NZDF-owned imagery, even commercially, as long as the NZDF is credited for the original creation.

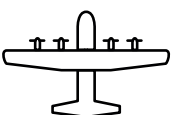
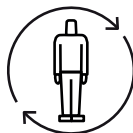
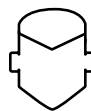
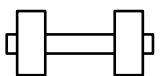
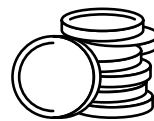
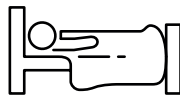






Ngā Ata Icons

Use simple 2D icons to highlight specific information or convey data visually.

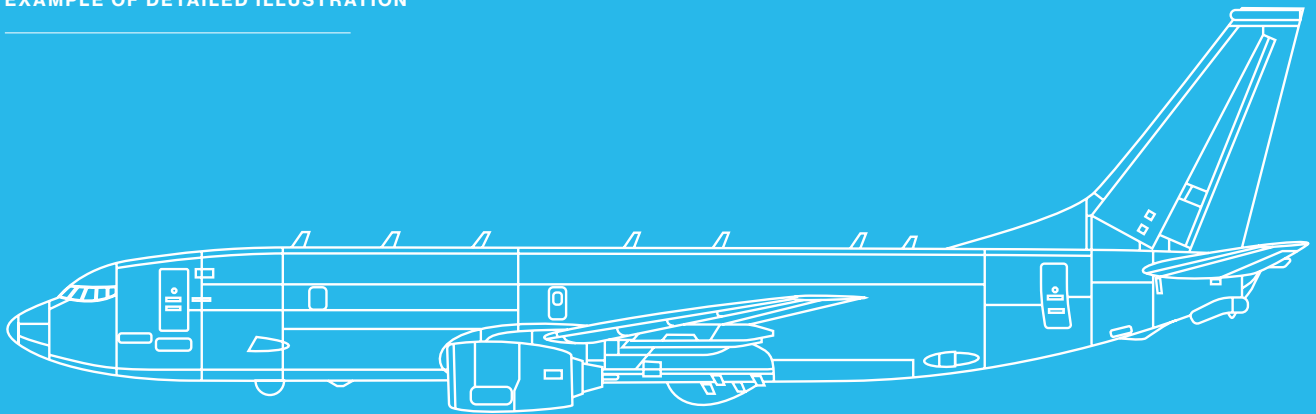


Ngā Pikitia Whakaari Illustrations

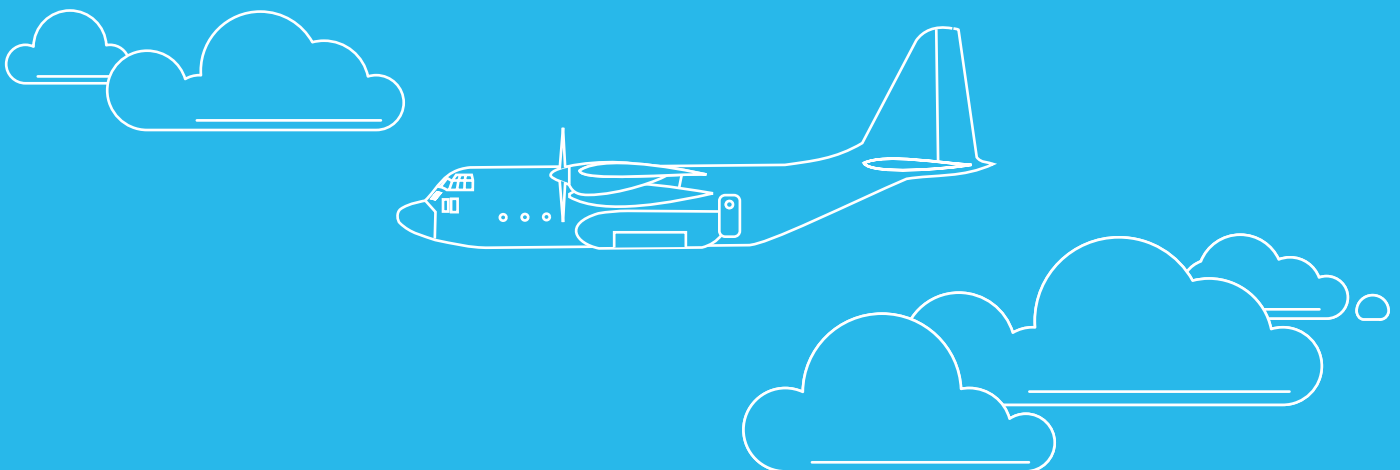
Illustrations can be used to communicate complex or detailed ideas and equipment. Restrict colour use to the Air Force colour palette.

Use detailed illustrations at large scale. Use simplified illustrations at small scale or combined together to create a scene.

EXAMPLE OF DETAILED ILLUSTRATION



EXAMPLE OF SIMPLIFIED ILLUSTRATION



He Whakamahinga Application

Examples of how the graphic elements all come together to create a coherent Royal New Zealand Air Force brand experience.



He Waitohu ā-Ratonga Sub Brands

Units or components of the Air Force should use the Air Force logo in all external communications.

On rare occasions, units or components that have a frequent public or external facing role, can use the

Air Force logo alongside their name in a consistent typeface as specified by Defence Public Affairs.

This approach reinforces the overall brand of the Air Force and shows they are not a stand-alone entity.

Approved exceptions include:

- The Air Force Band
- Kiwi Blue
- The Black Falcons aerobatic team
- The Air Power Development Centre
- School to Skies





**HEI MANA MŌ AOTEAROA
A FORCE FOR NEW ZEALAND**