

NEW ZEALAND DEFENCE FORCE

VISUAL IDENTITY GUIDELINES

Released under the Official Information Act 1982

CONTENTS

NZDF Visual Identity

Logo _____ 05

Our collective purpose _____ 07

Badge _____ 08

Identity hierarchy _____ 09

Kiwi patch _____ 12

Guidelines for wear

Colour _____ 13

Typography _____ 15

Neue Haas Grotesk

Photography _____ 16

Graphic devices _____ 17

NZDF Application

Digital _____ 23

Print _____ 27

Defence Careers _____ 32

Branding elements and

Portfolios, Commands and Units _____ 33

Single Service

Navy _____ 35

Army _____ 51

Air Force _____ 66

A FORCE FOR NEW ZEALAND

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.

We are prepared to respond to whatever our country demands of us. Every hour of every day, 365 days of the year, we are contributing to the defence, security and well-being of Aotearoa/New Zealand. This is a collective effort and together we – Regular Force, Reservists and Civilians – are greater than the sum of our individual parts.

We are a Force for New Zealand.



Released under the Official Information Act 1982

USING THESE GUIDELINES

This guide is here 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 identity's key elements are outlined in these guidelines.

The consistent use of these elements – logo, colours, typography, layout and graphic devices – and the relationship between them ensures NZDF is presented in a professional manner, both internally and externally.

If you have any questions regarding how to use the visual identity or require direction on production of collateral, please get in touch with the Head of Visual Identity and Design, Defence Public Affairs on [s. 9\(2\)\(k\)](#)

The kiwi patch is strong in heritage and meaning. It is the heart of our identity.

The kiwi has been worn by service personnel since WWI on cap badges, medals and more recently on the sleeve of their uniforms while deployed. It is stamped on the side of ships, tanks and aircraft, and become a symbol that everyone in NZDF can identify with.

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

'New Zealand Defence Force' is displayed in both English and Māori text.

Primary Logo



One Colour Black



Minimum Size



The smallest size for reproduction is 35mm wide.

This size is set to ensure that the integrity of the logo is not compromised and that 'Te Ope Kātua O Aotearoa' remains readable.



Clear space requirements

A minimum clear space requirement for the logo applies – it is to be kept clear of text or imagery. The area is determined by the width of the NZDF 'D'. This area is proportional when enlarging or reducing the logo.

Incorrect use

The consistent and correct application of the logo will help to enhance NZDF's visual identity recognition on a national and international stage. Do not change or recreate NZDF's logo.

This includes:

- Altering the colours of the logo
- Substituting a typeface for the wordmark
- Placing the NZDF logo on products for sale by a commercial company without formal approval
- Placing the logo on inappropriate backgrounds
- Altering the proportions of elements within the logo
- Altering the templates or any other printed items in any way

Clear space requirements



Incorrect use



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

It is the statement that describes what drives the NZDF and three Services, and binds us together. It is about our collective effort and that together we are greater than the sum of our individual parts. Together we are a Force for New Zealand.

There are two executions:

- Locked up with the NZDF Kiwi and referred to as the F4NZ logotype
- Type only and referred to as the F4NZ wordmark

The F4NZ wordmark must be used in conjunction with the NZDF logo at all times.

For information on placement on collateral, please refer to the Application section.

No modification of the approved design will be permitted for any purpose.

F4NZ logotype (for use within single Service collateral)



F4NZ wordmark (for use within NZDF collateral)



Incorrect use



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

The badge is the official emblem of the NZDF, receiving the Royal Assent on 21 October 1993.

It is to be used on formal documents or items, for example:

- Honours boards
- Commendation certificates
- Warrants
- Tender documents
- Contracts
- Plaques
- Uniforms

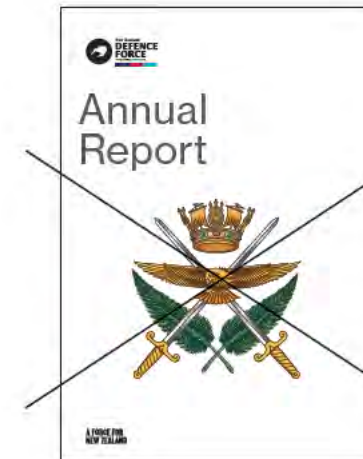
It should never appear together with the NZDF logo.

No modification of the approved design will be permitted for any purpose.

Correct use



Incorrect use



Relationships with other logos

Navy, Army and Air Force

Use the F4NZ logotype within the Service's brand space. The F4NZ logotype must appear on all internal and external Service collateral and online content.

Portfolios, Commands and Units

Unit and trade patches are part of the heritage of the NZDF, traditionally worn by personnel on the sleeves of their uniforms.

They should not be used as a logo in any form of internal or external communication. This will help to simplify and consolidate the NZDF brand experience.

Portfolios, Commands and Units use their name in plain text alongside the NZDF logo as shown.

For information on placement on collateral, please refer to the Application section.

NZDF and F4NZ lockup



**A FORCE FOR
NEW ZEALAND**

Use the F4NZ wordmark when the NZDF logo is being used. This underpins the authority of the NZDF logo and avoids repetition of the Kiwi.

Service and F4NZ lockup



**A FORCE FOR
NEW ZEALAND**



**A FORCE FOR
NEW ZEALAND**



**A FORCE FOR
NEW ZEALAND**

Use the F4NZ logotype when the NZDF logo is not being used.

NZDF and Portfolio / Command / Unit treatment



**Headquarters
Joint Forces NZ**

Use the Portfolio/Command/Unit name in plain text together with the NZDF logo.

Relationships with other logos

All external NZDF collateral is required to use the 'New Zealand Government' logo. It is a supportive logo to the NZDF logo and F4NZ wordmark. To ensure a clear visual hierarchy is apparent it should appear separately to these key elements i.e. inside cover or back cover of documents/magazines, and at the footer of websites.

New Zealand Government

Please refer to www.ssc.govt.nz/govt-brand for minimum size requirements.

For information on placement on collateral, please refer to the Application section.

When NZDF joins with other New Zealand government agencies and businesses to publish collateral, the hierarchy is as shown.

NZDF as the lead agency



Establishing the lead agency is vital, they will take centre stage. If NZDF is the lead agency, all other logos will be given a secondary position and size to the NZDF logo.

Supporting role initiative



If NZDF is a supporting agency, then the NZDF logo will be used in support – given a secondary position and smaller in size.

Joint government organisation initiative



In these instances, these logos will have equal placement and weighting.

Relationships with other logos

NZDF has been awarded a YWCA Equal Pay Best Practice Compact for 2017-2018.

This logo can be used in internal and external NZDF communication, when appropriate, until the end of November 2018.

It is a supportive logo to the NZDF logo and F4NZ wordmark. To ensure a clear visual hierarchy is apparent it should appear separately to these key elements including in the footer or on the back cover of documents.

YWCA Equal Pay Best Practice Compact



Released under the Official Information Act 1982

The kiwi patch

The kiwi has been worn by service personnel since WWI on cap badges, medals and more recently as a patch on the sleeve of their uniforms while deployed.

The kiwi patch is an identifier used to symbolise the people and the country we serve.

Primary kiwi patch

The primary design is to be worn within New Zealand and on deployment. This design comes with both velcro and no velcro on the back.

Temporary option

Alongside the primary kiwi patch, there is a temporary option for deployment.

This option includes the words 'New Zealand' and only comes with a velcro back.

This option is included to support transitional acceptance of the kiwi during 2018-2019, as awareness of the symbol is built internally and internationally through the identity roll out programme.

Final review

These options will be reviewed in 2019.

Primary kiwi patch

Black and white version
with / without velcro



Subdued version
with / without velcro



Subdued version
with velcro



Temporary option to support transitional acceptance of the kiwi

Correct use



The kiwi patch should always be worn by Service personnel on their left sleeve, underneath the New Zealand flag while in working dress (GWD, MCU, GPU). Except when international law directs otherwise i.e Red Cross.

It can be worn by personnel both at home and while on deployment, or as directed.

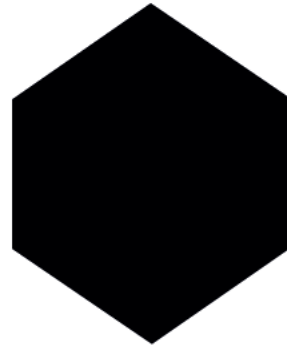
The kiwi patch should take precedent on the left sleeve over unit or trade badges.

Bold and bright

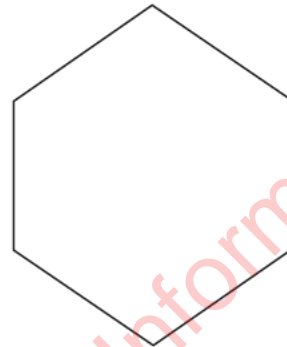
The NZDF primary colour palette is made up of three main colours. They are high contrast with an emphasis on black and white.

The secondary palette is made up of three colours representing the three Services.

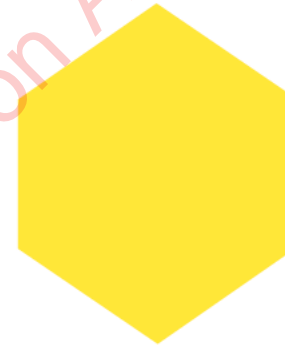
Primary palette



cmyk 0 0 0 100
rgb 35 31 32
pantone Process Black



cmyk 0 0 0 0
rgb 255 255 255
pantone White



cmyk 0 6 87 0
rgb 255 228 0
pantone 115 C

Secondary palette



cmyk 100 72 0 32
rgb 0 62 126
pantone 281 C



cmyk 0 100 63 10
rgb 211 17 69
pantone 200 C



cmyk 69 7 0 0
rgb 19 181 234
pantone 298 C



Colour tints

Acceptable use of the primary and secondary NZDF colour palettes.

Using Colour Tints



It is acceptable to tint any of these colours

Incorrect Use



Do not tint any other accent or supplementary swatches without consulting Defence Public Affairs first.

Strong and agile

The primary font Neue Haas Grotesk is modern, legible and has strength and weight in its characters.

Applying this typographic styling consistently will reinforce recognition of NZDF's visual identity.

For everyday PC usage, substitute body copy with Calibri and bold headings with Arial Black. No other fonts are acceptable.

Tradition and heritage

The secondary font is Publico, used sparingly for supporting typographical elements, i.e. graphs, pull-quotes and captions.

For everyday PC usage, substitute with Book Antiqua. No other fonts are acceptable.

Primary typeface

Neue Haas
Grotesk

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$(%)/&
Neue Haas Grotesk

Primary typeface

Publico

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$(%)/&
Publico

Photography

When choosing imagery consider the purpose of the communication, the intended audience and how and where the images will be used.

Understand the story you are telling – the narrative should relate to what is being communicated and the intended audience. However, the narrative should also relate to what we want to communicate about our organisation as a whole. Photos should depict our latest tools and equipment, being used in a safe manner.

Ultimately the NZDF is centred around people – who we are as Kiwis.

Photos should emphasise the amazing individuals who make up our organisation, while showcasing how the NZDF is representative of a diverse New Zealand society. This provides an authentic experience in a way that allows the viewer to identify with a real person and strengthens what is being communicated through illustration of who we are and what we stand for.

Image Format and Usage

It is important to know how the photos will be used. How will people see them? In an advertisement? In a brochure? For a website? Will there be text used with the image and where will its placement be? Does the format require a vertical or horizontal composition?

Technical Standards

All photos used should adhere to the technical aspects as described in the Defence Public Affairs Imagery Standards guidelines. They should be of high technical quality – in focus, and well exposed and composed.

Camera Angle

The majority of NZDF imagery is taken from eye-level. Doing so adds a sense of believability or 'eye-witness' perspective. However, when appropriate, photos taken from high and low angles can be used to add impact and drama.

Style

NZDF imagery is predominately of a documentary or editorial style. Sailors, soldiers, airmen and civilian staff are photographed in their authentic surroundings, expressing natural moments. Images should capture an authentic point in time, showing individuals immersed in their natural way of working. Avoid using photos where subjects look staged, or are looking directly into the camera for this type of authentic imagery.

Environmental portraits should be used when the content relates directly to an individual or team. Selected photos should reflect the service person or civilian staff member in relation to their environment or role. For such portraits it is acceptable for the subject to be looking at the camera.



Icon style and use

Illustrative icons add interest and can be a simple method for highlighting specific information within the page hierarchy.

Where to use illustrative icons:

- In support of key figures or statements.
- Illustrative icons can visually aid the communication of messaging and data, particularly in instances of reports and lengthy documents.

Icons for larger use



Icons for smaller use

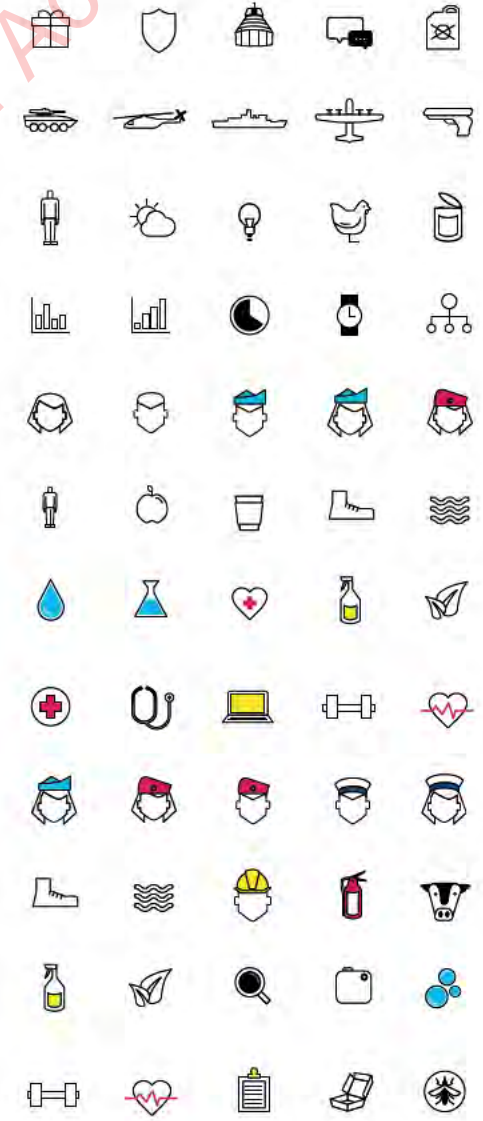
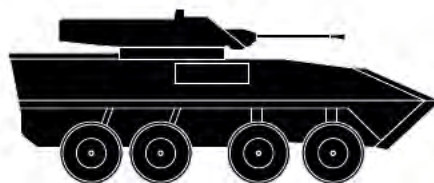
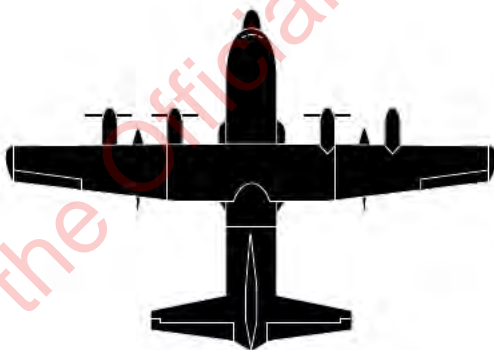


Illustration style and use

Technical illustration

An important tool for communicating complex or detailed ideas and equipment.

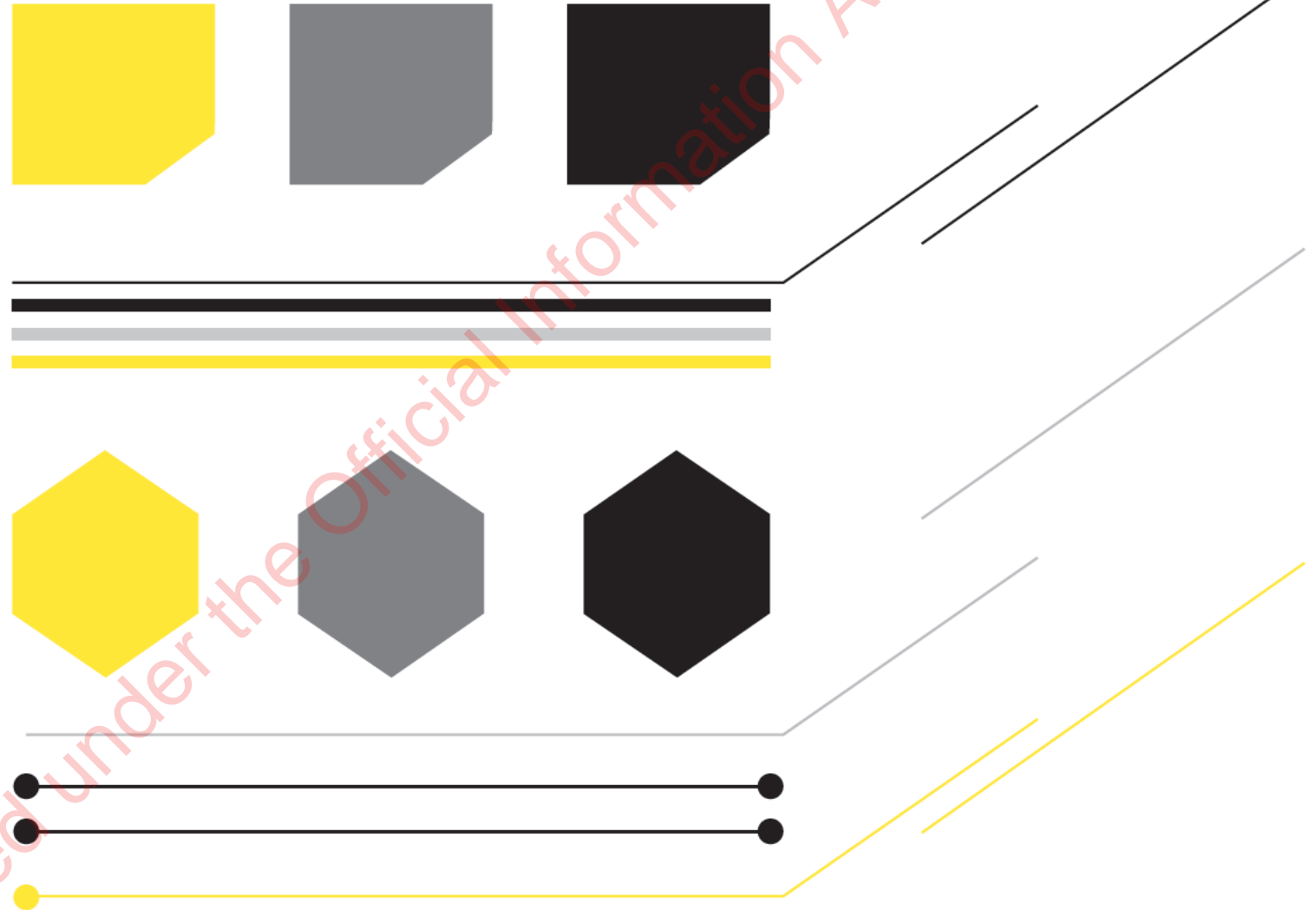
Restrict colour use to the NZDF colour palette.



Elements

Solid shapes and lines are used to create a technical, modern feel. These elements can be used across NZDF collateral.

For information on placement on collateral, please refer to the Application section.



Patterns

Patterns provide another layer to the NZDF visual identity system.

The top pattern represents the Services, personnel and 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.

The bottom patterns can be used to create a technical, modern feel.



Released under the Official Information Act 1982

Kowhaiwhai pattern

The NZDF kowhaiwhai 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 also incorporates Tumatauenga (Guardian of War) and Rongo (Guardian of Peace) to denote balance. Together they depict NZDF's role both on the battlefield and in the peace keeping arena. Both roles are equally important and NZDF is a valuable contributor to both.

Do not alter or change the design.

Do not rotate or vertically flip the design.

Do not crop any part of the design.

Please seek permission from the Head of Visual Identity and Design, Defence Public Affairs if you wish to use this kowhaiwhai.

Pattern work components

ARMY Mango pare (hammerhead shark) pattern used to depict the head and forearms of the mokomoko or lizard, renowned for its stealth and effectiveness as a land based hunter.

NAVY Also uses the mango pare pattern but the sharper, sleeker version known as mango tipi or pointer shark renowned for strength and resilience. It rides upon the crest of a koru pattern signifying the sea.

AIR FORCE Two small mango pare patterns approaching from both sides to represent the all encompassing embrace of the winds of Tāwhiri Mātea, the guardian of nature's airborne elements.

Fill Components

ARMY Blades patterned in "Niho Taniwha" – teeth of the beast

NAVY Blades patterned in "Pākura" – footprints of the native swamp hen.

AIR FORCE A blade patterned with a simple "manu huruhuru" – bird feather to denote a connection with flight.

TUMATAUENGA (Guardian of War) sits upright and **RONGO** (Guardian of Peace) sits inverted to denote balance. Together they depict NZDF's role both on the battlefield and in the peace keeping arena. Both roles are equally important and NZDF is a valuable contributor to both.

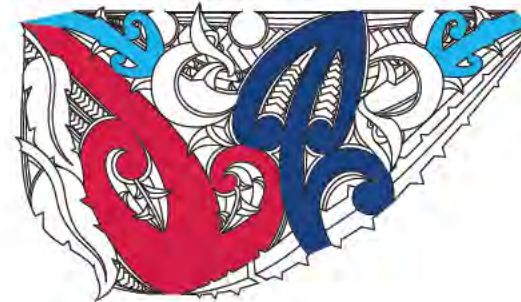
NZDF CIVILIAN SECTOR – Te Ope Hāpai Ō o Te Ope Kātua "Taratarā-a-Kae" represents 'plenty' (usually of food but also of any of the necessities of life). Here it represents the support of the civilian sector of Defence and the contribution it provides to NZDF's outputs.

The remainder of the fill is comprised of a mixture of Pākura, Niho Taniwha and Manu Huruhuru.

Note: the colours used here are for illustrative purposes only



Pattern work components



Fill components



APPLICATION

Together, the individual components form a flexible brand system that creates a cohesive brand statement. Enclosed here are specific applications and illustrative examples of:

Digital

Print



Defence Careers

Portfolios, Commands and Units

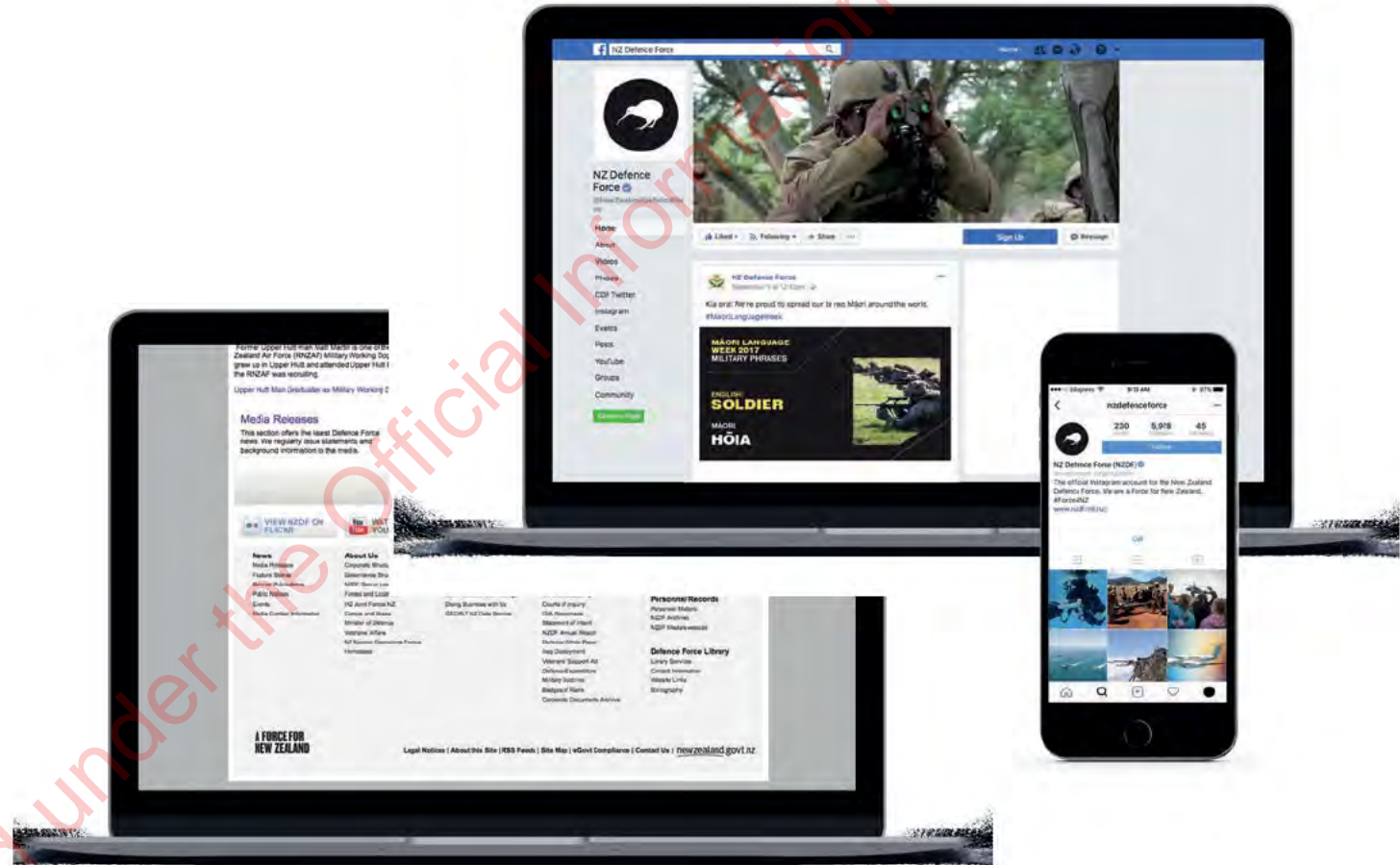
Social media

Social media forms an important part of how the NZDF and three Services communicate our story to our people, our partners and the New Zealand public.

This activity is key to supporting and protecting the NZDF identity.

Any creation of social media channels or campaigns, must be approved by Defence Public Affairs before launch and must conform to these identity guidelines and any associated guidance provided by Defence Public Affairs.

For further information please contact the Defence Public Affairs Social Media Team: socialmedia@nzdf.mil.nz



Videography

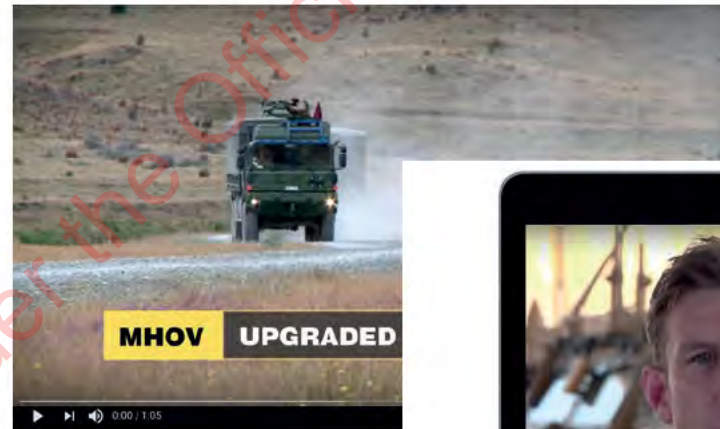
Title and end screens within videos, along with any graphics, text, or illustrations that may appear should adhere to these NZDF identity guidelines.

Examples shown illustrate heading and text treatment.

Copyright information

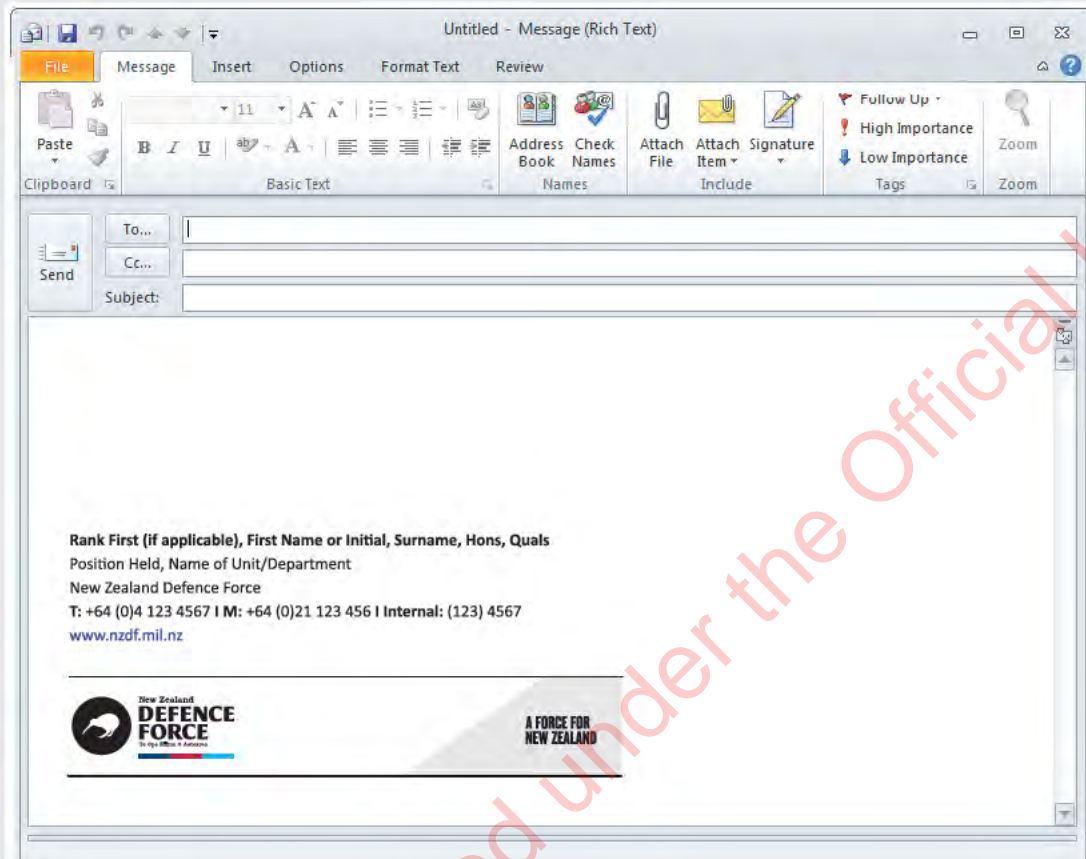
All video imagery created and produced by the New Zealand Defence Force is, unless otherwise indicated, protected by Crown copyright. Crown copyright is legally defined under section 26 of the Copyright Act 1994.

In order to use Crown copyright protected video material managed by the New Zealand Defence Force a license must be obtained. This does not apply for any use as permitted under the Copyright Act 1994 (for example, "fair dealing" for the purposes of reporting news under section 176 of the Copyright Act).



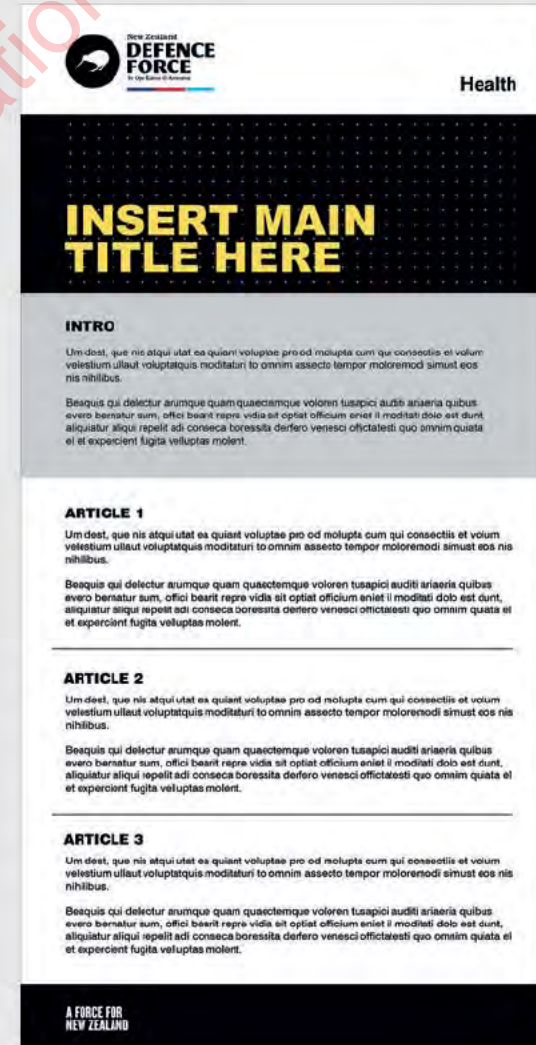
Email Signature

Guidelines for setting up your email signature are available on Defence Public Affairs intranet site under 'DPA Toolbox'



Email Newsletter

Templates, including an email newsletter template, are available on Defence Public Affairs intranet site under 'DPA Toolbox'



Powerpoint Presentation

Templates, including NZDF PPT templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'. These templates are provided in both wide screen and standard formats. The templates also include security classifications – please select the appropriate classification.



Letterhead and Business Cards

Templates, including the official NZDF letterhead template, are available on Defence Public Affairs intranet site under 'DPA Toolbox'

Business cards should be ordered through SRM using the official templates provided. All NZDF Portfolios, Commands and Units are to use the NZDF standard business card option. Single Services each have their own design with accompanying F4NZ branding.

New Zealand DEFENCE FORCE
Te Kaitiaki Take Kōwhiri

Logistics Command
Defence House
P. Private Bag 10907
Wellington 1045, New Zealand

T +64 (0)4 496 0900
F +64 (0)4 496 0889
E hr@mail.mil.nz
www.nzdf.mil.nz

Address: _____
Address Position: _____
Company Name: _____
Locality: _____
Country: _____

Enter a Reference:
Pick a date:

Defence letters are to be used for written correspondence to organisations and agencies outside the NZDF. There are two types of Defence letters.

- To correspond with other government departments and foreign militaries, use a letter without a salutation and complimentary closure.
- To correspond with civilian organisations, members of the public and foreign governments, use a letter with a salutation and complimentary closure. Choices for the complimentary closure are 'Yours faithfully' or 'Yours sincerely'.

Enter Initials Enter Last Name
Full Rank Name
Full Appointment Name

A FORCE FOR NEW ZEALAND

New Zealand DEFENCE FORCE
Te Kaitiaki Take Kōwhiri

Rank Firstname T. Surname, Hons, Qual

Position Title
Unit Name
T +64 (0)4 496 1234
M +64 (0)21 123 4567
E firstname.surname@nzdf.mil.nz

Freyberg Building
20 Astken Street
Private Bag 30997
Wellington 6011
New Zealand
www.nzdf.mil.nz

A FORCE FOR NEW ZEALAND

NAVY
TE TAUA HIRAKA O AOTEAROA

Rank Firstname T. Surname, Hons, Qual

Position Title
Unit Name
T +64 (0)4 496 1234
M +64 (0)21 123 4567
E firstname.surname@nzdf.mil.nz

Devonport Naval Base
Queens Parade
Private Bag 32801
Auckland 0622
New Zealand
www.navy.mil.nz

A FORCE FOR NEW ZEALAND

NZ ARMY
HE Kaitiaki Take Kōwhiri

Rank Firstname T. Surname, Hons, Qual

Position Title
Unit Name
T +64 (0)4 496 1234
M +64 (0)21 123 4567
E firstname.surname@nzdf.mil.nz

Trenham Military Camp
Messines Avenue
Private Hut 905
Upper Hut 5140
New Zealand
www.army.mil.nz

A FORCE FOR NEW ZEALAND

AIR FORCE
TE TAUA HIRAKA O AOTEAROA

Rank Firstname T. Surname, Hons, Qual

Position Title
Unit Name
T +64 (0)4 496 1234
M +64 (0)21 123 4567
E firstname.surname@nzdf.mil.nz

RNZAF Base Auckland
Tamatea Avenue
Private Bag Whenuapai
Auckland 0618
New Zealand
www.airforce.mil.nz

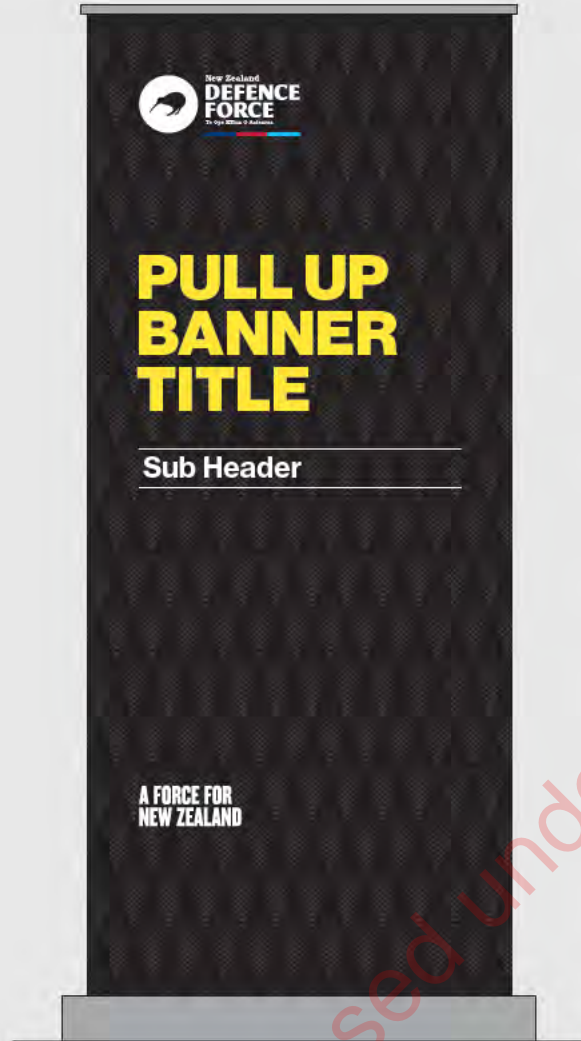
A FORCE FOR NEW ZEALAND

Poster

Templates, including poster templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'. The posters shown here are examples of internal communication from NZDF units. Portfolio, Command or Unit badges should not be used as logos, refer to guidance on page 9 of this guide. The templates include fields for the author and issue / expiry dates – please ensure these are completed.

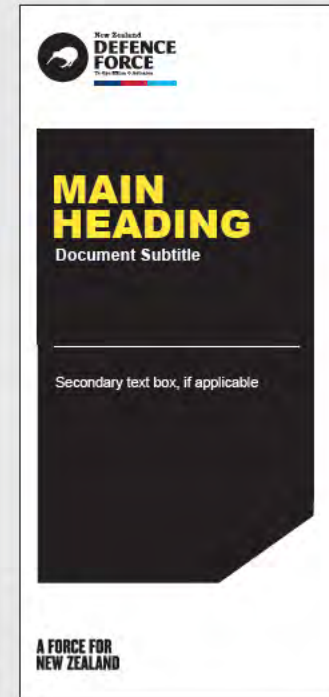
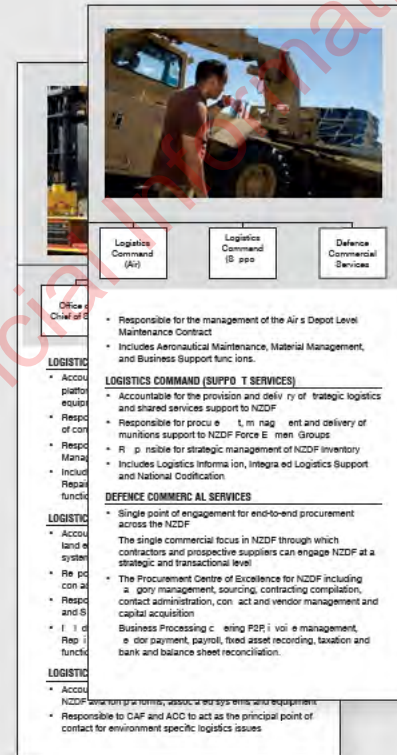


Pull Up Banner



Brochure

Templates, including brochure templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.




Invite

Templates, including formal and informal invitation templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.

Factsheet

Templates, including factsheet templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.




**You are invited to the New Zealand Defence Force
(insert event heading and message here.)
We recommend to keep it within three lines.**

When: 0.00am, Thursday XX XXXXXXXXXX 2017

Where: insert location

Dress: Lounge suit and tie

RSVP: to First name Last name(XXXXX@nzdf.mil.nz) by (Day Month Date Year) XXXX 2017




**You are invited to New Zealand Defence Force
(insert event heading and message here.)
We recommend to keep it within three lines.**

When: 0.00am, Thursday XX XXXXXXXXXX 2017

Where: insert location

Dress: Lounge suit and tie

RSVP: to First name Last name(XXXXX@nzdf.mil.nz) by (Day Month Date Year) XXXX 2017







HMNZS HAWEA

Deployment To Fiji

- The New Zealand Defence Force (NZDF) has sent a Royal New Zealand Navy Inshore Patrol Vessel – HMNZS HAWEA – to Fiji to help patrol its territorial waters and Exclusive Economic Zone over the next six months.
- HMNZS HAWEA's deployment to Fiji marks the first time that a RNZN Inshore Patrol Vessel (IPV) is deployed to the South Pacific.
- The fisheries patrol aims to support effective fisheries management and contribute to a wider multinational approach to enhance maritime surveillance in the Southwest Pacific.
- Fijian military, Fisheries, and Customs personnel are regularly embarked on HMNZS HAWEA, with up to five personnel on board at any time. Their roles are varied, and include conducting boarding operations and working in some of the ship's technical areas. Many of these officers are showing significant progress in their technical skills, leadership, and ability to plan. The involvement of New Zealand Ministry for Primary Industries staff in patrols has had positive benefits both to training and role modeling the high level of interagency liaison.

The ship, her role and capabilities

- HMNZS HAWEA is one of the Royal New Zealand Navy's Lakerclass IPVs.
- The IPVs' primary mission is to ensure the security and prosperity of New Zealanders by undertaking maritime security tasks, surveillance, boarding operations and response to search and rescue callsouts.
- The IPVs have fully automated control and navigation systems, powerful engines, and modern communications and surveillance systems. Using their two rigid hull inflatable boats (RHIBs), the IPVs can undertake boarding operations and surveillance, and transport personnel. The ships are highly manoeuvrable and capable of speeds of up to 25 knots (46 kilometres per hour).
- The ships regularly support the operations of other government agencies. They have a complement of 24 naval personnel and four Government agency officers. They can host additional personnel onboard for general naval training or their duties.
- Commanding Officer: Lieutenant Dave Luhrs, RNZN

PATROLS X 4

BOARDINGS X 172

INFRINGEMENTS X 34
(including 3 serious infringements)



Reports

Templates, including report templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.



Defence Careers

Defence Careers is one of the most visible parts of the New Zealand Defence Force.

Branding should be aligned and consistent with these identity guidelines to ensure a cohesive brand experience in order to engage potential recruits and increase public perception.

Defence Careers branding elements

NZDF logo



F4NZ wordmark

A FORCE FOR
NEW ZEALAND

Tri-Service medal bars

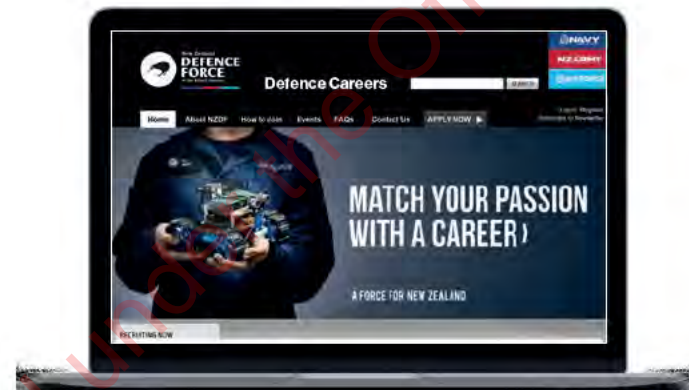


Defence Careers uses the NZDF logo, the F4NZ wordmark and the tri-Service medal bars.

The words 'Defence Careers' can be used in plain text (Neue Haas Grotesk Bold) title case. There is no fixed lockup with the NZDF logo, this is flexible to allow for the appropriate placement given the specific context/environment.

Examples of application

Website header



Campaign poster



When Defence Careers campaign collateral is single-Service specific the tri-Service medal bars can be broken apart, and the single-Service logo used separately, as illustrated in the example on the left.

The F4NZ logotype should be used in conjunction with the single-Service logo in this situation.

When the NZDF logo and tri-Service medal bars are used together, the F4NZ wordmark should be used.

Please refer to pages 7 and 9 of this document for more information on the use of the F4NZ wordmark and F4NZ logotype.

Portfolios, Commands and Units

Unit and trade patches are part of the heritage of the NZDF, traditionally worn by personnel on the sleeves of their uniforms. They should be retained for this specific purpose.

Unit and trade patches should not be used as a logo in any form of internal or external communication. This will help to simplify and consolidate the NZDF brand experience.

For internal communication Portfolios, Commands and Units use their name in plain text alongside the NZDF logo as shown.

For external communication please use NZDF approved templates from the resources section within the Defence Public Affairs intranet site.

For information on placement on collateral, please refer to the following page and examples used throughout the Application section of this document.

NZDF and Portfolio / Command / Unit treatment examples - for internal use only



**Headquarters
Joint Forces NZ**



**Defence
Health**



**CIS
Branch**

Use the Portfolio/Command/Unit name in plain text (Neue Haas Grotesk Bold) title case, together with the NZDF logo.

If you don't have access to Neue Haas Grotesk, the substitute font is Arial Bold.

There is no fixed lockup with the NZDF logo, this is left flexible to allow for the appropriate placement given the specific context/environment.

Portfolios, Commands and Units

Examples of internal and external communication, utilising NZDF approved templates from the resources section within the Defence Public Affairs intranet site, are shown on the right.

Programmes and projects

Programmes and projects should not create new logos.

The official NZDF logo should be used alongside the name of the programme or project in plain text.

For more information please contact the Head of Identity and Design, Defence Public Affairs on 04 496 0297.

Application examples



THE ROYAL NEW ZEALAND NAVY

VISUAL IDENTITY GUIDELINES

NAVY IDENTITY GUIDELINES

This section is here to help you communicate the Royal New Zealand Navy's visual identity effectively and consistently.

Visual identity refers to the way graphic elements visually represent the Navy. The identity's key elements are outlined in these guidelines.

The consistent use of these elements – logo, colours, typography, layout and graphic devices – and the relationship between them ensures the Navy is presented in a professional manner, both internally and externally.

If you have any questions regarding how to use the visual identity or require direction on production of collateral, please get in touch with the Head of Visual Identity and Design, Defence Public Affairs on [s. 9\(2\)\(k\)](#)



Navy Identity Guidelines

The logo consists of two elements:

- A. The Naval symbol
- B. The wordmark

The position and proportions of these two elements are fixed and not to be altered in any way. The logo should not be rotated or stretched.

The logo is supplied in two different lock-ups:

1. Primary logo

Logo elements are set in a wide format consistent with the Defence Force family of brands. This lock-up solution best accommodates the “Te Taua Moana O Aotearoa” brand tagline which is also fixed and should not be altered, resized or repositioned.

2. Vertical logo

Logo elements are centred and stacked. Ideal for applications where the wordmark is easily legible and the detail in the crest can be celebrated.

Primary Logo



One Colour Black



Vertical Logo



Clear space requirements

A minimum clear space requirement for the logo applies – it is to be kept clear of text or imagery. The area is determined by the stroke width of the Navy 'Y'. This area is proportional when enlarging or reducing the logo.

Incorrect use

The consistent and correct application of the logo will help to enhance Navy's visual identity recognition on a national and international stage. Do not change or recreate Navy's logo.

This includes:

- Altering the colours of the logo
- Substituting a typeface for the wordmark
- Placing the Navy logo on products for sale by a commercial company without formal approval
- Placing the logo on inappropriate backgrounds
- Altering the proportions or relationship of the wordmark to the Naval symbol
- Altering the templates or any other printed items in any way

Clear space requirements



Minimum size requirements

Do not reduce the logo badge below the overall width of 12mm. Smaller than this will jeopardise the legibility and may compromise the reproduction of the logo.



Incorrect use



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. It is the statement that describes what drives the NZDF and three Services and binds us together. It is about our collective effort and that together we are greater than the sum of our individual parts. Together we are a Force for New Zealand.

The F4NZ logotype must appear on Navy printed and digital communication at all times.

For information on placement on collateral, please refer to the Application section.

No modification of the approved design will be permitted for any purpose.

F4NZ logotype *(for use within single Service collateral)*



Navy and F4NZ lockup



The F4NZ logotype should always be given a secondary position and size to the Navy logo.

Relationships with other logos

All external NZDF collateral is required to use the 'New Zealand Government' logo. It is a supportive logo to the Navy logo and F4NZ logotype. To ensure a clear visual hierarchy is apparent it should appear separately to these key elements i.e. inside cover or back cover of documents/magazines and at the footer of websites.

New Zealand Government

Please refer to www.ssc.govt.nz/govt-brand for minimum size requirements.

For information on placement on collateral, please refer to the Application section.

When Navy joins with other New Zealand government agencies and businesses to publish collateral, the hierarchy is as shown.

Navy as the lead agency



Establishing the lead agency is vital, they will take centre stage. If Navy is the lead agency, all other logos will be given a secondary position and size to the Navy logo.

Supporting role initiative



If Navy is a supporting agency, then the Navy logo will be used in support – given a secondary position and smaller in size.

Joint government/organisation initiative



In these instances, these logos will have equal placement and weighting.

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

The Royal New Zealand Navy badge continues to be used on more 'formal occasions'. The occasions are formal documents (or items) that include the examples listed below. By definition, a formal document is legal or binding, or required to identify a person or to clarify their level of achievement.

It is to be used on formal documents or items, for example:

- Honours boards
- Commendation certificates
- Warrants
- Tender documents
- Contracts
- Plaques
- Uniforms

It should never appear together with the Navy logo unless in exceptional circumstances at the discretion of the Chief of Navy.

No modification of the approved design will be permitted for any purpose.

Correct use



Incorrect use



Primary colours

The Navy primary colour palette is made up of three main colours. They reference the sea and tradition. White is included to ensure a lightness and cleanliness within communications.

Secondary colours

The secondary palette is made up of epaulet yellow, ship grey and black.

These secondary colours provide variation and assist with layering/ navigating content.

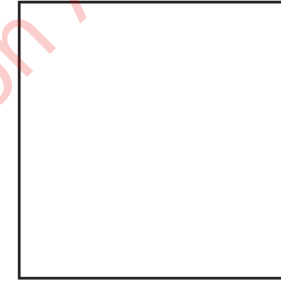
Primary palette



cmyk 100 75 0 50
rgb 0 51 102
pantone 281 C



cmyk 100 13 1 2
rgb 0 133 202
pantone Process Blue C



cmyk 0 0 0 0
rgb 255 255 255
pantone White

Secondary palette



cmyk 0 20 80 0
rgb 255 204 51
pantone 7405 C



cmyk 0 0 0 30
rgb 204 204 204
pantone Cool Grey 4 C



cmyk 0 0 0 100
rgb 0 0 0
pantone Process Black C



Special Colours

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

Admiral Green

The green represents the ocean of Tangaroa, the guardian of the oceans. It is also in keeping with naval tradition, that only the Chief of Navy is permitted to write in green ink.

Fleet & Support Command Red

The use of red for the Deputy Chief of Navy and Maritime Component Commander is in keeping with naval tradition, only the Deputy Chief of Navy and the Maritime Component Commander are permitted to write in red ink.

Special Colours



cmyk 100 16 56 5
rgb 0 143 132
pantone 3282 C



cmyk 20 100 95 12
rgb 180 31 40
pantone 7621 C

Strong and agile

The primary font Neue Haas Grotesk is modern, legible and has strength and weight in its characters.

Applying this typographic styling consistently will reinforce recognition of Navy's visual identity.

For everyday PC usage, substitute body copy with Calibri and bold headings with Arial Black. No other fonts are acceptable.

Tradition and heritage

The secondary font is Publico, used sparingly for supporting typographical elements, i.e. graphs, pull-quotes and captions.

For everyday PC usage, substitute with Book Antiqua. No other fonts are acceptable.

Primary typeface

Neue Haas
Grotesk

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$(%)/&
Neue Haas Grotesk

Primary typeface

Publico

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$(%)/&
Publico

Photography

When choosing imagery consider the purpose of the communication, the intended audience and how and where the images will be used.

Understand the story you are telling – the narrative should relate to what is being communicated and the intended audience. However, the narrative should also relate to what we want to communicate about our organisation as a whole. Photos should depict our latest tools and equipment, being used in a safe manner.

Ultimately the Navy is centred around people – who we are as Kiwis.

Photos should emphasise the amazing individuals who make up our organisation, while showcasing how the Navy is representative of a diverse New Zealand society. This provides an authentic experience in a way that allows the viewer to identify with a real person and strengthens what is being communicated through illustration of who we are and what we stand for.

Image Format and Usage

It is important to know how the photos will be used. How will people see them? In an advertisement? In a brochure? For a website? Will there be text used with the image and where will its placement be? Does the format require a vertical or horizontal composition?

Technical Standards

All photos used should adhere to the technical aspects as described in the Defence Public Affairs Imagery Standards guidelines. They should be of high technical quality – in focus, and well exposed and composed.

Camera Angle

The majority of NZDF imagery is taken from eye-level. Doing so adds a sense of believability or 'eye-witness' perspective. However, when appropriate, photos taken from high and low angles can be used to add impact and drama.

Style

NZDF imagery is predominately of a documentary or editorial style. Sailors, soldiers, airmen and civilian staff are photographed in their authentic surroundings, expressing natural moments. Images should capture an authentic point in time, showing individuals immersed in their natural way of working. Avoid using photos where subjects look staged, or are looking directly into the camera for this type of authentic imagery.

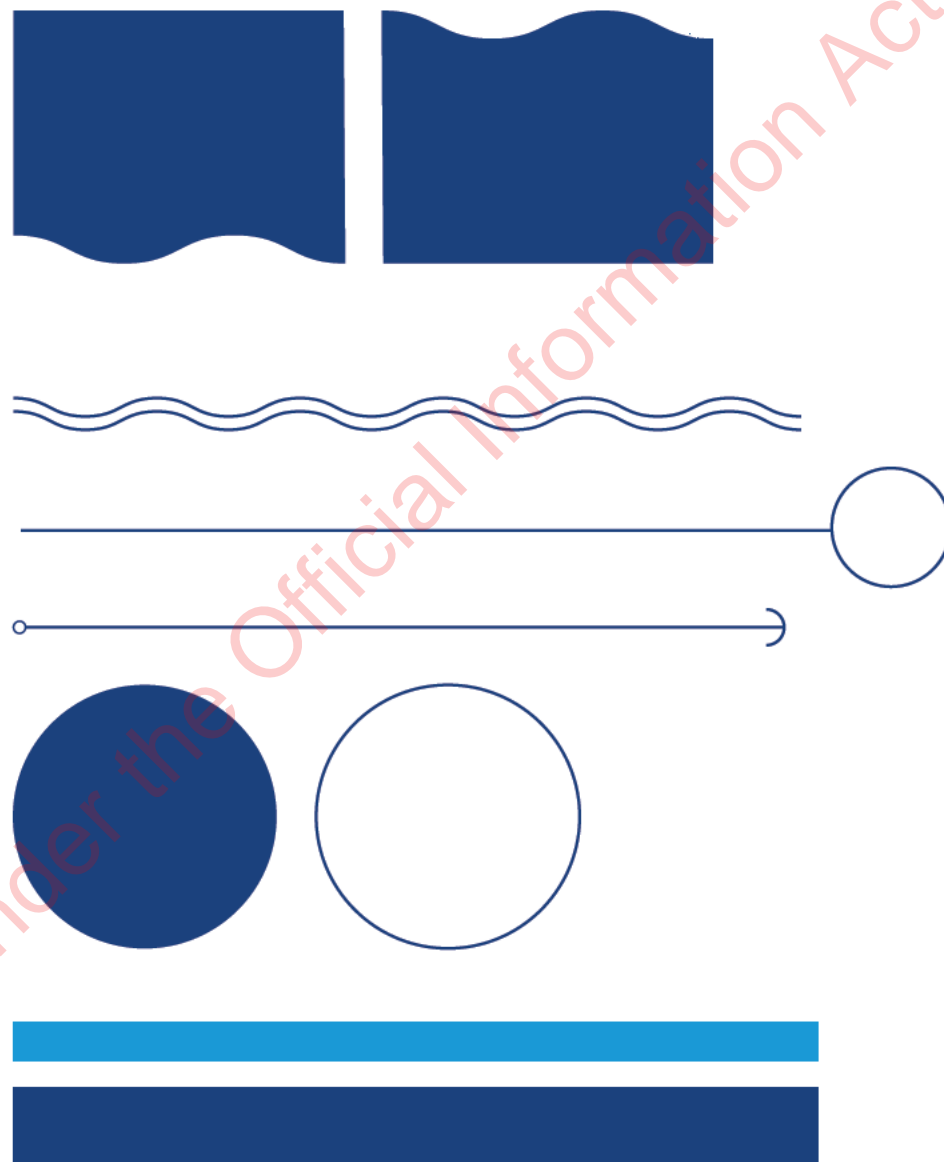
Environmental portraits should be used when the content relates directly to an individual or team. Selected photos should reflect the service person or civilian staff member in relation to their environment or role. For such portraits it is acceptable for the subject to be looking at the camera.



Elements

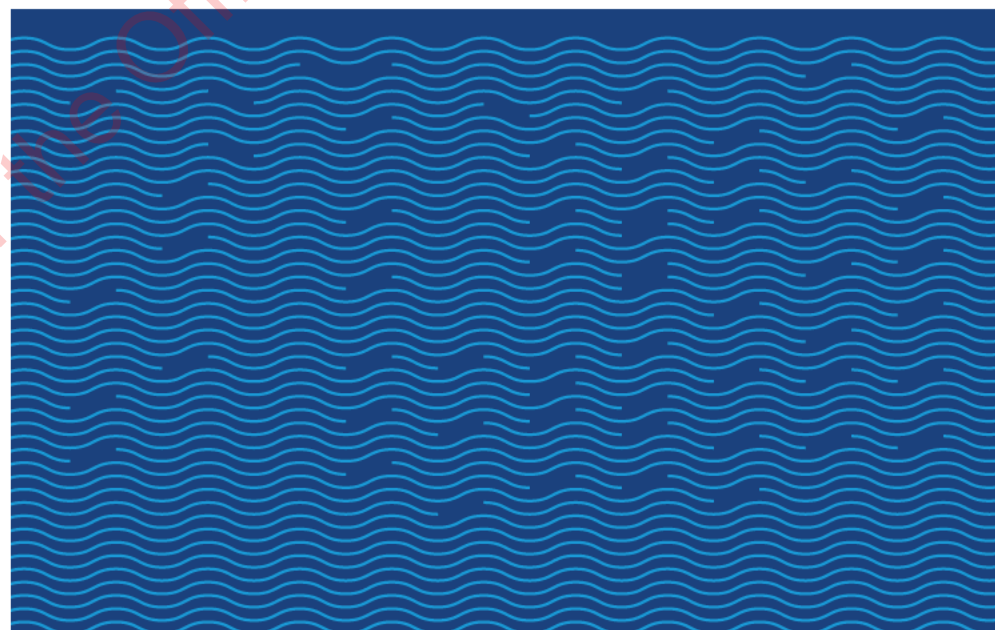
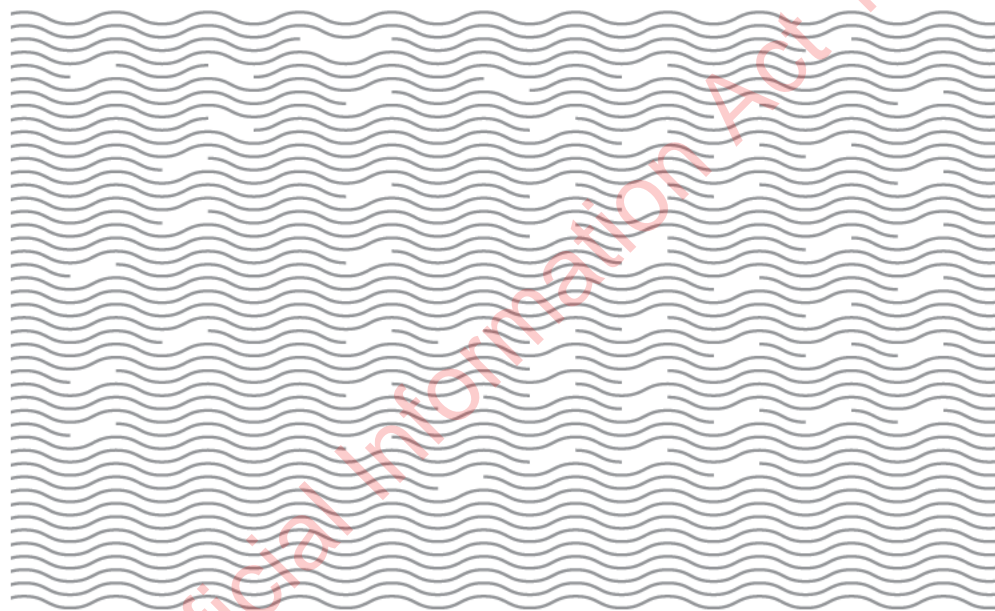
These elements will be used across Navy collateral.

For information on placement on collateral, please refer to the Application section.



Patterns

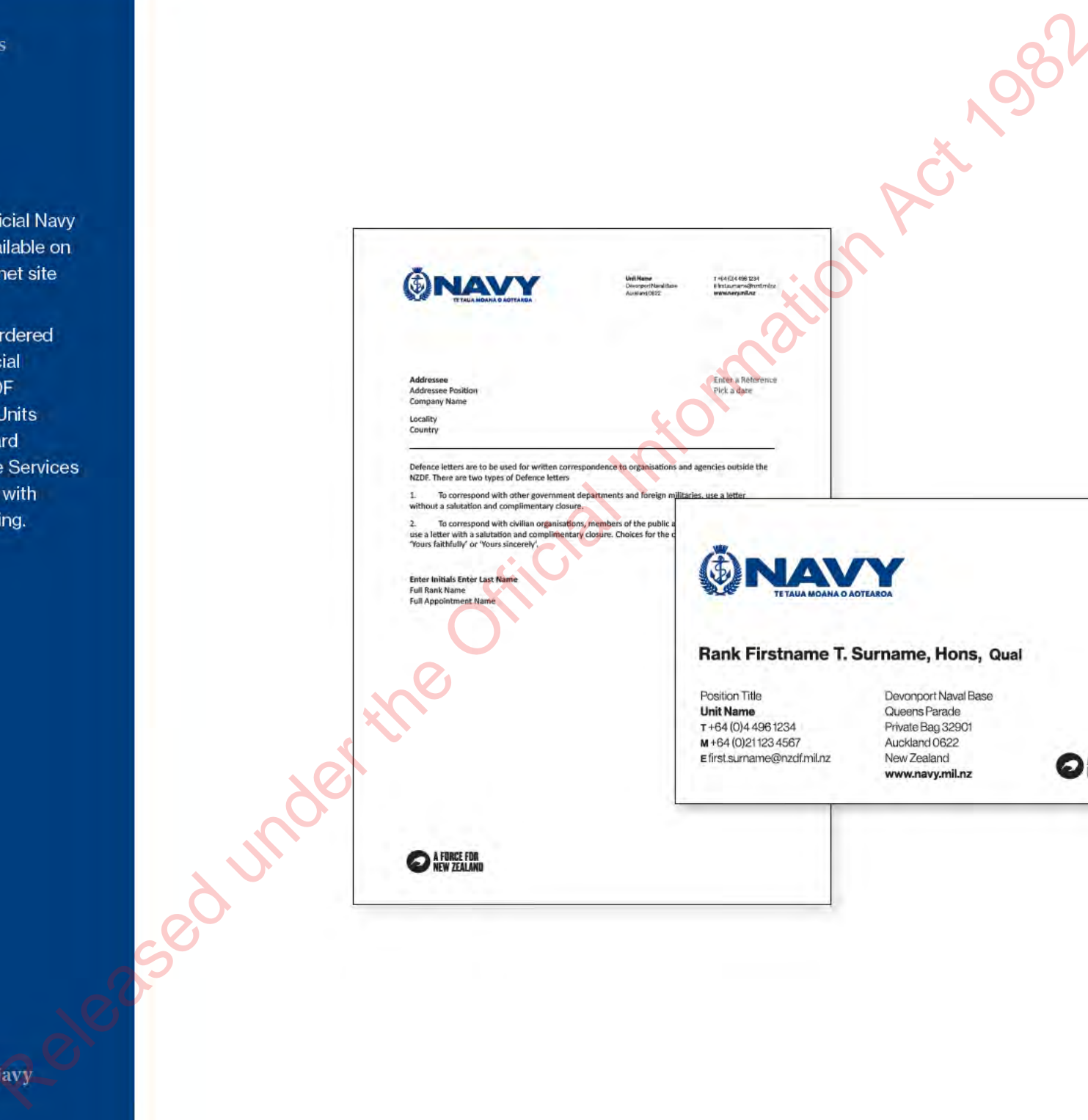
Patterns provide another layer to the Navy visual identity system.



Application

Templates, including the official Navy letterhead template, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.

Business cards should be ordered through SRM using the official templates provided. All NZDF Portfolios, Commands and Units are to use the NZDF standard business card option. Single Services each have their own design with accompanying F4NZ branding.



NAVY
TE TAUA MOANA O AOTEAROA

Unit Name
Devonport Naval Base
Auckland 0622

T +64 (0)4 496 1234
E first.surname@nzdf.mil.nz
www.navy.mil.nz

Addresssee
Addresssee Position
Company Name
Locality
Country

Enter a Reference
Pick a date

Defence letters are to be used for written correspondence to organisations and agencies outside the NZDF. There are two types of Defence letters

1. To correspond with other government departments and foreign militaries, use a letter without a salutation and complimentary closure.
2. To correspond with civilian organisations, members of the public, use a letter with a salutation and complimentary closure. Choices for the closure are 'Yours faithfully' or 'Yours sincerely'.

Enter Initials Enter Last Name
Full Rank Name
Full Appointment Name

NAVY
TE TAUA MOANA O AOTEAROA

Rank Firstname T. Surname, Hons, Qual

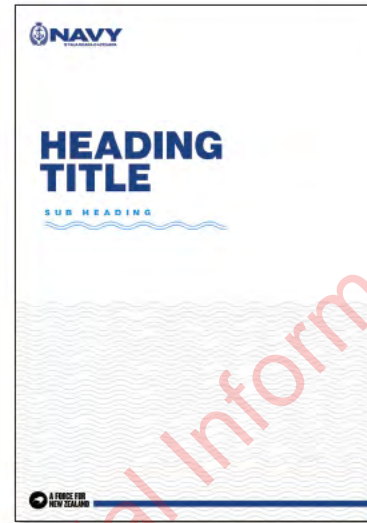
Position Title
Unit Name
T +64 (0)4 496 1234
M +64 (0)21 123 4567
E first.surname@nzdf.mil.nz

Devonport Naval Base
Queens Parade
Private Bag 32901
Auckland 0622
New Zealand
www.navy.mil.nz

A FORCE FOR NEW ZEALAND

Application

Templates, including report and poster templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.



Application

Templates, including email newsletter and PPT templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.

PPT templates are provided in both wide screen and standard formats. The templates also include security classifications – please select the appropriate classification.



THE NEW ZEALAND ARMY

VISUAL IDENTITY GUIDELINES

Released under the Official Information Act 1982

ARMY IDENTITY GUIDELINES

This section is here to help you communicate the New Zealand Army's visual identity effectively and consistently.

Visual identity refers to the way graphic elements visually represent the Army. The identity's key elements are outlined in these guidelines.

The consistent use of these elements – logo, colours, typography, layout and graphic devices – and the relationship between them ensures the Army is presented in a professional manner, both internally and externally.

If you have any questions regarding how to use the visual identity or require direction on production of collateral, please get in touch with the Head of Visual Identity and Design, Defence Public Affairs on [s. 9\(2\)\(k\)](#)



Army Identity Guidelines

Army Logo

The Army logo is key to our visual identity. The approved logo format always incorporates 'NGATI TUMATAUENGA'.

The position and proportions of logo elements are fixed and not to be altered in any way. The logo should not be rotated or stretched.

Minimum Size

The smallest size for reproduction is 35mm wide.

This size is set to ensure that the integrity of the logo is not compromised and that 'NGATI TUMATAUENGA' remains readable.

Primary Logo



One Colour Black



Minimum Size



Clear space requirements

A minimum clear space requirement for the logo applies – it is to be kept clear of text or imagery. The area is determined by the height of the letter 'N'. This area is proportional when enlarging or reducing the logo.

Incorrect use

The consistent and correct application of the logo will help to enhance Army's visual identity recognition on a national and international stage. Do not change or recreate Army's logo.

This includes:

- Altering the colours of the logo
- Substituting a typeface for the wordmark
- Placing the Army logo on products for sale by a commercial company without formal approval
- Placing the logo on inappropriate backgrounds
- Altering the proportions of elements within the logo
- Altering the templates or any other printed items in any way

Clear space requirements



Incorrect use



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. It is the statement that describes what drives the NZDF and three Services and binds us together. It is about our collective effort and that together we are greater than the sum of our individual parts. Together we are a Force for New Zealand.

The F4NZ logotype must appear on Army printed and digital communication at all times.

For information on placement on collateral, please refer to the Application section.

No modification of the approved design will be permitted for any purpose.

F4NZ logotype *(for use within single Service collateral)*



Army and F4NZ lockup

The F4NZ logotype should always be given a secondary position and size to the Army logo.



Relationships with other logos

All external NZDF collateral is required to use the 'New Zealand Government' logo. It is a supportive logo to the Army logo and F4NZ logotype. To ensure a clear visual hierarchy is apparent it should appear separately to these key elements i.e. inside cover or back cover of documents/magazines and at the footer of websites.

New Zealand Government

Please refer to www.ssc.govt.nz/govt-brand for minimum size requirements.

For information on placement on collateral, please refer to the Application section.

When Army joins with other New Zealand government agencies and businesses to publish collateral, the hierarchy is as shown.

Army as the lead agency



Establishing the lead agency is vital, they will take centre stage. If Army is the lead agency, all other logos will be given a secondary position and size to the Army logo.

Supporting role initiative



If Army is a supporting agency, then the Army logo will be used in support – given a secondary position and smaller in size.

Joint government/organisation initiative



In these instances, these logos will have equal placement and weighting.

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

The New Zealand Army badge continues to be used on more 'formal occasions'. The occasions are formal documents (or items) that include the examples listed below. By definition, a formal document is legal or binding, or required to identify a person or to clarify their level of achievement.

It is to be used on formal documents or items, for example:

- Honours boards
- Commendation certificates
- Warrants
- Tender documents
- Contracts
- Plaques
- Uniforms

It should never appear together with the Army logo unless in exceptional circumstances at the discretion of the Chief of Army.

No modification of the approved design will be permitted for any purpose.

Correct use



Incorrect use



Primary colours

The Army primary colour palette is made up of three main colours. The corporate colours are the solid foundation of Army communications.

Secondary colours

The secondary palette is made up of shades of green.

These secondary colours provide variation and assist with layering/navigating content.

Primary palette



cmyk 0 0 0 100
rgb 0 0 0
pantone Process Black C



cmyk 0 100 63 10
rgb 211 17 69
pantone 200 C



cmyk 0 0 0 0
rgb 255 255 255
pantone White

Secondary palette



cmyk 6 0 31 18
rgb 223 216 173
pantone 5855 C



cmyk 0 2 67 40
rgb 179 166 80
pantone 5853 C



cmyk 32 0 100 79
rgb 68 77 6
pantone 5747 C



cmyk 65 0 56 94
rgb 0 38 27
pantone 5605 C



Strong and agile

The primary font Neue Haas Grotesk is modern, legible and has strength and weight in its characters.

Applying this typographic styling consistently will reinforce recognition of Army's visual identity.

For everyday PC usage, substitute body copy with Calibri and bold headings with Arial Black. No other fonts are acceptable.

Tradition and heritage

The secondary font is Publico, used sparingly for supporting typographical elements, ie, graphs, pull-quotes and captions.

For everyday PC usage, substitute with Book Antiqua. No other fonts are acceptable.

Primary typeface

Neue Haas
Grotesk

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$(%)/&
Neue Haas Grotesk

Primary typeface

Publico

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$(%)/&
Publico

Photography

When choosing imagery consider the purpose of the communication, the intended audience and how and where the images will be used.

Understand the story you are telling – the narrative should relate to what is being communicated and the intended audience. However, the narrative should also relate to what we want to communicate about our organisation as a whole. Photos should depict our latest tools and equipment, being used in a safe manner.

Ultimately the Army is centred around people – who we are as Kiwis.

Photos should emphasise the amazing individuals who make up our organisation, while showcasing how the Army is representative of a diverse New Zealand society. This provides an authentic experience in a way that allows the viewer to identify with a real person and strengthens what is being communicated through illustration of who we are and what we stand for.

Image Format and Usage

It is important to know how the photos will be used. How will people see them? In an advertisement? In a brochure? For a website? Will there be text used with the image and where will its placement be? Does the format require a vertical or horizontal composition?

Technical Standards

All photos used should adhere to the technical aspects as described in the Defence Public Affairs Imagery Standards guidelines. They should be of high technical quality – in focus, and well exposed and composed.

Camera Angle

The majority of NZDF imagery is taken from eye-level. Doing so adds a sense of believability or 'eye-witness' perspective. However, when appropriate, photos taken from high and low angles can be used to add impact and drama.

Style

NZDF imagery is predominately of a documentary or editorial style. Sailors, soldiers, airmen and civilian staff are photographed in their authentic surroundings, expressing natural moments. Images should capture an authentic point in time, showing individuals immersed in their natural way of working. Avoid using photos where subjects look staged, or are looking directly into the camera for this type of authentic imagery.

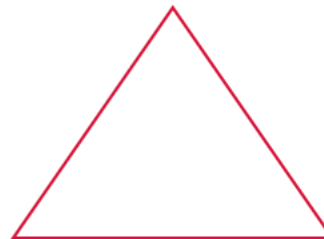
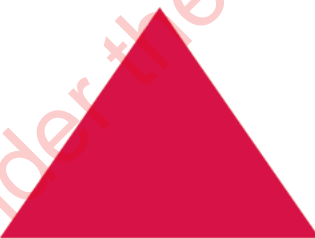
Environmental portraits should be used when the content relates directly to an individual or team. Selected photos should reflect the service person or civilian staff member in relation to their environment or role. For such portraits it is acceptable for the subject to be looking at the camera.



Elements

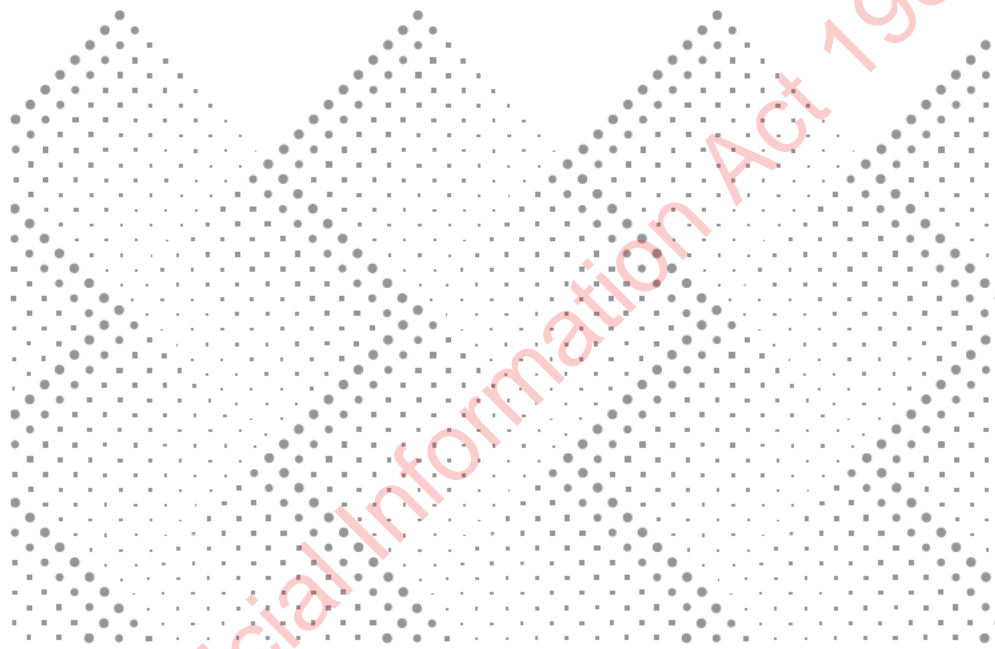
These elements will be used across Army collateral.

For information on placement on collateral, please refer to the Application section.



Patterns

Patterns provide another layer to the Army visual identity system.



Application

Templates, including the official Army letterhead template, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.

Business cards should be ordered through SRM using the official templates provided. All NZDF Portfolios, Commands and Units are to use the NZDF standard business card option. Single Services each have their own design with accompanying F4NZ branding.

NZ ARMY
NGATI TUMATAUENGA

Unit Name
Trentham Military Camp
18800-427002

T +64 (0)4 496 1234
E first.surname@nzdf.mil.nz
www.army.mil.nz

Enter a Reference:
Pick a date

Addressee
Addressee Position
Company Name
Locality
Country

Defence letters are to be used for written correspondence to organisations and agencies outside the NZDF. There are two types of Defence letters.

1. To correspond with other government departments and foreign militaries, use a letter without a salutation and complimentary closure.
2. To correspond with civilian organisations, members of the public or other military units, use a letter with a salutation and complimentary closure. Choices for the closure are 'Yours faithfully' or 'Yours sincerely'.

Enter Initials Enter Last Name
Full Rank Name
Full Appointment Name

NZ ARMY
NGATI TUMATAUENGA

Rank Firstname T. Surname, Hons, Qual

Position Title
Unit Name
T +64 (0)4 496 1234
M +64 (0)21 123 4567
E first.surname@nzdf.mil.nz

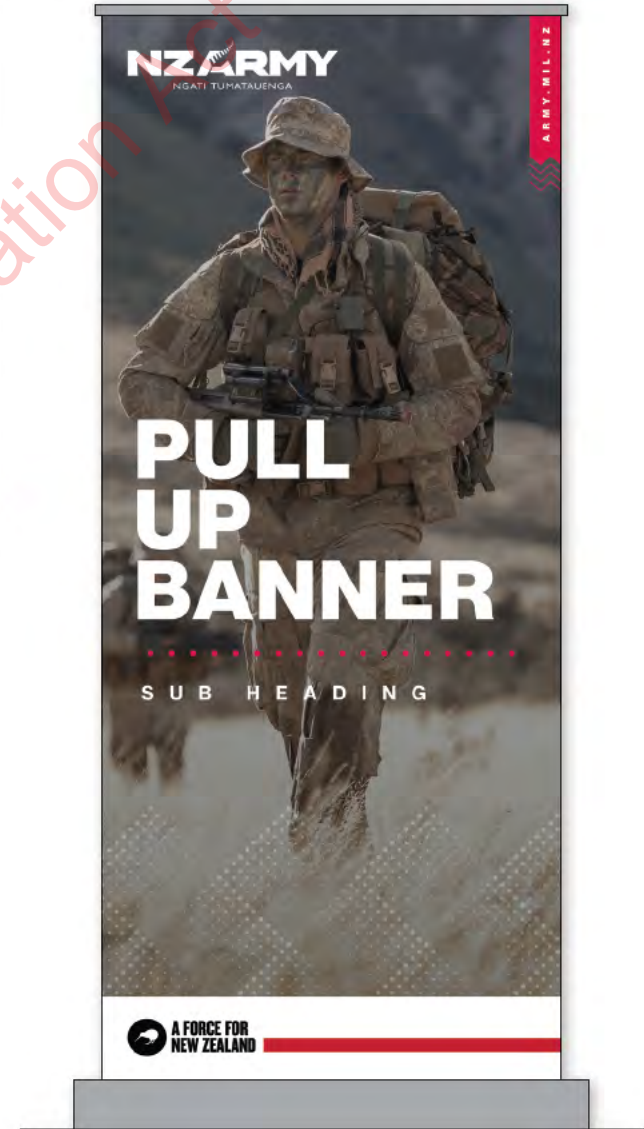
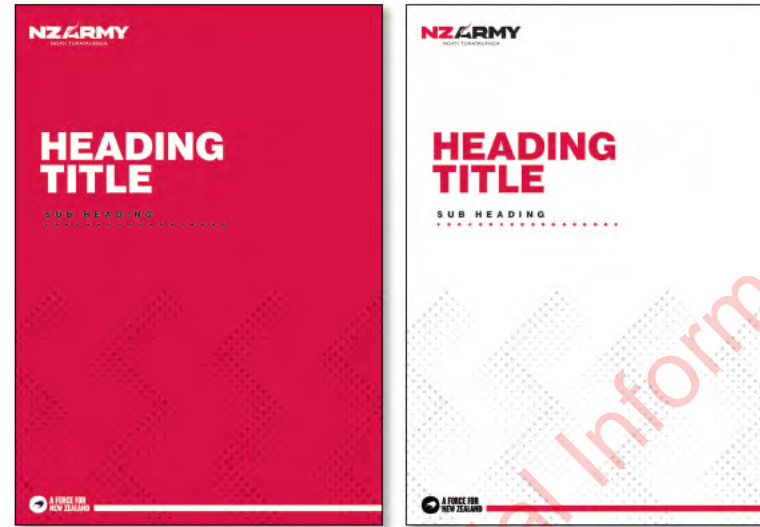
Trentham Military Camp
Messines Avenue
Private Bag 905
Upper Hutt 5140
New Zealand
www.army.mil.nz

A FORCE FOR NEW ZEALAND

A FORCE FOR NEW ZEALAND

Application

Templates, including report and poster templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.



Application

Templates, including email newsletter and PPT templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.

PPT templates are provided in both wide screen and standard formats. The templates also include security classifications – please select the appropriate classification.



The email newsletter template features a red header with the NZ Army logo and the text "#34". Below the header is a large red section with the text "INSERT MAIN TITLE HERE". This is followed by an "INTRODUCTION" section with a paragraph of placeholder text. A dotted line separates this from a photograph of soldiers in a desert environment. Below the photo is another paragraph of placeholder text. At the bottom, there is a red button labeled "FIND OUT MORE" and a footer with the "A FORCE FOR NEW ZEALAND" logo and a link to "Unsubscribe from this newsletter".



The wide screen PPT template has a red background. It features the NZ Army logo in the top left corner. The main content area contains a large "HEADING TITLE" and a smaller "SUB HEADING". In the bottom left corner, there is a logo for "A FORCE FOR NEW ZEALAND".



The standard screen PPT template has a white background. It features the NZ Army logo in the top left corner. The main content area contains a large "HEADING TITLE" and a smaller "SUB HEADING". In the bottom right corner, there is a logo for "A FORCE FOR NEW ZEALAND".

THE ROYAL NEW ZEALAND AIR FORCE

VISUAL IDENTITY GUIDELINES

AIR FORCE IDENTITY GUIDELINES

This section is here to help you communicate the Royal New Zealand Air Force's visual identity effectively and consistently.

Visual identity refers to the way graphic elements visually represent the Air Force. The identity's key elements are outlined in these guidelines.

The consistent use of these elements – logo, colours, typography, layout and graphic devices – and the relationship between them ensures the Air Force is presented in a professional manner, both internally and externally.

If you have any questions regarding how to use the visual identity or require direction on production of collateral, please get in touch with the Head of Visual Identity and Design, Defence Public Affairs on **s. 9(2)(k)**



Air Force Identity Guidelines

Visual Identity Guidelines

Air Force Logo

The Air Force logo is made up of the Roundel and the Air Force wordmark. Other than on Air Force livery the two must always be used together.

The Air Force logo is central to our visual identity. The wordmark font has been created specifically for the Air Force to complement the Roundel and must not be substituted with another font or redrawn or recoloured.

The approved lockup always incorporates 'TE TAUAARANGI O AOTEAROA'.

The position and proportions of logo elements are fixed and not to be altered in any way. The logo should not be rotated or stretched.

Minimum Size

The smallest size for reproduction is 50mm wide.

This size is set to ensure that the integrity of the logo is not compromised and that 'TE TAUAARANGI O AOTEAROA' remains readable.

Primary Logo



One Colour Black



Minimum Size



Clear space requirements

A minimum clear space requirement for the logo applies – it is to be kept clear of text or imagery. The area is determined by the height of the letter 'E'. This area is proportional when enlarging or reducing the logo.

Incorrect use

The consistent and correct application of the logo will help to enhance Air Force's visual identity recognition on a national and international stage. Do not change or recreate Air Force's logo.

This includes:

- Altering the colours of the logo
- Substituting a typeface for the wordmark
- Placing the Air Force logo on products for sale by a commercial company without formal approval
- Placing the logo on inappropriate backgrounds
- Altering the proportions of elements within the logo
- Altering the templates or any other printed items in any way

Clear space requirements



Incorrect use



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. It is the statement that describes what drives the NZDF and three Services and binds us together. It is about our collective effort and that together we are greater than the sum of our individual parts. Together we are a Force for New Zealand.

The F4NZ logotype must appear on Air Force printed and digital communication at all times.

For information on placement on collateral, please refer to the Application section.

No modification of the approved design will be permitted for any purpose.

F4NZ logotype *(for use within single Service collateral)*



Air Force and F4NZ lockup

The F4NZ logotype should always be given a secondary position and size to the Air Force logo.



Visual Identity Guidelines

Relationships with other logos

All external NZDF collateral is required to use the 'New Zealand Government' logo. It is a supportive logo to the Air Force logo and F4NZ logotype. To ensure a clear visual hierarchy is apparent it should appear separately to these key elements i.e. inside cover or back cover of documents/magazines and at the footer of websites.

New Zealand Government

Please refer to www.ssc.govt.nz/govt-brand for minimum size requirements.

For information on placement on collateral, please refer to the Application section.

When Air Force joins with other New Zealand government agencies and businesses to publish collateral, the hierarchy is as shown.

Air Force as the lead agency



Establishing the lead agency is vital, they will take centre stage. If Air Force is the lead agency, all other logos will be given a secondary position and size to the Air Force logo.

Supporting role initiative



If Air Force is a supporting agency, then the Air Force logo will be used in support – given a secondary position and smaller in size.

Joint government/organisation initiative



In these instances, these logos will have equal placement and weighting.

Air Force Sub Brands

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

For external communication please use Air Force approved templates from the resource section within the Defence Public Affairs intranet site.

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.

The approved exceptions include:

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

For further information please contact Public Affairs Manager Air Force, Defence Public Affairs.

Air Force Sub Brand treatment examples



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

The New Zealand Air Force badge continues to be used on more 'formal occasions'. The occasions are formal documents (or items) that include the examples listed below. By definition, a formal document is legal or binding, or required to identify a person or to clarify their level of achievement.

It is to be used on formal documents or items, for example:

- Honours boards
- Commendation certificates
- Warrants
- Tender documents
- Contracts
- Plaques
- Uniforms

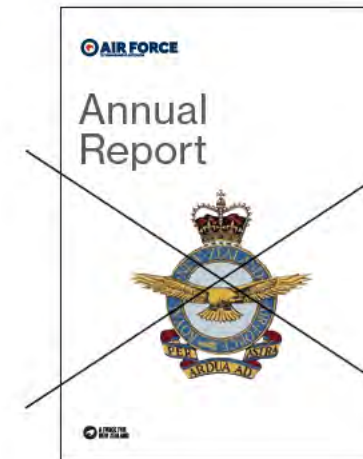
It should never appear together with the Air Force logo unless in exceptional circumstances at the discretion of the Chief of Air Force.

No modification of the approved design will be permitted for any purpose.

Correct use



Incorrect use



Primary colours

The Air Force primary colour palette is made up of four main colours. They reference the ever changing skies of Aotearoa.

Secondary colours

The secondary colour palette provides variation and flexibility within communications and assists with highlighting/navigating content.

Primary palette



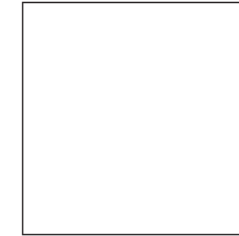
cmk 100 65 0 60
rgb 0 34 68
pantone 289 C



cmk 69 7 0 0
rgb 19 181 234
pantone 299 C



cmk 0 0 0 10
rgb 230 231 232
pantone Process Black C (10%)



cmk 0 0 0 0
rgb 255 255 255
pantone White

Secondary palette



cmk 40 0 5 6
rgb 137 203 223
pantone 7458 C



cmk 5 96 76 22
rgb 184 34 51
pantone 187 C



cmk 0 36 98 0
rgb 255 182 18
pantone 1235 C



cmk 0 0 0 100
rgb 0 0 0
pantone Process Black C



Visual Identity Guidelines

Strong and agile

The primary font Neue Haas Grotesk is modern, legible and has strength and weight in its characters.

Applying this typographic styling consistently will reinforce recognition of Air Force's visual identity.

For everyday PC usage, substitute body copy with Calibri and bold headings with Arial Black. No other fonts are acceptable.

Tradition and heritage

The secondary font is Publico, used sparingly for supporting typographical elements, ie, graphs, pull-quotes and captions.

For everyday PC usage, substitute with Book Antiqua. No other fonts are acceptable.

Primary typeface

Neue Haas
Grotesk

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$(%)/&
Neue Haas Grotesk

Primary typeface

Publico

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$(%)/&
Publico

Photography

When choosing imagery consider the purpose of the communication, the intended audience and how and where the images will be used.

Understand the story you are telling – the narrative should relate to what is being communicated and the intended audience. However, the narrative should also relate to what we want to communicate about our organisation as a whole. Photos should depict our latest tools and equipment, being used in a safe manner.

Ultimately the Air Force is centred around people – who we are as Kiwis.

Photos should emphasise the amazing individuals who make up our organisation, while showcasing how the Army is representative of a diverse New Zealand society. This provides an authentic experience in a way that allows the viewer to identify with a real person and strengthens what is being communicated through illustration of who we are and what we stand for.

Image Format and Usage

It is important to know how the photos will be used. How will people see them? In an advertisement? In a brochure? For a website? Will there be text used with the image and where will its placement be? Does the format require a vertical or horizontal composition?

Technical Standards

All photos used should adhere to the technical aspects as described in the Defence Public Affairs Imagery Standards guidelines. They should be of high technical quality – in focus, and well exposed and composed.

Camera Angle

The majority of NZDF imagery is taken from eye-level. Doing so adds a sense of believability or 'eye-witness' perspective. However, when appropriate, photos taken from high and low angles can be used to add impact and drama.

Style

NZDF imagery is predominately of a documentary or editorial style. Sailors, soldiers, airmen and civilian staff are photographed in their authentic surroundings, expressing natural moments. Images should capture an authentic point in time, showing individuals immersed in their natural way of working. Avoid using photos where subjects look staged, or are looking directly into the camera for this type of authentic imagery.

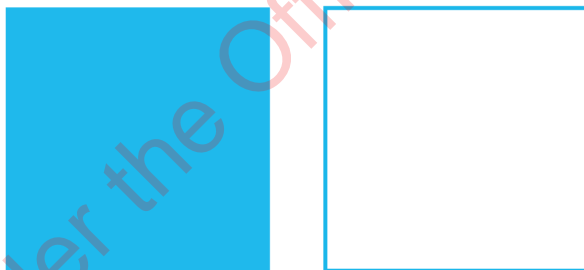
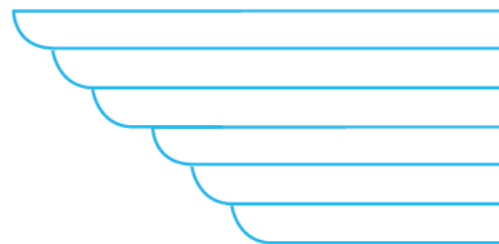
Environmental portraits should be used when the content relates directly to an individual or team. Selected photos should reflect the service person or civilian staff member in relation to their environment or role. For such portraits it is acceptable for the subject to be looking at the camera.



Elements

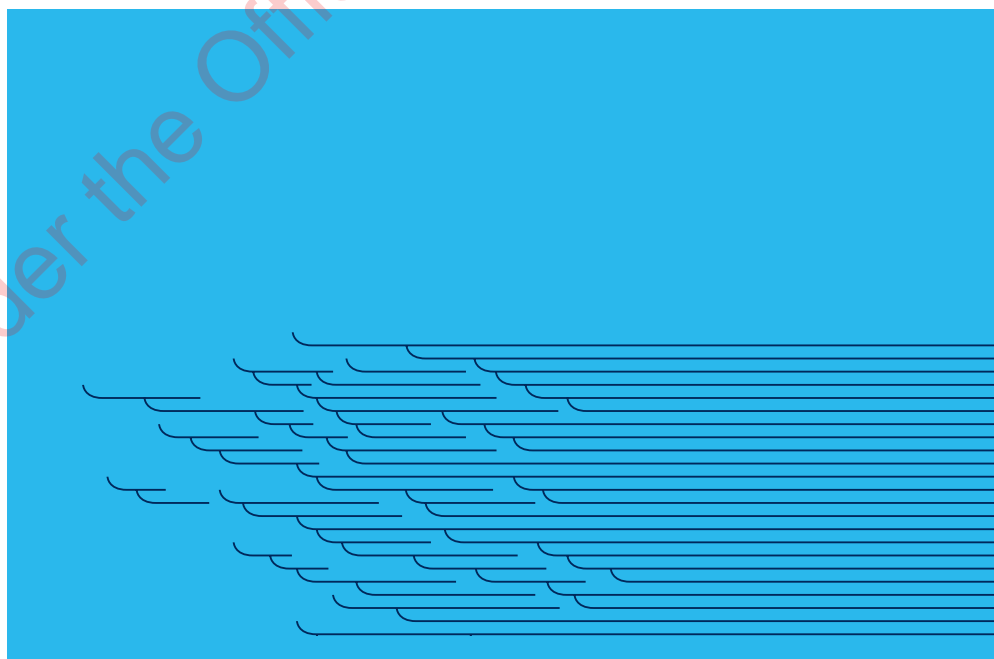
These elements will be used across Air Force collateral.

For information on placement on collateral, please refer to the Application section.



Patterns

Patterns provide another layer to the Air Force visual identity system.



Application

Templates, including the official Air Force letterhead template, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.

Business cards should be ordered through SRM using the official templates provided. All NZDF Portfolios, Commands and Units are to use the NZDF standard business card option. Single Services each have their own design with accompanying F4NZ branding.



AIR FORCE
TE TAIAARANGEO AOTEAROA

Unit Name
RNZAF Base Auckland
Auckland 0618

T +64 (0)4 496 1234
E first.surname@nzdf.mil.nz
www.airforce.mil.nz

Enter a Reference
Pick a date

Addressee
Addressee Position
Company Name
Locality
Country

Defence letters are to be used for written correspondence to organisations and agencies outside the NZDF. There are two types of Defence letters.

1. To correspond with other government departments and foreign organisations, use a letter without a salutation and complimentary closure.
2. To correspond with civilian organisations, members of the public use a letter with a salutation and complimentary closure. Choices for the 'Yours faithfully' or 'Yours sincerely'.

Enter Initials Enter Last Name
Full Rank Name
Full Appointment Name

A FORCE FOR NEW ZEALAND

AIR FORCE
TE TAIAARANGEO AOTEAROA

Rank Firstname T. Surname, Hons, Qual

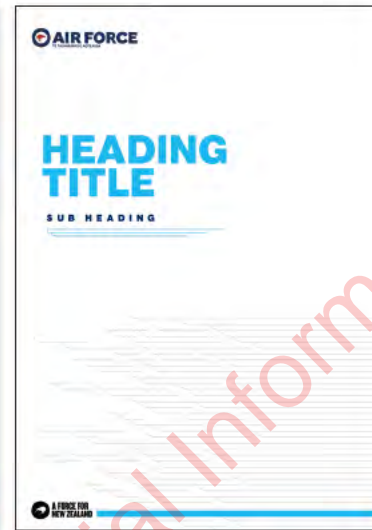
Position Title
Unit Name
T +64 (0)4 496 1234
M +64 (0)21 123 4567
E first.surname@nzdf.mil.nz

RNZAF Base Auckland
Tamatea Avenue
Private Bag, Whenuapai
Auckland 0618
New Zealand
www.airforce.mil.nz

A FORCE FOR NEW ZEALAND

Application

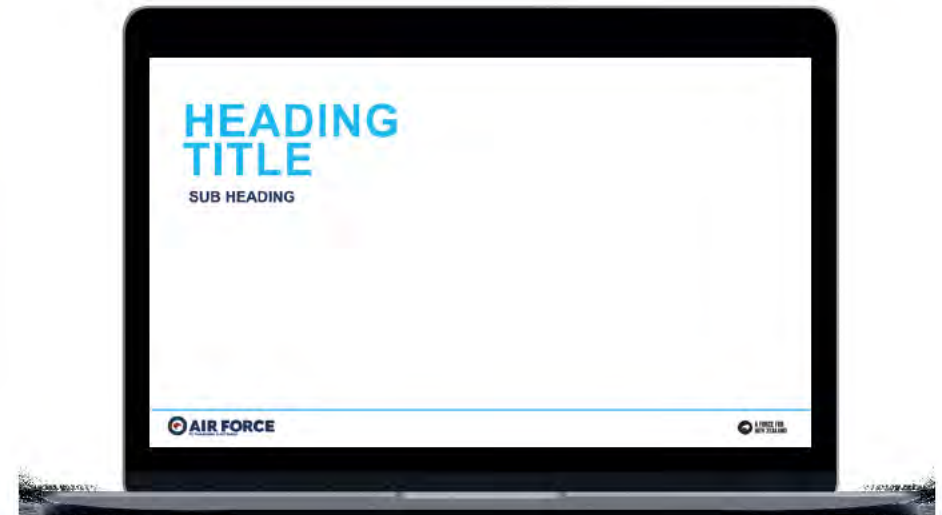
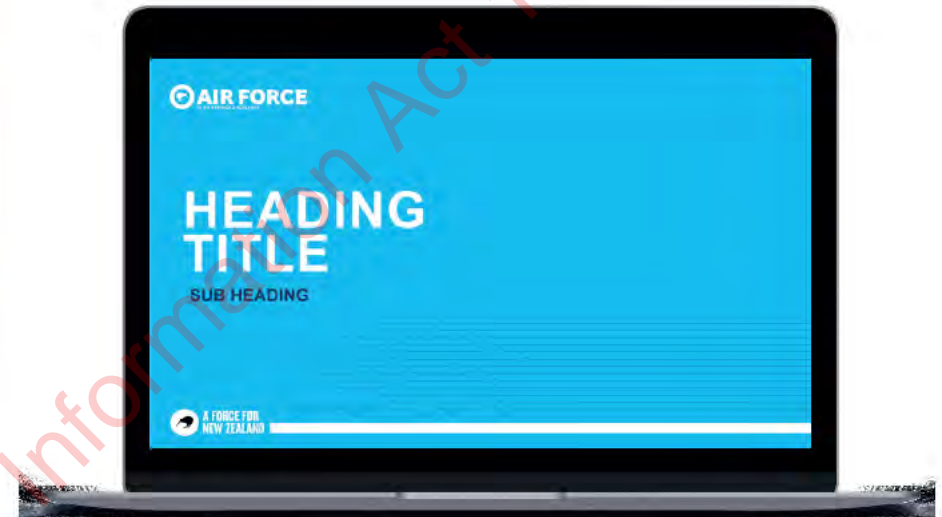
Templates, including report and poster templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.



Application

Templates, including email newsletter and PPT templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.

PPT templates are provided in both wide screen and standard formats. The templates also include security classifications – please select the appropriate classification.





**A FORCE FOR
NEW ZEALAND**

Released under the Official Information Act 1982