

# NEW ZEALAND DEFENCE FORCE

# VISUAL IDENTITY GUIDELINES

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A FORCE FOR NEW ZEALAND

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**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.



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## 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.

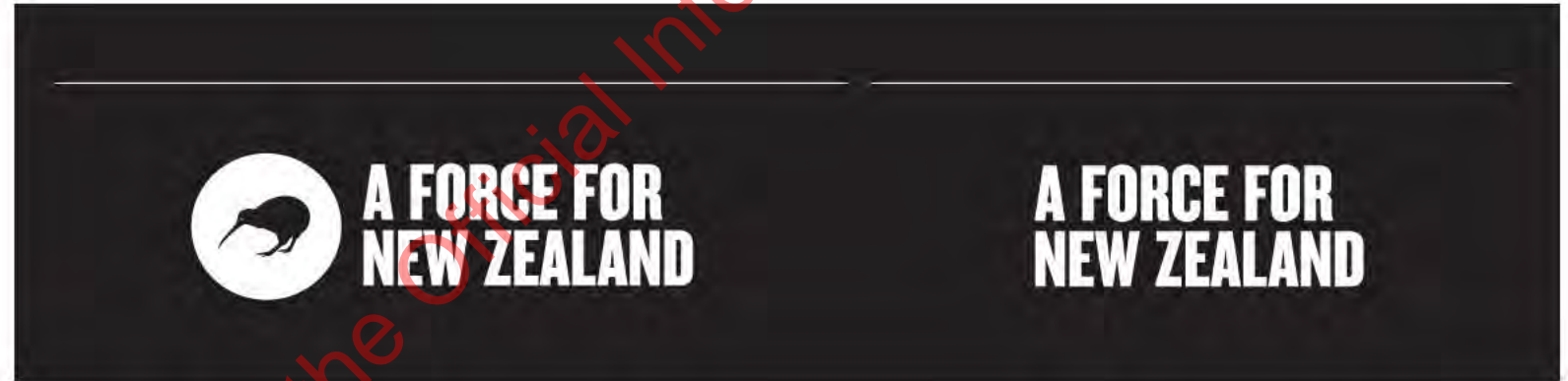
For information on placement on collateral, please refer to the Application section.

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

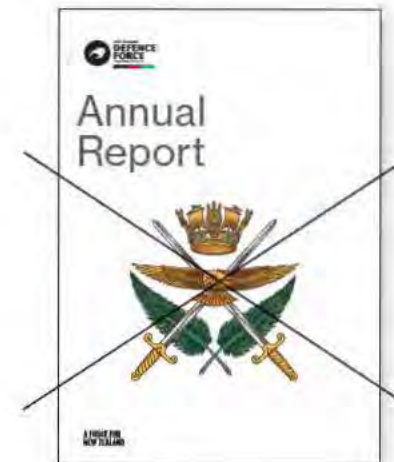
It should never appear together with the NZDF logo.

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



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



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

### NZDF and Portfolio / Command / Unit treatment



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](http://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

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## 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

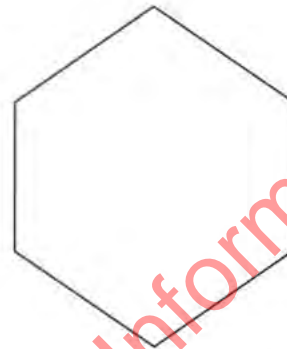
The NZDF primary colour palette is made up of three main colours. They are high contrast with an emphasis on black and white.

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



Priority / Usage

## Colour tints

Acceptable use of the primary and secondary NZDF colour palettes.

### Using Colour Tints

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It is acceptable to tint any of these colours

### Incorrect Use

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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

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Neue Haas  
Grotesk

### Body

---

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

### Primary typeface

---

Publico

### Body

---

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

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## 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.

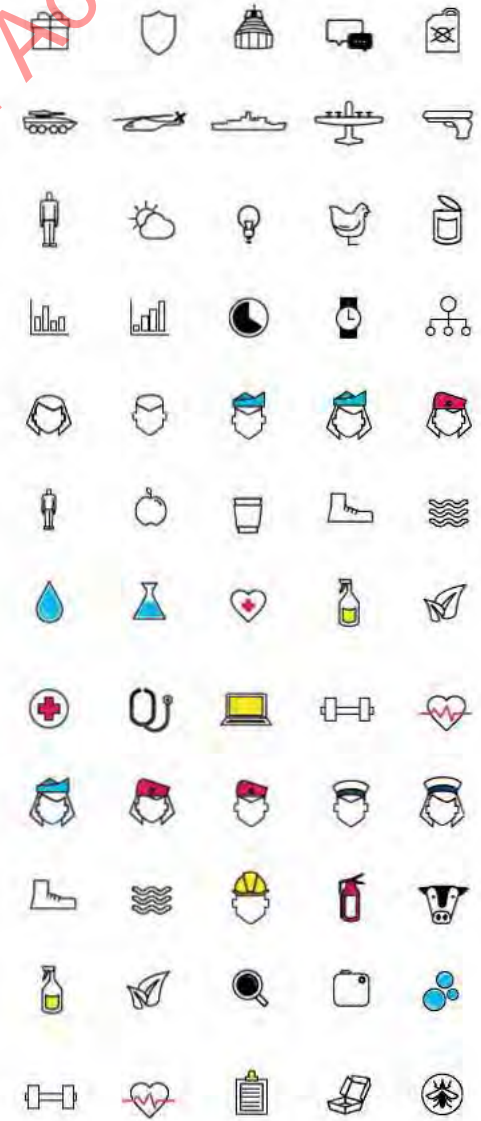
### Where to use illustrative icons:

- 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

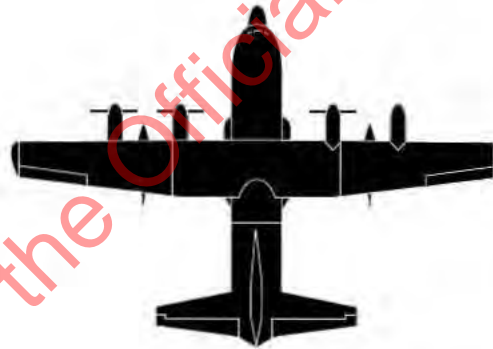


## Illustration style and use

### 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.

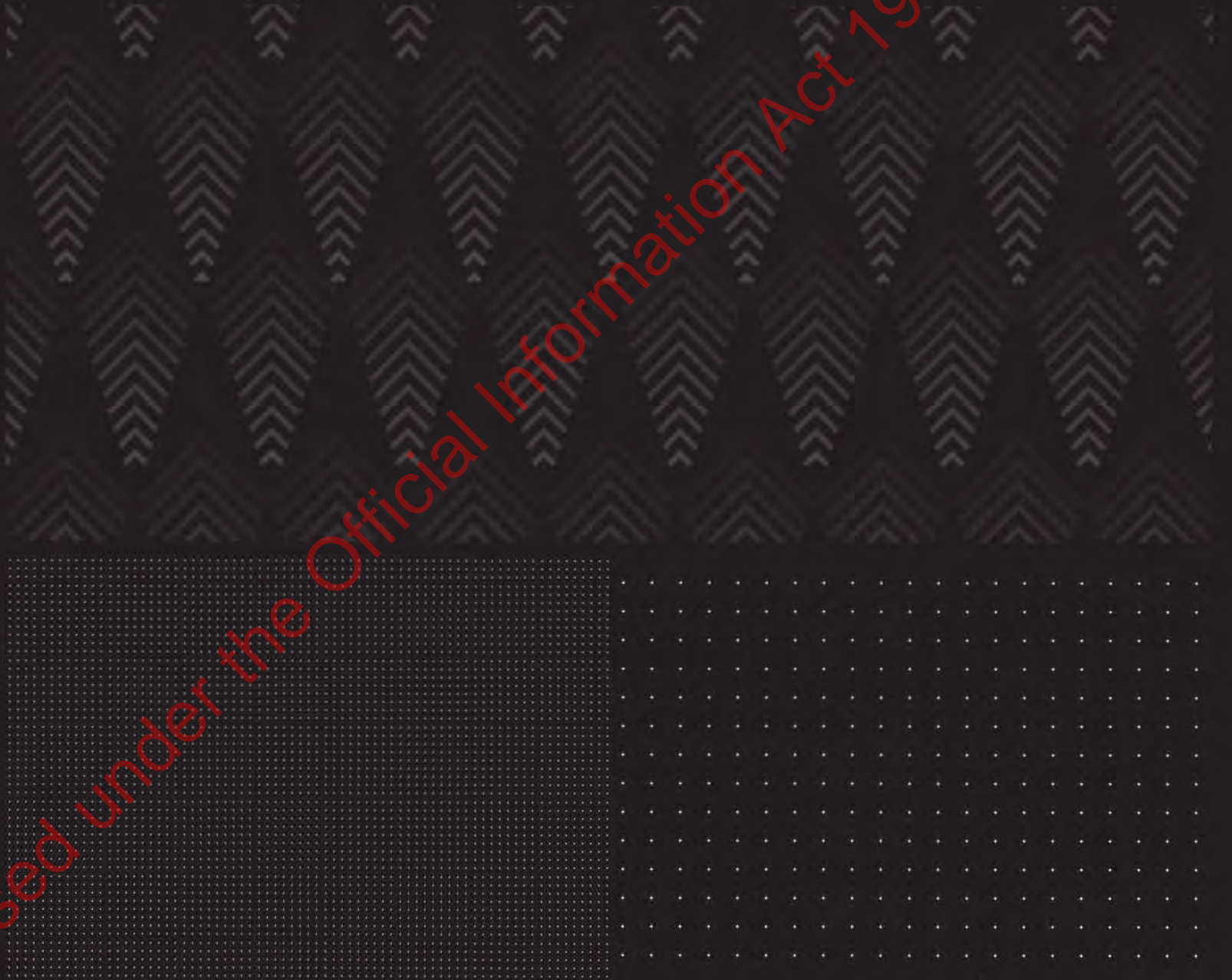


## Patterns

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.



## 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.

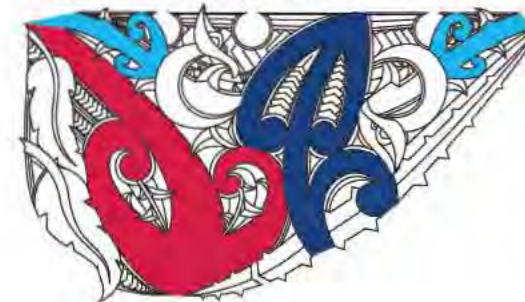
**NZDF CIVILIAN SECTOR** - Te Ope Hāpai Ō o Te Ope Kātua "Taratarā-a-Kae" represents 'plenty' (usually of food but also of any of the necessities of life). Here it represents the support of the civilian sector of Defence and the contribution it provides to NZDF's outputs.

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**

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**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**

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## 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](mailto: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.

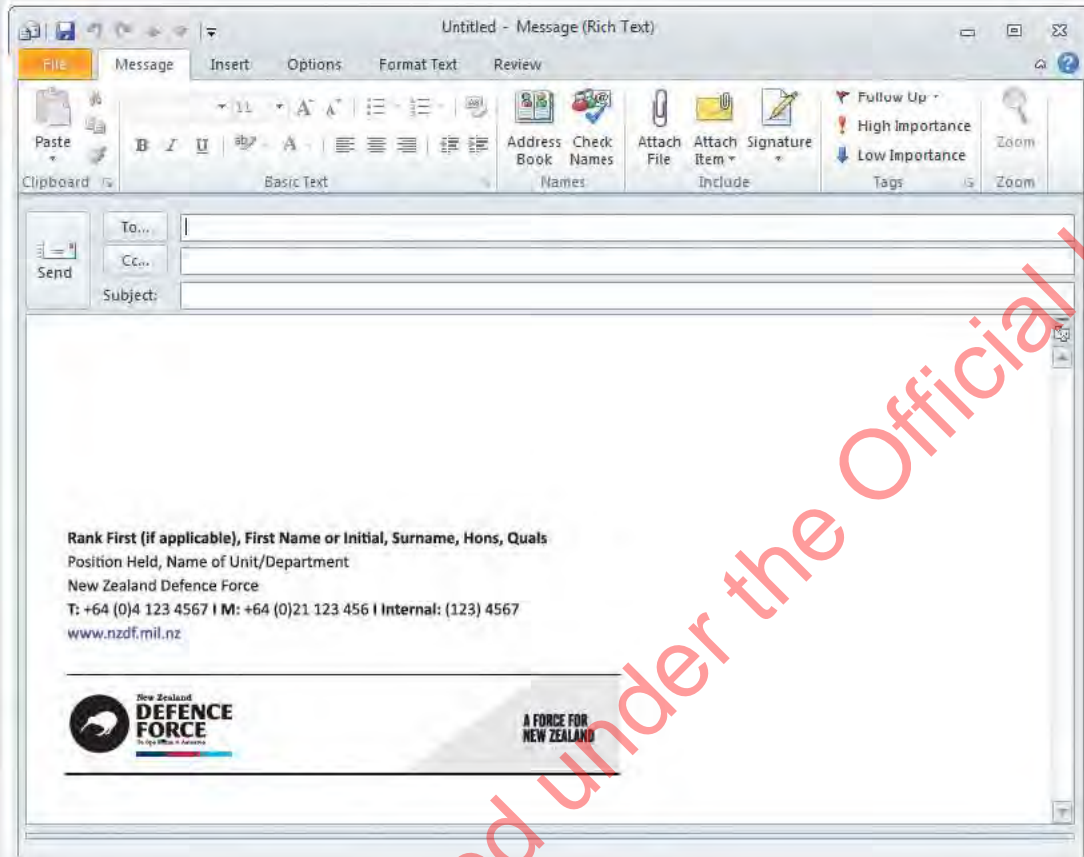
In order to use Crown copyright protected video material managed by the New Zealand Defence Force a license must be obtained. This does not apply for any use as permitted under the Copyright Act 1994 (for example, "fair dealing" for the purposes of reporting news under section 176 of the Copyright Act).





## 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 Ope Kōwhiri o Aotearoa

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

T +64 (0)4 496 1234  
F +64 (0)4 496 2382  
E [helpdesk@nzdf.mil.nz](mailto:helpdesk@nzdf.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 Ope Kōwhiri 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](mailto:firstname.surname@nzdf.mil.nz)

Freyberg Building  
20 Asthen Street  
Private Bag 30997  
Wellington 6011  
New Zealand  
[www.nzdf.mil.nz](http://www.nzdf.mil.nz)

**A FORCE FOR NEW ZEALAND**

**NAVY**  
TE TAUA MĀHARA 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](mailto:firstname.surname@nzdf.mil.nz)

Devonport Naval Base  
Queens Parade  
Private Bag 32501  
Auckland 0622  
New Zealand  
[www.navy.mil.nz](http://www.navy.mil.nz)

**A FORCE FOR NEW ZEALAND**

**NZ ARMY**  
HEAHI TUHAKANGA

**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](mailto:firstname.surname@nzdf.mil.nz)

Trenham Military Camp  
Messines Avenue  
Private Bag 905  
Upper Hut 5140  
New Zealand  
[www.army.mil.nz](http://www.army.mil.nz)

**A FORCE FOR NEW ZEALAND**

**AIR FORCE**  
TE TUAKANGA O AOTEAROA

**Rank** Firstname T. Surname, Hons, Qual

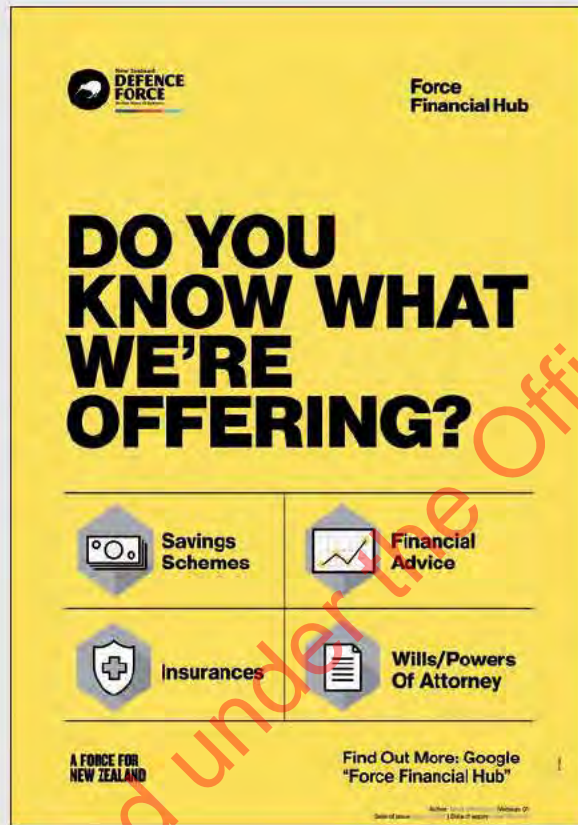
Position Title  
**Unit Name**  
T +64 (0)4 496 1234  
M +64 (0)21 123 4567  
E [firstname.surname@nzdf.mil.nz](mailto:firstname.surname@nzdf.mil.nz)

RNZAF Base Auckland  
Ternitoa Avenue  
Private Bag Whenuapai  
Auckland 0616  
New Zealand  
[www.airforce.mil.nz](http://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.

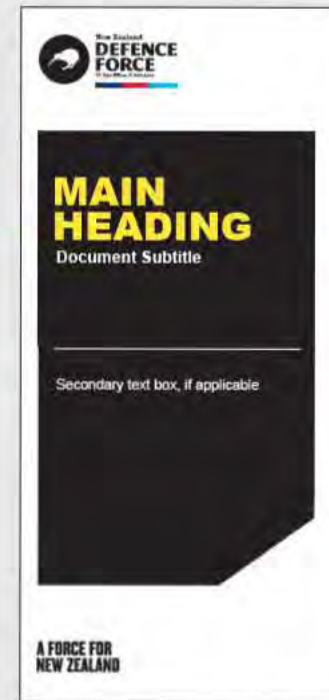
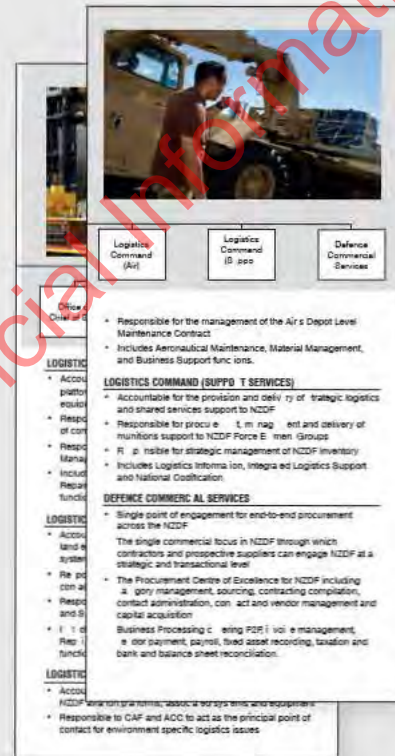


Pull Up Banner



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'.



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## 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

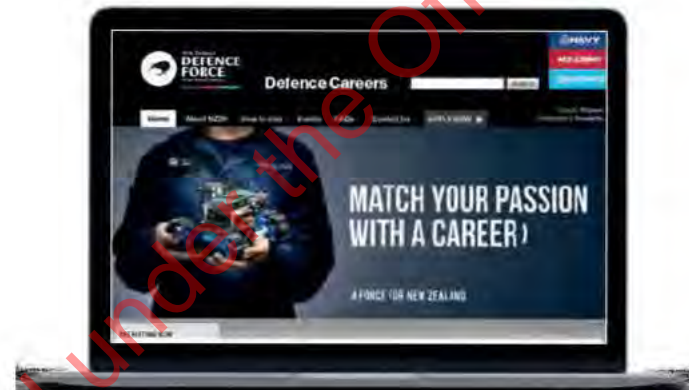


Defence Careers uses the NZDF logo, the F4NZ wordmark and the tri-Service medal bars.

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

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## 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)*

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### Navy and F4NZ lockup

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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](http://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

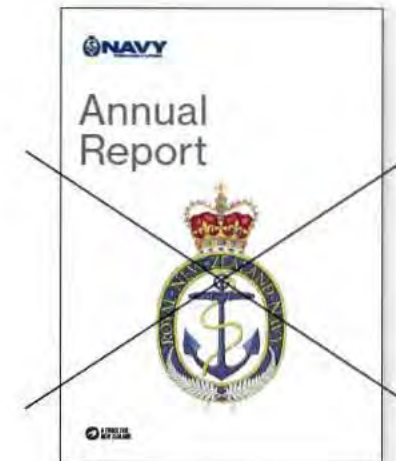
It should never appear together with the Navy logo unless in exceptional circumstances at the discretion of the Chief of Navy.

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.

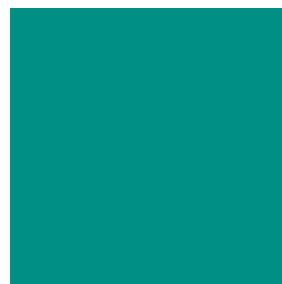
### Admiral Green

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.

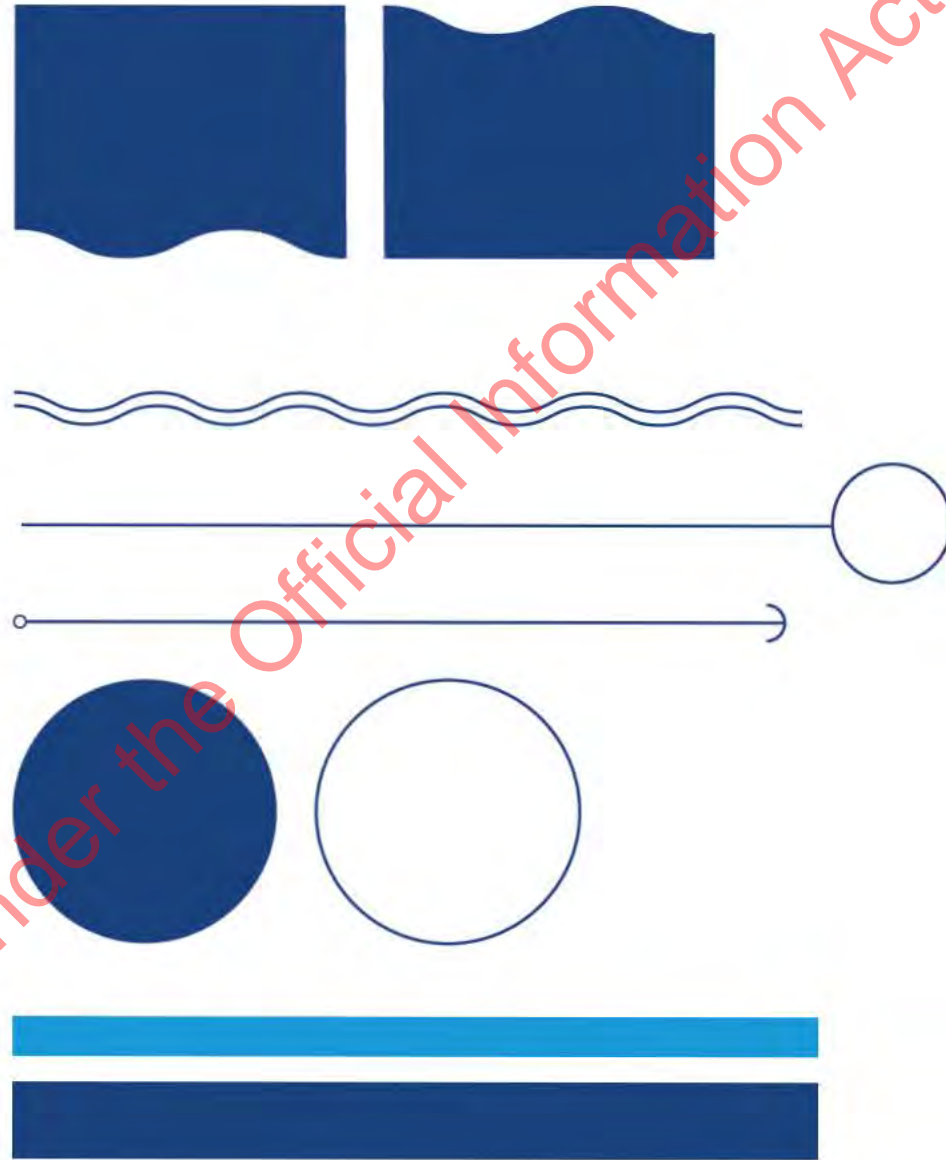
Environmental portraits should be used when the content relates directly to an individual or team. Selected photos should reflect the service person or civilian staff member in relation to their environment or role. For such portraits it is acceptable for the subject to be looking at the camera.



## Elements

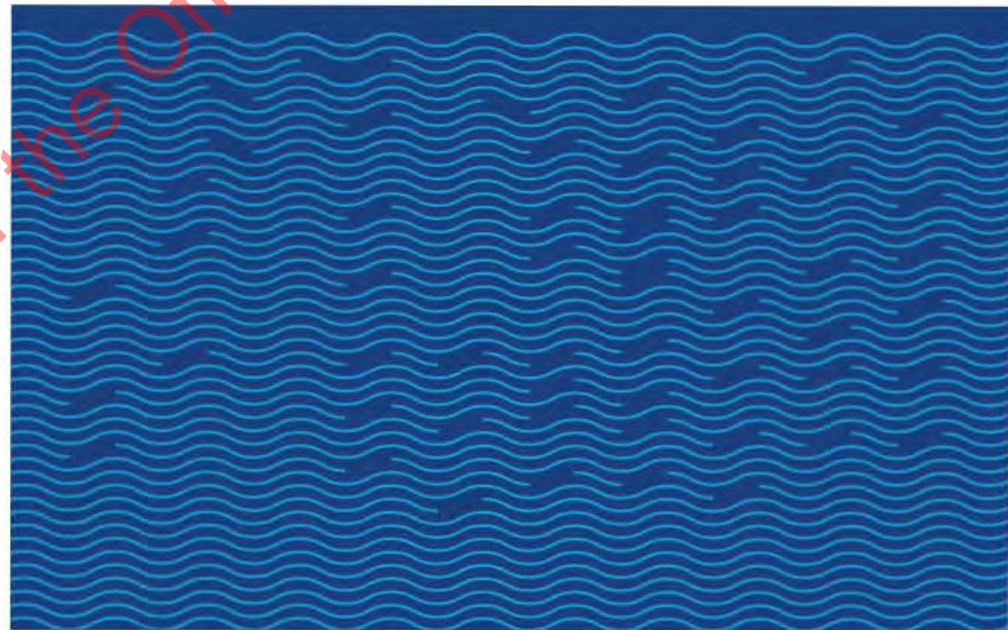
These elements will be used across Navy collateral.

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

Enter Initials Enter Last Name  
Full Rank Name  
Full Appointment Name

Address  
Addressee 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'.

**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

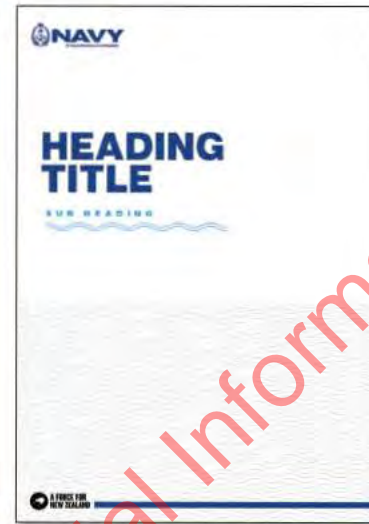
Devonport Naval Base  
Queens Parade  
Private Bag 32901  
Auckland 0622  
New Zealand  
www.navy.mil.nz

**A FORCE FOR NEW ZEALAND**



## Application

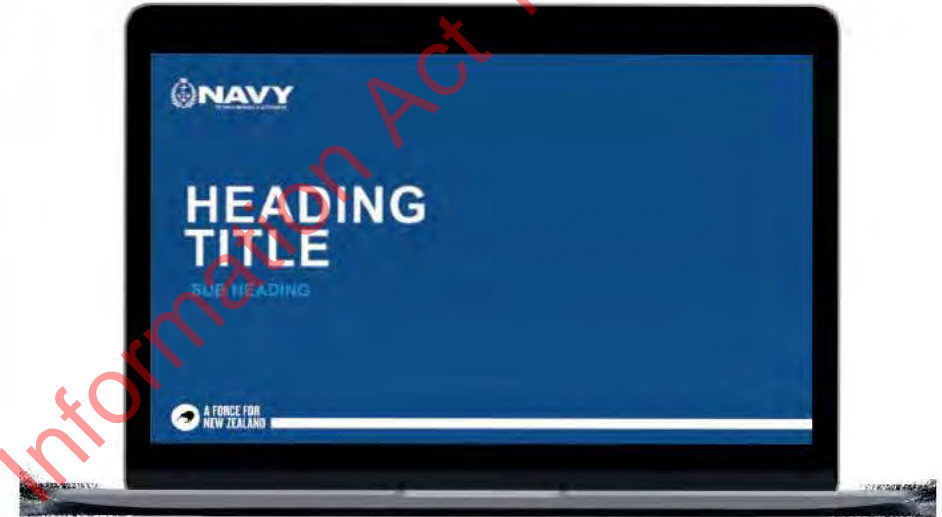
Templates, including report and poster templates, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.



## 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)*

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### Army and F4NZ lockup

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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](http://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



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



**cmk** 0 100 63 10  
**rgb** 211 17 69  
**pantone** 200 C



**cmk** 0 0 0 0  
**rgb** 255 255 255  
**pantone** White

### Secondary palette



**cmk** 6 0 31 18  
**rgb** 223 216 173  
**pantone** 5855 C



**cmk** 0 2 67 40  
**rgb** 179 166 80  
**pantone** 5853 C



**cmk** 32 0 100 79  
**rgb** 68 77 6  
**pantone** 5747 C



**cmk** 65 0 56 94  
**rgb** 0 38 27  
**pantone** 5605 C



Priority / Usage

## 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.



Released under the Official Information Act 1982

## Patterns

Patterns provide another layer to the Army visual identity system.



## Application

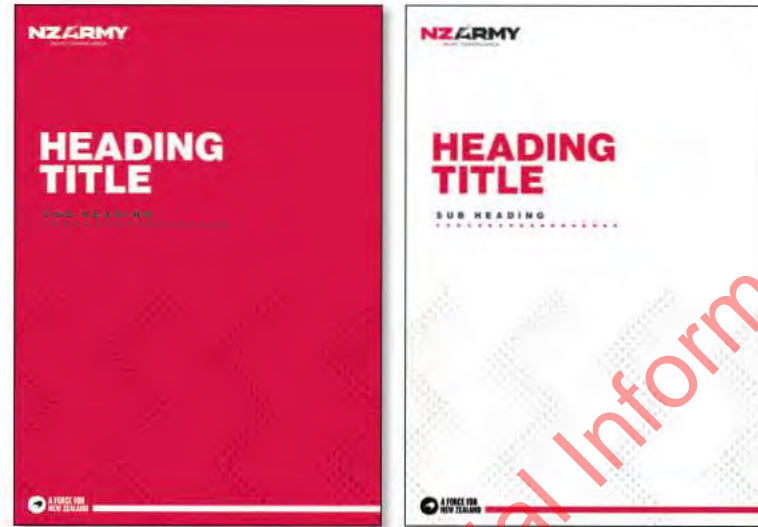
Templates, including the official Army letterhead template, are available on Defence Public Affairs intranet site under 'DPA Toolbox'.

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.



## Application

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

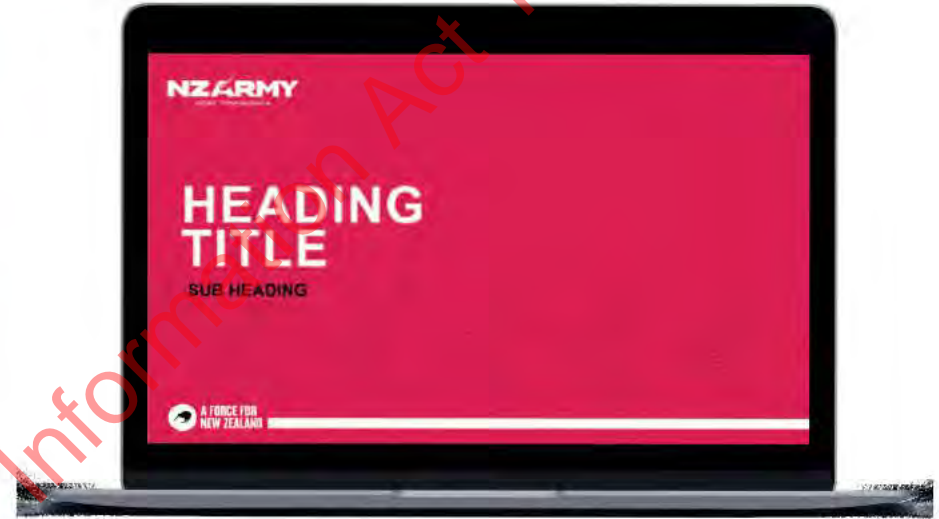




## Application

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 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**

## 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.



## 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](http://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.

## Visual Identity Guidelines

### 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

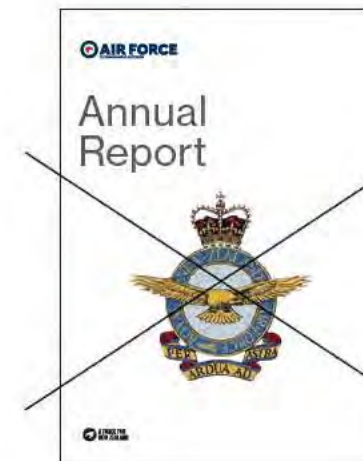
It should never appear together with the Air Force logo unless in exceptional circumstances at the discretion of the Chief of Air Force.

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



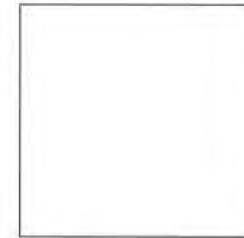
**cmyk** 100 65 0 60  
**rgb** 0 34 68  
**pantone** 289 C



**cmyk** 69 7 0 0  
**rgb** 19 181 234  
**pantone** 299 C



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



**cmyk** 0 0 0 0  
**rgb** 255 255 255  
**pantone** White

### Secondary palette



**cmyk** 40 0 5 6  
**rgb** 137 203 223  
**pantone** 7458 C



**cmyk** 5 96 76 22  
**rgb** 184 34 51  
**pantone** 187 C



**cmyk** 0 36 98 0  
**rgb** 255 182 18  
**pantone** 1235 C



**cmyk** 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

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Neue Haas  
Grotesk

#### Body

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

#### Primary typeface

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Publico

#### Body

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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.

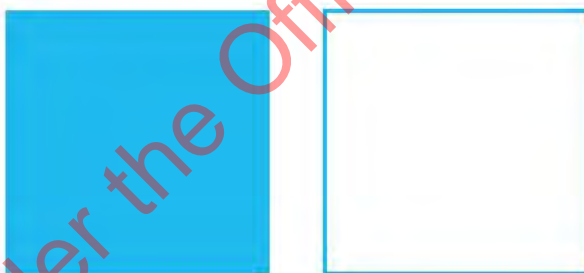
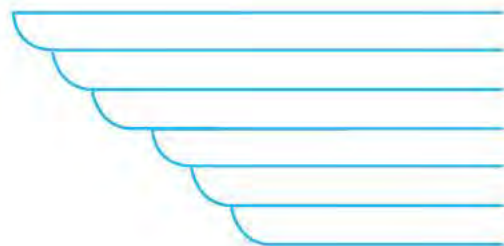
Environmental portraits should be used when the content relates directly to an individual or team. Selected photos should reflect the service person or civilian staff member in relation to their environment or role. For such portraits it is acceptable for the subject to be looking at the camera.



## Elements

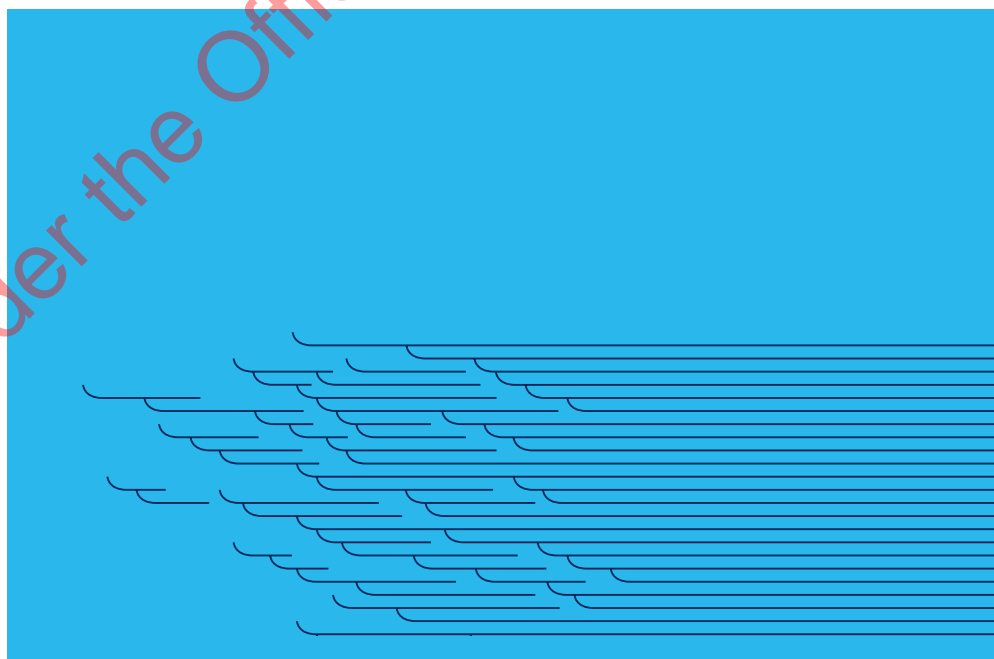
These elements will be used across Air Force collateral.

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 TAUAARANGO O AOTEAROA

Unit Name  
RNZAF Base Auckland  
Auckland 0618

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

**Address**  
Addressee 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 organisations 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

**AIR FORCE**  
TE TAUAARANGO 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

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

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## Application

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

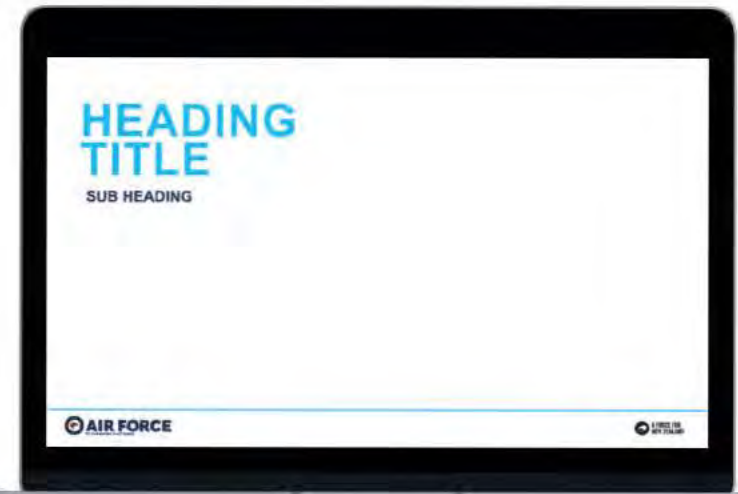
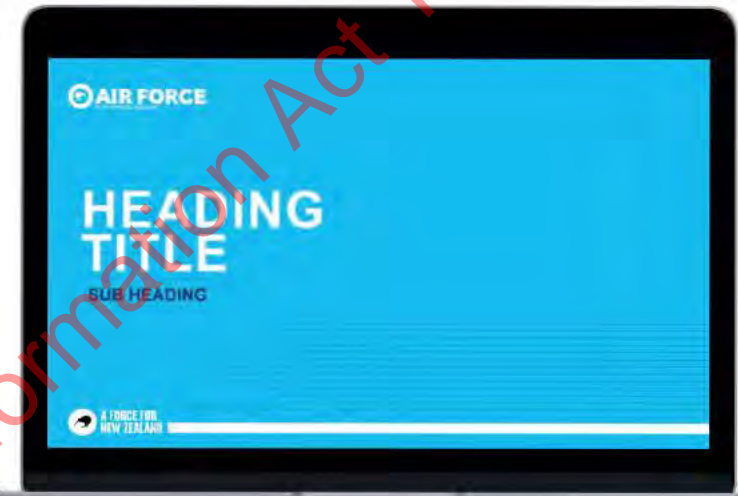




## Application

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.





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