

OIA-2016-2568

7 November 2011

Alex Hill

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Dear Mr Hill

I refer to your email of 18 October 2016 requesting, under the Official Information Act 1982 (OIA), the following:

A. With reference to NZDF Web Identity:

i. What software, programming languages, and hardware is used to maintain and/or create the website(s) of the NZDF and it's sub-agencies;

Websites for which Defence Public Affairs (DPA) have visibility are currently hosted on either Common Web Platform (CWP), Microsoft Content Management Server (MSCMS) platform or Drupal. The CWP sites are hosted within the all-of-government CWP hosting environment. The MSCMS sites are hosted on the NZDF's internal network, with static HTML output overnight to the Defence hosting environment. The Drupal site is hosted by Umbrellar on behalf of the NZDF.

The languages used in DPA are HTML and CSS. DPA uses Adobe Photoshop, Microsoft Internet Explorer, Google Chrome, Apple Safari, Mozilla Firefox, the OSX terminal and a mix of Microsoft Windows and Apple OSX computers to support the maintenance of the sites.

ii. What kind of audit process is there for information or changes that are made to the web pages of the NZDF?

DPA is currently reviewing its information management approach, including on websites. The MSCMS platform has a bespoke audit functionality and a two-step content authorisation and publish function (Author – Initial Approver – Final Approver). The MCMS sites operate with a distributed author model, with support from DPA as and when required, for example some information owners from within the organisation who lack resources request updates through DPA.

iii. What kind of audit process is there for information or changes that are made to the Defence Force's various social media platforms (Facebook, Twitter, Flickr)?

iv. Further, what audit process is the for updates on the service chief's personal twitter account(s)? For example, the CAF's twitter handle is '@CAF_NZ'.

The NZDF is currently reviewing its information management approach, including on social media channels. Currently posts are cleared through an authorised person and posted by DPA.

v. What style guides are there for the NZDF's personal image? This could be web identity, or other forms of identity guides. If applicable, I would like a copy of all style guides promulgated within the NZDF

Our web properties reference the NZDF style guide, a copy of which is enclosed with this letter.

I trust this satisfies your request for information.

Yours sincerely



G.R. SMITH
Commodore, RNZN
Chief of Staff HQNZDF



New Zealand
**DEFENCE
FORCE**
Te Ope Kātua O Aotearoa



OFFICIALLY RELEASED UNDER THE
OFFICIAL INFORMATION ACT 1982

THE NEW ZEALAND DEFENCE FORCE

IDENTITY STANDARDS MANUAL



RELEASED UNDER THE
OFFICIAL INFORMATION ACT 1982



THE CHIEF OF DEFENCE FORCE **FOREWORD**

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

The prosperity and peace New Zealanders enjoy depends upon a secure and stable world, especially in our immediate region. The New Zealand Defence Force is a modern, professional military, which maintains well trained, equipped and disciplined armed forces that can react to crisis at short notice. We lead, train and equip our sailors, soldiers and airmen and women for action in the most demanding environments so they are ready and able to protect New Zealand's interests.

While the use of military force is an option of last resort, in a sometimes violent world there are occasions when its use is appropriate and necessary. Our country has a proud history of joining international action responding to human misery and breaches of international law. Our participation in United Nations and other international peacekeeping missions underlines New Zealand's reputation and credentials as a good citizen of the world.

When people meet members of our Defence Force, at home or abroad, they can trust us. Around the world we are highly regarded for our professionalism, training and skills. Defence Force people's actions embody our values of courage, commitment and comradeship.

Although we are prepared for combat, our technical skills, professional training, and high-end military equipment lend versatility to a range of security and humanitarian tasks. Our Defence Force is constantly working in partnership with many other government agencies helping people and protecting our territory and our oceans.

But we know as an organisation we cannot stand still. So we are striving as a Defence Force to work smarter and it is our purpose to continuously find ways to be better at what we do. As the nature of combat and our other roles change, we are adapting and planning for the future.

We are a **Force for New Zealand**.

LIEUTENANT GENERAL TIM KEATING
CHIEF OF DEFENCE FORCE

INTRODUCTION

The following guidelines give an overview of the application of the New Zealand Defence Force brand.

The New Zealand Defence Force is represented visually by consistent use of the Defence Force Badge and the Design System defined in this guide. This system has been developed as a central record of the branding and design rules to protect and manage our image.

The Defence Force Badge and Design System outlined in this document must be consistently applied across all Defence Force communications. Any material, whether for internal or external audiences, must fall within the procedures outlined in this document. No variation from these procedures is permitted without the written approval of Director Defence Public Affairs (DDPA) or delegate appointed by DDPA.

All new or reprinted/reissued material must also conform to the Defence Force Design System from the date of issue of this guide and any external or internal material produced by or for the New Zealand Defence Force should be approved by DDPA, or delegate appointed by CDF or DDPA, prior to release.

You should assume that if your brand application is not covered in this manual, you should seek advice from the Defence Public Affairs Unit at HQ NZDF.

The integrity of the brand will be retained and enhanced only if the elements of the identity are always applied and implemented consistently.

Have a close look at these and join us in creating a successful New Zealand Defence Force brand.

PLEASE NOTE

A major review of the New Zealand Defence Force identity architecture is currently underway, due for completion in 2015.

This manual reflects current guidance, however when the review is complete this manual will be revised and an updated version released.

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OUR COLLECTIVE PURPOSE

A FORCE FOR NEW ZEALAND

Our collective purpose is simply a set of ideas that describe our objective, what we stand for, why we exist, and what we want to be. Our collective purpose is being:

A FORCE FOR NEW ZEALAND

Why we exist

We exist to keep New Zealand secure, safeguarding the freedoms of all New Zealanders, ensuring our country's economic and social well-being.

What we seek to be

Quite simply, our people, their training, leadership and their equipment, are world class. We use these strengths to deliver tasks that matter to New Zealand and New Zealanders.

How our purpose sounds

If we're being true to our purpose, it should be evident through everything we say and do.

As you're writing, ask yourself, are these the words of an organisation made up of New Zealanders committed to serving and working in New Zealand's interests?

We are an armed Force

Our purpose is to provide a credible and effective armed force to protect New Zealand and its interests. We are prepared for combat. Our Defence Force is New Zealand's sole provider of military know how and equipment which New Zealand uses as a force for good in the world.

We are a Force for good

Whether acting alone or working with other government agencies or other nation's militaries, our purpose is to help others by undertaking a range of security and humanitarian tasks wherever and whenever they are needed.

We are a professional Force

We have a reputation around the world for our professionalism, training and skills. We set ourselves high standards and we get things done. Through our actions we show our values of courage, commitment and comradeship. Our purpose is to always act with professionalism.

We are a Force equipped to succeed

We are a modern, agile, well-equipped force. Our purpose is to lead, train and equip our sailors, soldiers and airmen and women for action in the most demanding environments, so they are ready and able to protect New Zealand's interests.

We are a Force pursuing excellence

We are striving to work smarter and it is our purpose to continuously find ways to be better at what we do. As the nature of combat and our other roles change, we must adapt and plan for the future.

OUR WAR FIGHTING ETHOS

The New Zealand Defence Force ethos is our living spirit and describes our enduring values, beliefs, expectations and professional standards. It creates and shapes the Defence Force culture. Our people define our ethos at the same time as it defines them, so that while the people of New Zealand who join the Defence Force are shaped by our existing ethos, they also contribute to it and enhance it. The close and continuous two-way connectivity between New Zealand society and its military will ensure that this relationship will rightly remain inextricably linked.

Part of the New Zealand Defence Force's reputation for professional excellence relates to the high ethical standards we uphold in all our activities. The New Zealand citizen who joins the Defence Force has been raised in a society that has fostered an acute sense of what is right and wrong, and our training culture reinforces and extends these values to ensure our personnel perform honourably and strictly within the laws of armed conflict. To members of the Defence Force, rules of ethical behaviour are to be followed; they are not inconveniences to ignore or undermine. There is pride felt in being awarded the opportunity to serve one's country with honour and discipline, and this shapes how we see ourselves – and why others appreciate our contributions.

The Defence Force ethos is a warfighting ethos. This ethos is embraced not only by all Service personnel, but also by all Defence Force civilian staff whose vital work enables our operations. It consists of five interdependent components that serve to unite us:

- > we will continue to be bound together by our vital purpose that originates out of the unique burden of responsibility we carry;
- > through being of New Zealand as well as for New Zealand, we will maintain strong communities of trust across and within both the New Zealand public and the NZ Defence Force;
- > our universal focus on leadership that promotes discipline, judgement, innovation and confidence;
- > our New Zealand Profession of Arms that acknowledges the NZ Defence Force to be a distinct self-regulating organisation with a monopoly on a particular expertise, performing a vital and higher purpose in the interests of New Zealand and its people; and
- > the strong and enduring core values of the Defence Force.

OUR VALUES

COURAGE, COMMITMENT, COMRADESHIP

Our values guide the way we operate – as individuals, teams and as an organisation.

They give us common ways to think and act:

Courage has both physical and moral dimensions. Physically, it means overcoming fear when advancing into probable danger when it is easier to retreat. Morally, it means making the hard decisions and having the conviction to stand by them. Showing Courage entails being brave enough to do what one believes to be right, challenging others to also do the right thing, and getting the job done despite hostile or adverse conditions.

Commitment is the obligation of responsibility that all personnel give to the Defence Force and the Government of New Zealand. It is demonstrated by putting others before oneself, contributing to the team, giving selfless service, and acting for the greater good rather than personal gain.

Comradeship is an attribute that develops out of trust, learning and working together. Through Comradeship we will continue to support and encourage our fellow Defence Force colleagues at team, Service and joint levels.

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VISUAL IDENTITY SYSTEM

The visual appearance of the New Zealand Defence Force consists of many unique design elements that are collectively described as the Defence Force Visual Identity System. This system has been developed to support and reflect the Defence Force's strategic communications objectives.

The elements for the Defence Force Visual Identity System include:

THE NEW ZEALAND DEFENCE FORCE BADGE

FORCE FOR NEW ZEALAND PATCH AND STRAPLINE

COLOUR

TYPOGRAPHY

LANGUAGE

SECONDARY GRAPHICS

PHOTOGRAPHY

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THE NEW ZEALAND DEFENCE FORCE BADGE

The New Zealand Defence Force Badge is rich in heritage and meaning. Understanding this, along with consistent application of the Badge, is important to the preservation of military tradition and national identity.

This badge is the sole official emblem of the New Zealand Defence Force having received the Royal Assent on 21 October 1993. The badge is to be used as the official letterhead on Defence Force documents and papers, and in the cover design of manuals. It may be reproduced in the form of wall plaques. Any person wishing to use, or display the badge for other purposes must first obtain approval from DDPA.

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



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THE NEW ZEALAND DEFENCE FORCE BADGE

HISTORY

Representing Three Services as One Force, the New Zealand Defence Force badge is made up of official and historic elements from the single Services.

The Naval Crown

According to the Royal Navy Website, "The Naval Crown is an ancient emblem ... composed of the beaks and sterns of galleys... Modified to represent the sterns and sails of a man-of-war..."

"A standard pattern of the design was adopted by the Admiralty in 1903, drawn up by Evarard Green, the Rouge Dragon at the College of Arms... The official badges which came into use for warships from 1919 onwards have always been ensigned by the Naval Crown, although of a slightly different design to the 1903 version, and it is this which is now generally recognised as the standard version for most purposes."

The Army Crossed Swords

The crossed swords of the Defence Force Badge are from the original New Zealand Army Crest (adopted 1949). The crossed swords were part of the "Crossed Swords, Crown and Lion," which was used by the British Army. This motif was designed in 1939 by Captain Oakes-Jones, Honorary Adviser, Military Display for the War Office as a window in Ypres Cathedral." NOTE: In May 1999 one of the swords on the New Zealand Army Badge was replaced with a taiaha to emphasise the culture of the New Zealand Army.

The Air Force Eagle

The official Royal New Zealand Air Force Badge was approved by King George VI in January 1944. The badge features an eagle volant affrontée, the head lowered and sinister.

The New Zealand Silver Fern

Finally, New Zealand's official badge, the silver fern is also depicted on the Defence Force Badge.

As cited in An Encyclopaedia of New Zealand, "...The fern leaf has been used as a distinguishing badge for New Zealand military formations, particularly during the Second World War, and was also used to mark the graves of New Zealand servicemen in overseas countries.... The fern portrayed is *Cyathea dealbata*..."

'EMBLEMS, NATIONAL', from An Encyclopaedia of New Zealand, edited by A.H. McLintock, originally published in 1966.



THE NEW ZEALAND DEFENCE FORCE BADGE

DEFENCE FORCE BADGE COLOUR BREAKDOWN



Full colour

The following colour specifications represent the original badge colours approved by Queen Elizabeth II. These set the standard for any further colour reproductions.

NOTE: A correction to the official painting approved by the Queen is noted with this standards manual, that being to return the jewels to the proper colours of the Naval Crown: Ruby, Emerald and Sapphire. The official painting omits colour by rendering the jewels in gilt.



Simplified colour

A simplified version of the Badge may be used with permission of DDPA in instances where the Full Colour Badge is not feasible (such as name tag indicia). The Gold should be Gilt if possible.

<p>GOLD 129C Pantone C:0 M:18 Y:77 A:3 R:255 G:212 B:89 HTML: F1D456</p>	<p>GOLD SHADING 2 133C Pantone C:0 M:28 Y:100 K:30 R:184 G:141 B:46 HTML: B9BE2D</p>	<p>CROWN DETAIL 7518C Pantone C:0 M:40 Y:55 K:60 R:126 G:84 B:58 HTML: 7E543A</p>	<p>KEYLINE & SWORD Pantone Process Black C C:0 M:0 Y:0 K:100 R:35 G:31 B:32 HTML: 33F22</p>	<p>FERN 1 618C Pantone C:0 M:31 Y:81 K:30 R:192 G:175 B:44 HTML: C0A92C</p>	<p>FERN 2 3308C Pantone C:100 M:0 Y:0 K:72 R:0 G:0 B:35 HTML: C1495A</p>	<p>GEM STONE 1 SAPPHIRE 274C Pantone C:100 M:100 Y:0 K:28 R:34 G:31 B:114 HTML: 221F72</p>	<p>NEW GEM STONE 2 RUBY 200C Pantone C:0 M:100 Y:63 K:10 R:211 G:17 B:69 HTML: D31145</p>	<p>NEW GEM STONE 3 EMERALD 3288C Pantone C:100 M:0 Y:54 K:20 R:0 G:142 B:127 HTML: 008E7F</p>	<p>WHITE C:00 M:0 Y:00 K:00 R:255 G:255 B:255 HTML: FFFFFFFF</p>
<p>GOLD 50% TINT 50% 129C Pantone</p>	<p>GRADIENT 1 FOR GOLD 129C & 133C</p>		<p>75% TINT FOR SWORD GRADIENT Pantone Process Black C</p>		<p>60% TINT FERN 2 3308C Pantone</p>	<p>50% TINT GEM STONE 1 274C Pantone</p>	<p>50% TINT GEM STONE 2 200C Pantone</p>	<p>50% TINT GEM STONE 3 3288C Pantone</p>	
	<p>GRADIENT 2 FOR GOLD 129C & 133C</p>		<p>GRADIENT FOR SWORD WHITE & BLACK</p>						

THE NEW ZEALAND DEFENCE FORCE BADGE

DEFENCE FORCE BADGE USAGES

The Defence Force Badge is to be used on formal documents or items including those listed below.

Examples of official use of the Defence Force Badge:

- > Honours boards
- > Commendation certificates
- > Warrants
- > Tender documents
- > Contracts
- > Identity cards
- > Watchkeeping logs
- > Plaques
- > Uniforms
- > Crockery and utensils

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THE COLOUR PALETTE

PRIMARY COLOUR PALETTE

PROCESS BLACK | C.0 M.0 Y.0 K.100 | R.35 G.31 B.32 | HTML 000000

WHITE | C.0 M.0 Y.0 K.0 | R.255 G.255 B.255 | HTML FFFFFFFF

SECONDARY COLOUR PALETTE

PANTONE BLACK 7 | C.0 M.0 Y.15 K.82 | R.83 G.83 B.76 | HTML 52524C

GOLD FOIL OR PANTONE 129 | C.0 M.16 Y.77 K.7 | R.255 G.212 B.86 | HTML FFD456

PANTONE 281 | C.100 M.72 Y.0 K.32 | R.0 G.62 B.126 | HTML 003E7E

PANTONE 200 | C.0 M.100 Y.63 K.10 | R.211 G.17 B.69 | HTML D31145

PANTONE 298 | C.69 M.7 Y.0 K.0 | R.19 G.181 B.234 | HTML 13B5EA

THE NEW ZEALAND DEFENCE FORCE LOGO LOCKUP

The NZ Defence Force Logo Lockup is made up of the Defence Force Badge, the New Zealand Defence Force Wordmark and the Three Services Medal Bar.



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THE NEW ZEALAND DEFENCE FORCE LOGO LOCKUP

LOCKUP USAGE

The Defence Force Lockup is our principal visual identity. As the parent organisation to the single Services, it is important that the Defence Force Lockup be used on all external single Service publications as an indicator that the Service is part of the Defence Force. Examples of usage on single Service publications can be found in the Application section.

While the Badge may be used independently as described in this Guide, the Wordmark must not be used on its own.

The Defence Force Logo is central to our visual identity. The Wordmark font has been created specifically for the New Zealand Defence Force to complement the badge and must not be substituted with another font or redrawn.

The approved Logo always incorporates 'Te Ope Katua O Aotearoa'.

The lockup into the medal bar reflects the culture and pride of the Armed Forces. It is emblematic of the international culture of awarding bravery and service.

The medal bar must be positioned exactly as is with the Defence Logo. It must not be reproduced without the Defence Force Badge. It must not be removed from the Defence Force logo without prior written permission of DDPA or delegate.

Please contact Defence Public Affairs Unit at Defence Force for the artwork.

Mandatory use of the Defence Force Lockup

- > Official letterhead
- > Training publications
- > Place cards
- > Communications and information products
- > PowerPoint and data presentations
- > Defence Force merchandise and livery items
- > Websites
- > All internal and external publications, including training
- > All single Service publications

Never

- > Alter the colours of the Defence Force Badge or Defence Force Lockup
- > Substitute a typeface for the Wordmark
- > Place the Defence Force Badge or Defence Force Lockup on products for sale by a commercial company without formal approval
- > Alter the proportions or relationship of the Wordmark to the Badge in the Defence Force Lockup
- > Add the name of a command, vessel, establishment or any other device to the Defence Force Badge or Lockup without written approval
- > Alter the templates or any other printed items in any way

THE NEW ZEALAND DEFENCE FORCE BADGE LOCKUP

THE LOCKUP ON WHITE



4 Colour

Badge: See Pg 16 for colour breakdown

Wordmark: PMS Black 7*

Navy Bar: PMS 289*

Army Bar: PMS 200*

Air Force Bar: PMS 298*



3 Colour

PMS 129*

PMS 139*

PMS Black 7*



1 Colour

PMS Black 7*

or

PMS Process Black*

THE NEW ZEALAND DEFENCE FORCE BADGE LOCKUP

THE LOCKUP ON BLACK



4 Colour

Badge : Ferns become Gold
See Pg 16 for colour breakdown

Wordmark: PMS Black 7*

Navy Bar: PMS 289*

Army Bar: PMS 200*

Air Force Bar: PMS 298*



3 Colour

PMS 129

PMS 139*

PMS Black 7



1 Colour

PMS Black 7

or

PMS Process Black

THE NEW ZEALAND DEFENCE FORCE LOGO LOCKUP

SCALE

Two iterations of the logo have been developed to mitigate the risk of loss of detail when reproduced small. This leads to more flexibility at smaller sizes and easier recognition, which in turn protects the integrity of the brand.

65 mm



Option A

This is the smallest size the badge can be reproduced in its detailed form, for smaller sizes switch to option B. For reproduction at this size or larger use only Option A. You must be rigorous guarding this standard.



Option B

This is the badge to use below the smallest size for Option A. This badge MUST NOT be used larger than Option A's smallest size. At this point you must switch to the detailed version.



Option C

A simple monogram for application at very small sizes. This MUST NOT be used large.

THE NEW ZEALAND DEFENCE FORCE LOGO LOCKUP

CLEAR SPACE REQUIREMENTS

The measurement 'E' (the width of the E) in Defence represents the area of clear space required around the logo at all times. This area must be kept clear of any other graphic element or images.



A FORCE FOR NEW ZEALAND PATCH AND STRAPLINE

USAGE

Our collective purpose is about better telling our story.

The Force for New Zealand visual identity identifies us as proud Kiwis; and references the patches on sleeves of Defence Force personnel deployed around the world.

There are two variations:

- > circular patch
- > strapline

The Defence Force logo remains central to our visual identity, and should be used in conjunction with the Force for New Zealand imagery at all times.

The Force for New Zealand imagery is not an organisational logo and must not be reproduced without the Defence Force or appropriate Service logo also appearing.



A FORCE FOR  **NEW ZEALAND**



THE BRAND HIERARCHY

The relationship between Service brands and the Defence Force is an important one to define. With each Service being both independent and forming an integral part of the Defence Force, and the Defence Force being represented by the individual services, it is necessary to reflect this relationship in a lockup system.

The Defence Force also has within it a number of units with unique functions. These units interact with both internal and external audiences and there is a need for these

sub-units to have a recognisable niche within the Defence Force brand. In order to create differentiation, each unit has been given a particular colour to identify itself. Where unit logos/badges already exist they are incorporated into the endorser bar as described in following pages.



SERVICES



THE BRAND HIERARCHY

DEFENCE FORCE UNIT COLOURS

As the Defence Force is made up of a number of units, a colour system has been created to provide an easily recognisable differentiation between the units.

The individual unit colours are described here.

COMMANDS

 HEADQUARTERS JOINT FORCES NZ	PANTONE 267 C.84 M.99 Y.0 K.0 R.81 G.38 B.152 HTML 512698
 DEFENCE LOGISTICS COMMAND	PANTONE 158 C.0 M.61 Y.97 K.0 R.245 G.128 B.37 HTML F58025

NZDF UNITS

DEFENCE PERSONNEL EXECUTIVE	PANTONE 136 C.0 M.27 Y.76 K.0 R.254 G.191 B.87 HTML FEBF57
NEW ZEALAND DEFENCE COLLEGE	PANTONE 131 C.0 M.32 Y.100 K.9 R.231 G.166 B.20 HTML E7A614
 COMMUNICATION INFORMATION SYSTEMS	PANTONE 542 C.62 M.22 Y.0 K.3 R.86 G.159 B.211 HTML 569FD3
CAPABILITY BRANCH	PANTONE 377 C.45 M.0 Y.100 K.24 R.119 G.162 B.47 HTML 78A22F
 DEFENCE HEALTH DIRECTORATE	PANTONE 1817 C.30 M.100 Y.100 K.42 R.119 G.17 B.19 HTML 771113
STRATEGIC COMMITMENTS	PANTONE 520 C.64 M.100 Y.12 K.0 R.124 G.43 B.131 HTML 7C2B83

THE BRAND HIERARCHY

DEFENCE FORCE LED LOCKUP

Defence Force + Services Lockup



The NZ Defence Force Logo Lockup is made up of the Defence Force Badge, the New Zealand Defence Force Wordmark and the Three Services Medal Bar. This represents the three Services as one force.

Defence Force + unit Lockup



Where appropriate, the individual units of the NZDF are represented by the Defence Force Unit Lockup. This is comprised of the Defence Force Badge, Wordmark and the Unit endorser bar. The Unit endorser bar is made up of the Unit Identifier, the Unit name and a bar of the unit colour. See previous page for specific Unit colours.

It can be used directly underneath or removed and used on a different part of the document **but it must always appear.**

SERVICE LED LOCKUP

Service + Defence Force



The Service logo is always supported by the Defence Force endorser, which is made up of the badge monogram and a simple line of copy that must always include the words 'New Zealand Defence Force' but can also use an approved action word as a link to the particular service. It can be used directly underneath or removed and used on a different part of the document **but it must always appear.**

TYPOGRAPHY

Swiss 721 has been chosen as the primary font for its strength and agility.

Recommended uses for Swiss

**DISPLAY
HEADINGS**

SUBHEADING

Introduction

Body text

Caption

Leawood is the supporting font, it is established and exudes excellence.

Recommended uses for ITC Leawood

HEADING

SUBHEADING

Introduction

Caption

Always use these fonts to maintain brand consistency.

For everyday PC usage, Arial and Book Antiqua are to be substituted; no other fonts are acceptable..

Do not add any additional fonts as this will dilute the intent of the brand.

TYPOGRAPHY

SWISS 721

ABCDEFGHI1234
abcdefghikj!?

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789!@#
\$%^&*()_+

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789!@#
\$%^&*()_+**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789!@#
\$%^&*()_+

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789!@#
\$%^&*()_+**

ITC LEAWOOD

ABCDEFGHI1234
abcdefghikj!?

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789!@#
\$%^&*()_+

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789!@#
\$%^&*()_+**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789!@#
\$%^&*()_+

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789!@#
\$%^&*()_+**

LANGUAGE

Speaking With One Voice is about our verbal identity. It's what we say – the content of our communications, and how we say things – our style, tone and personality. Together, these influence how people feel about us when we communicate with them.

Everything we say or do as an organisation needs to hold true to our core purpose and values. Alongside our visual identity, our verbal identity helps shape what people think of our Defence Force. Speaking With One Voice covers four things that will help us all speak and write in a way that better helps people relate to our Defence Force:

- > how we sound (our tone)
- > how we write (our style)
- > how we come across (our personality)
- > the words we choose to describe our purpose (our vocabulary).

Our tone:

When we speak and write we need to consider not only the words we choose but the style and tone we attach to them.

The content of our stories is where we share the messages we want to get across. Our tone is how we sound.

The style of our communications – the colour and personality we add to our words – help to give them meaning. This helps people to understand who we are and what we do.

If we want our communications to be understood and trusted, we need to be communicating and reinforcing the same messages.

Consistency is important. It will help people pick up and understand the ideas we are sharing. But more important it is to remain true to our core purpose.

What are the big ideas?

Our collective purpose is simply a set of ideas that describe our objective, what we stand for, why we exist, and what we want to be. Our collective purpose is being:

A FORCE FOR NEW ZEALAND

Why we exist

We exist to keep New Zealand secure, safeguarding the freedoms of all New Zealanders, ensuring our country's economic and social well-being.

What we seek to be

Quite simply, our people, their training, leadership and their equipment, are world class. We use these strengths to deliver tasks that matter to New Zealand and New Zealanders.

How our purpose sounds

If we're being true to our purpose, it should be evident through everything we say and do.

As you're writing, ask yourself, are these the words of an organisation made up of New Zealanders committed to serving and working in New Zealand's interests?

Our purpose (see page 6):

- > We are an armed Force
- > We are a Force for good
- > We are a professional Force
- > We are a Force equipped to succeed
- > We are a Force pursuing excellence

Our values (see page 8):

Our values guide the way we operate – as individuals, teams and as an organisation.

They give us common ways to think and act:

- > Courage
- > Commitment
- > Comradeship

How we say things:

Words matter because of the effects they have on people's feelings. They signal what we are like as people and as an organisation collectively. We want our words to leave the right impression. Our job is to take care with the words we use and put them together in ways that reflect who we are as a military organisation and that shares our story and purpose with power and clarity.

LANGUAGE

'Us', 'we' and 'our' can be powerful words. Using 'us', 'we' and 'our' (which in English grammar have the fancy name of 'first-person, plural personal pronouns') is a way to connect the reader to what we've written. That is, 'us', 'we', and 'our' can invite the reader to consider themselves part of the 'us' – part of our group. This style is also more informal, reflecting our conversational tone and open and approachable personality (see later in this guide).

Our tone is conversational:

Our tone is conversational because it reflects that not only are we for New Zealand but the people of our Defence Force are of New Zealand. So we speak and sound like other New Zealanders – because we are! It's part of what makes us real and reflects our approachability, and in part is why people can trust us. At its essence, this means writing as you'd speak and speaking with ease.

Tips for sounding conversational include:

- > Talking in your head as you write – write as if you were talking to a close friend
- > Use straightforward language
- > Address the person directly
- > Remove jargon, but avoid slang
- > Listening to yourself talk – read yourself back what you've written out loud, if it doesn't sound right, change it!

Personality:

How we say things, the language we use, reflects our personality and who we are.

Again, we want other New Zealanders to see themselves in us, because we represent the best of them. So our personality is upfront and honest, we speak plainly about what we do.

We're friendly and easy-going. Just as our values tell us we're there for our mates, we're also there for all New Zealanders, in both good times and bad.

We care passionately about our country and the contribution we make to the lives of our fellow Kiwis. We are our nation's warriors.

Being straight-up:

This is about looking for the simplest way to say something. Straightforward language makes our messages more personal and real to our readers. A message will be better understood when it is easy to read.

Tips for being straight-up include:

- > Knowing our purpose, and the purpose of what we are writing
- > Getting to the point and grabbing reader's attention from the beginning
- > Using everyday words
- > Using language and terms consistently
- > Use short words and sentences
- > Use headings to break-up and signpost text
- > Use bullet points to present complex information
- > Avoid acronyms and jargon.

Confident and Professional:

We need to write confidently and professionally so people have confidence in us. We need to believe in what we say. If we are confident and professional in what we are doing, our communications will reflect that.

Tips for being confident & professional include:

- > Keeping it simple and direct
- > Making our point quickly
- > Writing with conviction
- > Providing descriptions and explanations of complex of Defence-specific ideas
- > Using concrete facts
- > Using interesting and active language.

SECONDARY GRAPHICS

The secondary graphics system is comprised of a number of different devices which form the basis of the Defence Force 'look and feel'. They combine with other elements of the brand, like colour, typography, language and photography to create a complete visual language that is the Defence Force's own.

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KOWHAIWHAI PATTERN



The Defence Force Kōwhaiwhai Pattern

Pattern work components

ARMY Mango pare (hammerhead shark) pattern used to depict the head and forearms of the mokomoko or lizard, renown 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 renown 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.

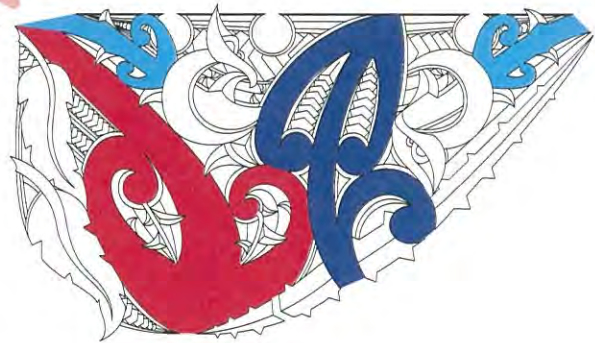
Peacekeeping (Guardian of War) sits upright and **Peacekeeping** (Guardian of Peace) sits inverted to denote balance. Together they depict NZDF's role both on the battlefield and in the peace keeping arena. Both roles are equally important and NZDF is a valuable contributor to both.

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 they provide to NZDF's outputs.

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

It can be rotated 90 degrees and tessellated to make a pattern, but must not be rotated 180 degrees or flipped upside down.

Pattern work components



Fill components



Note, the colours used here are for illustrative purposes only

PHOTOGRAPHY

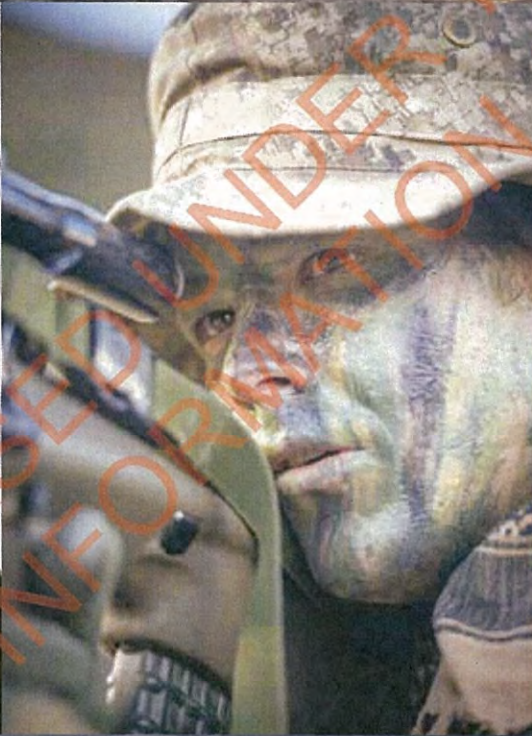
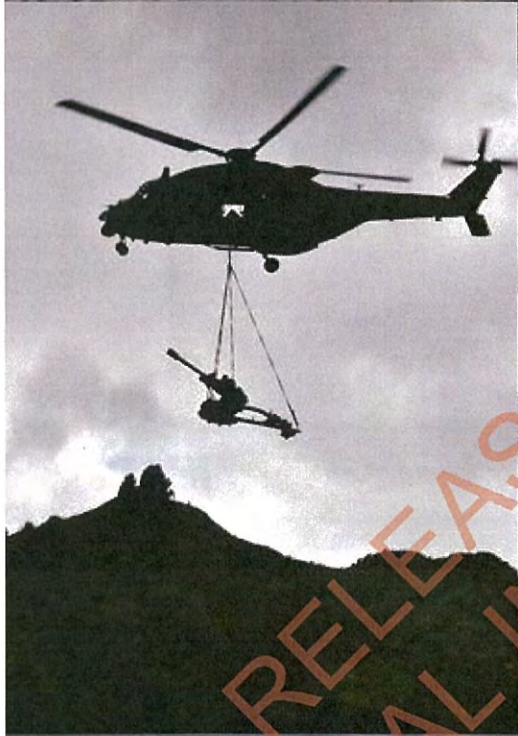
Supplied images are used in colour and cropped at varying focal lengths, some up close to capture detail and others further back to show a wider view. This is required when the three Services are used together to create push and pull, and clarity.

Photographs must:

- > Have an exciting, dynamic and courageous feel, yet have clarity and strength
- > Be of a professional standard
 - a considered sense of lighting, in particular:
 - early morning or evening
 - atmospheric lighting, fog, haze etc.
 - no flat skies, if sky is grey it should be stormy clouds,
 - have a sense of drama
 - perspective and angled photography
 - depth of field and focus effects
 - consideration of background and surrounding elements
- > Subject
 - Equal part action shot
 - people or group/team shots
 - portraits – featuring a single person
 - close up detail faces, compelling
 - equipment, vehicles
 - parade and formal photography – a sense of pride
- > Images must be of reasonably high resolution
- > Images must be fairly recent, within one or two years
- > Must equally cover Navy, Army and Air Force
- > Must also represent civilians



PHOTOGRAPHY



OFFICIAL INFORMATION ACT 1982

BADGE LOCKUP WITH NZ GOVERNMENT LOGO

The NZ Government logo is always removed from the key brand and sits bottom right whenever possible.



Minimum size

New Zealand Government



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:

STATIONERY

DOCUMENTS

SIGNAGE

POSTERS

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STATIONERY

In order to reinforce the Defence Force as the parent organisation, and to create a simple unity across the Defence Force, a stationery system has been created that shares a common basic structure.

Within the Defence Force there are three levels of hierarchy required, and therefore three tiers of stationery. The first level is specifically for the Chief of Defence Force and Vice Chief of Defence Force, the second is for Defence Force Commands and the third is the general layout used by Units and the majority of the Defence Force, which dictates the layout and format of all other stationery.

Logo/lockup positions, contact details and address blocks for Service stationery items follow the format set out by the Defence Force stationery, but use their own fonts. The Service stationery also includes the Defence Force endorser bar as an element.

As part of the system, the reverse of business cards have dedicated areas for unit colour, identifier and unit values/mission statement.

Personnel working in a single Service unit should use the stationery system of the Service. Personnel working in multi-service units must use the Defence Force stationery system.

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STATIONERY

GENERAL STATIONERY

Letterhead



Headquarters NZDF
Defence House
Private Bag 39997
Wellington 6011, New Zealand

T +64 (0)4 496 0999
F +64 (0)4 496 0869
E hqnzdf@nzdf.mil.nz
www.nzdf.mil.nz

Firstname, Lastname
Company Name
Address line 1
Address line 2
Region
Date 2010

Notepad

To Firstname.

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eugait el ex eu faccum velit venim vel ut ad ex essi
Swiss Roman, 9pt



Headquarters NZDF
Defence House
Private Bag 39997
Wellington 6011, New Zealand

T +64 (0)4 496 0999
F +64 (0)4 496 0869
E hqnzdf@nzdf.mil.nz
www.nzdf.mil.nz

Sincerely,

Rank and/or Name - Leawood, 11pt
Position - Swiss Bold, 8pt
Directorate/Unit - Swiss Roman, 8pt

Compliment slip



Headquarters NZDF
Defence House
Private Bag 39997
Wellington 6011, New Zealand

T +64 (0)4 496 0999
F +64 (0)4 496 0869
E hqnzdf@nzdf.mil.nz
www.nzdf.mil.nz

Envelope



Business card front & reverse



Rank Firstname T. Sumame, 10ons, Quas

Position
Defence Force Unit
M +64 (0)21 123 4567 T +64 (0)4 496 1234
E el@nzdf.mil.nz

Headquarters NZDF
Defence House, Private Bag 39997
Wellington 6011, New Zealand
Internal 0496 1234, F +64 (0)4 496 4321
www.nzdf.mil.nz

STATIONERY

CDF STATIONERY

Letterhead



CHIEF OF DEFENCE FORCE
LIEUTENANT GENERAL RHYSS JONES
Headquarters NZDF T +64 (0)4 496 0000
Defence House F +64 (0)4 496 0006
Private Bag 39997 E hqnzdf@nzdf.mil.nz
Wellington 6011 New Zealand www.nzdf.mil.nz

Firstname, Lastname
Company Name
Address line 1
Address line 2
Region
Date 2010

Notepad

Alionse do odionulput wis ad molut augait wisci blandre
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eugait el ex eu faccum velit venim vel ut ad ex essi.
Swiss Roman, 9pt



CHIEF OF DEFENCE FORCE
Headquarters NZDF T +64 (0)4 496 0000
Defence House F +64 (0)4 496 0006
Private Bag 39997 E hqnzdf@nzdf.mil.nz
Wellington 6011 New Zealand www.nzdf.mil.nz

Sincerely,

Rank and Name - Leawood, 11pt
Chief of Defence Force

Complement slip



Envelope

With the Compliments of the
CHIEF OF DEFENCE FORCE

Headquarters NZDF T +64 (0)4 496 0000
Private Bag Wellington F +64 (0)4 496 0006



Business card front & reverse



CHIEF OF DEFENCE FORCE
Rank and Name

New Zealand Defence Force
T +64 (4) 496 0000 F +64 (4) 496 0006
E hqnzdf@nzdf.mil.nz

Headquarters NZDF
Defence House Private Bag 39997
Wellington 6011 New Zealand
www.nzdf.mil.nz

STATIONERY

Letterhead – Office of the chief executives



OFFICE OF THE CHIEF EXECUTIVES
CHIEF OF DEFENCE FORCE SECRETARY OF DEFENCE
Defence House Wellington New Zealand

Firstname, Lastname
Company Name
Address line 1
Address line 2
Region
Date 2010

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landre estie eugait el ex eu faccum velit venim vel ut ad ex essi.

Swiss Roman, 9pt

Sincerely,

Rank and Name - Leawood, 11pt
Chief of Defence

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STATIONERY

SERVICE STATIONERY

Letterhead



Naval Staff
Defence House,
Private Bag 39997,
Wellington 6011, New Zealand

T +64 (0)4 496 0999
F +64 (0)4 496 0869
E navy@nzdf.mil.nz
www.navy.mil.nz

Firstname, Lastname
Company Name
Address line 1
Address line 2
Region
Date 2010

Notepad

To Firstname,
Sandiat. Ut lorting ex etue feu feugait nit, se molorp. Tat nonulla ndrero odit ipsum duismod eu facilis nibi etum vel utem do do commy nullam etum ip ea conu laorperat lutpatio deliquat.

Sincerely,

Rear Admiral Tony Parr
Chief of Navy



Naval Staff
Defence House,
Private Bag 39997,
Wellington 6011, New Zealand

T +64 (0)4 496 0999
F +64 (0)4 496 0869
E navy@nzdf.mil.nz
www.navy.mil.nz

Business card front & reverse

Complement slip



Commander John Smith, MVO, BEng (Nav Arch)

Director Naval Engineering
Royal New Zealand Navy
T +64 (0)9 446 1834, M +64 (0)21 243 1382
E john.smith@nzdf.mil.nz

Naval Staff
HQ New Zealand Defence Force
Private Bag 32901,
Auckland, New Zealand
Internal 3571 8234 F +64 (0)9 446 1834
www.navy.mil.nz



DOCUMENTS

General document layouts use the hierarchy and colour rules to create suites of easily recognisable unit documents.

Basic Microsoft Word and PowerPoint templates are available. For more complex document design and layout please contact DPA.

International Standard Book Numbers (ISBN's)

ISBN's should be obtained for external documents that are intended for public use.

ISBN's are not necessary for very small runs of books/pamphlets, internal documents and newsletters.

The Defence Force library in Headquarters, Wellington, issues ISBN's on a case by case basis. Please contact the library if you would like to check if your publication requires an ISBN, or to get one issued.

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DOCUMENTS

HIGH LEVEL LAYOUTS



DOCUMENTS

HIGH LEVEL LAYOUTS

100 YEARS OF THE KIWI

We aren't changing the patches our people wear when deploying. But inside this flyer is a badge that may be worn by both military and civilian staff on any of your dress uniforms and work clothes.

The kiwi has been an enduring military emblem and been associated with New Zealand forces, particularly overseas, since the First World War.

The Kiwi patch as worn by today's Defence Force was first designed for soldiers joining the UN peacekeeping mission to Bosnia in 1994. It has been a source of enduring pride for deploying forces ever since and we think it symbolises the very best of our collective efforts as a Defence Force.

Wear it with pride!

DEFENCE FORCE

To find out more, visit the NZDF internet homepage and click on **A Force for New Zealand**

A FORCE FOR NEW ZEALAND

FROM YOUR CHIEF OF DEFENCE FORCE

Today we are launching a new way of talking about our Defence Force. It's called **A Force for New Zealand**. We are calling it our collective effort. It's about our collective effort, and that together we are greater than the sum of our individual parts. And we stand for what we stand for, and what we stand for, and what we stand for.

Force - Regular, Reserve and Citizen - to connect. It's about finding a way for everyone in our Defence Force for New Zealand. But it's not about programs. It's about our collective effort. It's about our collective effort.

- power or strength
- ability or capacity
- state or condition
- something of our nation
- strength of our nation
- ability or capacity
- state or condition

NEW ZEALAND

- the best like nation
- our country, our home
- where Defence Force people come from
- the people of our nation
- our identity as Defence Force

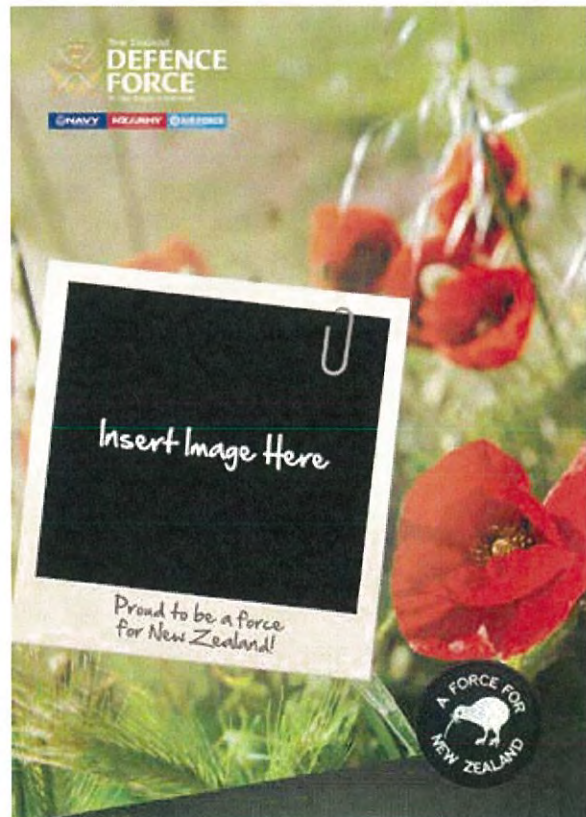
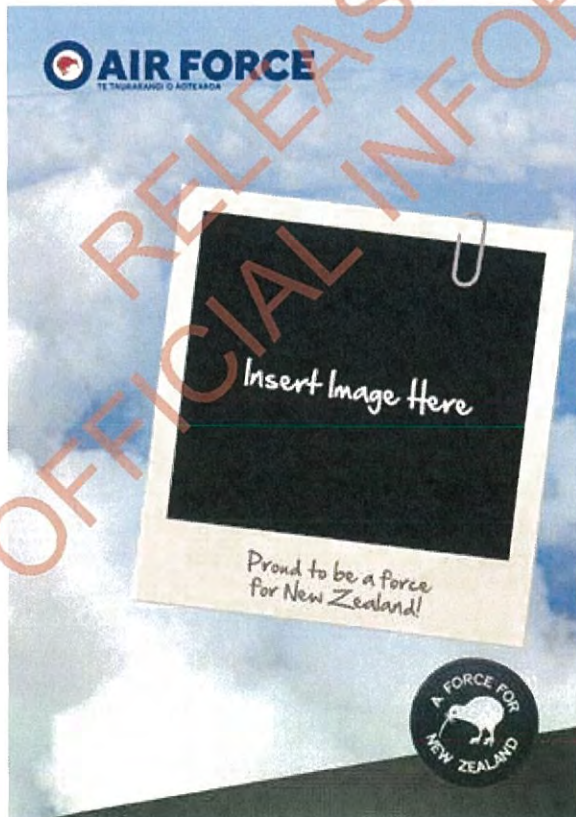
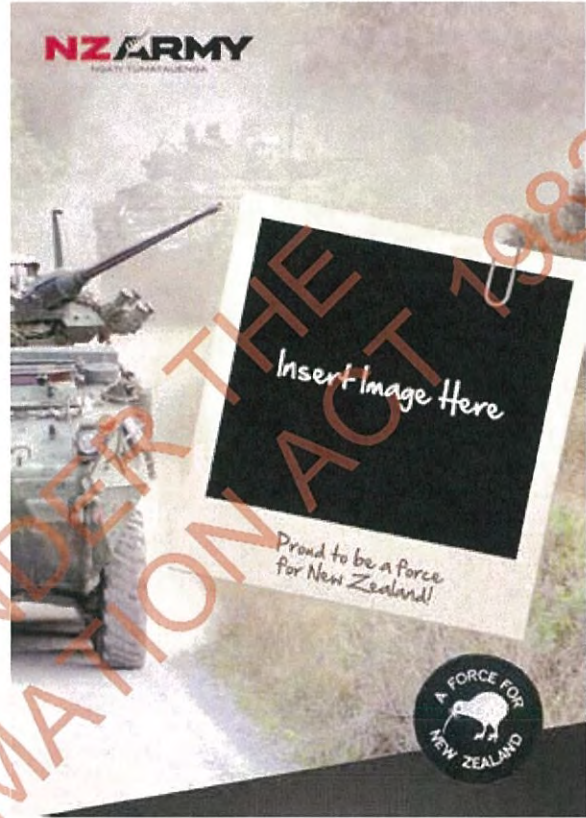
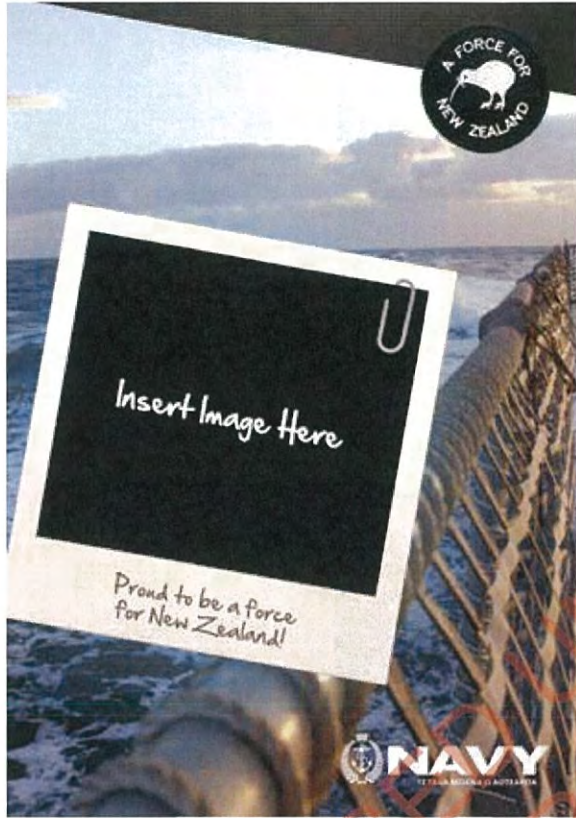
FOR

- in the interest or to the benefit of
- in defence, support or favour of
- in favour of
- in support of
- in favour of
- in support of



DOCUMENTS

SINGLE SERVICE



DOCUMENTS

POWERPOINT

Cover slide

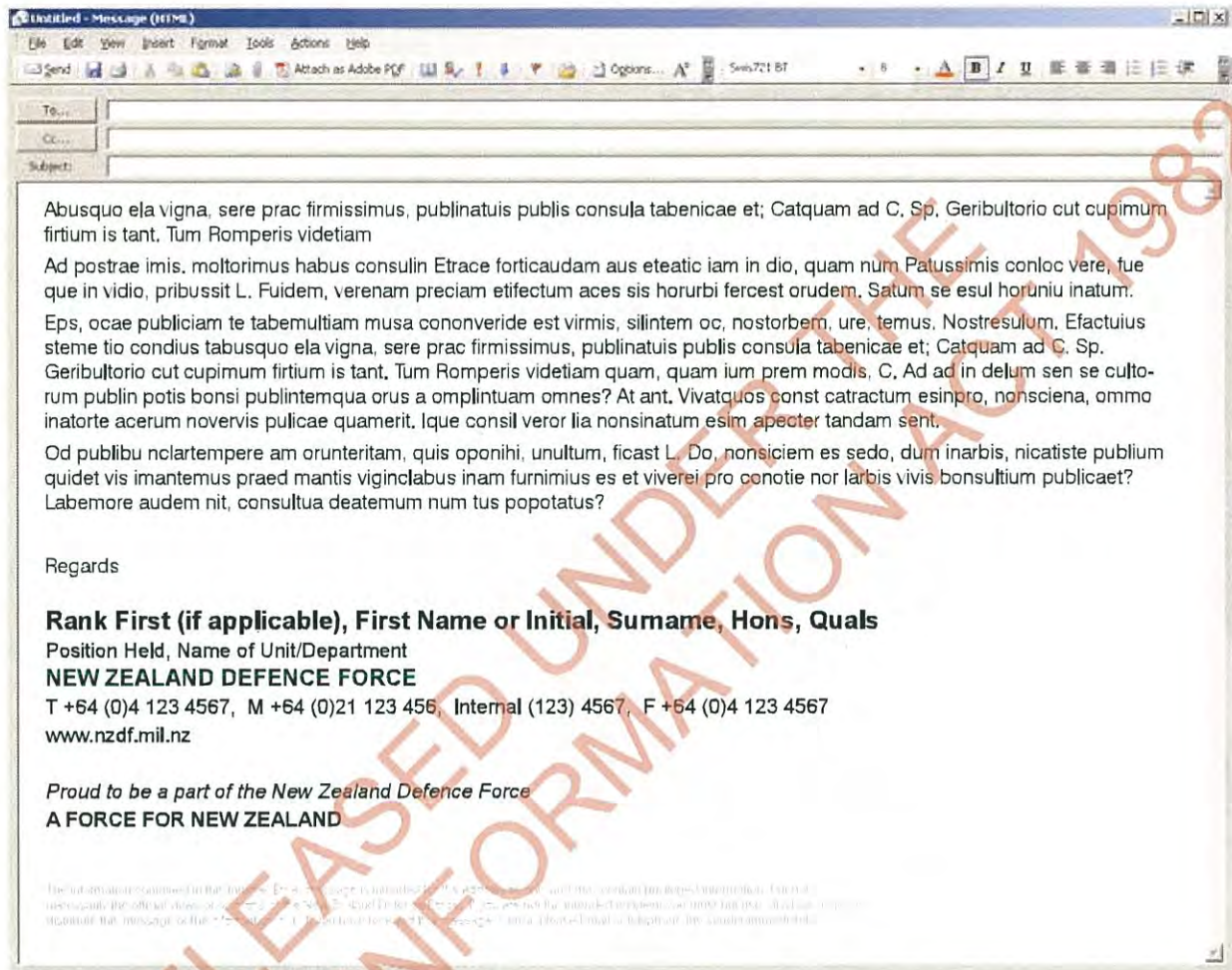


Content slide



DOCUMENTS

EMAIL SIGNATURE



Specs:

- First line: Arial Bold, 10pt, font colour: Black
- Line 2: Arial Regular, 8pt, font colour: Black
- Line 3: Arial Bold, Caps, 9pt, font colour: Black
- Lines 4/5: Arial Regular, 8pt, font colour: Black
- Blank Line
- Line 6: Arial Italic, 8pt, font colour: Black
- Line 3: Arial Bold, Caps, 8pt, font colour: Black

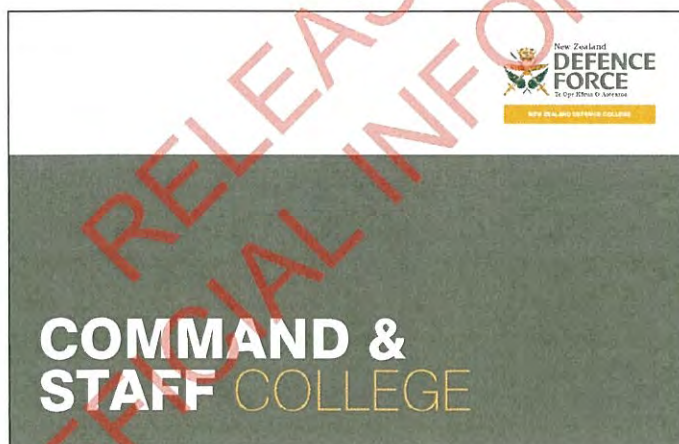
SIGNAGE

Single Service bases and camps carry Service branding on the exterior for a consistent and uniform look. Internally, multi-Service units are to use Defence Force Signage guidelines.

TIER 1 – BASE/CAMP/BUILDING

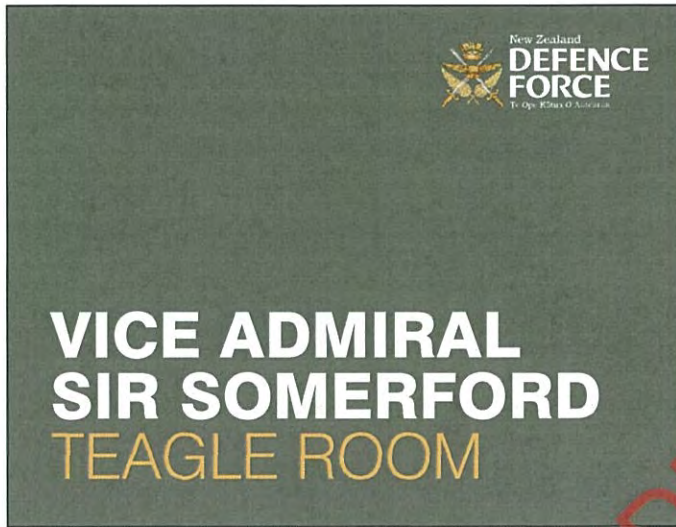


TIER 2 – UNIT LOCATION/BUILDING



SIGNAGE

TIER 4 – INTERNAL OFFICE/ROOM



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RESOURCES

Available on the Defence Public Affairs intranet page
under 'Resources'

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