



Headquarters
New Zealand Defence Force
Defence House
Private Bag 39997
Wellington Mail Centre
Lower Hutt 5045
New Zealand

OIA-2023-4776

i0 August 2023

[REDACTED]
[REDACTED]@gmail.com

Dear [REDACTED]

I refer to your email of 11 July 2023 requesting, under the Official Information Act 1982 (OIA), the following:

- *your technical style guide/stylebook/guidelines/brand manual for producing online and printed material.*
- *details of what fonts and colours you uses on their website and in print, including the licenses they're provided under and the cost of those licenses.*

The New Zealand Defence Force (NZDF) Visual Identity Standards are enclosed. These standards specify two brand fonts: Publico and Neue Haas Grotesk. Those fonts are licensed through Commercial Type at their standard rate for use on NZDF websites that receive up to 500,000 unique visitors per month. Publico is also licensed specifically for 13 NZDF staff who use the font on their workstations. The standard rate for these fonts is publicly available on the Commercial Type website¹. For the NZDF, the licence cost for these fonts is US\$6,037.

Workstation use of Neue Haas Grotesk and other fonts not covered in the Visual Identity Standards, but which may be used from time to time, is covered within NZDF Creative Cloud subscriptions. Other fonts that may be used, but are not covered in the Visual Identity Standards, are covered under Windows, Mac OS, and Microsoft Office licenses. As a result, a specific cost for the use of those fonts is not available.

You have the right, under section 28(3) of the OIA, to ask an Ombudsman to review this response to your request. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that responses to official information requests are proactively released where possible. This response to your request will be published shortly on the NZDF website, with your personal information removed.

Yours sincerely

AJ WOODS
Air Commodore
Chief of Staff HQNZDF

Enclosure:

1. NZDF Visual Identity Standards

¹ https://www.commercialtype.com/catalog/neue_haas_grotesk
<https://www.commercialtype.com/catalog/publico>

Ngā Paerewa Waitohu Tuakiri a Te Ope Kātua o Aotearoa

New Zealand Defence Force Visual Identity Standards

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

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

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

Ngā Paerewa Waitohu Tuakiri Visual Identity Standards

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

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

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

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

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

Ngā Waitohu

Logos 8

Ngā Tae

Colours 14

Ngā Momotuhi

Fonts 16

Ngā Whakaahua

Photography 18

Ngā Ata

Icons 20

Ngā Pikitia Whakaari

Illustrations 21

Ngā Kōwhaiwhai

Patterns 22

He Whakamahinga

Application 24

**TE TAU MOANA
ROYAL NEW ZEALAND NAVY**

Ngā Waitohu

Logos 26

Ngā Tae

Colours 30

Ngā Momotuhi

Fonts 32

Ngā Whakaahua

Photography 34

Ngā Ata

Icons 36

Ngā Pikitia Whakaari

Illustrations 37

He Whakamahinga

Application 38

**NGĀTI TŪMATAUENGA
NEW ZEALAND ARMY**

Ngā Waitohu

Logos 40

Ngā Tae

Colours 44

Ngā Momotuhi

Fonts 46

Ngā Whakaahua

Photography 48

Ngā Ata

Icons 50

Ngā Pikitia Whakaari

Illustrations 51

He Whakamahinga

Application 52

**TE TAUAARANGI
ROYAL NEW ZEALAND AIR FORCE**

Ngā Waitohu

Logos 54

Ngā Tae

Colours 58

Ngā Momotuhi

Fonts 60

Ngā Whakaahua

Photography 62

Ngā Ata

Icons 64

Ngā Pikitia Whakaari

Illustrations 65

He Whakamahinga

Application 66

He Waitohu ā-Ratonga

Sub Brands 67

**Te Ope Kātua
o Aotearoa**

**New Zealand
Defence Force**



Waitohu Matua Primary Logo

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

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

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

Te means The.

Ope is a troop or body moving together.

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

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

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



**TE OPE KĀTUA O AOTEAROA
DEFENCE FORCE**



MINIMUM SIZE



35mm

MINIMUM CLEARSPACE



DO NOT

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

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

Do not place the logo on inappropriate backgrounds.

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

REVERSED LOGO



SINGLE COLOUR LOGO (ALSO AVAILABLE IN BLACK)



Hei Mana mō Aotearoa

A Force for New Zealand

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

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

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



RECOMMENDED SIZE



50% the size of the NZDF logo

MINIMUM CLEARSPACE



DO NOT

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

EXAMPLE OF PLACEMENT



Tohu Badge

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

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

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

DO NOT

Do not manipulate the design in any way.

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

Do not place the trademark on inappropriate backgrounds.

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

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

NZDF BADGE



CHIEF OF DEFENCE FORCE BADGE



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

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

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

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

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

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



TE OPE KĀTUA O AOTEAROA
DEFENCE FORCE

**Headquarters
Joint Forces NZ**



TE OPE KĀTUA O AOTEAROA
DEFENCE FORCE

**Defence
Health**



TE OPE KĀTUA O AOTEAROA
DEFENCE FORCE

**Ngā Take Tūmatanui
Defence Public Affairs**

Ngā Tae Matua Primary Colours

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

BLACK

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

WHITE

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

NZDF GREY

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

NZDF YELLOW

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

Ngā Tae Ratonga Service Colours

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

NAVY BLUE

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

ARMY RED

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

AIR FORCE BLUE

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

Ngā Momotuhi Fonts

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

HAAS GROTESK TEXT / DISPLAY

Haas Grotesk Display Black

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

REPLACEMENT FONT (IF HAAS IS UNAVAILABLE)

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

Ngā Momotuhi Fonts

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

PUBLICO TEXT / BANNER

Publico Banner Black

Publico Text Roman

Publico Text Semibold

Publico Text Bold

Publico Banner Black

REPLACEMENT FONT (IF PUBLICO IS UNAVAILABLE)

Book Antiqua Bold

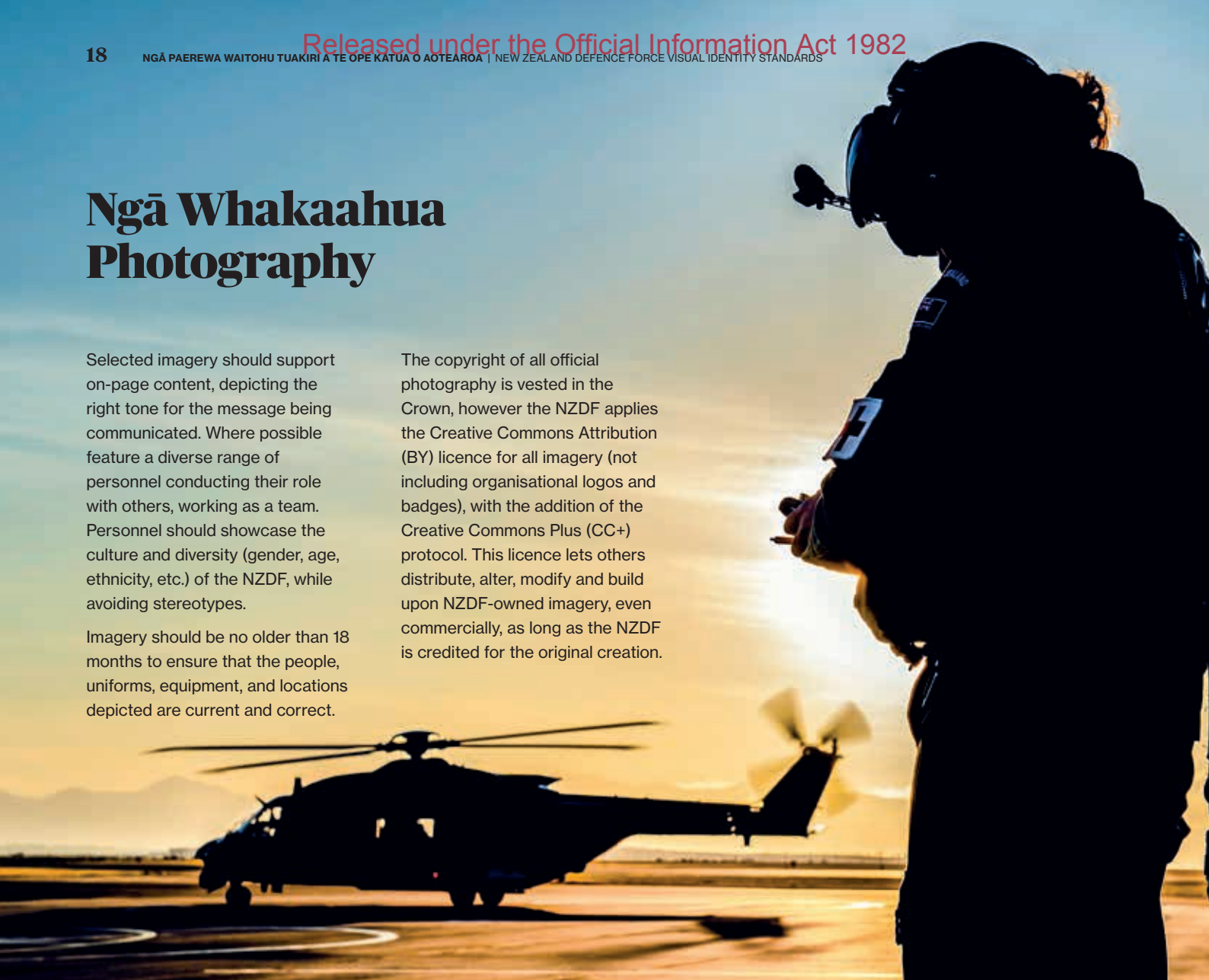
Book Antiqua Regular

Ngā Whakaahua Photography

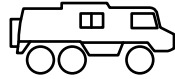
Selected imagery should support on-page content, depicting the right tone for the message being communicated. Where possible feature a diverse range of personnel conducting their role with others, working as a team. Personnel should showcase the culture and diversity (gender, age, ethnicity, etc.) of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

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

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

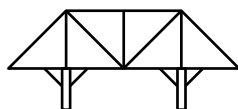
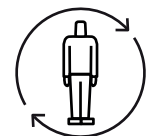
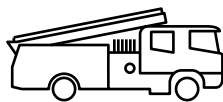
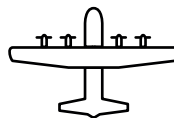
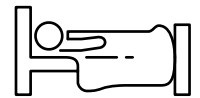
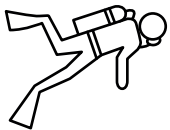
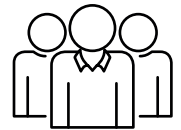
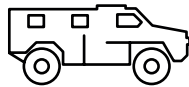
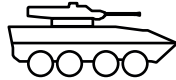
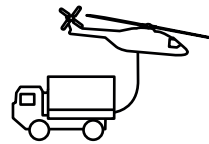
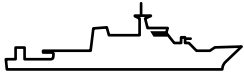
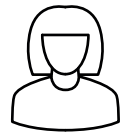
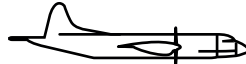
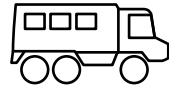






Ngā Ata Icons

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

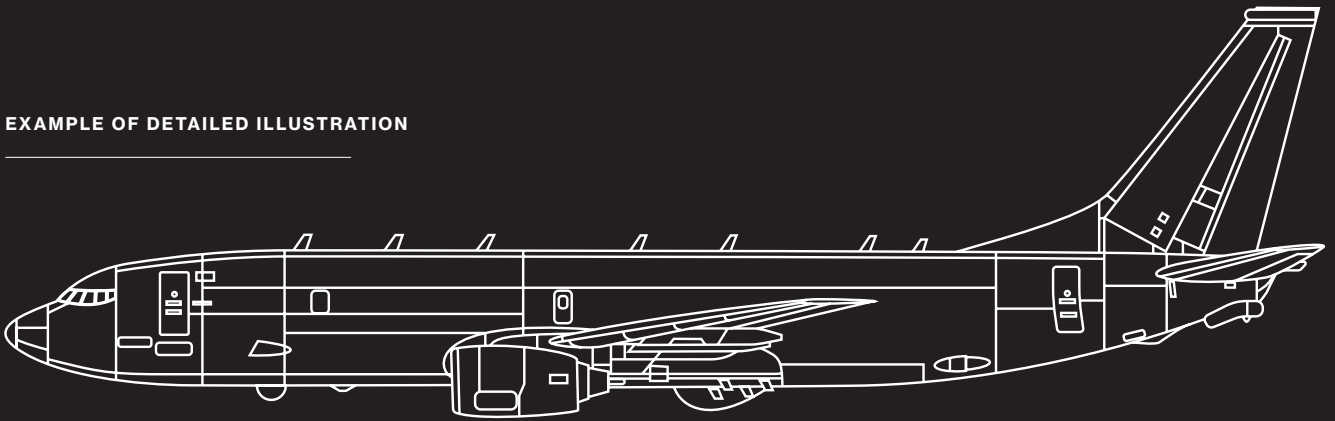


Ngā Pikitia Whakaari Illustrations

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

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

EXAMPLE OF DETAILED ILLUSTRATION



EXAMPLE OF SIMPLIFIED ILLUSTRATION



Ngā Kōwhaiwhai Patterns

FEATHER PATTERN

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



KŌWHAIWHAI PATTERN

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

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

DO NOT

Do not alter or change the design.

Do not rotate or vertically flip the design.

Do not crop any part of the design.

Te Taua Moana

**Royal
New Zealand
Navy**

Waitohu Matua Primary Logo

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

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



MINIMUM SIZE



CLEARSPACE



DO NOT

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

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

Do not place the logo on inappropriate backgrounds.

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

REVERSED LOGO



Hei Mana mō Aotearoa

A Force for New Zealand

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

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

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



HEI MANA MŌ AOTEAROA
A FORCE FOR NEW ZEALAND

RECOMMENDED SIZE



50% the size of
the Navy logo

MINIMUM CLEARSPACE



DO NOT

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

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Do not place the trademark on inappropriate backgrounds.

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

Tohu Badge

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

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

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Do not manipulate the design in any way.

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Do not place the trademark on inappropriate backgrounds.

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

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



Ngā Tae Matua Primary Colours

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

NAVY BLUE

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

CALYPSO BLUE

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

MCMURDO WHITE

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

Ngā Tae Tuarua

Secondary Colours

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

FRIGATE GREY

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

EPAULETTE YELLOW

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

ENDURANCE TEAL

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

Special Colours

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

ADMIRAL GREEN

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

FLEET & SUPPORT COMMAND RED

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

Ngā Momotuhi Fonts

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

HAAS GROTESK TEXT / DISPLAY

Haas Grotesk Display Black

Haas Grotesk Text Roman

Haas Grotesk Text Medium

Haas Grotesk Text Bold

Haas Grotesk Display Black

REPLACEMENT FONT (IF HAAS IS UNAVAILABLE)

Arial Black

Calibri Light (body copy only)

Arial Regular

Calibri Regular (body copy only)

Arial Regular

Calibri Bold (body copy only)

Ngā Momotuhi Fonts

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

PUBLICO TEXT / BANNER

Publico Banner Black

Publico Text Roman

Publico Text Semibold

Publico Text Bold

Publico Banner Black

REPLACEMENT FONT (IF PUBLICO IS UNAVAILABLE)

Book Antiqua Bold

Book Antiqua Regular

Ngā Whakaahua Photography

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

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

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

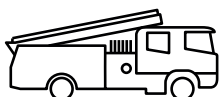
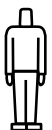
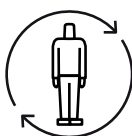
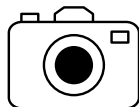
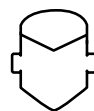
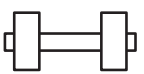
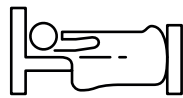
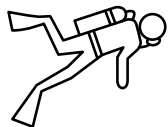
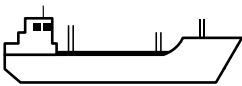
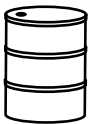
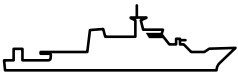






Ngā Ata Icons

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

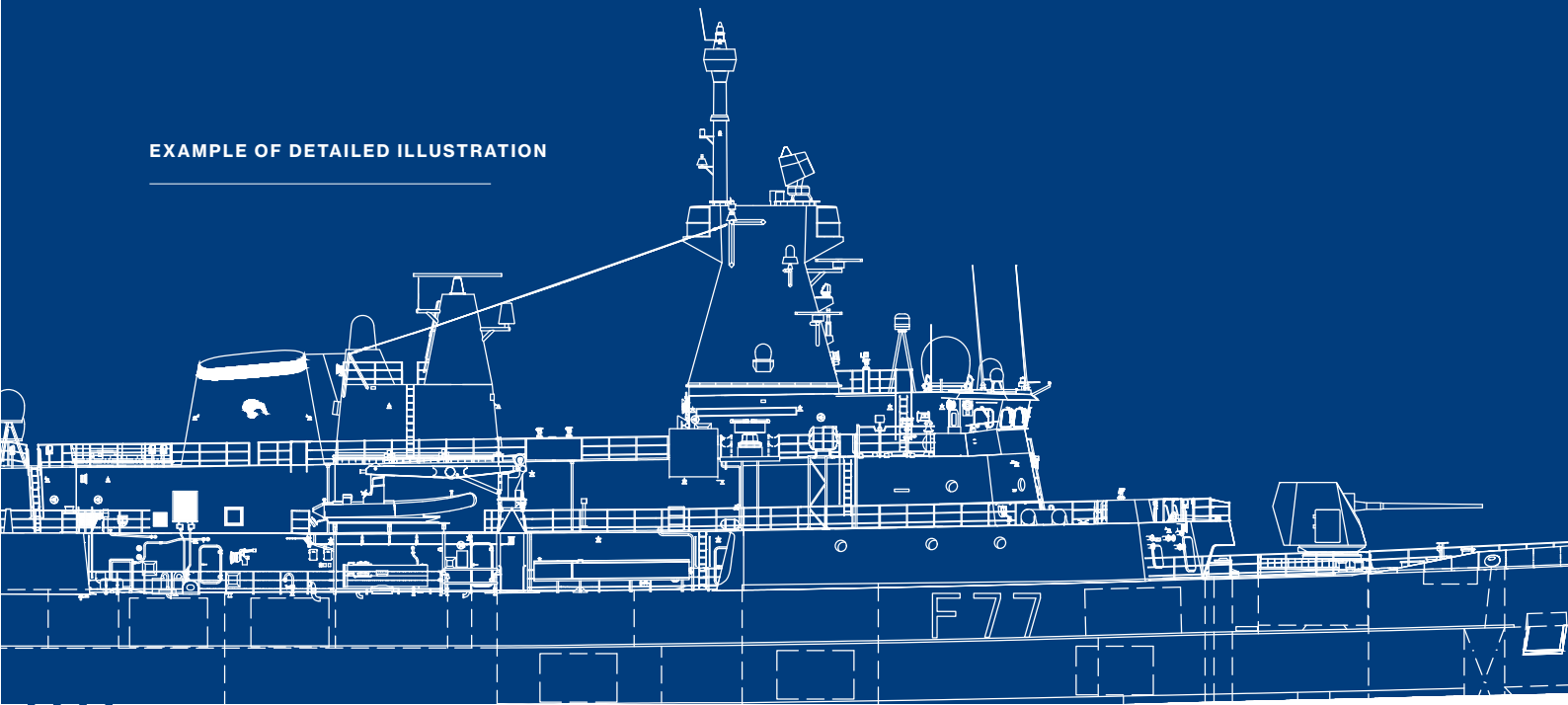


Ngā Pikitia Whakaari Illustrations

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

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

EXAMPLE OF DETAILED ILLUSTRATION



EXAMPLE OF SIMPLIFIED ILLUSTRATION



He Whakamahinga Application

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

HMNZS TE KAHA
FRIGATE

LENGTH OVERALL 118m	STANDARD DISPLACEMENT 3,600t	SPEED 27kn	RANGE 6,000nm
MAIN GUN 5 mm S4 calibre fully automatic medium range gun	MISSILES Eight cell MK41 Vertical Launch System	CWIS Aster Main Phalanx Block 1B Close In Weapons System	TORPEDOS Two 127 mm Mk48 Mod 6 (frigate) plus two Mod 5 (lightweight) torpedos

NAVY TODAY

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

AOTEAROA PASSES THE FUEL TEST

AOTEAROA ARRIVES

By Andrew Bonallack
 Editor

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

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

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

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



**Ngāti
Tūmatauenga
New Zealand
Army**

Waitohu Matua Primary Logo

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

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

NGĀTI TŪMATAUENGA
NZARMY

MINIMUM SIZE



CLEARSPACE



DO NOT

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

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

Do not place the logo on inappropriate backgrounds.

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

REVERSED LOGO

NGĀTI TŪMATAUENGA
NZ  **ARMY**

SINGLE COLOUR LOGO (ALSO AVAILABLE IN BLACK)

NGĀTI TŪMATAUENGA
NZ  **ARMY**

Hei Mana mō Aotearoa

A Force for New Zealand

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

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

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



HEI MANA MŌ AOTEAROA
A FORCE FOR NEW ZEALAND

RECOMMENDED SIZE



50% the size of
the Army logo

MINIMUM CLEARSPACE



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Tohu Badge

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

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



Ngā Tae Matua Primary Colours

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

ARMY RED

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

DARKEST HOUR

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

RUAPEHU WHITE

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

Ngā Tae Tuarua

Secondary Colours

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

MOAWHANGO GREEN

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

WAIOURU HILLS

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

KAWAKAWA LEAF

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

SWAMP GREEN

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

Ngā Momotuhi Fonts

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

HAAS GROTESK TEXT / DISPLAY

Haas Grotesk Display Black

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

REPLACEMENT FONT (IF HAAS IS UNAVAILABLE)

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

Ngā Momotuhi Fonts

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

PUBLICO TEXT / BANNER

Publico Banner Black

Publico Text Roman

Publico Text Semibold

Publico Text Bold

Publico Banner Black

REPLACEMENT FONT (IF PUBLICO IS UNAVAILABLE)

Book Antiqua Bold

Book Antiqua Regular

Ngā Whakaahua Photography

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

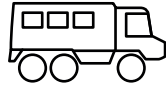
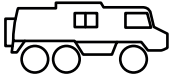
Imagery should be no older than 18 months to ensure that the people, uniforms, equipment, and locations depicted are current and correct.

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

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

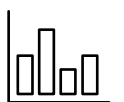
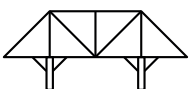
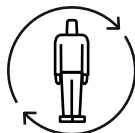
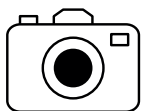
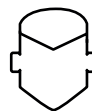
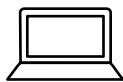
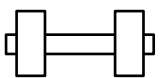
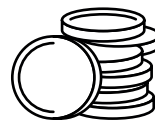
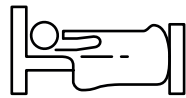
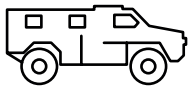
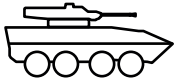
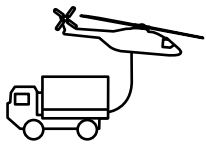






Ngā Ata Icons

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

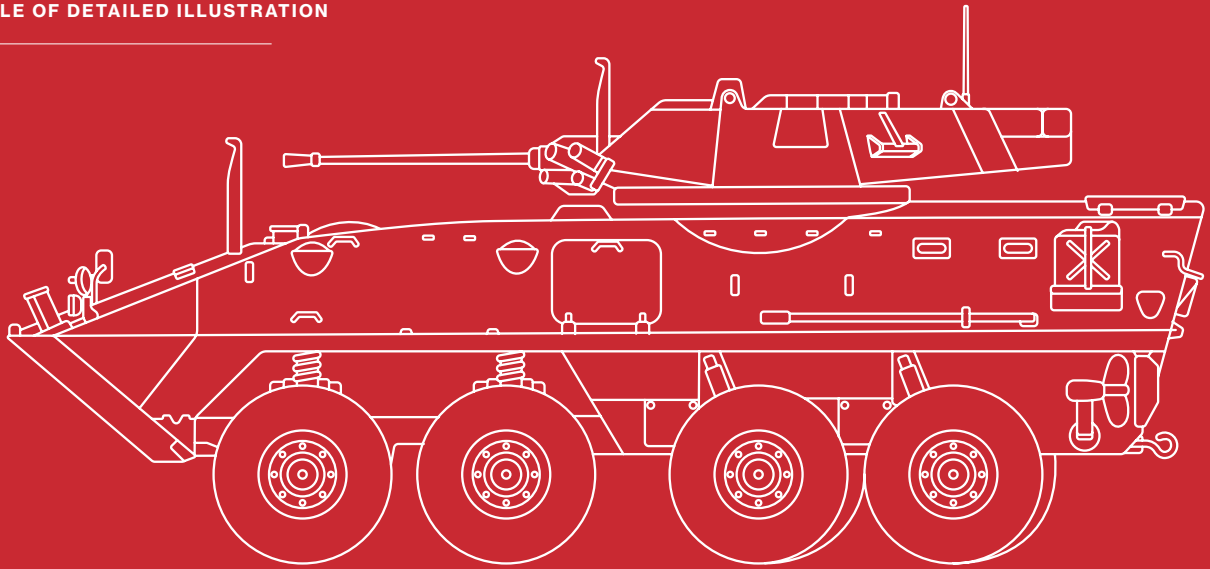


Ngā Pikitia Whakaari Illustrations

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

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

EXAMPLE OF DETAILED ILLUSTRATION



EXAMPLE OF SIMPLIFIED ILLUSTRATION



He Whakamahinga Application

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

NGĀTI TŪMATAUENGA NZ ARMY

INNOVATION CHALLENGE

19 MAY
Submissions open

23 JUL
Submissions close

28 SEP
Finals @ Messines Conference Centre

ENTER NOW:
ILP >
NZ ARMY >
ARMY INNOVATION >
SUBMIT NEW IDEA

FINALISTS AWARDED FREE TRIP TO CANBERRA

ARMY NEWS

ISSUE 504 JULY 2019

ARMY25
A modern, agile, highly adaptive light combat force

TO KAHĀ COURAGE | TO TĀKA COMMITMENT | TO TĪRA COMRADESHIP | TO MAIĀ INTEGRITY

A MODERN, AGILE, HIGHLY ADAPTIVE

Light Combat Force

Soldier Modernisation

Soldier Modernisation is an enduring effort to ensure that NZDF service personnel, operating in the Land Domain, are resourced with the capabilities to prosecute land combat operations in a complex, integrated and austere environment to achieve NZDF missions and tasks with coalition and expeditionary forces.

Soldier Modernisation is far more than kit and equipment. It is also a mindset and a culture of high performance that, at its core, continuously improves soldier's ability to fight and serve in increasingly complex and ambiguous combat settings.

The NZDF Soldier System is defined as:

- Survivability** The Soldier System's interaction with soldier protection systems ranging from ballistic protection through to the ability to block, detect or observe the threat; target acquisition systems in the visual, optical, RF and radar spectrum in any geographical or environmental setting.
- Sustainability** The Soldier System's ability to operate on the battlefield without maintenance support or resupply of food, water and munitions.
- Mobility** The Soldier System's ability to march and fight in direct relationship to the soldier's load.
- Lethality** The Soldier System's interaction with, and operation of, a number of mission systems. Lethality is also defined as gaining the initiative edge.
- C4I** Definition of the Command, Control, Communications, Computers and Intelligence/Information. The Soldier System's interaction with information displays, weapons inter face, vehicle information systems, headsets, operations, and enhancement of all situational awareness and all tactical command and control sub-systems. This means to apply lethal and less-lethal effects with weapons.

Future replacement uniform for the New Zealand Army

The Multi Camouflage Uniform (MCU) will be replaced by the New Zealand Multi-Terrain Pattern (NZMTP) uniform. Initial production of the new uniform is planned for late 2019 with distribution early 2020.

The new NZMTP camouflage pattern is similar to that worn by the British Armed Forces (the Multi-Terrain Pattern) but with a New Zealand Colour Scheme. Through feedback received as part of the material design review the NZMTP uniform has been optimized for comfort in addition to new protective systems, to meet Army's diverse workforce and ability to operate in varying terrain, environmental and operational conditions. Alternative designs will be trialed in early 2020 which will allow confirmation of the material, design and fit. The replacement programme will also see the replacement of the current MCU jacket and wet weather jacket and pants.

The new NZMTP uniform and associated modern protective systems will include:

- Survivability**
 - NZMTP
 - Epic Body Armour manufactured by TYR
 - The new P4 Viper combat helmet
 - Combat Gloves
- Sustainability**
 - Immediate Sustainment Pack/ Ty Direct Action Assault pack
 - Interim Light Infantry Pack - Currently being tested to select combat units
- Lethality**
 - MARS-L Individual Assault Rifle
 - Commanders Combat Information Display (CCID)
- C4I**
 - Commanders Combat Information Display (CCID)

Other clothing and systems still to be finalized:

- Survivability**
 - ICUT tender body armour combat shirt
 - Combat Vest and Mandible heavy ballistic eyewear option
 - Protective Eyewear
- C4I**
 - Commanders Combat Information Display (CCID)

Labels in image:

- The new P4 Viper combat helmet
- Integrated Communications Headset
- Light Infantry Pack
- Epic Body Armour
- MARS-L Individual Assault Rifle
- Combat Gloves
- Radio Communications
- NZ Multi-Terrain Pattern (NZMTP)
- Mini N Sails (Dual mount) Night-vision Goggles
- NEW NZMTP AND MODERN PROTECTIVE SYSTEMS
- Immediate Sustainment Pack (TYR Direct Action Assault pack)

Inset images:

- NEW NZMTP LESS HELMET AND BODY ARMOUR
- NEW NZMTP WITH NIGHT-VISION AND SUSTAINMENT PACK

Bottom image:

- ASI SENSOR OPERATOR (AUTOMATED, AUTOMATIC, ARTIFICIAL INTELLIGENCE)

Te Tauaarangi

Royal New Zealand Air Force

Waitohu Matua Primary Logo

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

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



MINIMUM SIZE



CLEARSPACE



DO NOT

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REVERSED LOGO



SINGLE COLOUR LOGO (ALSO AVAILABLE IN BLACK)



Hei Mana mō Aotearoa

A Force for New Zealand

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

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

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



RECOMMENDED SIZE



50% the size of
the Air Force logo

MINIMUM CLEARSPACE



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Tohu Badge

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Ngā Tae Matua Primary Colours

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

AIR FORCE BLUE

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

WHENUAPAI BLUE

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

ŌHAKEA GREY

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

Ngā Tae Tuarua

Secondary Colours

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

ROUNDEL RED

PRINT 5 96 76 22

RGB 184 34 52

WEB #b82233

SPOT 187 C

HERCULES GREY

PRINT 35 0 0 55

RGB 85 122 140

WEB #547a8b

SPOT 5425 C

ORION BLUE

PRINT 40 0 5 6

RGB 136 203 233

WEB #88cade

SPOT 7458 C

WOODBOURNE BLUE

PRINT 100 0 0 20

RGB 0 146 200

WEB #0091c8

SPOT 2995 C

Ngā Momotuhi Fonts

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

HAAS GROTESK TEXT / DISPLAY

Haas Grotesk Display Black

Haas Grotesk Text Roman

Haas Grotesk Text Medium

Haas Grotesk Text Bold

Haas Grotesk Display Black

REPLACEMENT FONT (IF HAAS IS UNAVAILABLE)

Arial Black

Calibri Light (body copy only)

Arial Regular

Calibri Regular (body copy only)

Arial Regular

Calibri Bold (body copy only)

Ngā Momotuhi Fonts

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with the replacement fonts specified
on this page.

PUBLICO TEXT / BANNER

Publico Banner Black

Publico Text Roman

Publico Text Semibold

Publico Text Bold

Publico Banner Black

REPLACEMENT FONT (IF PUBLICO IS UNAVAILABLE)

Book Antiqua Bold

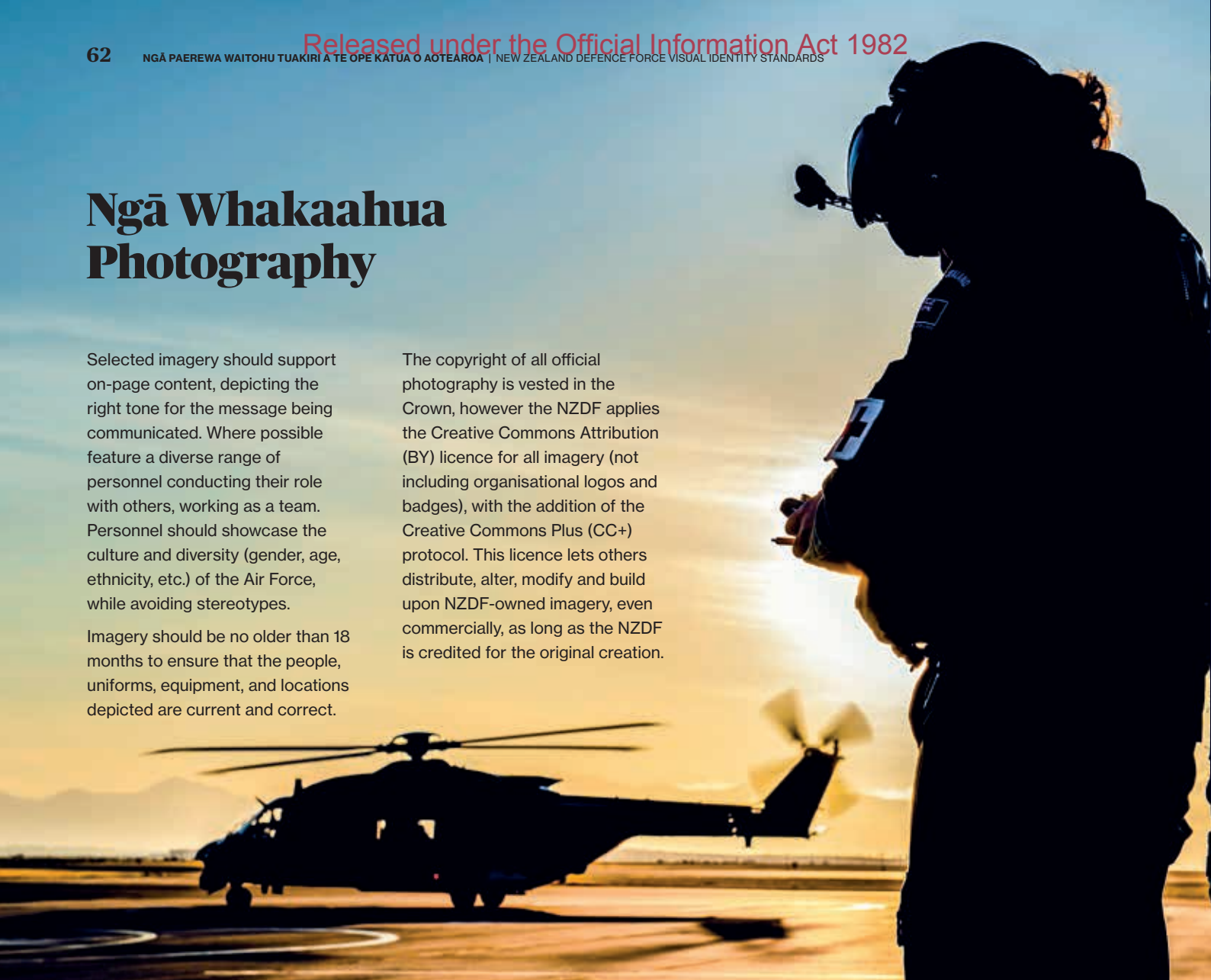
Book Antiqua Regular

Ngā Whakaahua Photography

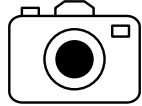
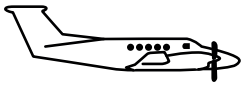
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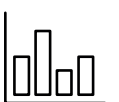
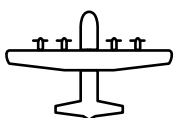
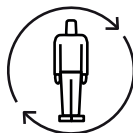
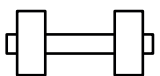
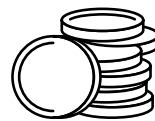
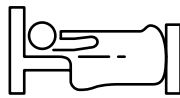






Ngā Ata Icons

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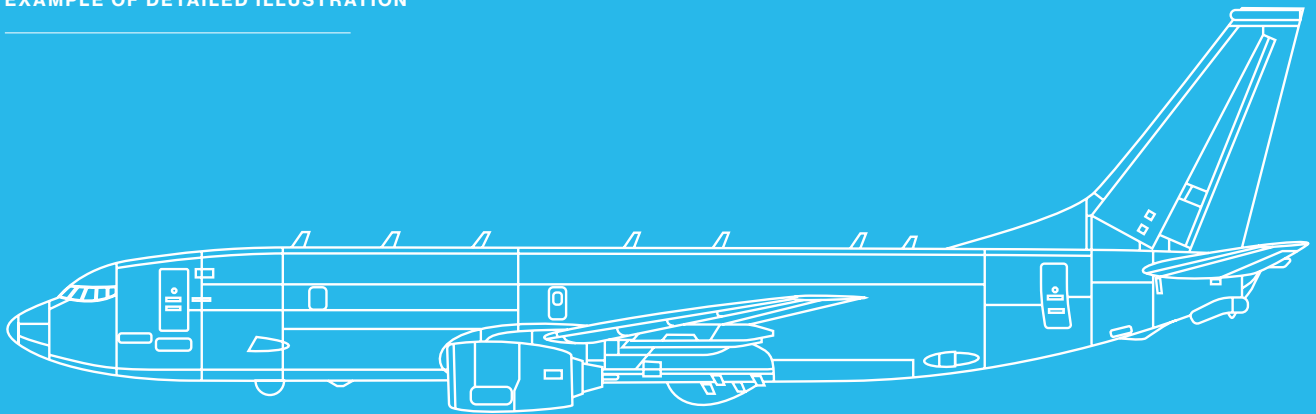


Ngā Pikitia Whakaari Illustrations

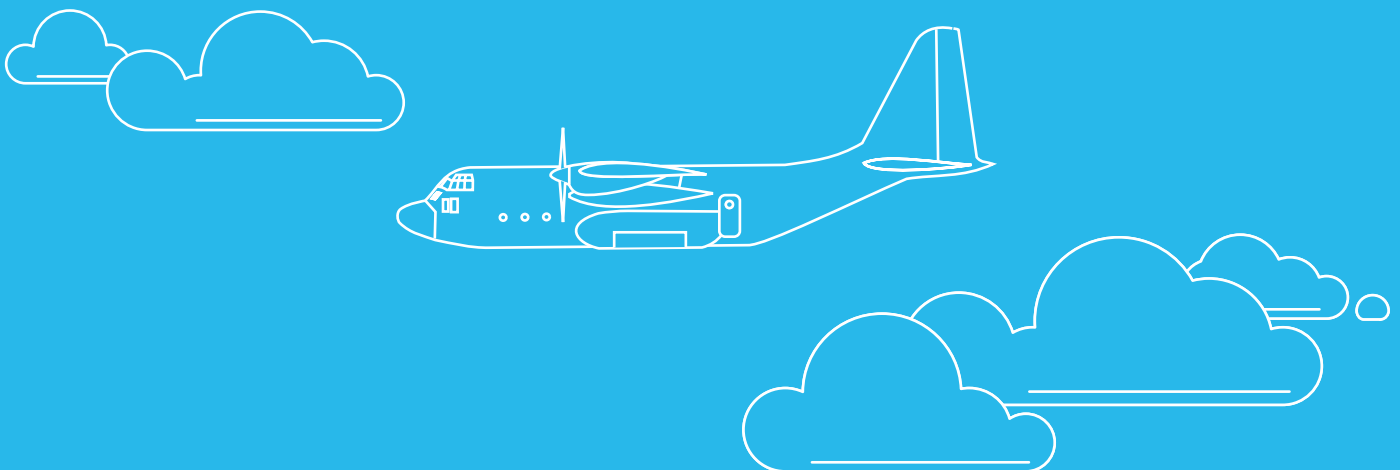
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Use detailed illustrations at large scale. Use simplified illustrations at small scale or combined together to create a scene.

EXAMPLE OF DETAILED ILLUSTRATION



EXAMPLE OF SIMPLIFIED ILLUSTRATION



He Whakamahinga Application

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



He Waitohu ā-Ratonga Sub Brands

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

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

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

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

Approved exceptions include:

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





HEI MANA MŌ AOTEAROA
A FORCE FOR NEW ZEALAND