

ROYAL NEW ZEALAND NAVY
Naval Staff
MINUTE

NHQ 1060 - 0001

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See Distribution:

INTRODUCTION OF NAVY LOGO

On 20 March Chief of Navy, RA Tony Parr, authorised the introduction of a new Navy logo.



The new logo is a strong, modern representation of the Navy and New Zealand symbols:

- The Naval Crown – a symbol of the Navy used on the Defence Force badge.
- The fern – a symbol of New Zealand.
- The fouled anchor – a symbol of naval authority.

The logo is being introduced in parallel with a new Navy recruiting campaign.

- The recruiting campaign emphasises the excitement and challenge of a Navy career.
- The logo emphasises the heritage and values of the Navy.
- Together they tell the full story of the Royal New Zealand Navy: a modern, world-class organisation based on values and traditions.

The new logo replaces the Navy wave / koru that was introduced in 1998. At the time the wave / koru logo helped to modernise our image, but the koru is now widely used by businesses and corporate organisations and it is time we had a symbol that is uniquely Navy.



Process for release of the logo

The new logo will progressively replace the wave / koru as publications, signage and other applications are replaced. Because we are taking a gradual approach to change there will be a period of transition as old signage and publications are used up or replaced.

A style guide is being developed and will be issued giving guidance on the logo's use. Until the style guide has been developed, CN has authorised the following immediate applications:

- Use on recruiting campaign materials.
- Use on some new publications – such as TEK and END's material for deployment.
- Use on website / facebook applications.
- Use on Navy PT shirts – to be distributed to all personnel in April.

Guidance on existing publications or projects

- For routine internal or external publications, or publications with small circulation, please continue with existing layouts until further notice.
- If there is a major publication or initiative being planned that requires a logo, advise Andrew Cutler and a one-off application may be organised.
- Please hold ordering new stationary / business cards.

Inquiries

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