

Why a new flag?

- We need a flag which is more symbolic of New Zealand as a free, independent country with its own culture: a melting pot of Maori, Polynesian, European and more recently Asian influences evolved over 150+ years. By contrast, the existing flag has strong colonial links, lacks identity and does not reflect the strengths of our culture today;
- To build our identity as a nation: for New Zealanders there is far greater inspiration and identification with the silver fern than with the colonial flag. For years New Zealanders have identified proudly on sports fields with the silver fern; it is incorporated in the badges of most Army units - in short, the silver fern has come to represent the heart of the nation when it really counts;
- To build our identity internationally: in terms of global branding, there is no identification with our existing flag. We venture to suggest that no visitor to, for example, Canada, Japan, the UK or Switzerland would have any doubts about the identity of the national flag of those countries. On the contrary, visitors to New Zealand probably have little idea of the difference between the New Zealand flag and that of Australia, if they even have a vague idea of its image.
- The current flag lacks identity: the current flag has the Union Jack in the left hand corner (“first quarter” or “canton”), reflecting our colonial heritage. Numerous other countries, most notably Australia, also have the Union Jack in the first quarter, as well as many, many official naval, military and other flags internationally. New Zealand’s current flag is similar to, perhaps, another hundred or so other official flags! Until Canada changed its flag in 1965 its official flag had the Union Jack in the first quarter. Canada’s change of flag is a terrific example of what can be achieved!
- The silver fern is widely representative of New Zealand and New Zealanders. The colours of ‘black and white’ have special significance for New Zealanders and a strong and distinct identity internationally as the colours for a national flag. The strength and profile of the Swiss and Japanese flags show that simplicity is a hallmark of good flag design. Our design aims to capture in strong simplicity of colour and design the essence and dynamism of the silver fern as New Zealand’s image.

Why the proposed design?

Please use...

... this Flag artwork observing the following simple but crucial rules.

Colour

When using the Flag always make sure it is placed in its black *containing box*. This box is always black and should never be changed to another colour.

The containing box

The *containing box* is worked out using a 2:1 ratio. The available artwork is drawn to include the *containing box* and there will never be a need to redraw it.

For more information about colour and *containing box* misuse please refer to *Please don't...*

Usage on coloured backgrounds

There are two versions of the logo available.

One is for usage on mid to light colours, light areas on photographs or light gradients (see fig.2). This version does not have a white keyline defining the *containing box*.

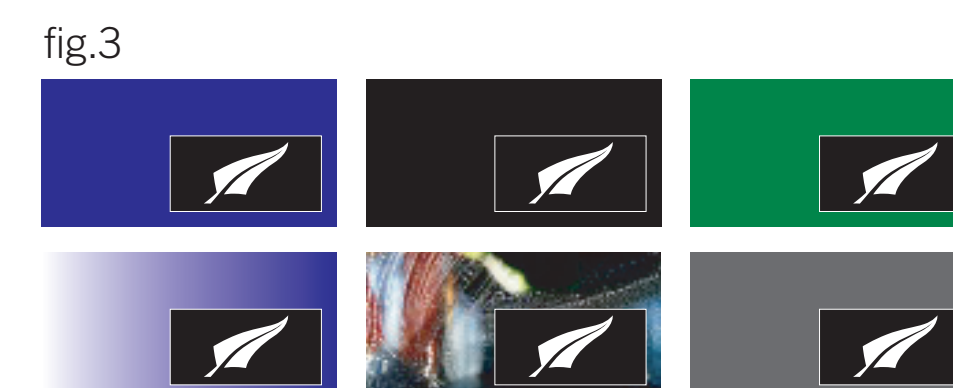
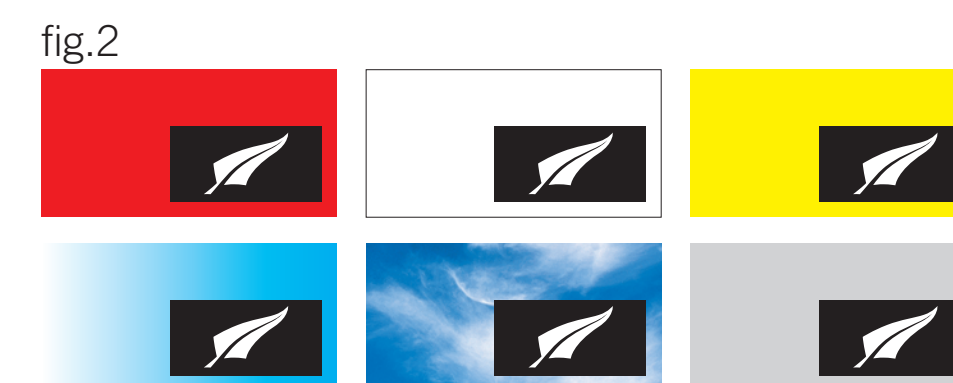
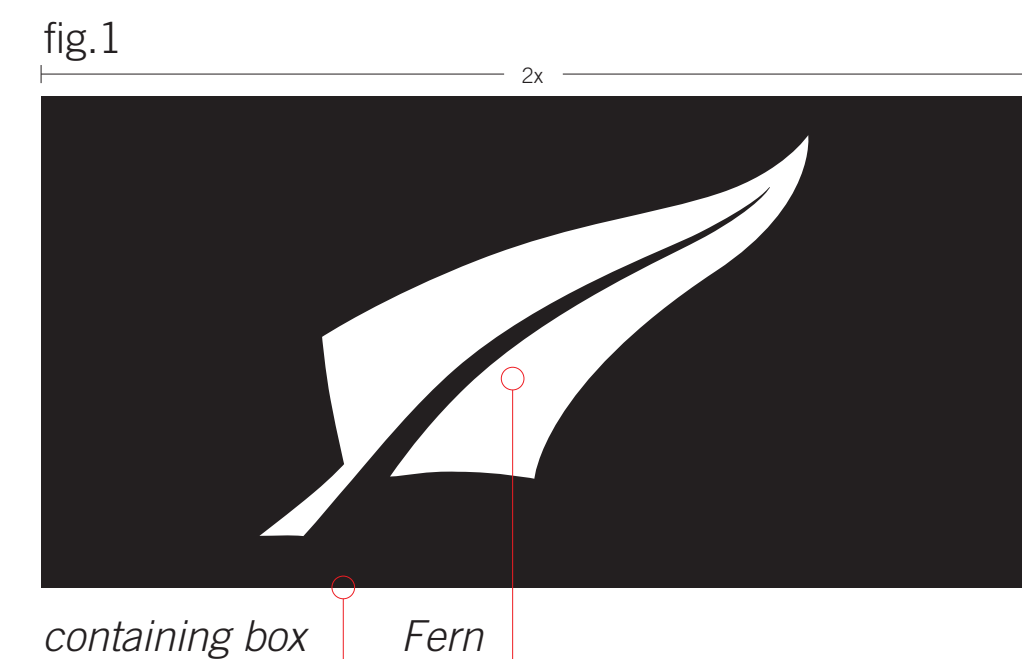
The other version has a white keyline defining the *containing box* and should be used on dark colours, dark areas on photographs or dark gradients (see fig.3).

Minimum size of the flag

The Flag can be used at any size but should not be reproduced below 10mm in print or 57px on screen (see fig.4).

The Adobe Illustrator originated artwork (intended mainly for print applications) has been created so that it is scaleable up and down without losing any quality.

The jpg/gif artworks however MUST be used at 100% or the same size as the quality will degrade if enlarged or reduced.



Please don't...

... break any of the rules listed in *Please use...*

Detailed in fig.5 to fig.12 are some things that you must not do. Please safeguard against any of these incorrect reproductions from getting published.



fig.5. Do not distort the Flag artwork.



fig.6. Do not change the *containing box* colours.



fig.7. Do not change the *Fern* colour.



fig.8. Do not change the size of the *Fern* within the *containing box*.



fig.9. Do not use the *Fern* to make a pattern.



fig.10. Do not print the Flag in a tint. Only reproduce as a 100% solid.



fig.11. Do not add any other elements to the Flag, eg. type or pictures.



fig.12. Do not use the *Fern* by itself or without its *containing box*.

Please feel free...

... to use the artwork available at the following web address.

Please observe the simple guidelines highlighted on this publication.

<http://www.nzflag.com>