



FLEET SIGNAGE

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Purpose of this document

We have Fleet Signage guidelines to ensure we are consistently and clearly communicating our identity on all of our appliances. This means all New Zealanders know who we are and what we stand for and the communities we serve are more likely to trust us. When there's trust, we can work together more closely and better protect people and properties.

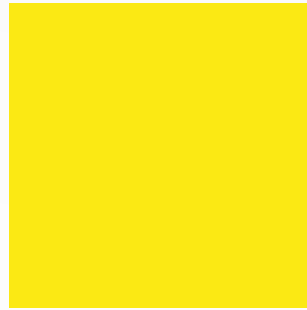
These guidelines are for sign writers, builders and anyone who works with Fire and Emergency New Zealand's appliances. They contain information on colours, response patterns, specific fleet examples, vehicle lighting rules and our Employee Recognition Programme.

These guidelines need to be followed when working with Fire and Emergency New Zealand appliances. In cases where this is impossible due to any irregularity in the appliances, please contact identity@fireandemergency.nz to discuss alternative options.

Whakaratonga Iwi.

Serving our people.

Primary colours



PMS 3955c, colour mode Lab



PMS 185c, colour mode Lab



PMS 2766c, colour mode Lab

The Fire and Emergency New Zealand Response Fleet uses a distinctive Battenberg pattern for optimum visibility.

The red and yellow 'Battenberg' is internationally recognised as symbolising fire, as well as the coming together of urban (red) and rural (yellow) fire services.

The dynamic composition of the Battenberg reflects Fire and Emergency New Zealand's speed and responsive nature.

The modular nature of the Battenberg strip allows the logo to be integrated seamlessly for greater visibility.

A variation of the logo has been created especially for fleet livery, to ensure the word 'FIRE EMERGENCY' reinforces the forward direction of the vehicle.

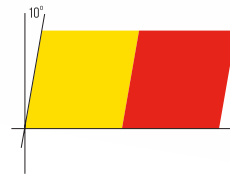
Battenberg response pattern



RIGHT SIDE – 'FIRE EMERGENCY' should always point to the front of the vehicle



LEFT SIDE – 'FIRE EMERGENCY' should always point to the front of the vehicle



Notes

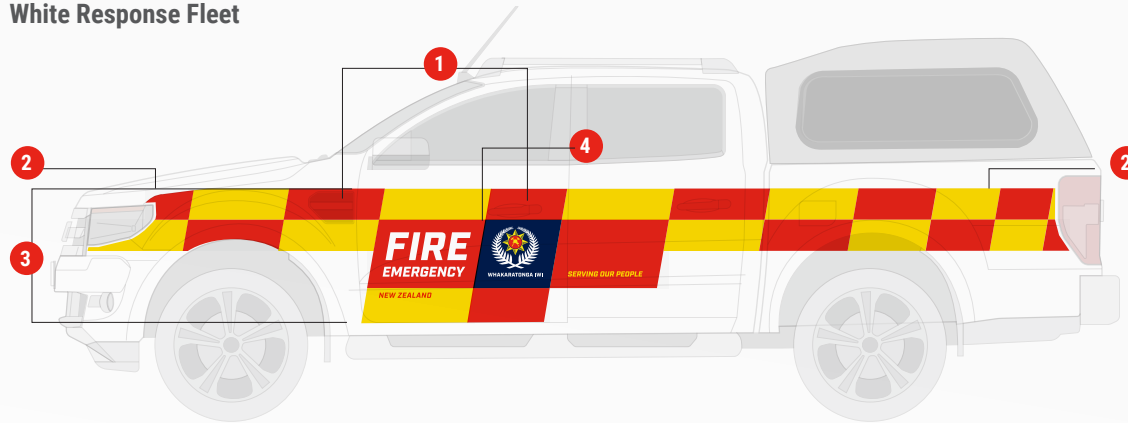
The angle of the Battenberg is 10 degrees (10°). Please ensure this angle is maintained across all decals

The guiding principles of the Battenberg Response Pattern on the White Response Fleet are:

1. FENZ logo should be positioned on the front door.
2. The Battenberg pattern should extend to the front and rear of the vehicle and should be two lines deep.
3. The Battenberg pattern should stack three lines deep on the door.
4. The blue crest square should be surrounded by four red squares.

Battenberg guiding principles

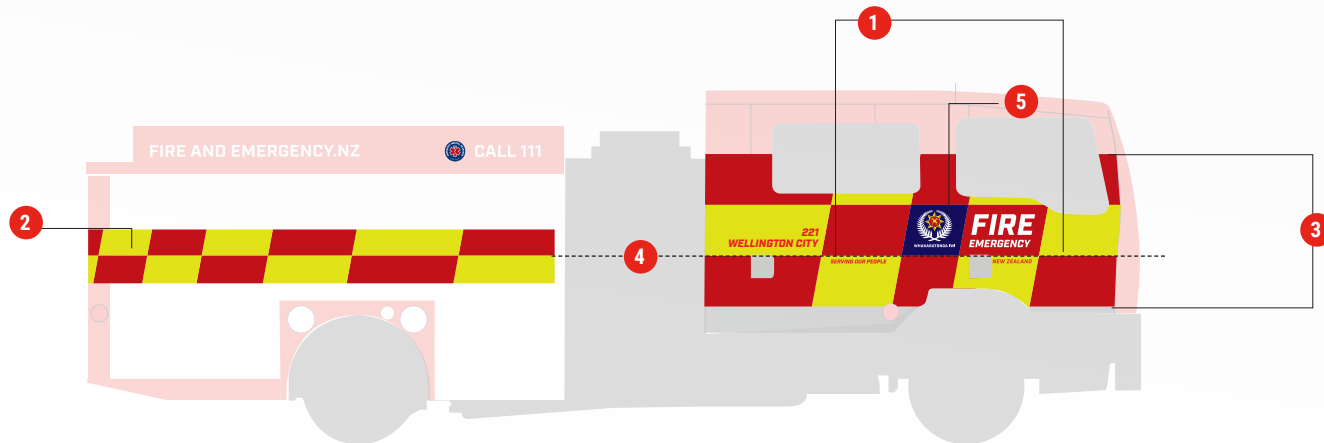
White Response Fleet



The guiding principles of the Battenberg Response Pattern on the Urban Fleet are:

1. FENZ logo should be positioned clear of the front door window.
2. The Battenberg pattern should extend to the rear of the vehicle and should be two lines deep.
3. The Battenberg pattern should stack three lines deep on the cab.
4. The centre of the Battenberg strip should align with the Battenberg on the front cab.
5. The blue crest square should be surrounded by four red squares.

Appliance Fleet



When applying the Fire and Emergency New Zealand Brand elements to the emergency fleet it is very important to ensure that the integrity of the graphics are maintained over the various makes and models of vehicles.

Please ensure that the natural bends, breaks, and edges of the vehicle do not compromise the clarity and longevity of the brand graphics.

White fleet livery – watch outs



Do not continue the battenberg onto the sill.
Avoid small areas of vinyl.



Do not allow the crest to be interrupted by door openings/panel gaps.



Please ensure the red ends of the bonnet decal are symmetrical, angling inwards at 10 degrees.



Do not wrap complex curves.

Printing Specifications

Avery

V8000 White Visiflex, digitally printed by HP 360 latex printer, using 3M match print profile, and colour management Magenta +15, Yellow +5.

Laminated with DOL1060z overlaminat.

Colours

- PMS 3955c, colour mode Lab
- PMS 185c, colour mode Lab
- PMS 2766c, colour mode Lab

Back Window text

Avery 900 Supercast White

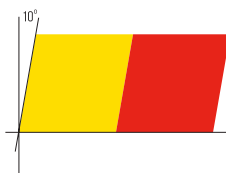
Typography

- Industry Medium Italic for safety message.
- Industry Black Italic for website
- 133pt/33mm high, but this is able to be adjusted if the available canopy window space is smaller than standard.

Bonnet Red – non reflective to comply with NZTA rules no red reflective facing forward

Avery 987 Supercast Spicy Red

Response white fleet example – Double Cab Toyota Hilux 2015



Notes:

The angle of the Battenberg is 10 degrees (10°). Please ensure this angle is maintained across all decals

Printing Specifications

Avery

V8000 White Visiflex, digitally printed by HP 360 latex printer, using 3M match print profile, and colour management Magenta +15, Yellow +5.

Laminated with DOL1060z overlamine.

Colours

- PMS 3955c, colour mode Lab
- PMS 185c, colour mode Lab
- PMS 2766c, colour mode Lab

Back Window text

Avery 900 Supercast White

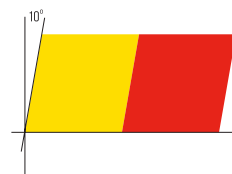
Typography

- Industry Medium Italic for safety message.
- Industry Black Italic for website
- 133pt/33mm high, but this is able to be adjusted if the available canopy window space is smaller than standard.

Bonnet Red – non reflective to comply with NZTA rules no red reflective facing forward

Avery 987 Supercast Spicy Red

Response white fleet example – Double Cab Ford Ranger 2015



Notes

The angle of the Battenberg is 10 degrees (10°). Please ensure this angle is maintained across all decals.

Printing Specifications

Avery

V8000 White Visiflex, digitally printed by HP 360 latex printer, using 3M match print profile, and colour management Magenta +15, Yellow +5.

Laminated with DOL1060z overlaminates.

Colours

- PMS 3955c, colour mode Lab
- PMS 185c, colour mode Lab
- PMS 2766c, colour mode Lab

Back Window text

Avery 900 Supercast White

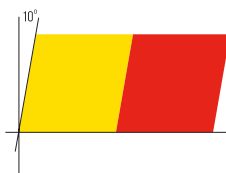
Typography

- Industry Medium Italic for safety message.
- Industry Black Italic for website
- 133pt/33mm high, but this is able to be adjusted if the available canopy window space is smaller than standard.

Bonnet Red – non reflective to comply with NZTA rules no red reflective facing forward

Avery 987 Supercast Spicy Red

Response white fleet example – Van Ford Transit



Notes

The angle of the Battenberg is 10 degrees (10°). Please ensure this angle is maintained across all decals

Printing Specifications

Avery

V8000 White Visiflex, digitally printed by HP 360 latex printer, using 3M match print profile, and colour management Magenta +15, Yellow +5.

Laminated with DOL1060z overlamine.

Colours

■ PMS 3955c, colour mode Lab

■ PMS 185c, colour mode Lab

■ PMS 2766c, colour mode Lab

Back Window text

Avery 900 Supercast White

Typography

- Industry Medium Italic for safety message.
- Industry Black Italic for website
- 133pt/33mm high, but this is able to be adjusted if the available canopy window space is smaller than standard.

Bonnet Red – non reflective to comply with NZTA rules no red reflective facing forward

Avery 987 Supercast Spicy Red

Response white fleet example – Safety messages



Printing Specifications

Avery

V8000 White Visiflex, digitally printed by HP 360 latex printer, using 3M match print profile, and colour management Magenta +15, Yellow +5.

Laminated with DOL1060z overlamine.

Colours

- PMS 3955c, colour mode Lab
- PMS 185c, colour mode Lab
- PMS 2766c, colour mode Lab

Non response vehicle / pool car example



Printing Specifications

Avery

V8000 White Visiflex, digitally printed by HP 360 latex printer, using 3M match print profile, and colour management Magenta +15, Yellow +5.

Laminated with DOL1060z overlamine.

Colours

- PMS 3955c, colour mode Lab
- PMS 185c, colour mode Lab
- PMS 2766c, colour mode Lab

Non response vehicle example – Ute with canopy



When applying the Fire and Emergency New Zealand Brand elements to the emergency fleet it is very important to ensure that the integrity of the graphics are maintained over the various makes and models of vehicles.

Please ensure that the natural bends, breaks, and edges of the vehicle do not compromise the clarity and longevity of the brand graphics.

Appliance livery – Watch outs



Do not allow typography to be cropped by door handles and lights.



Do not allow the crest to be interrupted by door openings.



Please ensure the red ends of the bonnet decal are symmetrical, angling inwards at 10 degrees.



Do not apply small pieces of vinyl into areas that break the Battenberg pattern.



Please ensure that the Battenberg checked pattern is consistent.

Poutama design guidelines

- There will be 3 bands, the 3 bands make up the Poutama.
- The width of the bands are not a set width and can be altered to best suit the vehicle they are being applied to. However all the bands on the vehicle must be the same width. Nominally the width of the band is 40mm.
- The gap between the bands is not a set width, this gap can be altered to best suit the vehicle design. However the gap between the bands must be the same.
- The bands are to be applied in a way so the lines are straight, the bands start at the front of the vehicle down low and work their way to a 'peak' on the corner of the vehicle and then taper down the side.
- Material spec: 3m 2080-G10-gloss white. Note: the Avery product equivalent can be used.

Bi-lingual signage layout and guidelines



Front grill

- The word 'AHI' to be applied to the centre of the grill.
- The font and text height to be the same as the FIRE, ERIF.
- Tomato red colour code is 3M Scotchal 180mc -13 Tomato Red. (New bullet point) 3M Scotchal 180mc – 15 Bright Yellow background can be used as an alternative if the shapes/curves are outside of the diamond grade application guidelines.



Note

The Avery products as described previous can also be used.

Rear of appliance

- The word 'AHI' to be applied above 'FIRE EMERGENCY'
- The font and text height to be the same as the FIRE.
- Material to be a red overlay on yellow reflective.
- Product: 3M Diamond Grade, 3M DG3 Series 4000 Yellow Green Diamondgrade. 3M Red EC 1170 Overlay.

Note

The Avery products as described previous can also be used.



Station name

- The call sign number to always be at the top.
- Text is justified towards the crest.
- The text to be on a 10° slope matching the Battenberg.
- If 3 lines of text, the top row of text is aligned with 'FIRE', the bottom row of text is aligned with Whakaratonga Iwi, the centre row of text is evenly spaced between top and bottom.
- If 2 rows of text, the bottom row of text is aligned with Whakaratonga Iwi, the top row of text is above with standard spacing.

Material spec

Oracal Overlay VC612.

Note

The Avery product equivalent can be used instead of the Oracal product.



Printing Specifications

Avery

V8000 White Visiflex, digitally printed by HP 360 latex printer, using 3M match print profile, and colour management Magenta +15, Yellow +5.

Laminated with DOL1060z overlamine.

Colours

■ PMS 3955c, colour mode Lab

■ PMS 185c, colour mode Lab

■ PMS 2766c, colour mode Lab

Bonnet Red – non reflective to comply with NZTA rules no red reflective facing forward.

Avery 987 Supercast Spicy Red

Non reflective panels

- To comply with NZTA lighting rules.

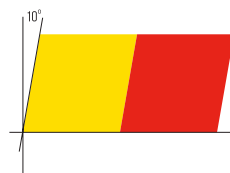
MPI 1105, digitally printed by HP 360 latex printer, laminated with DOL6460 overlamine.

Colours

■ PMS 396c, converted to CMYK (C: 16.89, M: 1.3, Y: 100, K: 0)

■ PMS 200c, converted to CMYK (C: 16.5, M: 100, Y: 86.51, K: 6.86)

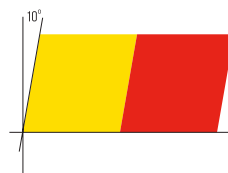
Rural fleet example – ISUZU



Notes

The angle of the Battenberg is 10 degrees (10°). Please ensure this angle is maintained across all decals

Rural fleet example - ISUZU



Notes

The angle of the Battenberg is 10 degrees (10°). Please ensure this angle is maintained across all decals

Printing Specifications

Typography

3M Scotchal 180mc -13
Tomato Red.

Battenberg

Product: 3M Diamond Grade.
3M DG3 Series 4000 Yellow
Green Diamond grade.
3M Red EC 1170 Overlay.

Logo

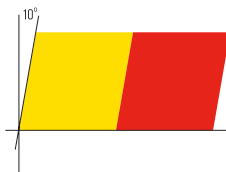
Printed on reflective
white vinyl

 Dark Blue PANTONE 2766 C

 Red PANTONE 485 C

 Yellow PANTONE 3955 C

Rural fleet example – Hino



Notes

The angle of the Battenberg is 10 degrees (10°). Please ensure this angle is maintained across all decals

Rural fleet example - Hino



Printing Specifications

Typography

3M 680C white reflective

Front/back facing Typography

3M Scotchal 180mc -13
Tomato Red.

Battenberg

Product: 3M Diamond Grade.
3M DG3 Series 4000 Yellow
Green Diamond grade.
3M Red EC 1170 Overlay.

Logo

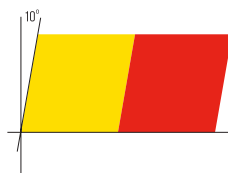
Printed on reflective
white vinyl

Dark Blue PANTONE 2766 C

Red PANTONE 485 C

Yellow PANTONE 3955 C

Urban fleet example – TYPE 2 IVECO EURO CAB



Notes

The angle of the Battenberg is 10 degrees (10°). Please ensure this angle is maintained across all decals

Urban fleet example – TYPE 2 IVECO EURO CAB



Printing Specifications

Typography

3M 680C white reflective

Front/back facing Typography

3M Scotchal 180mc -13
Tomato Red.

Battenberg

Product: 3M Diamond Grade.
3M DG3 Series 4000 Yellow
Green Diamond grade.
3M Red EC 1170 Overlay.

Logo

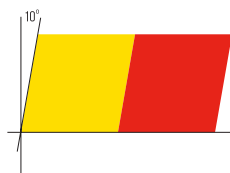
Printed on reflective
white vinyl

 Dark Blue PANTONE 2766 C

 Red PANTONE 485 C

 Yellow PANTONE 3955 C

Urban fleet example – TYPE 3 M.A.N



Notes

The angle of the Battenberg is 10 degrees (10°). Please ensure this angle is maintained across all decals

Urban fleet example – TYPE 3 M.A.N



Printing Specifications

Logo

☐ Printed on 3M white vinyl IJ180 MC

■ Dark Blue PANTONE 2766 C

■ Red PANTONE 485 C

■ Yellow PANTONE 3955 C

Gloss Laminate 8518

Note

Where practical the larger logo should be used, check both sides of vehicle before applying so the logo can be fitted in the same location each side. Use the smaller logo when the larger will not fit.

Partial rebranding

Horizontal retrofit logo



540mm



400mm



Vertical retrofit logo



262mm



183mm



Retroreflective material fitted within 150mm of a required lamp or retroreflector on a heavy motor vehicle must:

- comply with an approved vehicle standard for retroreflective material in this rule.

Approved vehicle standards for retroreflective material are:

- UN/ECE Regulation No. 104, Uniform provisions concerning the approval of retro-reflective markings for heavy and long vehicles and their trailers (E/ECE324 – E/ECE/TRANS/505/Rev.2/ Add.103) or
- have a non-reflective overlay applied to achieve a 150mm distance of non-reflective from a required lamp.

Retroreflective material must not be fitted to a vehicle in a way that may cause other drivers and other road users to be confused about the orientation of the vehicle.

New Zealand Transport Agency (NZTA) Vehicle Lighting Rule Relating to Retroreflective Material



Daytime photo showing the non-reflective around the require lamp

SIDE IMAGE TO COME

Printing/product specifications

3M Scotchal 180mc-15 Bright Yellow

3M Scotchal 180mc -13 Tomato Red

Avery – printed on MPI1105 Avery
laminated DOL6460 PMS
to match reflective

Avery 900 silver metallic

Note

For further information please refer
to the NZTA vehicle lighting rule.



Night time photo showing the non-reflective around the **require** lamp

SIDE IMAGE TO COME

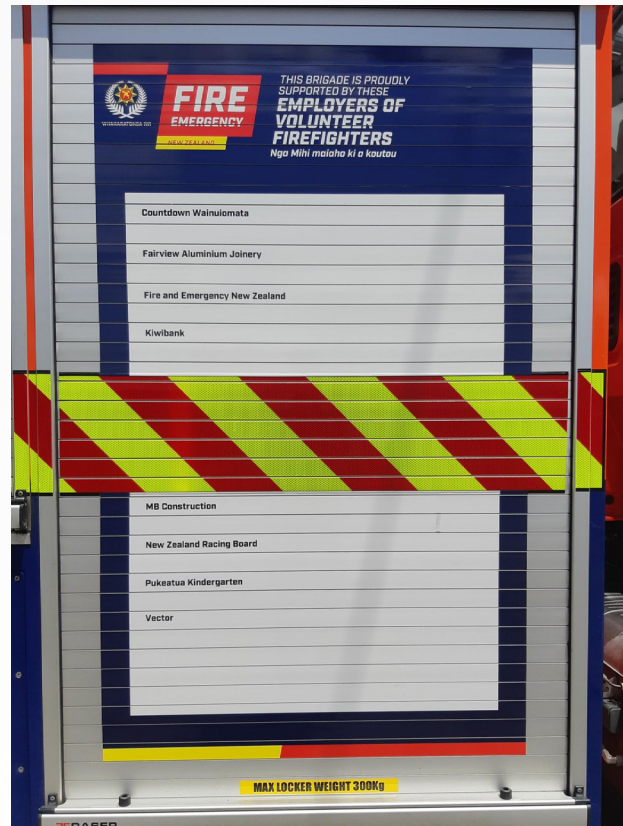
Our Employer Recognition Programme (ERP) recognises businesses that employ and support people (including those of our self-employed volunteers) who volunteer at their local fire brigade. The programme is based on building partnerships with employers and self-employed volunteers who share our values and commitment to building strong, safe and caring communities.

The ERP decal is to be fitted to the front locker (A Locker) of the appliance body.

Note

For further information please refer to the ERP Coordinator at Fire and Emergency National Headquarters.

Employer Recognition Programme (ERP)



Signage Guideline for Cascading/Transferring Appliances

As well as all new appliances we are required to put bilingual signage on cascading appliances as approved by the Fire and Emergency New Zealand Board:

“Whenever an existing appliance is cascaded (transferred), we will undertake a partial bilingual branding by including the word ‘ahi’ and the Te Reo Māori translation of the station name as an interim measure.”

i.e. no Poutama but the rest the same as a new appliance

These guidelines are required to be followed for consistency across the fleet. For further assistance, please contact National Manager, Fleet Programmes and Standards.

The first stage is to walk around the appliance and identify any non-approved signage, this non-approved signage needs to be removed as well as the old station name, call sign number and 'FIRE' & 'ERIF' from the grill. (see these photos for examples).

Assessment and Removal of Old Signage



Remove station name and call sign number circled in blue.



Remove station name and call sign number circled in blue.



Remove non-approved call sign number on grill, remove call sign number on 'B' pillar, remove old station name circled in blue. Remove 'FIRE' & 'ERIF' off the grill.



Remove non-approved signage on sun visor circled in blue. Remove 'FIRE' & 'ERIF' off the grill.



Remove non-approved call sign number on rear of appliance.

Details and Location of New Signage



Front Grill

- The words 'FIRE' 'AHI' and 'ERIF' applied as per this photo.
- The font is to be Industry.
- The material is to be non-reflective 3M Scotchal 180mc-13 Tomato Red or the Avery equivalent.
- The size of the font should be as large as practical, all 3 words will be the same size lettering.
- AHI is to be applied in the centre of the grill. FIRE to be applied on the right hand (Drivers) side and ERIF applied on the left hand (Passengers) side.
- There will be adequate spacing between the words so they don't all blend together.



Rear of Appliance

If there is **NO** locker door skip this step.

If there is a rear locker door then the word AHI will be fitted as per the above photo. The material used will be the same as what is applied to the rest of the appliance. i.e. if the appliance is in 3M Diamond-grade then the rear signage should be Diamond-grade. If the appliance is in Avery then the rear signage should be in Avery.

- The word AHI to be applied above 'FIRE EMERGENCY'
- The font (Industry) and text height to be the same as 'FIRE'
- Material to be a red overlay on yellow reflective.
- Product: 3M Diamond Grade, 3M DG3 Series 4000 Yellow Green Diamond-grade. 3M Red EC 1170 Overlay.
- The Avery equivalent to be used when the rest of the appliance is in Avery.

Station Name

- The call sign number to always be at the top.
- Text is justified towards the crest (front of the vehicle).
- The text is to align with the front edge of the rear door window.
- When 3 lines of text, the spacing should be even as shown in the photo (New photo required that shows this).
- When 2 lines of text the spacing should be the same as the 3-line text with only bottom and middle line used.
- The bottom row of text will start 40mm above the pressing in the door (Iveco's).
- The text height to be 50mm high.
- The gap between each row of text to be 40mm.
- Yellow reflective text on the red painted background.
- The Te Reo name will include macrons as specified.

Material Spec

- Oracal Overlay VC612
- Avery equivalent (to above Oracal)

**281
NATIONAL PARK
WAIMARINO**

Text example (left hand side)

**281
NATIONAL PARK
WAIMARINO**

Text example (right hand side)

IMAGE TO COME

