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OIA-2026-5748

28th April 2026

A. Mosley
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Dear A. Mosley

I refer to your email of 5 April 2026, requesting under the Official Information Act 1982 (OIA) *all vehicle Branding guidelines or plans for NZDF vehicles that are currently in service.*

The New Zealand Defence Force branding guidelines are contained in Defence Force Instruction (DFI) 40.3, Chapter 14 – Painting and Marking of Vehicles. This covers all in-service vehicle fleets including emergency and Military Police vehicles. A copy is provided at Enclosure 1.

In accordance with section 28(3) of the OIA, you may ask an Ombudsman to review this response to your request. Information regarding the process 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

GA Motley
Brigadier
Chief of Staff HQNZDF

Enclosure:

1. DFI 40.3, Chapter 14

Chapter 14 - Painting and Marking of Vehicles

14.1 Introduction

This chapter details markings and paint schemes for use on NZDF vehicles/equipment. As a general rule, specific vehicle/equipment types, or classes should be marked and painted uniformly throughout the NZDF to ensure that each vehicle/equipment is easily recognisable. Unauthorised markings are not to be displayed on NZDF vehicles/equipment.

14.2 Paint schemes

a. Unit responsibilities—

- (1) Units are to ensure that the paint work on all vehicles and equipment is maintained in good condition and are to carry out under unit arrangements patch painting as necessary from time to time. Patch painting is required when the vehicle paint has been chipped or scratched and is carried out by the driver as a temporary measure to prevent rusting of the damaged area.
- (2) The services or advice of NZDF workshops is to be obtained where vehicles or equipment require a complete repaint, or the removal of parts is involved. Information regarding the painting of vehicles and equipment is detailed in [NZ P98 Land Equipment Maintenance Engineering Instructions](#), M 390.

b. Standard colour and finish—

- (1) NZDF vehicles, artillery equipment, their ancillaries and towed equipment are to be painted in peacetime as detailed in NZ P98, M 390-7.
- (2) General Service (GS) Vehicles received from suppliers in colours other than those detailed in NZ P98, M 390-7 may be repainted to the authorised colours at the direction of DEMO or at the first repaint.
- (3) Information for the standard colours and markings of the CL fleet is at [Annex 14A](#).

c. **Missions.** All 'A', GS 'B' and 'C' vehicles, artillery equipment and their ancillary equipment that have been identified to deploy on Missions are to be repainted with the colour scheme stated in the Mission Operation Order.

14.3 Vehicle markings

- a. **Vehicle identification signs.** The provisions of this chapter constitute the basic authority for the design and use of identification signs within the NZDF, both in New Zealand and overseas. Except where otherwise indicated, they are not to be varied without the approval of LC(L).
- b. **Application.** The application of signs and markings as detailed is to be regarded as a minimum utilisation. This use may be expanded to meet particular requirements by commands and formations, provided the basic principles are retained.

- c. Transport Service Licence (TSL)—
- (1) Within New Zealand, NZDF heavy vehicles operate under 2 different TSLs, they are—
 - (a) goods service licence (GSL) for vehicles with a GLW of 3500 kg and over, GSL number 32157; and
 - (b) large passenger service vehicles (PSL) for vehicles designed or adapted to carry 12 people including the driver, PSL number 32158.
 - (2) Vehicles detailed in paragraph 14.3c.(1) (including vehicles leased or hired) are to display a NZDF TSL label for that vehicle type on the passenger side of the windscreen. The NZDF TSL label is not required to be displayed when NZDF vehicles are deployed overseas.
 - (3) TSL labels can be obtained from Equipment Manager, Medium/Heavy Vehicles, DEMO.
- d. **Approved operator identity.** With effect 1 January 2009 vehicles operated under a TSL are no longer required to carry an approved operator identity transfer on the front driver and passenger doors.
- e. **Vehicle weights.** With effect 1 April 2005, vehicles classed as 'heavy trade motor' vehicles (ie over 3500 kg) are no longer required to display the vehicle's un-laden weight (Tare) printed on the outside right hand side of the cab.
- f. **New Zealand numbers (Fleet Numbers).** Information regarding the demanding and the correct placement of New Zealand numbers on vehicles and equipment is in [NZ P98](#), B 259-14.
- g. **Registration (Government) plates.** Registration plates assigned to military vehicles are not to be removed or replaced without the commensurate administrative action through an approved vehicle licensing agency and notification to the respective equipment manager. It is an offence under the [Transport \(Vehicle and Driver Registration and Licensing\) Act 1986](#), Clause 17 to use a motor vehicle with unauthorised, deceptive or obscured plates.

14.4 National distinguishing symbol

- a. **General.** The national distinguishing symbol, as detailed in QSTAG 512 consists of a black kiwi (facing right) on a Deep Bronze Green (GS-244) background. Decal 'kiwi' is available using NIIN 98-202-0550.
- b. The national distinguishing symbol is to be displayed on all NZDF GS vehicles when deployed overseas.
- c. The national distinguishing symbol is to be 15 cm square, and is an adhesive vinyl sticker. Positioning of the symbol is detailed at [Annex 14B](#) to this chapter.
- d. The positioning of national distinguishing symbols is to be standardised for vehicles of a similar type.
- e. **Formation signs.** Formation/Squadron signs are not authorised in the NZDF. Their function is performed by the national distinguishing symbol.

14.5 Unit signs

- a. Unit signs are currently not authorised but may be authorised on mobilisation. The purpose of a vehicle unit sign is to—
 - (1) identify the unit to which a vehicle belongs; and
 - (2) provide a basis for unit location signs and unit route signs.
- b. Unit signs are to consist of a unit serial number painted in black on to a Deep Bronze Green (BC-244) background or directly onto the vehicle. Unit signs are to be displayed on all GS vehicles, both in New Zealand and overseas when ordered.
- c. The Unit sign is to be 15 cm square, and is to be positioned on the right (offside) of the vehicle as detailed at [Annex 14B](#) to this chapter. Positioning for vehicle types not detailed is as for the national distinguishing symbol, but on the offside of the vehicle (see paragraph [14.4](#)).
- d. When authorised, Unit serial numbers will be detailed in [Annex 14C](#) to this chapter.

14.6 Medical response vehicles

The Red Cross emblem is to be displayed on specialist GS medical response vehicles in accordance with MIL-STD 642, Identification Markings of Combat and Tactical Vehicles. Vehicles classified as specialist medical vehicle are—

- (1) Motor ambulances; and
- (2) Specially fitted vehicles in use with mobile medical or dental units.

14.7 Miscellaneous markings and identification

- a. **Bridge classification marking.** Vehicle bridge classification markings are currently not required but may be authorised on mobilisation. When authorised, bridge classification markings and positioning will be issued.
- b. Route identification requirements—
 - (1) When operating overseas, New Zealand formations and units are to conform to the agreed theatre or force policy concerning route identification and signing.
 - (2) The main New Zealand axis should be indicated by a series of signs displaying the national distinguishing symbol.
 - (3) Formation and unit routes branching off the main axis should be indicated by unit signs. Directional arrows may be added.
- c. **Tactical markings (vehicle call signs).** Tactical markings are to be displayed on vehicles in accordance with Formation Standing Orders.
- d. **Weight and dimension cards.** Weight and dimension cards for embarking forces are to be displayed and positioned in accordance with mobilisation or movement orders.
- e. **Flags and pennants.** Distinguishing flags and pennants as prescribed in [Annex 14D](#) to this chapter may be flown on NZDF vehicles in New Zealand when the person designated is travelling in the vehicle.

- f. Flags and pennants overseas—
- (1) Appropriate car flags may be flown overseas only by—
 - (a) Chief of Defence Force (CDF).
 - (b) Chief of Navy (CN).
 - (c) Chief of Army (CA).
 - (d) Chief of Air Force (CAF).
 - (e) Commander Joint Forces New Zealand (COMJFNZ).
 - (f) Commanders of New Zealand Forces overseas of brigadier rank equivalent when on duty in a country within their area of responsibility.
 - (g) Commanders of New Zealand Forces overseas below brigadier rank equivalent when on duty in a country within their area of responsibility, subject to Headquarters New Zealand Defence Force (HQNZDF) approval.
 - (2) Flags are to be flown on cars only when the laws or customs of host countries permit but not when political or local area circumstances at the time make it undesirable to do so. An entitled officer wearing civilian clothes on duty may display a car flag when they consider it appropriate. [Annex 14D](#) to this chapter contains a table that details the flags and pennants which may be flown.
- g. Stars plates on vehicle—
- (1) As detailed below, Star Plates are to be displayed on vehicles in New Zealand and overseas, either in addition to flags or pennants or, if the circumstances so require, in lieu of flags or pennants—
 - (a) Admiral of the Fleet / Field Marshal / Marshal of the Air Force - 5 stars.
 - (b) Admiral / General / Air Chief Marshal - 4 stars.
 - (c) Vice Admiral / Lieutenant General / Air Marshal - 3 stars.
 - (d) Rear Admiral / Major General / Air Vice-Marshal - 2 stars.
 - (e) Commodore / Brigadier / Air Commodore - 1 star.
 - (2) Stars will be silver in colour, 3.81 cm in size and mounted in line on a 24.13 cm x 9.62 cm painted plate attached to the front and rear bumpers of the vehicle. The colours of the plates to be—
 - (a) Defence Staff / COMJFNZ - equal dark blue, red and light blue horizontal bands.
 - (b) Navy - dark blue.
 - (c) Army - red.
 - (d) Air Force - light blue.

- (3) Star plates are to be displayed only when an officer of appropriate rank is in the vehicle and is attending a formal function, eg Charter parade, visiting a Service establishment, making a formal call on a mayor or other civil dignitary. Star plates are not to be displayed as a matter of course on normal duty. When not displayed the star plates will be hooded by a canvas cover.

14.8 Special type vehicle markings

- a. **NZDF MP.** For information regarding the marking of NZDF MP CL vehicles see [Annex 14A](#).
- b. **Fire service vehicles.** For information regarding Fire Service vehicles see Annex 14A.
- c. **Specialist ammunition vehicles.** Information regarding the marking of both GS and CL vehicles dedicated to improvised explosive device (IED) and/or explosive ordnance disposal (EOD) duties is at [DFO 41 Safe Management of Hazardous Substances](#).
- d. **Directorate of Defence Security (DDS) - Security Guard Force (SGF).** For information regarding the SGF vehicles see Annex 14A.
- e. **Marking of vehicles for transport of hazardous substances.** NZDF vehicles tasked for the transportation of hazardous substances are to display signs in accordance with in [DFI 41.1 Safe Management of Hazardous Substances: Class 1 Ammunition and Explosives](#) and [DFI 41.2 Safe Management of Hazardous Substances: Class 2-9](#).
- f. **Electrical warning stickers.** A warning sticker is to be fixed as near as practicable to the operator's position of any mechanical, power operated or extendible crane, loader, excavator or other mobile or adjustable equipment capable of extension far enough to come within 4 m of any overhead power line. Supplies of the required sticker are available free of charge from Local Electrical Supply Authorities or Electricity Division offices. All applicable equipment are to have the sticker affixed. Examples of types of equipment affected by these Regulations are NZ LAV, recovery vehicles, forklifts, swing thru and vehicles fitted with cranes eg LAV power pack lifting crane. The warning sticker must state—

WARNING KEEP CLEAR OF POWER LINES

14.9 Additional markings

- a. **GS vehicles.** Authorised tyre pressures are to be painted or marked by 'decal' in white numerals, not exceeding 12.5 mm in height, on the edge of each mudguard or equivalent position above the wheel on 'A' and 'B' vehicle, or in the centre of the hub in the case of 'C' vehicle or artillery equipment.
- b. **Vehicle mounted warning signs.** Details of vehicle mounted warning signs can be found in
 - (1) the [Land Transport Rule: Vehicle Dimensions and Mass 2016](#), Schedule 6;
 - (2) DFI 41.1; and
 - (3) DFI 41.2.

- c. The provision of such signs is a unit responsibility.
- d. **Ferry lashing point signs.** The installation instructions for ferry lashing identification on NZDF vehicles are contained in the following NZ Ps—
 - (1) LOV - [NZ P98, B 789-4](#).
 - (2) Unimog - [NZ P98, B 289-20](#).
 - (3) MB 2228 - [NZ P98, B 357-12](#).
 - (4) MHOV - [NZ P98, 2007-2](#).
- e. **Passenger service vehicles.** In accordance with the [Land Transport Rule: Passenger Service Vehicles 1999](#), all passenger service vehicles are to comply with the statutory requirements relating to emergency door controls and exits.

14.10 Equipment markings

- a. **Load restraining system.** Vehicle load restraining systems⁵¹ are to be clearly marked identifying the permissible weight that it is capable of restraining (lashing capacity). On occasions when the load markings have become faded or illegible the load restraining system is to be re-marked with the permissible weight that it is permitted to restrain.
- b. If a vehicle is stopped by the New Zealand Police Commercial Vehicle Inspection Unit (CVIU) and the load restraining systems load markings are found to be faded, illegible or unmarked, the CVIU automatically down-rate the load capability of the load restraining system down to 2 000 kg. An infringement notice will be issued to the driver if the load that the restraining system is restraining exceeds 2 000 kg.
- c. **Application.** This applies to the following load restraining system—
 - (1) NIIN 982039636 - Load binder main strap assembly which is 50 mm wide, and
 - (2) NIIN 982039637 - Load binder ratchet tail and buckle assembly.
- d. **Load restraining system re-marking.** Providing that the load restraining system has been checked for serviceability⁵², re-marking using approved rollers, stencils and ink is to occur at 1.5 m intervals along the length of the load restraining system including the ratchet end. Details for the approved marking equipment are—
 - (1) NIIN 98DAF1196 Roller;
 - (2) NIIN 982073921 Stencil; and
 - (3) NIIN 98DAF1197 Ink.

⁵¹. Commonly called tie-downs, straps, strops, load binders and ratchets.

⁵². Free from cuts, abrasions and damage.

Annexes to Chapter 14

[14A](#) *Commercial Line Vehicles - Colours and Markings*

[14B](#) *General Service Vehicles - Markings*

[14C](#) *Vehicle Unit Signs*

[14D](#) *Pennants*

ANNEX 14A

COMMERCIAL LINE VEHICLES - COLOURS AND MARKINGS

Ser	Type of Vehicle or Equipment	Colour and Finish
1	CL vehicles general	As procured unless specified below.
2	CL passenger vehicle	As procured (See paragraph 1.a.)
3	NZDF fire appliances and fire masters/rural fire officers vehicles	See paragraphs 1.b. and 1.c.
4	RNZAF crash fire vehicles	See paragraph 1.d.
5	Military Police CL vehicles	See paragraph 1.e.
6	RNZAF medical response vehicles	See paragraph 1.f.
7	RNZAF emergency vehicles	See paragraph 1.g.
8	Recruiting vehicles	See paragraph 1.h.
9	Pilot vehicles	See paragraph 1.i.
10	EOD vehicles	See paragraph 1.j.
11	Aircraft ground support vehicles	See paragraph 1.k.
12	Mobile fueller vehicles	See paragraph 1.l.
13	Domestic operational vehicles	See paragraph 2.
14	Security Guard Force vehicles	See paragraph 1.n.

1. The following types of vehicles require special markings that depict their role. Details are listed below—
 - a. **CL passenger vehicle.** Branding of CL Omnibus is at the direction of the single Services.
 - b. **Fire Master /Rural Fire Officer vehicle—**
 - (1) Vehicle colour - white or red.
 - (2) Vehicle markings—
 - (a) Colour - red.
 - (b) Wording - the word 'FIRE' is to be printed on the rear and front of the vehicle in letters not exceeding 300 mm in height.
 - (c) 'NEW ZEALAND DEFENCE FORCE' is to be placed centrally on both left and right front doors in letters not exceeding 100 mm in height.
 - (d) RNZAF Fire Master vehicles are to have 'FIRE COMMAND' displayed on both sides of the vehicle in prominent positions.
 - (e) Markings on Fire Master vehicles are not to be painted directly onto the vehicle, but are to be applied on 'Ultra-Mag' magnetic sheets.
 - (f) Safety markings that comply with *FENZ Brand Guidance, Section 9, Vehicle Livery, Version 4.*

- c. **Fire appliance; urban and rural—**
 - (1) Vehicle colour - red.
 - (2) Vehicle markings—
 - (a) Colour - white.
 - (b) Wording - 'NEW ZEALAND DEFENCE FORCE' placed on each side of the vehicle by means of transfer set.
 - (c) Safety markings that comply with *FENZ Brand Guidance, Section 9, Vehicle Livery, Version 4.1*.
- d. **RNZAF crash fire vehicle—**
 - (1) Vehicle colour - red or yellowish green.
 - (2) Vehicle markings—
 - (a) Wording - 'FIRE' to be displayed on front and rear of vehicle.
 - (b) Safety markings that comply with *FENZ Brand Guidance, Section 9, Vehicle Livery, Version 4.1*.
- e. **RNZAF force protection units—**
 - (1) Vehicle colour - white.
 - (2) Vehicle markings—
 - (a) Wording - 'FORCE PROTECTION' in a prominent position on both sides of the vehicle.
 - (b) Blue and white hatch markings along each side of the vehicle.
- f. **NZDF MP—**
 - (1) Vehicle colour white.
 - (2) Vehicle markings—
 - (a) Wording - 'MILITARY POLICE' in a prominent position at the front and rear of the vehicle.
 - (b) Yellow and blue hatch markings along each side of the vehicle.
- g. **RNZAF medical response vehicle—**
 - (1) Vehicle colour -white or yellow.
 - (2) Vehicle markings—
 - (a) Wording - 'AMBULANCE' in a prominent position on both sides and front and rear of the vehicle.
 - (b) Safety markings that comply with current New Zealand regulations.
- h. **RNZAF emergency vehicle.** RNZAF emergency vehicles may display suitable markings to distinguish them as emergency vehicles.

- i. **Recruiting vehicle.** CL vehicles dedicated to recruiting staff appointments may have approved branding on the vehicle. Such markings are not to be painted directly on to the vehicle, but are to be applied on 'Ultra-Mag' magnetic sheets or equivalent product. Full body graphics branding of recruiting vehicles is at the direction of the Services and Chief People Officer.
 - j. **Pilot vehicle.** Vehicles utilised as pilot vehicles may be fitted with signage and warning beacons in accordance with [Land Transport Rule: Vehicle Dimensions and Mass 2016](#) Section 7, Pilot Vehicle Signs.
 - k. **EOD vehicle—**
 - (1) Vehicle colour - white.
 - (2) Vehicle markings - blue and white hatch markings along each side of the vehicle.
 - l. **Aircraft ground support vehicles.** Vehicles regularly used on tarmac areas supporting aircraft operations—
 - (1) Vehicle colour - bright yellow, unless deployed in which case shall be painted matt green.
 - m. **Mobile fueller vehicles—**
 - (1) Vehicle colour - as procured.
 - (2) Vehicle markings. Appropriate fuel grade markings front, rear and both sides of the vehicle. It shall also be visible at the control panel, on entering the cab, and the vehicle filling points in accordance with the *Code of Practice, Flammable Liquid Road Tank Wagons* dated May 2019.
 - n. **Directorate of Defence Security - Security Patrol Vehicles—**
 - (1) Vehicle colour - as procured.
 - (2) Vehicle markings. Wording - 'SECURITY PATROL' with DDS unit logo to the left of the words on black reflectorised background, with silver hash marks at the bases positioned for both front doors and across the rear of the vehicle.
2. **NZDF promotional markings.** NZDF vehicles may display promotional markings when operating in New Zealand. All promotional markings must be part of an official campaign and must be approved by their placement directed by the appropriate Service staff.

ANNEX 14B

GENERAL SERVICE VEHICLES - MARKINGS

Ser	Bridge Classification		Unit Sign		National Symbol	
	Location	Sign	Front	Rear	Front	Rear
LAV						
1	Currently not authorised	N/A	Currently not authorised		On nearside	On rear offside
Medium/heavy operational vehicle						
2	Currently not authorised	N/A	Currently not authorised		Offside	Offside on deck
Mercedes Unimog						
3	Currently not authorised	N/A	Currently not authorised		On bonnet, nearside, same distance box from vehicle extremity as unit sign	On rear off nearside toolbox/mudguard
Pinzgauer LOV						
4	Currently not authorised	N/A	Currently not authorised		Nearside above light cluster/door	Nearside above light cluster/door
Trailers						
5	Currently not authorised	N/A	Currently not authorised		Nil	On chassis cross member on nearside of number plate
Motorcycle						
6	Currently not authorised	N/A	Currently not authorised		Nearside on panel covering tool compartment centrally on black panel	N/A

ANNEX 14C

VEHICLE UNIT SIGNS

Table 1.	Army GS	Reserved.
Table 2.	Forces Overseas	Reserved.
Table 3.	Land Component (HQ JFNZ) & Force Tps	Reserved.
Table 4.	1 (NZ) BDE	Reserved.
Table 5.	DJTF (L)	Reserved.
Table 6.	TRADOC NZ	Reserved.
Table 7.	TRSB	Reserved.

ANNEX 14D

PENNANTS

Ser	Flown by	Pennant		Size of Emblem	Position of Emblem
		Description	Size		
1	Chief of Defence Force	Pennant distinguishing, equal dark blue, red and light blue horizontal bands bearing a gold embroidered badge on either side comprising the NZ within a green fern wreath surmounted by a St Edward's Crown and across the base of the wreath a blue scroll ensigned 'DEFENCE' in gold lettering.	26.67 cm x 17.78 cm	8.89 cm x 7.62 cm	Centrally on flag
2	Chief of Navy	Pennant distinguishing, equal dark blue and red vertical bands bearing a gold anchor.	35 cm x 18 cm	19.5 cm x 11 cm	Centrally on flag
3	Chief of Army	'New Zealand Ensign with the Royal Crest, embroidered in gold on black material, sewn on both sides of the flag.	22.86 cm x 15.24 cm	4.45 cm x 3.81 cm	Centrally below the Union Device
4	Chief of Air Force	RNZAF Ensign with a union flag in the top left corner and the RAF roundel in the centre off to the right on a light blue background. The letters NZ embroidered in the centre (red part) of the roundel.	30 cm x 15 cm	2.5 cm in circumference	Centrally towards the right of the pennant
5	Deputy Chief of Navy	Red Saint George cross on a white background, with a five pointed red star in the top left corner.	30 cm x 15 cm	N/A	
6	Deputy Chief of Army	Pennant distinguishing, equal red, black and red horizontal bands bearing the Royal Crest embroidered in gold on black material on both sides.	23 cm x 15 cm	4 cm x 3 cm	Centrally on flag
7	Commander JFNZ	Pennant distinguishing, equal dark blue, red and light blue horizontal bands bearing the JFNZ Crest in the centre. Below on either side of the JFNZ are two gold coloured 5 pointed stars.	26.67 cm x 17.78 cm	5 cm x 5 cm	Centrally on flag
8	Maritime Component Commander	Red Saint George cross on a white background, with a red circle in the top left corner.	30 cm x 15 cm	N/A	
9	Land Component Commander	Pennant black, swallowtail with fern leaf and NZ embroidered in silver on black. Emblem is sewn on both sides of the flag.	23 cm x 15 cm	6 cm high with 1 cm high lettering	Centre of emblem 7 cm from inner point of swallowtail and midway between top and bottom of flag

Ser	Flown by	Pennant		Size of Emblem	Position of Emblem
		Description	Size		
10	Air Component Commander	Astral crown within the RAF roundel on a light blue background with the letters NZ in white and 25 mm in height being separated so the N is positioned below and to the right of the crown and the Z opposite to the right of the crown.			
11	Director Army Reserve	As for serial 6.	As for Serial 6	As for Serial 6	As for Serial 6
12	Commander 1 st New Zealand Brigade	Pennant, black with 1 st (NZ) Brigade crest centred in white and red.	23 cm x 15 cm	12.5 cm high	Centre of emblem 10.5 cm from point and midway between top and bottom of pennant
13	Commander TRADOC (NZ)	Pennant, red with emblem embroidered horse's head in white, brown, gold and red on green background. Emblem is sewn on both sides of the pennant.	14 cm x 21 cm	6.5 cm x 6.5 cm	Centre of emblem 14 cm from point and midway between top and bottom of pennant
14	Senior Air Force Officer on Base	Roundel on a light blue background with the letters NZ in white and 25 mm in height separated so the N is positioned below and to the right of the roundel and the Z opposite to the right of the roundel.	30 cm x 15 cm	2.5 cm in circumference	Centrally