



A Unique Identity

Brand Identity Report

For Liveries New Zealand Development Group



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A Unique Identity: Brand Identity Report

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About Liveries New Zealand Development Group:

Liveries NZ Development Group was founded in 2020 as “NZ Aviators”. Rebranding into Liveries NZ in February 2021. We are a group of developers and repaint artists that develop addons for various flight simulators (Lockheed Martin’s Prepar3D, Laminar Research’s X-Plane 11, Microsoft Flight Simulator X, and more recently Microsoft Flight Simulator 2020).

We currently have 76 liveries hosted on our website and have had 1,000s of downloads across our site and other sources.

Liveries New Zealand Development Group is a group of independent developers and repaint artists, based mainly in New Zealand.

Upcoming Projects:

PH-HSR for the PMDG 737-800BW
9M-WCA for the PMDG 737-800BCF
N670US for the PMDG 747-400
B-HSE for the FlightSimLabs A320-200 (IAE)

Message from the Administrators:

Liveries NZ has been a lot of hard work for us over the years, we’ve had people come and go from the team and had a few bumps along the way but we’ve been able to improve our livery design skills and website to help connect with a larger audience than ever.

We’ve been able to meet people from across the world who share in our passion to make high-quality simulator addons. And our vision is to keep that going into the future.

Liveries NZ Development Group has the potential to go a long way and include many new projects which are in the pipeline, make sure to stay tuned!

And our website is under constant revision! (<https://liveries.nz>)

Thank you for taking the time to read this update about our brand and other changes.

Regards,

Liveries NZ Development Group Administrators
Logan and Av_NZ

Detailed Outline:

Liveries New Zealand Development Group

is a Group Consisting of 3 Brands.



Liveries NZ - The Livery Making Arm of the Group

SimMods NZ - The Add-ons and Simulator Mods Arm of the Group

Liveries NZ Community - The Community Arm of the Group

Each Brand has a unique identity that serves a different purpose, the overall brand is based on the original design seen in “Liveries NZ” taking the form of “**Liveries NZ** by NZ Aviators” which was following the same standard of design.

This design, implemented in February 2021 - was the start of a major identity change towards Liveries NZ. This brand identity has a more coherent, and clear design that makes it easy to spot, easy to recognise and easier on the eye.

The current name of Liveries NZ Development Group was chosen in early 2022, and the former names were kept as sub-brands to the new brand.

Each brand is represented by its own colour, these colours were chosen to be different enough to stand out on their own whilst fitting together. Fitting the theme of Liveries NZ Development Group.

Liveries NZ Development Group Colour Scheme:

#00aeef

R: 0 G: 174 B: 239

C: 69% M: 14% Y: 0% K:0%

H: 196° S: 100% B: 93%

#0af0c2

R: 10 G: 240 B: 194

C: 58% M: 0% Y: 39% K:0%

H: 168° S: 95% B: 94%

#f37d53

R: 243 G: 125 B: 83

C: 0% M: 63% Y: 72% K:0%

H: 15° S: 65% B: 95%

Liveries NZ Blue | Sky Blue - #00aeef

The first of the Liveries NZ Development Group colours and represents the Sky and its importance in all things aviation. Used consistently since February 2021, it has been the longest continuous colour in our palette.

SimMods NZ Orange | Mango Orange - #f37d53

Originally introduced as "Flight Level", the Orange colour is representative of sunrises and sunsets. The constant progress of the world and our projects.

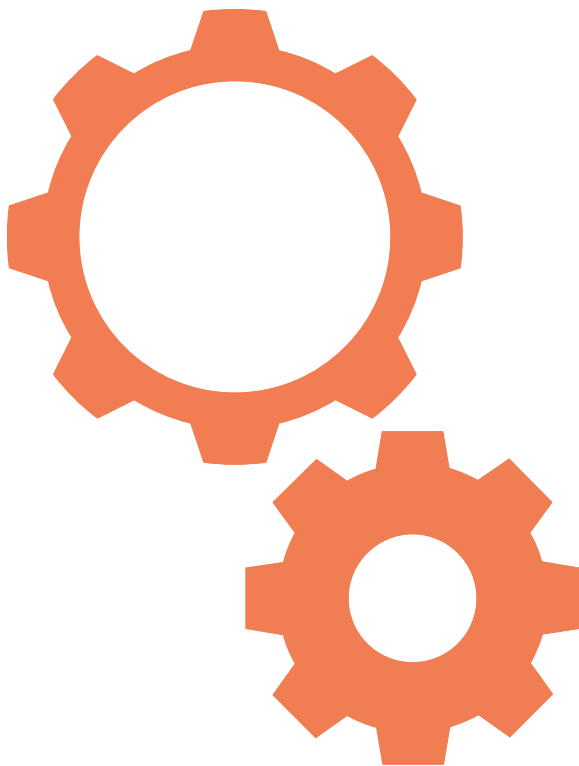
Liveries NZ Community Turquoise | Aquamarine - #0af0c2

The final colour introduced, represents a bright and complimentary Green which is the fields of New Zealand's large agricultural land and native environments.

Liveries NZ Development Group Iconography:

Paint Bucket - Liveries NZ

The paint bucket represents the livery making element (repainting).

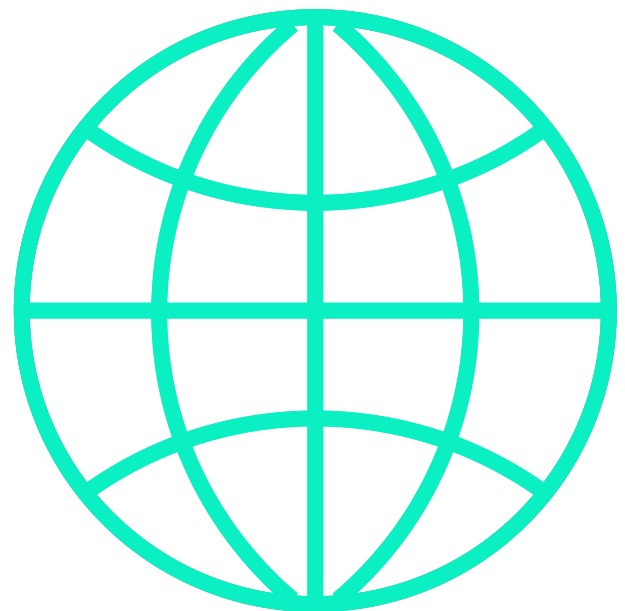


Gears - SimMods NZ

The gear represents the development element of add-ons, like gears, are developmental technology.

Globe - LNZ Community

The globe represents the reach of our online community and our goal to continue engaging a global audience.



Brand Identity Changes and Details:

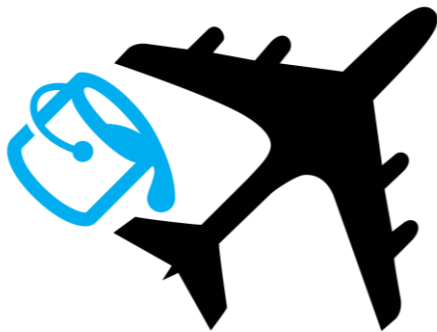
Before



After



The Logo was changed to represent all the different elements of the group and to make it clear that we do more than the old Liveries NZ.



Adapted to fit the new logo, as the old one was representative of the old Liveries NZ.



A new social image for our website, adapting to show more of our different parts and to include the new logo.

No Equivalent



New Logo specifically for Liveries NZ was introduced to give it its own clear brand identity.

Before



After



Rebranded to fit into the existing theme, and phase out the old name.

No Equivalent



New Logo Specifically for Liveries NZ Community was introduced to give it its own clear brand identity.



Pride Logo adapted to fit the new design theme.

Overall these changes have allowed for a new set of clearer divisions of group areas and responsibilities, making it clearer which area does what and ensuring all the designs adhere to the common design theme. This includes correct text centring and other design-related elements.