

“Advancing Always”, an alternative New Zealand national flag design
(with suggested adaptations of the design to the other major flags and ensigns of the nation)



Army



Navy ships



Air Force



RSA



Government ships



Civil & merchant ships



Civil aviation



Yacht Squadron



Police Service



Fire & Emergency



Customs Service



NZ Olympic Committee



Tokelau



Niue



Cook Islands



Ross Dependency



Auckland



Wellington



Christchurch



United Nations



See this flag waving. See it in all wind conditions. See many more alternative New Zealand flag designs at newzealand.flagoptions.com

Heraldic tradition asserts that animals on flags should face the hoist, because if they face the fly they are supposedly 'running away', thus displaying cowardice. Such an interpretation is subjective however, and it is perhaps just as valid to infer that animals facing the fly, which always waves in the direction that the wind is blowing, are symbolically 'looking to the future'. In any event, the kiwi in the 'Advancing Always' flag design may flout convention, but it is no coward. By facing the fly it is suggestive of both the New Zealand motto of 'Onward' and the Auckland motto of 'Advance'. Its orientation is also arguably more aesthetically harmonious with the silver fern frond against which it is silhouetted, given that the fern frond also 'points' to the fly. For the national flag, the arrangement of the black kiwi silhouette against the near-realistic white silver fern frond is a bold use of New Zealand's official national colours, and it allows for the preservation of the traditional blue background field as well as for the red-and-white, New Zealand-style Southern Cross. Where appropriate for some of the remaining flags and ensigns of the nation, the fern frond can be rendered in green, as shown above.