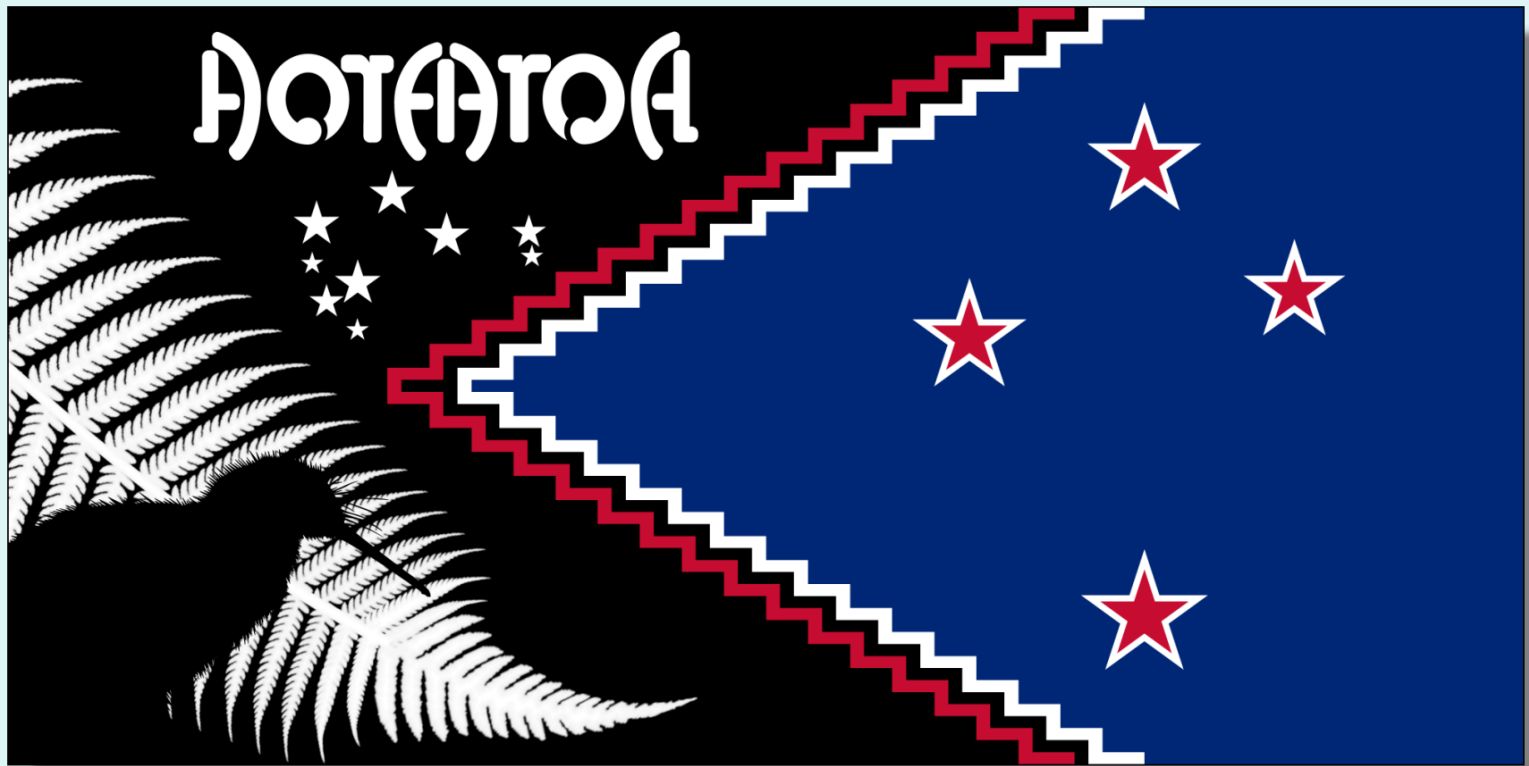


“Advancing Always variant 7A”, an alternative New Zealand national flag design
(with suggested adaptations of the design to the other major flags and ensigns of the nation)



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

(Mirror-image ambigram of 'Aotearoa' copyright John Langdon 2024, all rights reserved. Used in this flag design by permission. See more of Mr. Langdon's ambigrams, along with his other artful creations, on his website at <https://www.johnlangdon.net/>.)

This flag design is basically identical to “Advancing Always variant 7”, other than for its mirror-image ambigram of ‘Aotearoa’, which is essentially positioned in the canton to provide the design’s dominant symbol. By no means alone, however, it is joined by Matariki, a silver fern frond, and a kiwi silhouette, altogether amounting to a symphony of symbolism in black-and-white, New Zealand’s de facto national colours. Separating these hoist-area items from the blue field of the fly, which is graced by the red-and-white stars of the traditional New Zealand-style Southern Cross, is a three-colour, Māori tukutuku ‘stair-step’ pattern, an intrinsic symbol of aspiration and progress, with the total number of its ‘steps’ in any given direction tallying to sixteen, numerically symbolising all of New Zealand’s official regions. This bold separation allows the fly-area of the design to readily adapt to the various field colours, patterns, and symbols that are required for the remaining flags of the nation, as shown above.