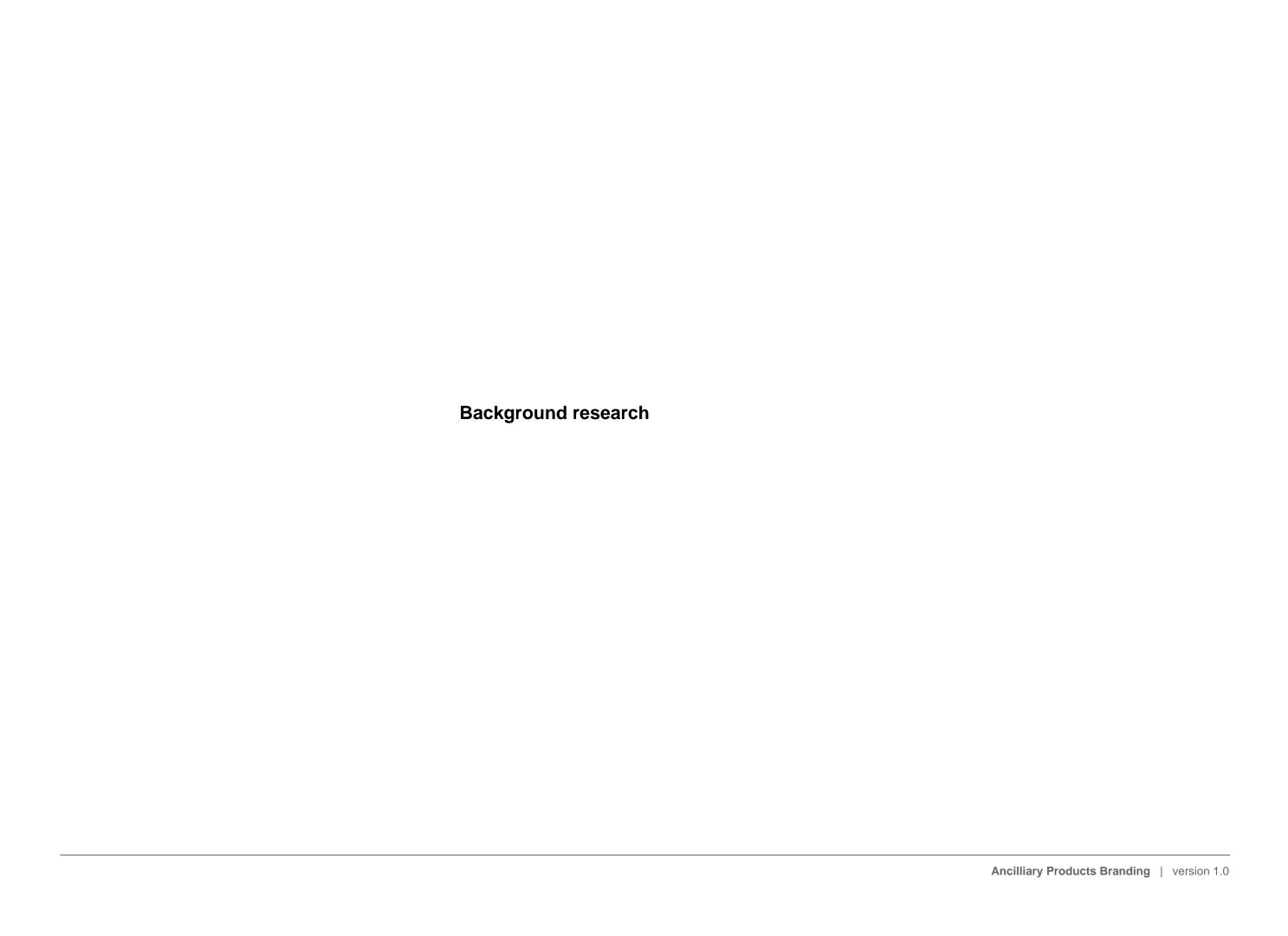
# Air New Zealand

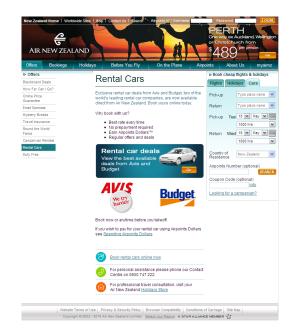
**Ancilliary Products Branding** | version 1.0 | 15.06.10

The current brand Iconography, type treatments and colour palette are currently being looked at by a third party design agency.

With this in mind, each element of this document has been designed so that it can be easily changed out to encompass any new colours, imagery etc. without disrupting subsequent parts that make up the entirety of this logo brand system.



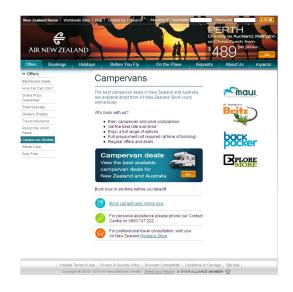
## Rental Cars



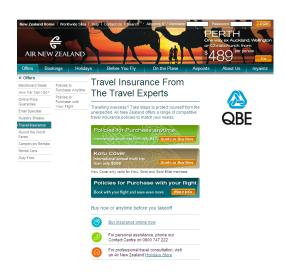
## DFS Duty Free

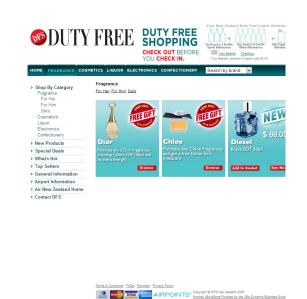


## Camper Vans



### Travel Insurance





The Products

Ancilliary Products Branding | version 1.0



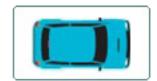








## Rental Cars & Campervans



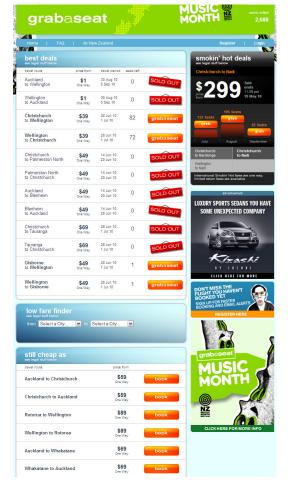
Compare rates from a range of rental companies to find the most competitive deal. Book a <u>rental car</u> or <u>campervan</u>.



Air New Zealand offers a range of travel insurance policies to protect you on your trip. Deal with a company you trust when booking your travel insurance.

Current Use Ancilliary Products Branding | version 1.0

## grabaseat



## Domestic home page



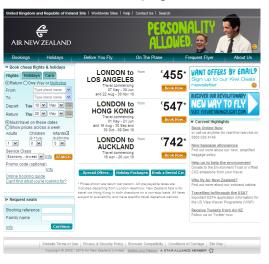
## Domestic internal pages



#### myairnz

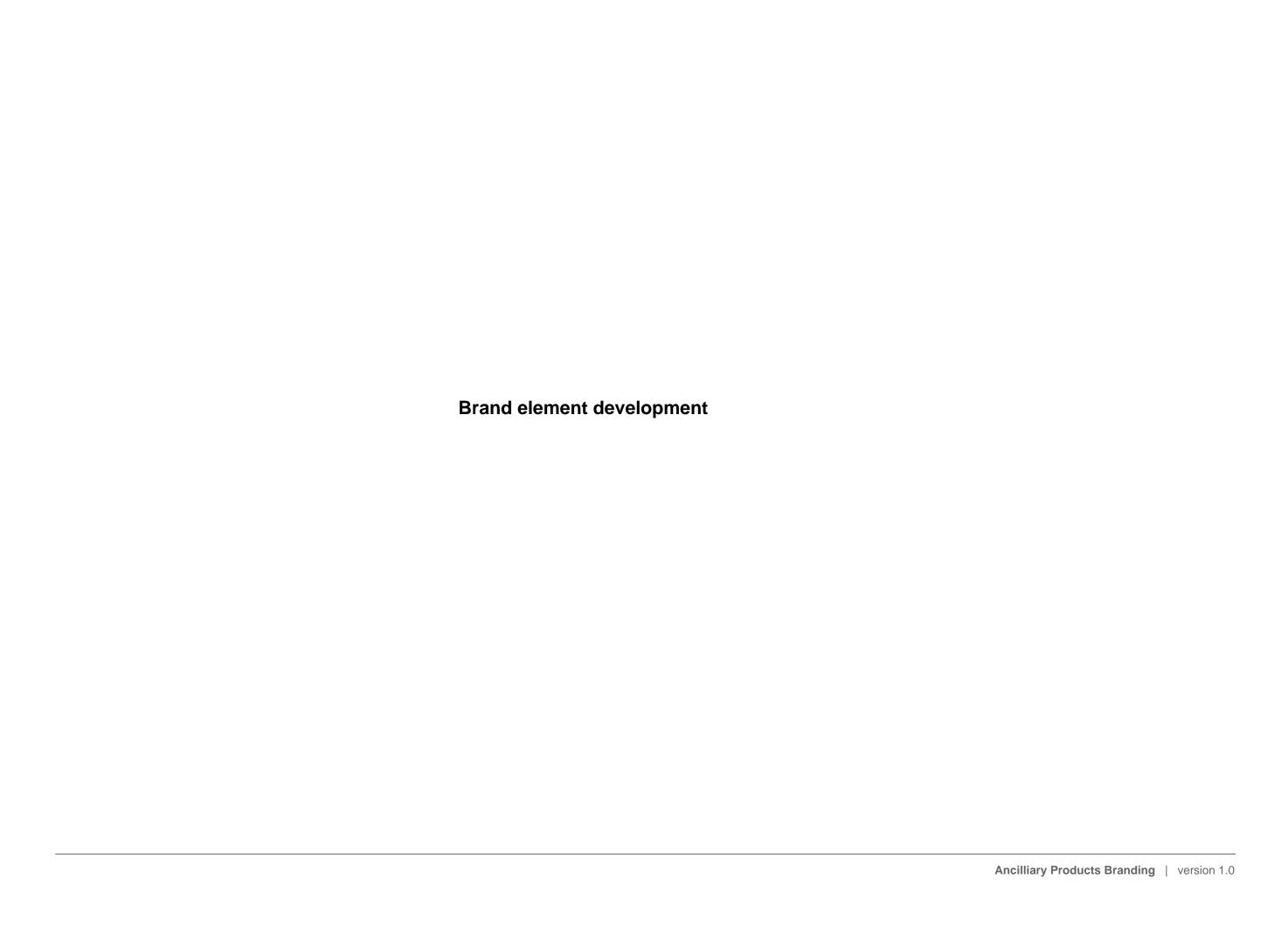


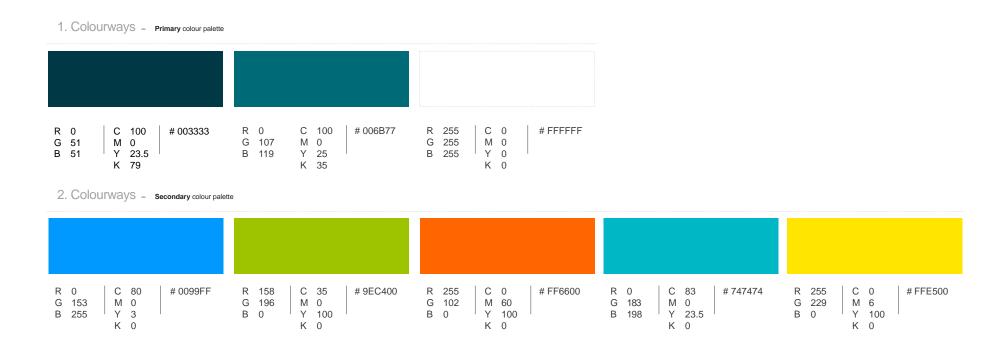
## International home pages





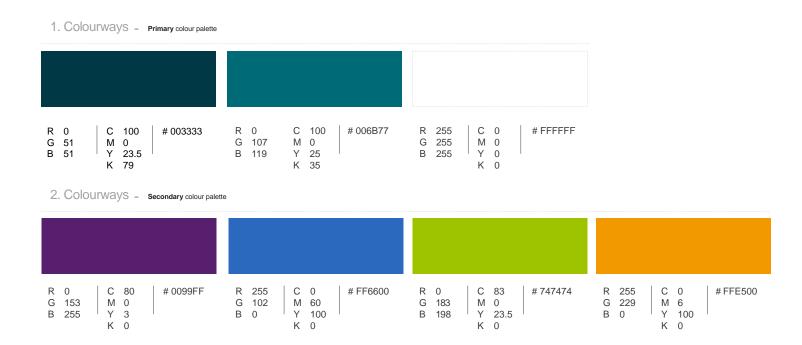
Placement Ancilliary Products Branding | version 1.0



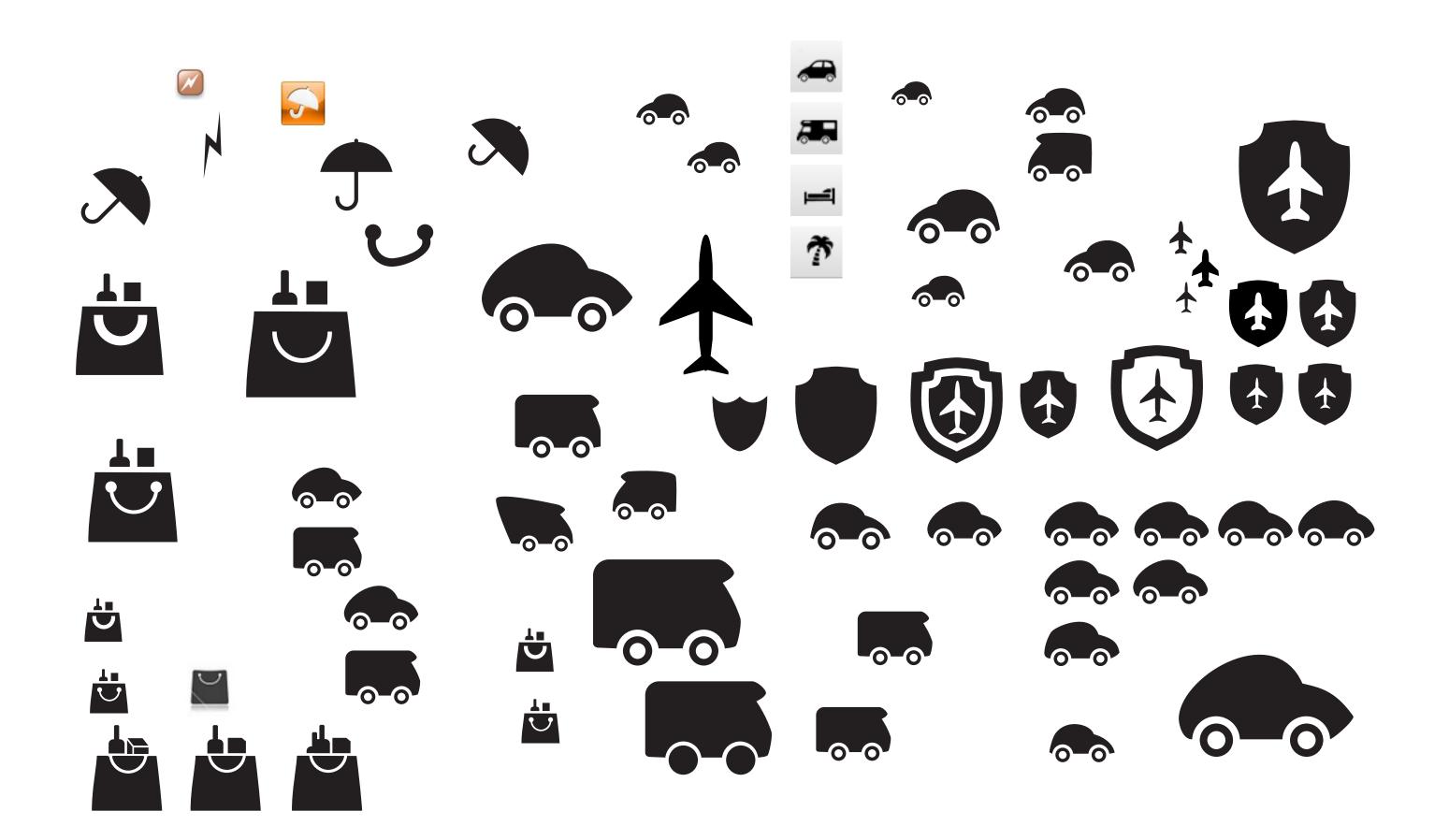


Current colour palette

Ancilliary Products Branding | version 1.0



Duty Free Airnz Rental Cars Camper Vans Travel Insurance TK: Consider campervan options? 11111 **\*** 

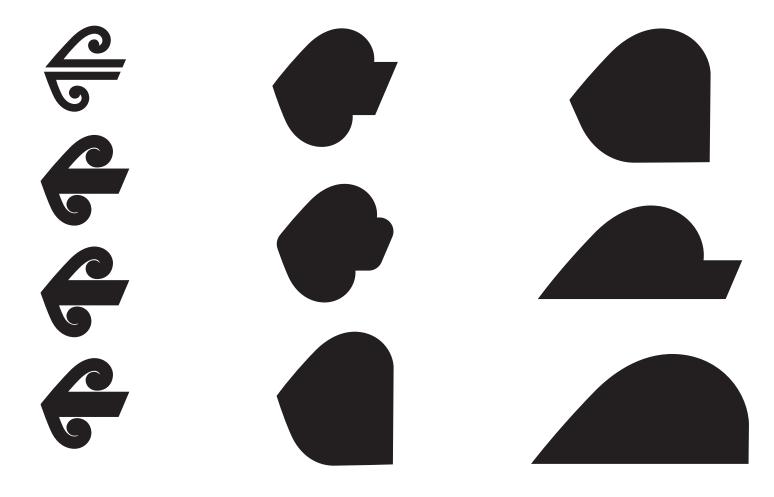


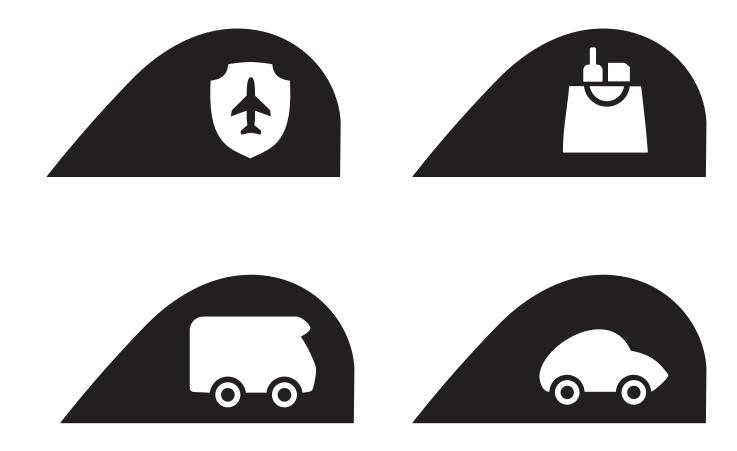
## ABCDEFGHIJKLMN OPQRSTUVWXYZ

Fresh Take

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial



















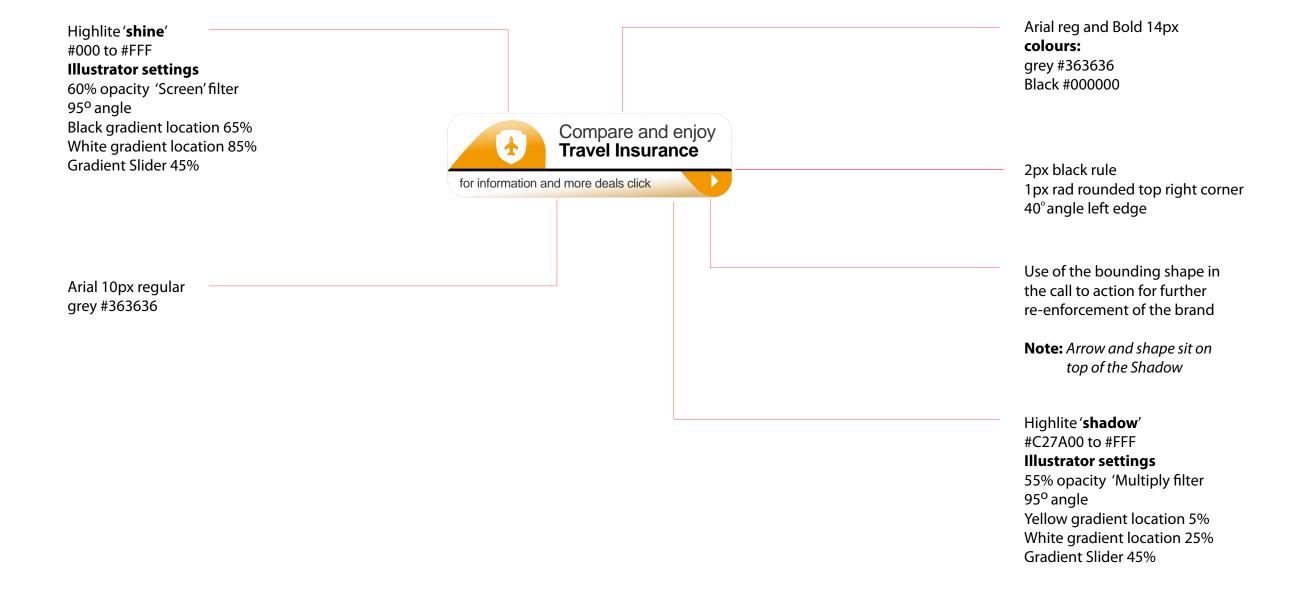


















**DUTY FREE** 



**CAMPER VANS** 



**RENTAL CARS** 

Highlite 'shine' #000 to #FFF Illustrator settings 60% opacity 'Screen' filter 95° angle Black gradient location 65%

White gradient location 85%

**Gradient Slider 45%** 

Compare and enjoy **Travel Insurance** 

for information and more deals click

Arial 10px regular grey #363636

colours: grey #363636 Black #000000

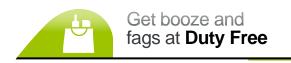
Arial reg and Bold 14px

2px black rule 1px rad rounded top right corner 40° angle left edge

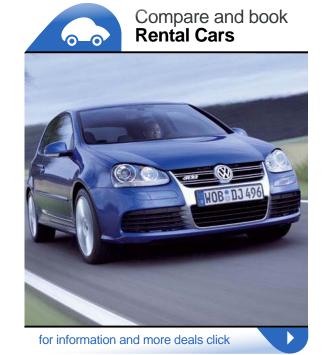
Use of the bounding shape in the call to action for further re-enforcement of the brand

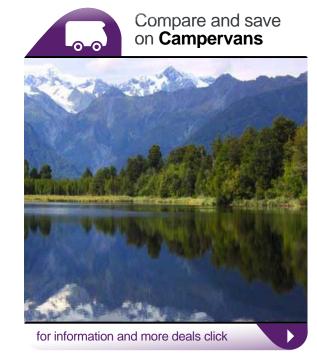
**Note:** Arrow and shape sit on top of the Shadow

Highlite 'shadow' #C27A00 to #FFF Illustrator settings 55% opacity 'Multiply filter 95° angle Yellow gradient location 5% White gradient location 25% **Gradient Slider 45%** 



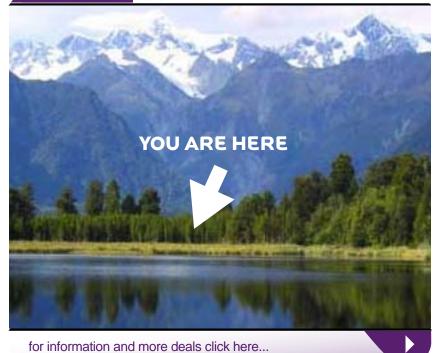








## **DRIVE THROUGH BEAUTY** LIKE THIS FOR \$19 A DAY

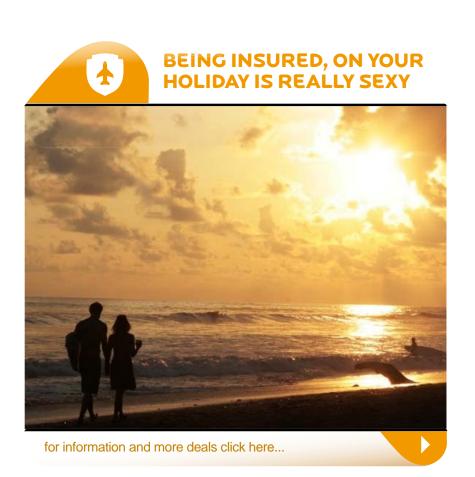




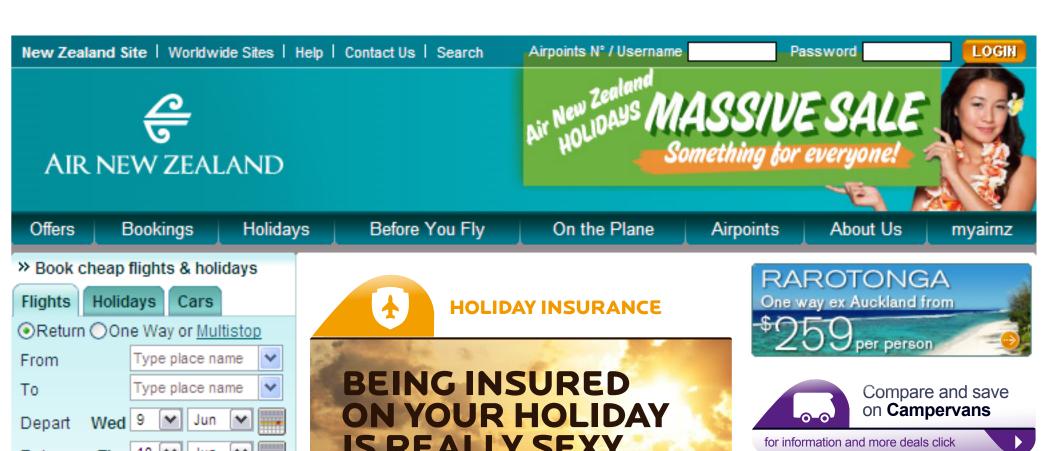


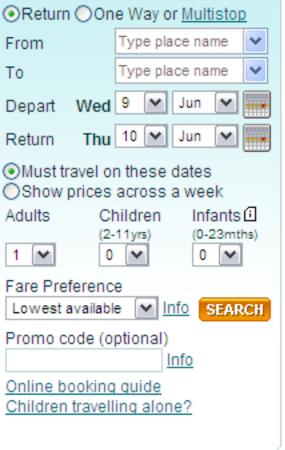












Upgrade product

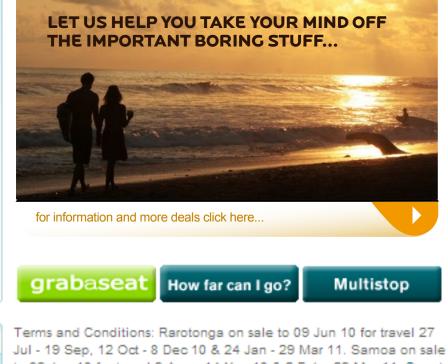
Booking reference

About these options

View, change or cancel booking

Seat request





to 09 Jun 10 for travel 9 Aug - 14 Nov 10 & 2 Feb - 29 Mar 11. Smart Saver terms and conditions apply. Massive Holiday sale available to 14 Jun 10. Gold Coast holiday for travel 21 Jul - 17 Sep. 13 - 21 Oct, 27 Oct - 18 Nov, 05 Dec - 15 Dec 10 & 26 Jan - 28 Feb 11, see deal page for promo code. Rarotonga holiday for travel 29 Jul - 11 Aug, 15 Aug - 19 Sep & 13 Oct - 08 Dec 10, use promo code MAS10. Hawaii holiday for travel 16 Oct - 27 Nov 10, use promo code MAS12. Prices are per person and based on two people sharing a



## Compare and book **Rental Cars**



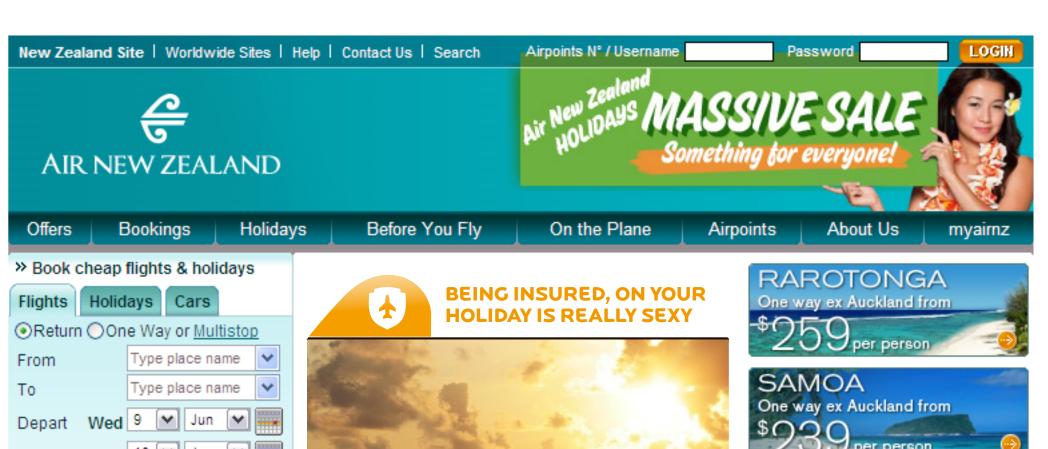
## Current Highlights

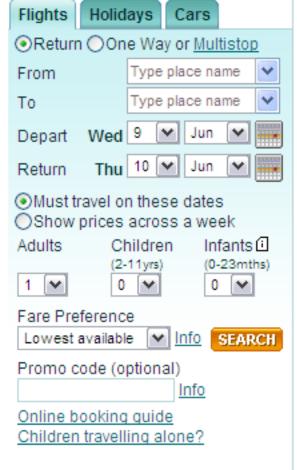
Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

## Pay from your bank account

Prefer not to use a credit card? Pay for flights securely using internet banking

**Examples of each format, and each brand** on the AirNZ homepage





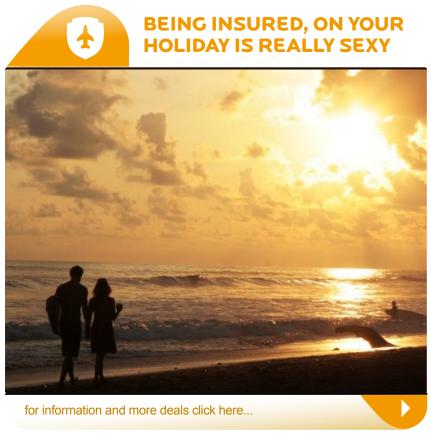
Upgrade product

Booking reference

About these options

View, change or cancel booking

Seat request





How far can I go?

Multistop

grabaseat

Hawaii holiday for travel 16 Oct - 27 Nov 10, use promo code MAS12. Prices are per person and based on two people sharing a





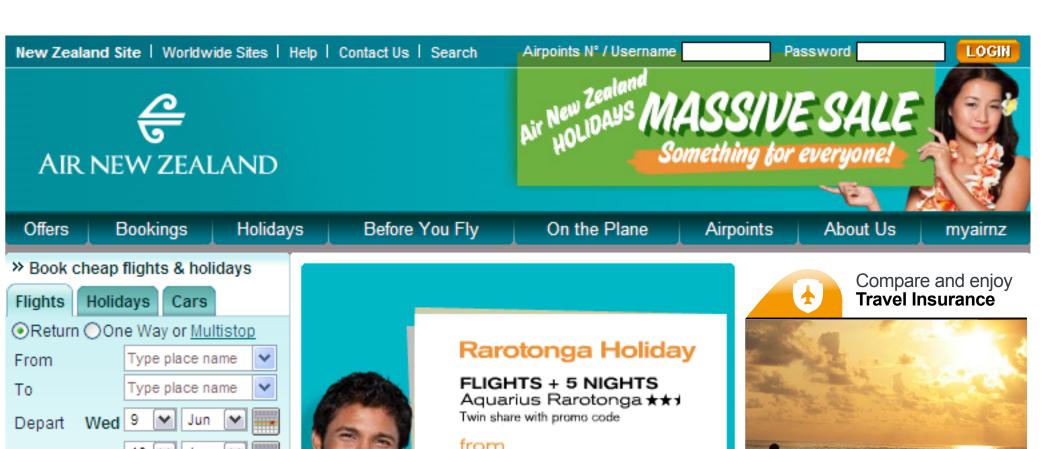




## Current Highlights

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking













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How far can I go?

Multistop

## >> Manage bookings

- Seat request
- Upgrade product
- View, change or cancel booking

About these options

Booking reference

Terms and Conditions: Rarotonga on sale to 09 Jun 10 for travel 27 Jul - 19 Sep. 12 Oct - 8 Dec 10 & 24 Jan - 29 Mar 11. Samoa on sale to 09 Jun 10 for travel 9 Aug - 14 Nov 10 & 2 Feb - 29 Mar 11. Smart Saver terms and conditions apply. Massive Holiday sale available to 14 Jun 10. Gold Coast holiday for travel 21 Jul - 17 Sep. 13 - 21 Oct, 27 Oct - 18 Nov, 05 Dec - 15 Dec 10 & 26 Jan - 28 Feb 11, see deal page for promo code. Rarotonga holiday for travel 29 Jul - 11 Aug, 15 Aug - 19 Sep & 13 Oct - 08 Dec 10, use promo code MAS10. Hawaii holiday for travel 16 Oct - 27 Nov 10, use promo code MAS12. Prices are per person and based on two people sharing a

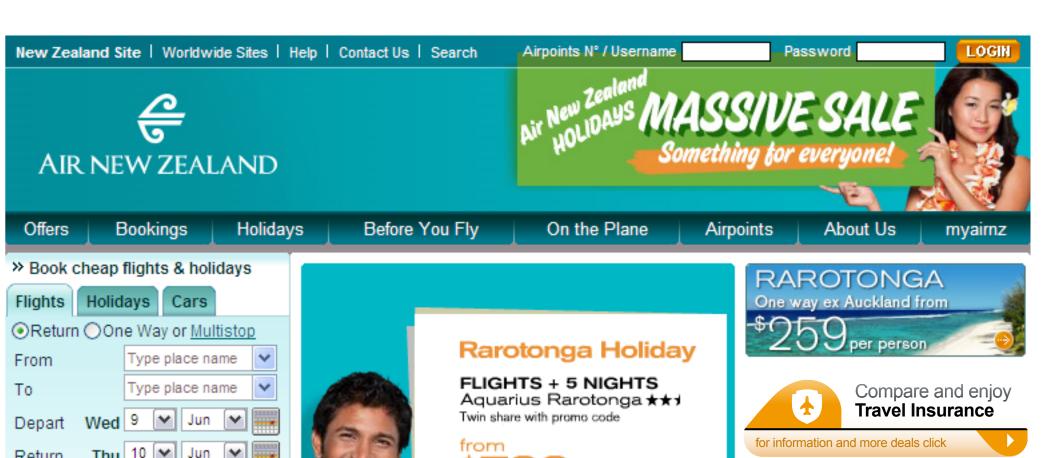
## Current Highlights

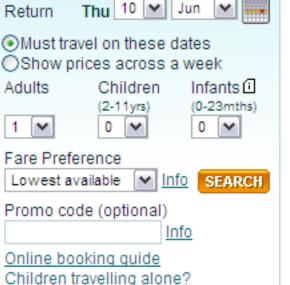
## Got a complex itinerary to book?

Book online with a stopover enroute or fly into one city and leave from another

#### Pay from your bank account

Prefer not to use a credit card? Pay for flights securely using internet banking





Upgrade product

Booking reference

About these options

View, change or cancel booking

Seat request







How far can I go?

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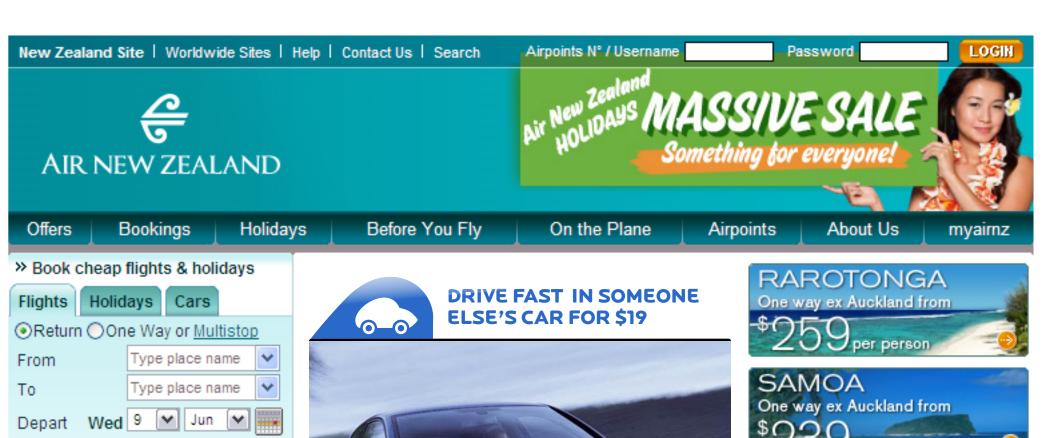


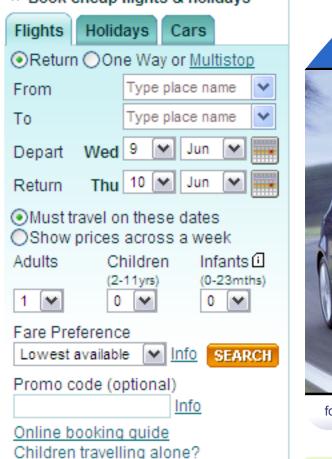


## Current Highlights

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking





Upgrade product

Booking reference

About these options

View, change or cancel booking

Seat request







per person



deals worldwide >

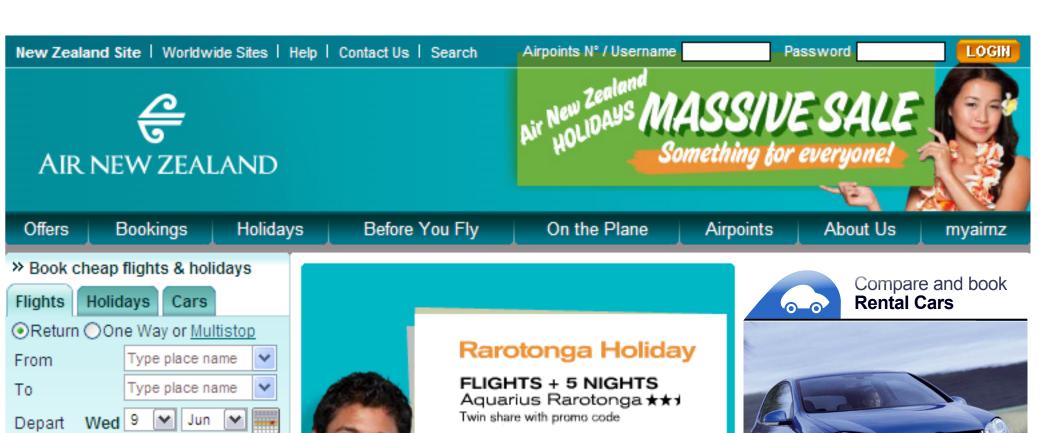
grabaseat Multistop How far can I go?

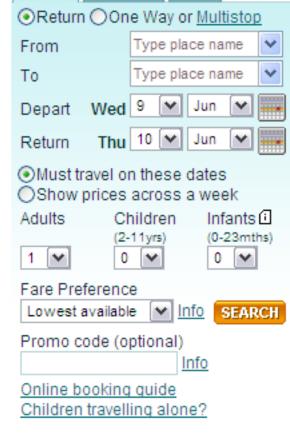
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## Current Highlights

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking





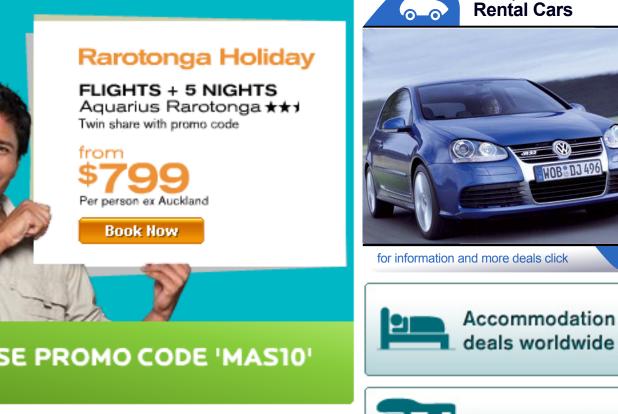
Upgrade product

Booking reference

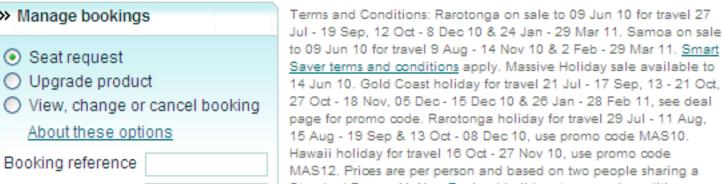
About these options

Seat request





Multistop



How far can I go?

grabaseat

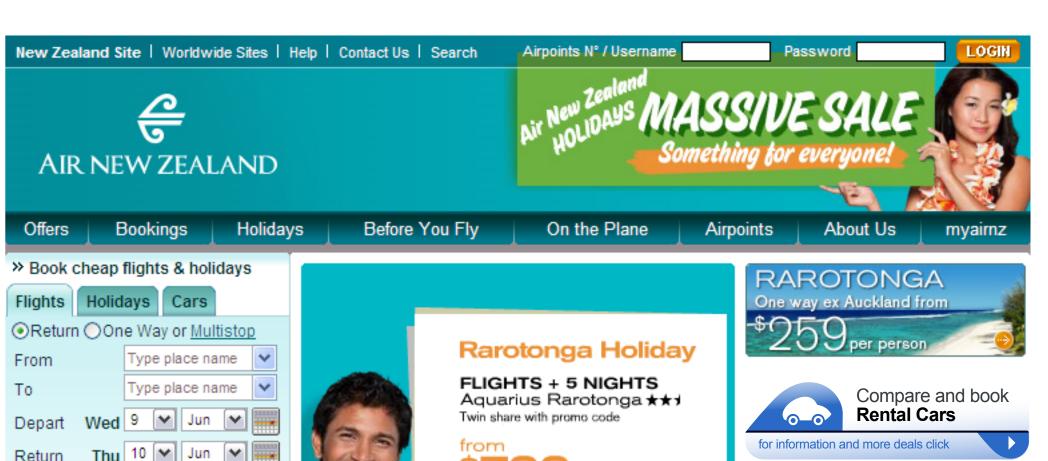


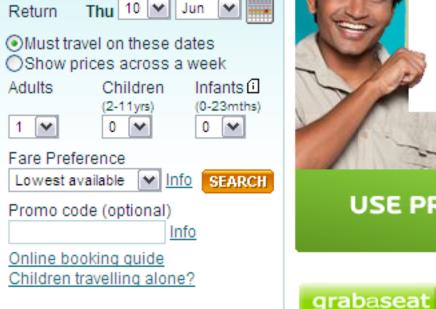


## Current Highlights

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking





Upgrade product

Booking reference

About these options

View, change or cancel booking

Seat request

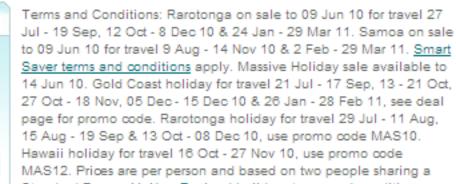




Compare and book

Accommodation

rental cars >





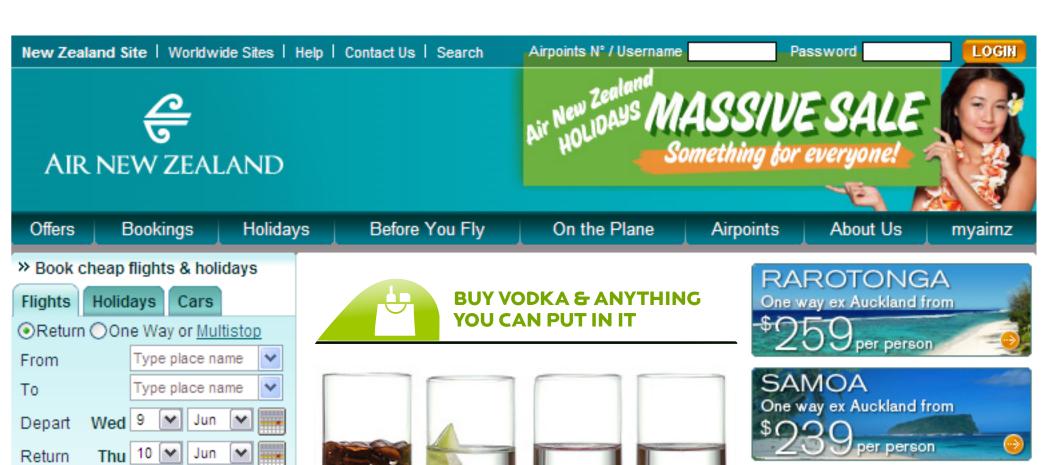
How far can I go?

Multistop

#### Current Highlights

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking





Must travel on these dates

Adults

1 🔻

Fare Preference

Promo code (optional)

Online booking guide

>> Manage bookings

Upgrade product

Booking reference

About these options

Seat request

Children travelling alone?

Show prices across a week

Children

(2-11yrs)

0

Lowest available ✓ Info SEARCH

View, change or cancel booking

Infants 🗓 (0-23mths)

0







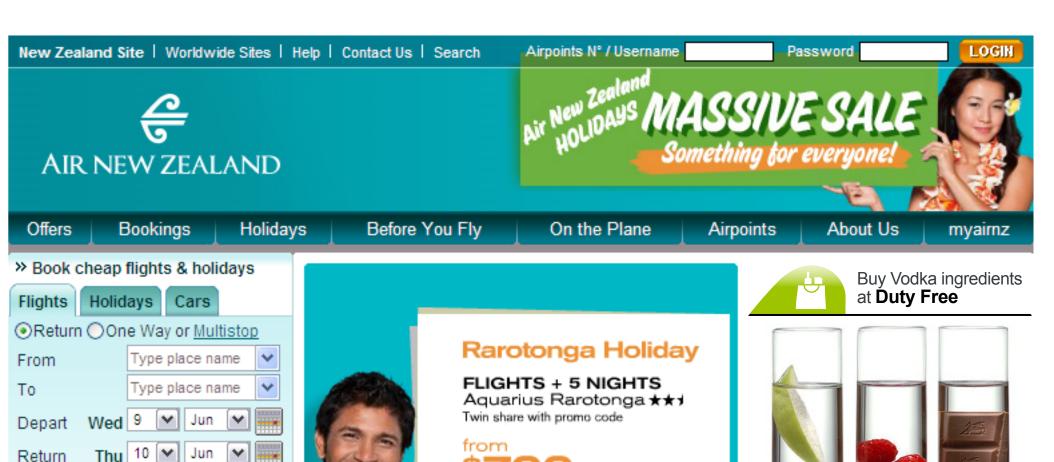


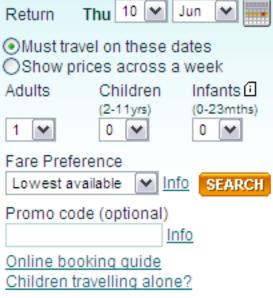


## Current Highlights

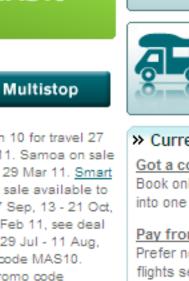
Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking













## >> Manage bookings Seat request Upgrade product View, change or cancel booking About these options Booking reference

Terms and Conditions: Rarotonga on sale to 09 Jun 10 for travel 27 Jul - 19 Sep. 12 Oct - 8 Dec 10 & 24 Jan - 29 Mar 11. Samoa on sale to 09 Jun 10 for travel 9 Aug - 14 Nov 10 & 2 Feb - 29 Mar 11. Smart Saver terms and conditions apply. Massive Holiday sale available to 14 Jun 10. Gold Coast holiday for travel 21 Jul - 17 Sep. 13 - 21 Oct, 27 Oct - 18 Nov, 05 Dec - 15 Dec 10 & 26 Jan - 28 Feb 11, see deal page for promo code. Rarotonga holiday for travel 29 Jul - 11 Aug, 15 Aug - 19 Sep & 13 Oct - 08 Dec 10, use promo code MAS10. Hawaii holiday for travel 16 Oct - 27 Nov 10, use promo code MAS12. Prices are per person and based on two people sharing a

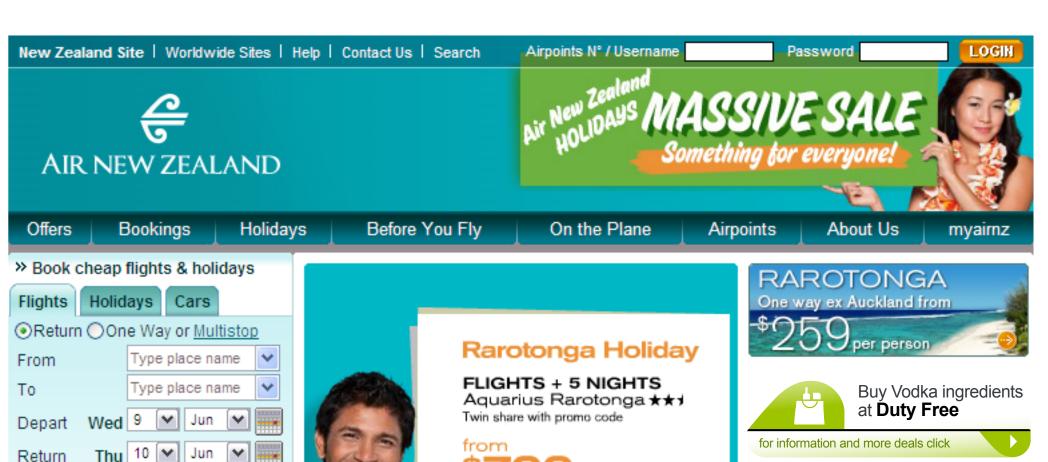
How far can I go?

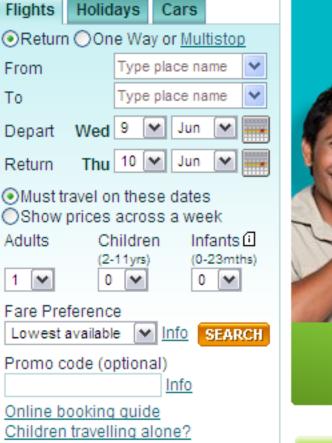
grabaseat

## Current Highlights

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking





Adults

1 🔻

>> Manage bookings

Upgrade product

Booking reference

Seat request





Compare and book

rental cars >



grabaseat

15 Aug - 19 Sep & 13 Oct - 08 Dec 10, use promo code MAS10. Hawaii holiday for travel 16 Oct - 27 Nov 10, use promo code MAS12. Prices are per person and based on two people sharing a

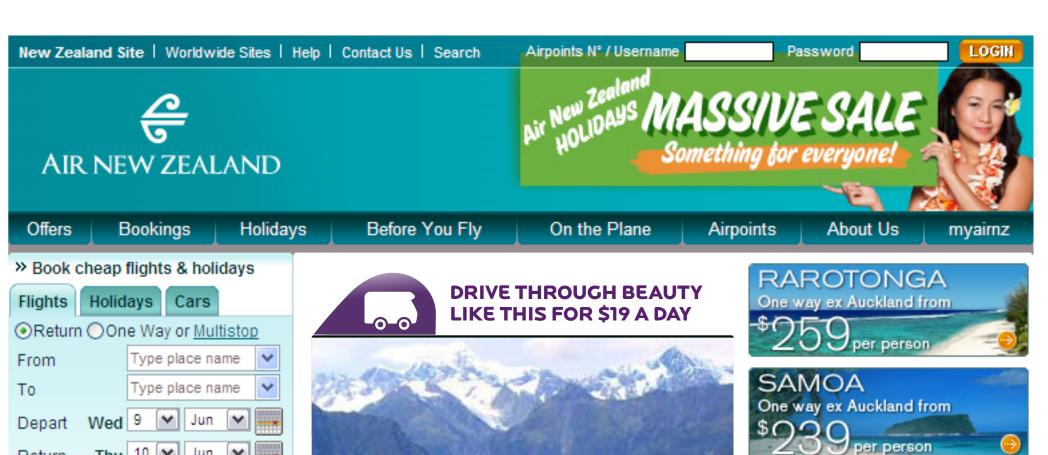
How far can I go?

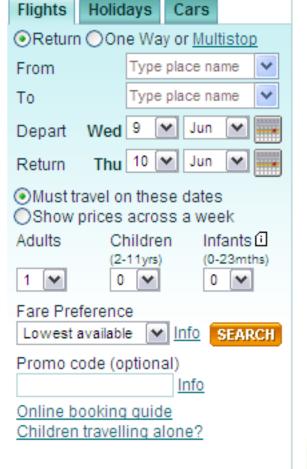


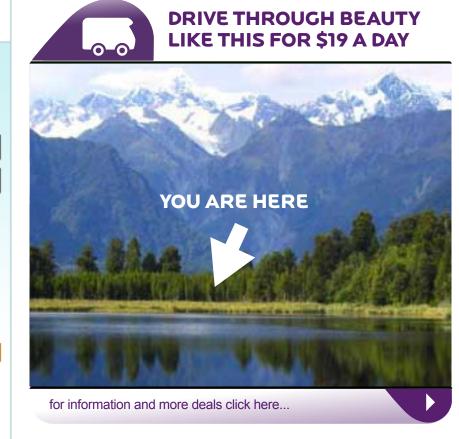
Multistop

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking







How far can I go?



Multistop



Compare and book

rental cars >



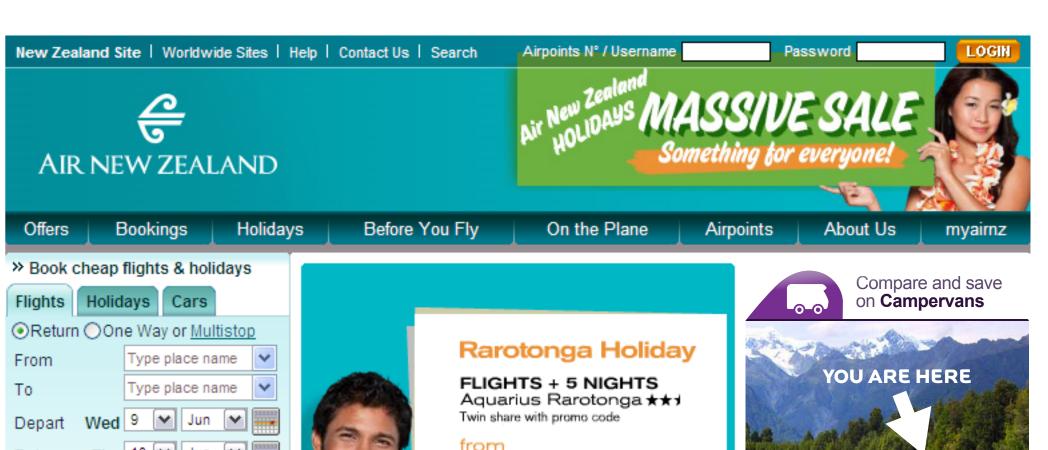
>> Manage bookings Terms and Conditions: Rarotonga on sale to 09 Jun 10 for travel 27 Jul - 19 Sep. 12 Oct - 8 Dec 10 & 24 Jan - 29 Mar 11. Samoa on sale to 09 Jun 10 for travel 9 Aug - 14 Nov 10 & 2 Feb - 29 Mar 11. Smart Seat request Saver terms and conditions apply. Massive Holiday sale available to Upgrade product 14 Jun 10. Gold Coast holiday for travel 21 Jul - 17 Sep. 13 - 21 Oct, 27 Oct - 18 Nov, 05 Dec - 15 Dec 10 & 26 Jan - 28 Feb 11, see deal View, change or cancel booking page for promo code. Rarotonga holiday for travel 29 Jul - 11 Aug. About these options 15 Aug - 19 Sep & 13 Oct - 08 Dec 10, use promo code MAS10. Hawaii holiday for travel 16 Oct - 27 Nov 10, use promo code Booking reference MAS12. Prices are per person and based on two people sharing a

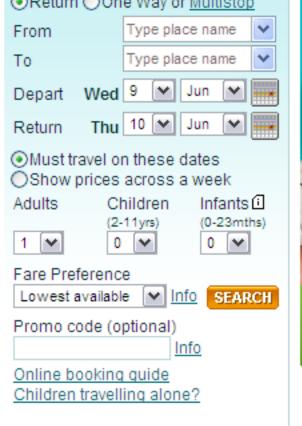
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#### Current Highlights

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking



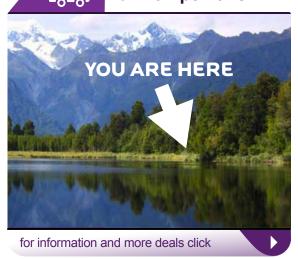




Terms and Conditions: Rarotonga on sale to 09 Jun 10 for travel 27 Jul - 19 Sep. 12 Oct - 8 Dec 10 & 24 Jan - 29 Mar 11. Samoa on sale to 09 Jun 10 for travel 9 Aug - 14 Nov 10 & 2 Feb - 29 Mar 11. Smart Saver terms and conditions apply. Massive Holiday sale available to 14 Jun 10. Gold Coast holiday for travel 21 Jul - 17 Sep. 13 - 21 Oct, 27 Oct - 18 Nov, 05 Dec - 15 Dec 10 & 26 Jan - 28 Feb 11, see deal page for promo code. Rarotonga holiday for travel 29 Jul - 11 Aug. 15 Aug - 19 Sep & 13 Oct - 08 Dec 10, use promo code MAS10. Hawaii holiday for travel 16 Oct - 27 Nov 10, use promo code MAS12. Prices are per person and based on two people sharing a

How far can I go?

Multistop







#### >> Manage bookings Current Highlights

grabaseat

Seat request

Upgrade product

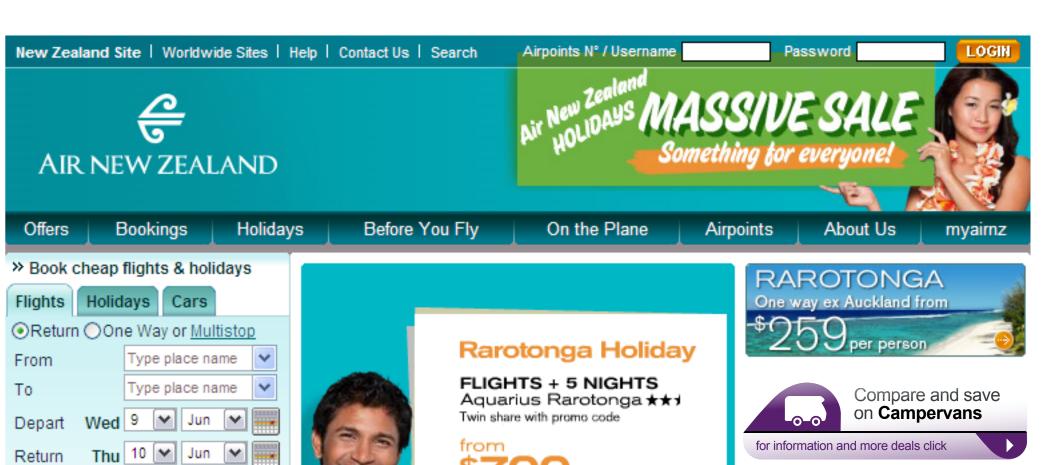
View, change or cancel booking

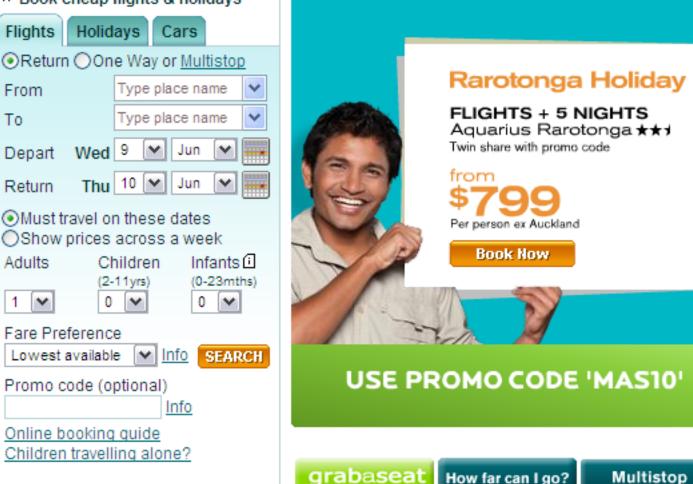
About these options

Booking reference

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking









>> Manage bookings Seat request Upgrade product View, change or cancel booking About these options Booking reference

Adults

1 🔻

Fare Preference

Terms and Conditions: Rarotonga on sale to 09 Jun 10 for travel 27 Jul - 19 Sep. 12 Oct - 8 Dec 10 & 24 Jan - 29 Mar 11. Samoa on sale to 09 Jun 10 for travel 9 Aug - 14 Nov 10 & 2 Feb - 29 Mar 11. Smart Saver terms and conditions apply. Massive Holiday sale available to 14 Jun 10. Gold Coast holiday for travel 21 Jul - 17 Sep. 13 - 21 Oct, 27 Oct - 18 Nov, 05 Dec - 15 Dec 10 & 26 Jan - 28 Feb 11, see deal page for promo code. Rarotonga holiday for travel 29 Jul - 11 Aug, 15 Aug - 19 Sep & 13 Oct - 08 Dec 10, use promo code MAS10. Hawaii holiday for travel 16 Oct - 27 Nov 10, use promo code MAS12. Prices are per person and based on two people sharing a

#### Current Highlights

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking

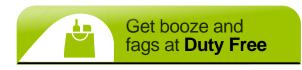
Alternative colourway and examples on the AirNZ homepage



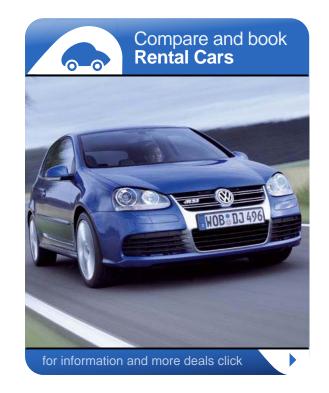


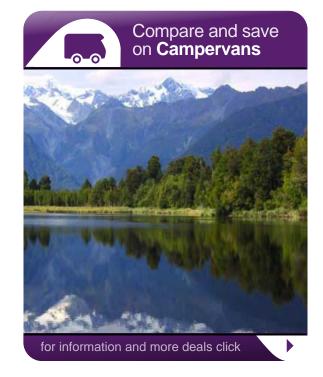














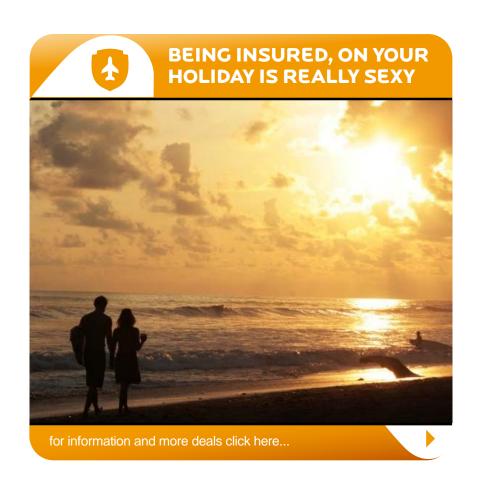


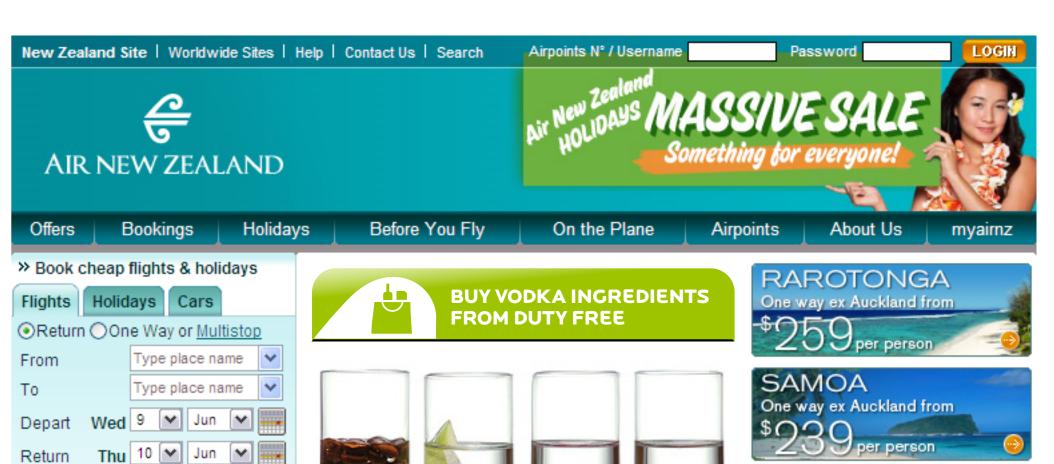














Must travel on these dates

Adults

1 🔻

Fare Preference

Promo code (optional)

Online booking guide

>> Manage bookings

Upgrade product

Booking reference

About these options

Seat request

Children travelling alone?

Show prices across a week

Children

(2-11yrs)

0

Lowest available ✓ Info SEARCH

View, change or cancel booking

Infants 🗓 (0-23mths)

0





Compare and book

Accommodation

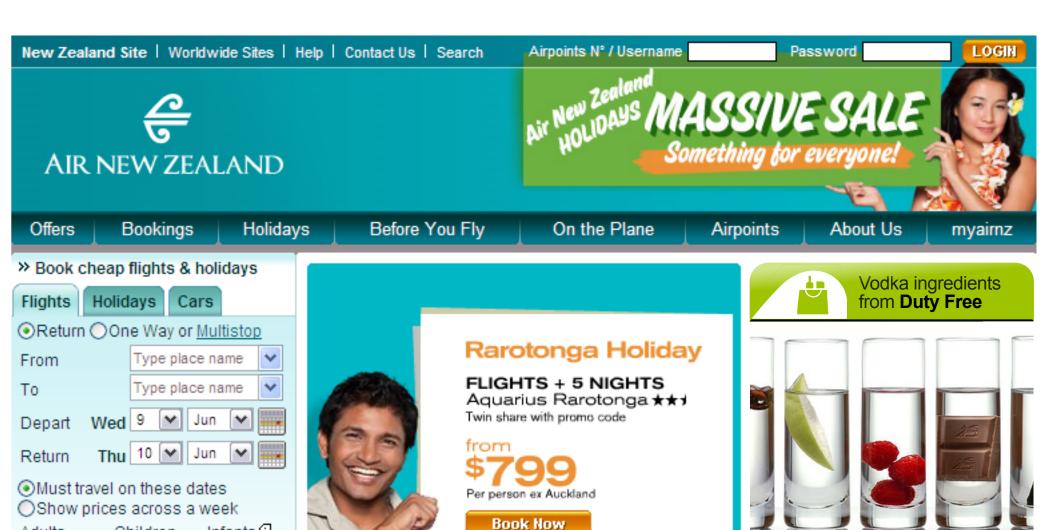
deals worldwide >

rental cars >

#### Current Highlights

Got a complex itinerary to book? Book online with a stopover enroute or fly into one city and leave from another

Pay from your bank account Prefer not to use a credit card? Pay for flights securely using internet banking





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>> Manage bookings Seat request Upgrade product View, change or cancel booking About these options Booking reference

Children

Infants 🗓

Adults

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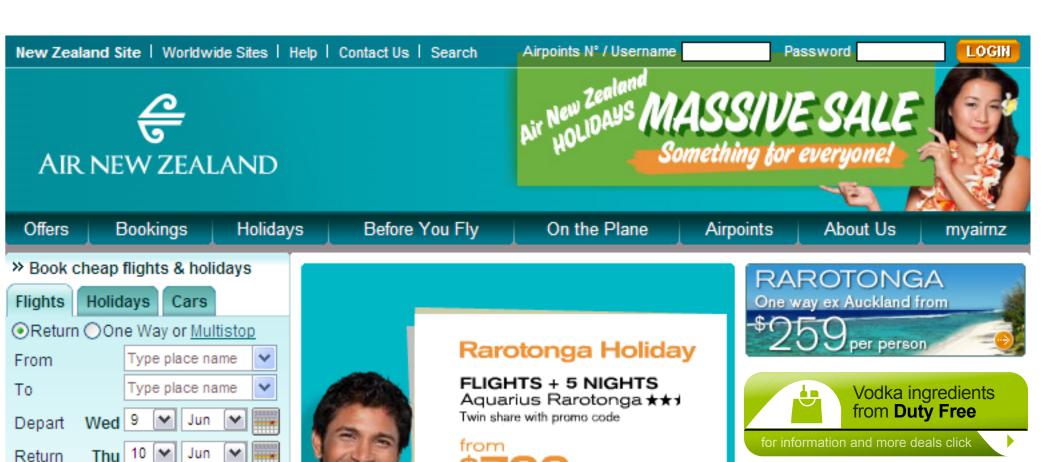
How far can I go?

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Adults

1 🔻

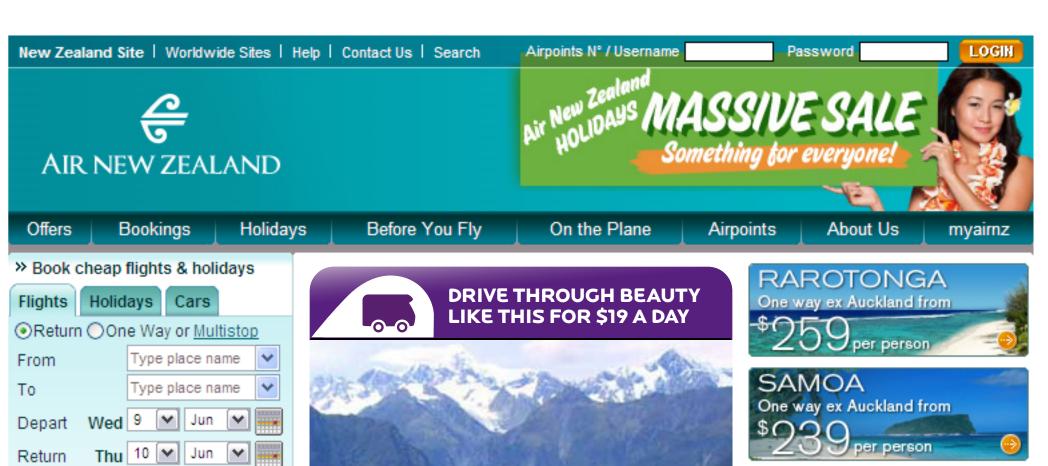
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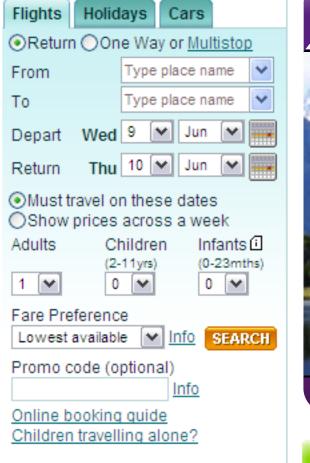
Jul - 19 Sep. 12 Oct - 8 Dec 10 & 24 Jan - 29 Mar 11. Samoa on sale to 09 Jun 10 for travel 9 Aug - 14 Nov 10 & 2 Feb - 29 Mar 11. Smart 14 Jun 10. Gold Coast holiday for travel 21 Jul - 17 Sep. 13 - 21 Oct, 27 Oct - 18 Nov, 05 Dec - 15 Dec 10 & 26 Jan - 28 Feb 11, see deal page for promo code. Rarotonga holiday for travel 29 Jul - 11 Aug, 15 Aug - 19 Sep & 13 Oct - 08 Dec 10, use promo code MAS10. Hawaii holiday for travel 16 Oct - 27 Nov 10, use promo code

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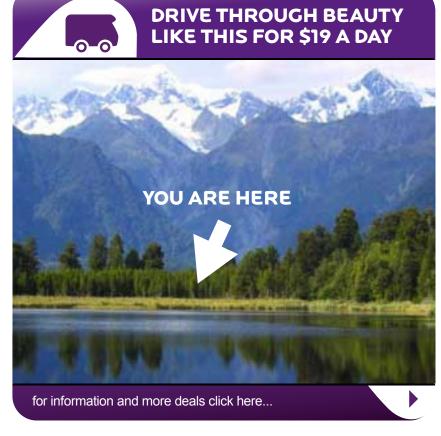
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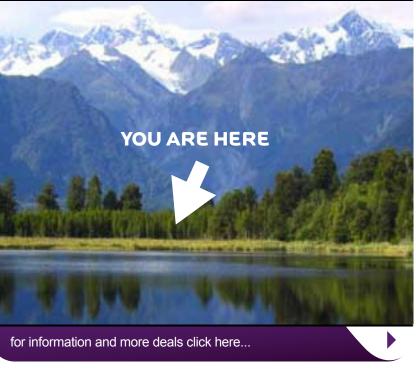
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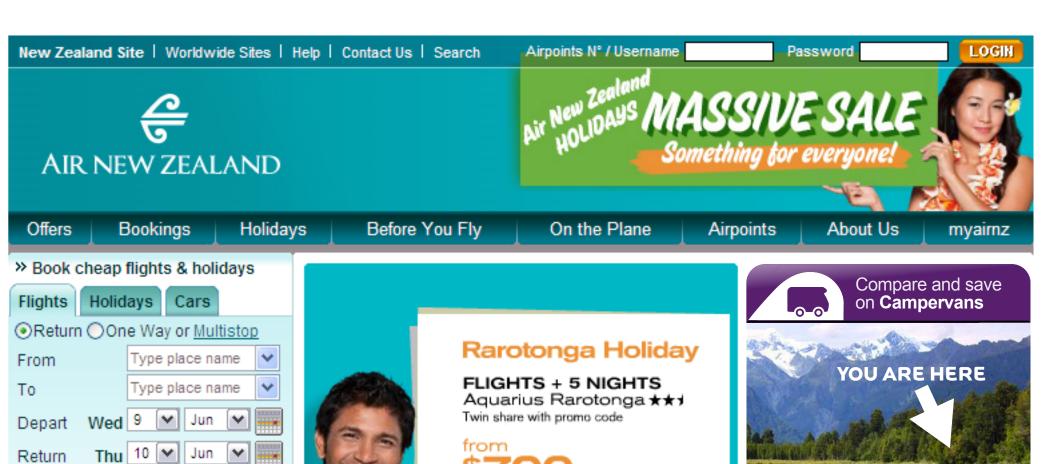


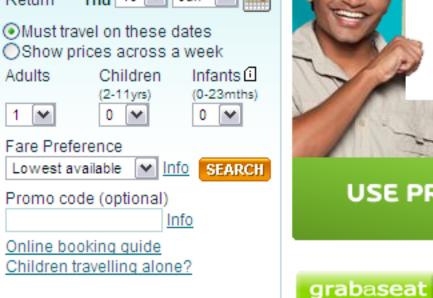
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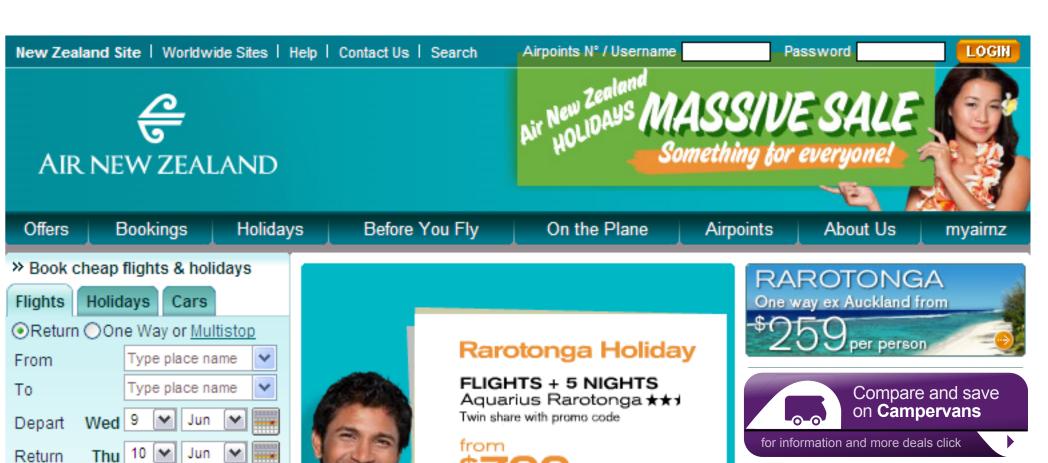
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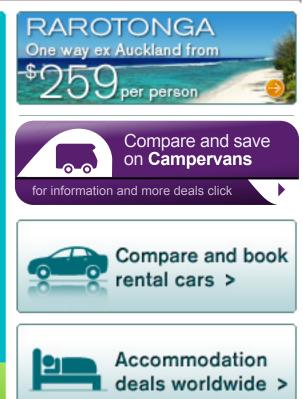
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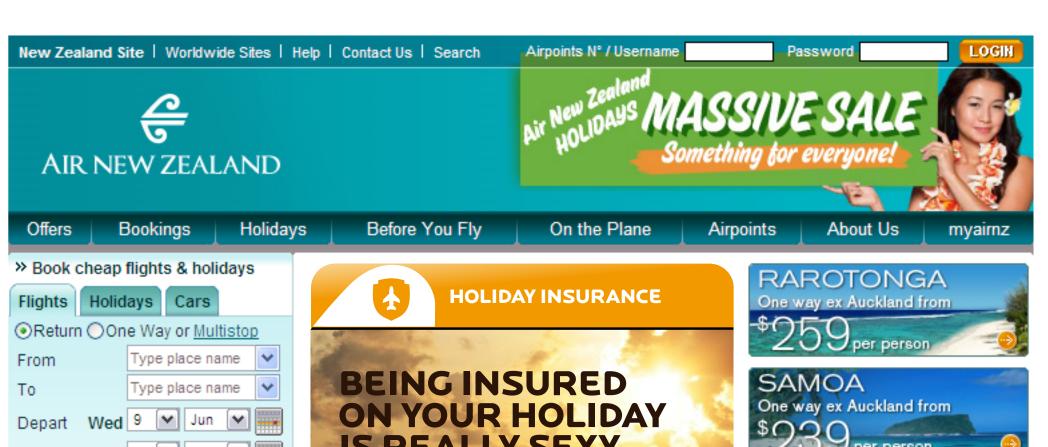
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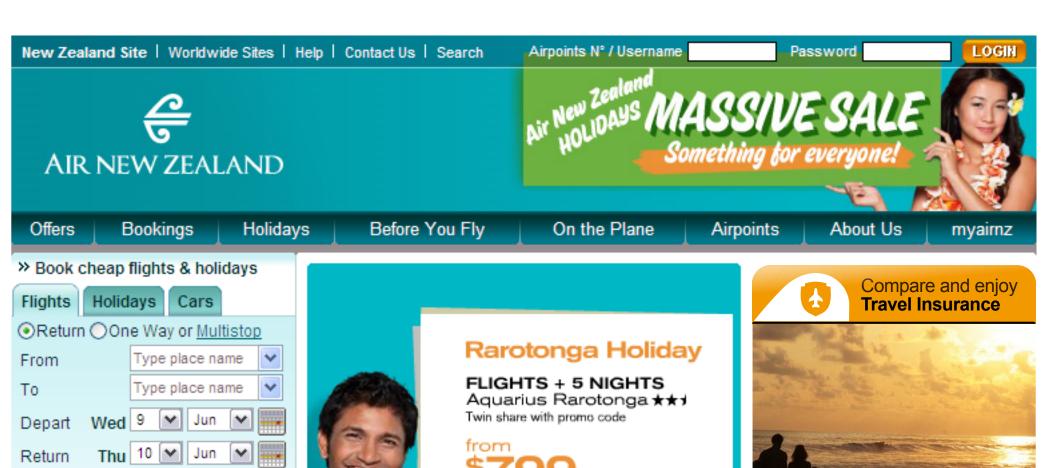
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Adults

1 🔻

Fare Preference

Promo code (optional)

Online booking guide

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Children

(2-11yrs)

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(0-23mths)

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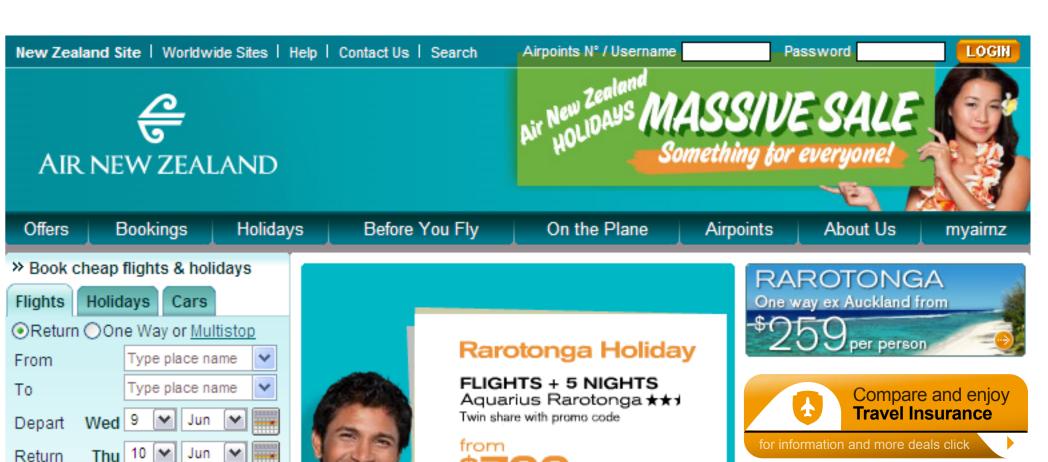
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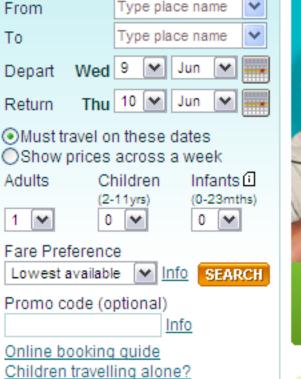
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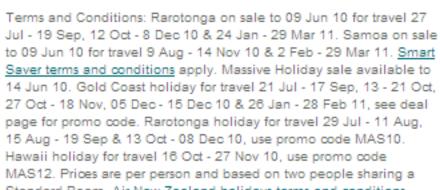
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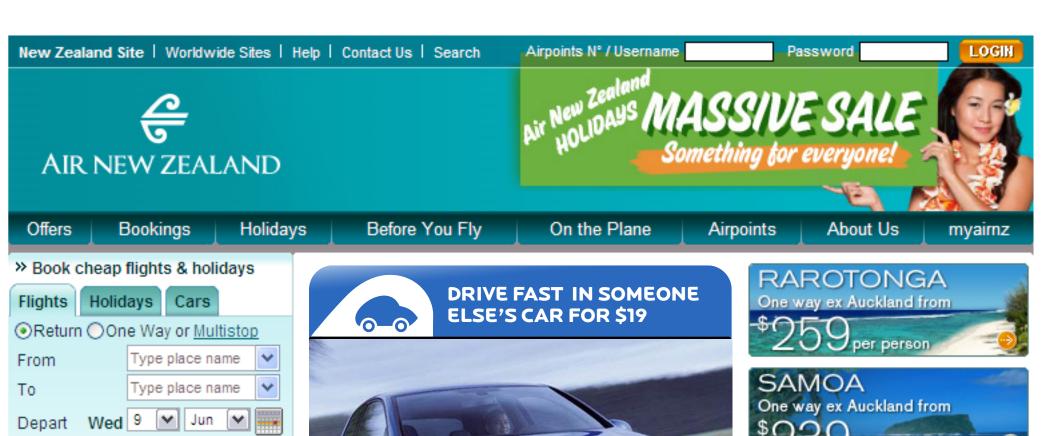


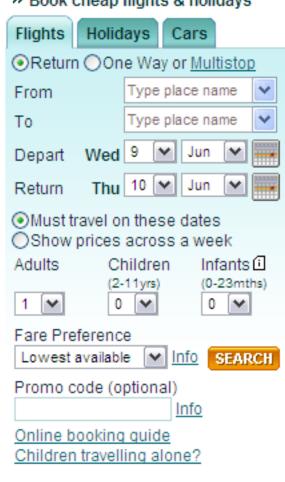


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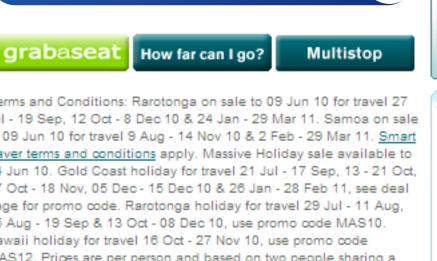
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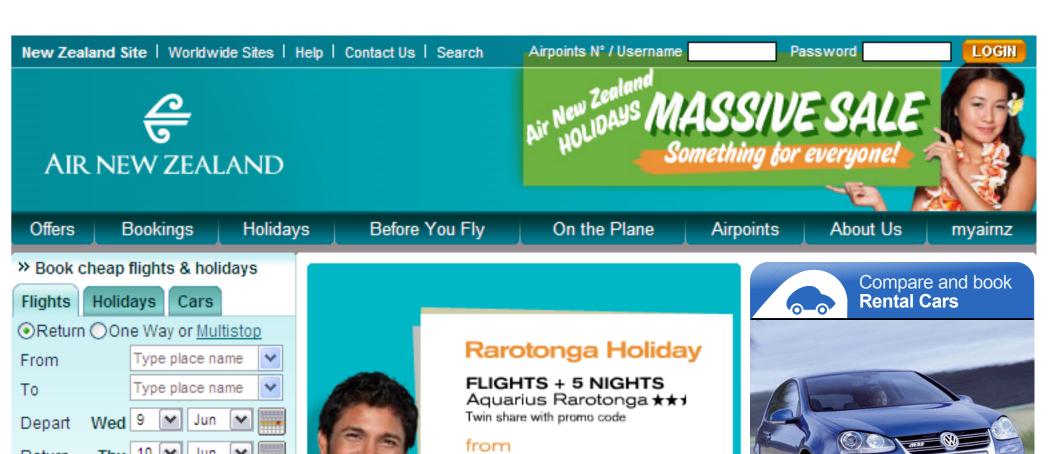
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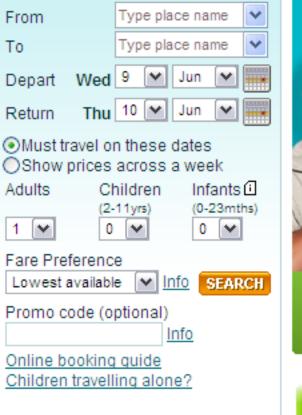
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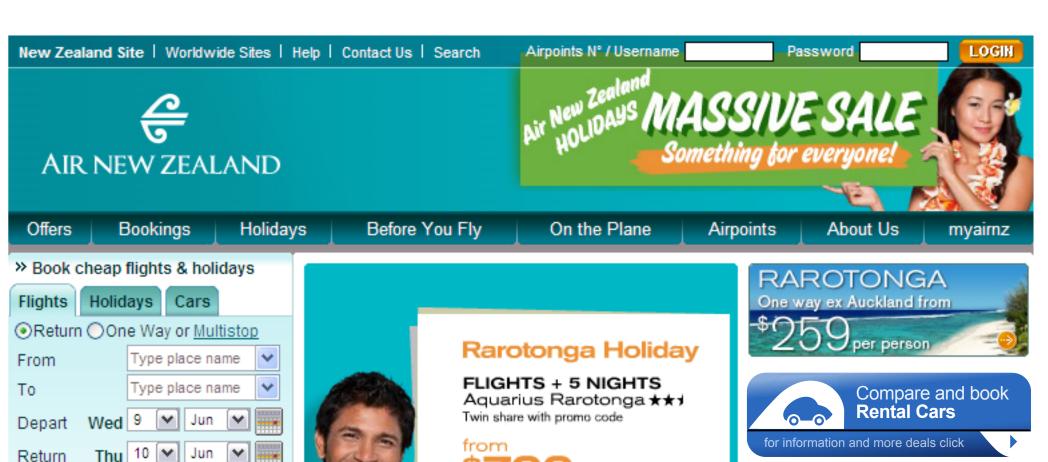
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