



# Te Kawa Mataaho

Public Service Commission

28 September 2021

9(2)(a) privacy

Dear 9(2)(a) privacy

## Official Information Request

**Our Ref: 2021-0122**

I refer to your official information request received on 31 August 2021 relating to a rebrand of the New Zealand Government Identity which was implemented following the passage of the Public Service Act 2020 for:

- *Was this rebrand required by the Public Service Act 2020?*
- *What were the problems with the previous logo/identity?*
- *What costs have been incurred (and are expected to be incurred) because of the rebrand?*
  - *This could include, for example, updated signage and stationery, along with administrative and design costs.*
  - *Please provide costs for within the Public Service Commission (including costs of development and implementation), and any estimates of implementation costs across all government departments. If the latter estimate does not exist, please provide any examples of costs incurred by government departments as a result of the rebrand that the Public Service Commission is aware of.*

## Our Response

The New Zealand Government Identity replaces the 2007 All-of-Government Brand Identity and was reviewed alongside the implementation of the Public Service Act 2020 and broader Public Service reform programme.

The New Zealand Government introduced the original All-of-Government Brand Identity in 2007 to make government services more visible and identifiable for New Zealanders. However, agencies have additionally continued to operate under their own brands and logos, which was a feature of the devolved agency-centric model under the previous State Sector Act 1988. A common identity provides a consistent and recognised identifier for the variety of policy initiatives, programmes and services delivered agencies operating as the single unified Public Service described by the Public Service Act 2020.

As well as ensuring the Identity was fit for purpose in the ever-expanding digital landscape we work in, it was important that it reflected in a visual way the principles and values of a unified and joined up Public Service, reflective of the communities we serve and who we are as New Zealanders.

The New Zealand Government Identity review includes an updated logo mark (replacing the 2007 logo mark) and broader guidance on the use of typography, colour palettes and imagery.

Costs incurred for the purchase of the logo font were \$1,113.41. We are unable to itemise staff time dedicated to the development of the Identity as it falls within business-as-usual effort. We do not anticipate any costs associated specifically with the release of the Identity, but rather agencies are to transition to it over time and in a manner that does not incur additional cost.

More information on the objectives and application of the New Zealand Government Identity is available on the Commission's website here: <https://www.publicservice.govt.nz/our-work/nzgovt-identity/>.

If you wish to discuss this decision with us, please feel free to contact [Ministerial.Services@publicservice.govt.nz](mailto:Ministerial.Services@publicservice.govt.nz).

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that we intend to publish this letter (with your personal details removed) the Commission's website.

Yours sincerely



Nicky Dirks  
**Manager – Ministerial and Executive Services**  
**Te Kawa Mataaho Public Service Commission**