



**Te Kawa Mataaho**  
Public Service Commission

5 October 2021

9(2)(a) privacy

Dear 9(2)(a) privacy

**Official Information Request**  
**Our Ref: 2021-0109 and 2021-0112**

I refer to your official information request received by Te Kawa Mataaho Public Service Commission (the Commission) on 10 August 2021 for the questions listed below related to the recently updated New Zealand Government logo.

- *When work on the new New Zealand All-of-Government logo (bilingual Te Kawanatanga o Aotearoa and New Zealand Government) was commissioned.*
- *Documents that show Ministerial sign-off on the Government changing its All-of-Government logo.*
- *Whether there was public consultation and iwi consultation on the government changing its logo.*
- *Documents or record of communications regarding how the new logo was chosen.*
- *The costs of consultation, designing, implementing and rolling out this new logo.*
- *All communications in regards to work on the new logo to and from the Minister responsible for it and Government and/or Public Services Commission staff members responsible for dealing with the logo.*
- *Any document that shows the case for changing such a Government logo, and any document or communications that supports why changing the Government logo was necessary.*
- *Copies of the latest policies and style guides on Government branding, reflecting the new Government logo.*
- *The name of the agency, company, third party, or contractor that the Government used in designing the new logo, their contract with the Government or invoice, how they were chosen, and documents that support this (e.g. a log of a tender process, communications with this entity, a log a decision making process that shows they were chosen).*

I also refer to your official information request for the same information that was transferred to the Commission for reply from the Minister for the Public Service, Hon Chris Hipkins on 13 August 2021.

## **Our response**

On 20 August 2021 Te Kawa Mataaho Public Service Commission (the Commission) published the revised policy and guidance for the New Zealand Government Identity.

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

The Public Service Act, which was passed in 2020, emphasises the constitutional purpose and role of the Public Service as a unified institution rather than a collection of departments. Prior to this there had been a greater emphasis on individual departments, which extended to identity and branding. The shift to a common brand identity, including an all-of-government logo, aligns with and contributes to the shift towards a unified Public Service.

The Public Service Commissioner is responsible for the administration of the Identity, therefore Ministerial sign off was not required for the changes. However, as the new guidelines incorporate the use of the Coat of Arms of New Zealand, Ministerial approval was required for Crown entities to use the Coat of Arms.

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.

The development of the Identity and associated guidance was undertaken by the Ministry of Business, Innovation and Employment (MBIE) design team working with the Commission and referencing current policies of the Ministry of Culture and Heritage, responsible for administering the use of the Coat of Arms of New Zealand and Te Puni Kōkiri and Te Taura Whiri i Te Reo Māori responsibly for supporting the delivery of Maihi Karauna, the Crown's Strategy for Māori Language Revitalisation 2019 – 2023.

Due to the consultation undertaken ahead of the implementation of the Public Act 2020, and the fact that this involved a refresh of the policy and guidelines, rather than a substantive policy change, wider consultation with public (including iwi) was not required.

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.

## **Information that is publicly available**

Please find listed in the table below the policies, guidelines and technical style guides that were released with the new Identity. These are all publicly available on the Commission's website at the links provided for in the table. Accordingly, we have refused this part of your request for the

documents listed in the above table under section 18(d) of the OIA on the grounds the information requested is publicly available.

Item	Document Description	Decision
1	Te Kaupapa Here me Ngā Aratohu a   Policy and Guidelines	<a href="https://www.publicservice.govt.nz/assets/Uploads/NZ-Govt-Identity/New-Zealand-Government-Identity-Policy-and-Guidelines.pdf">https://www.publicservice.govt.nz/assets/Uploads/NZ-Govt-Identity/New-Zealand-Government-Identity-Policy-and-Guidelines.pdf</a>
2	He Kupu Ārahi Motuhake mō te Tāera   Technical Style Guide	<a href="https://www.publicservice.govt.nz/assets/Uploads/NZ-Govt-Identity/New-Zealand-Government-Identity-Technical-Style-Guide.pdf">https://www.publicservice.govt.nz/assets/Uploads/NZ-Govt-Identity/New-Zealand-Government-Identity-Technical-Style-Guide.pdf</a>

### Information being released

Please find enclosed and listed in the table below the briefing that was provided to the Minister for the Public Service seeking approval to allow Crown agents to use the Coat of Arms of New Zealand and the briefing provided to the Public Service Commissioner seeking his approve to release the Identity.

Also included in the table below is an excerpt from the Commission’s weekly report to the Minister for the Public Service on the 6 August 2021 that relates to the new Identity at the time it was to be published.

We have decided to release the relevant parts of the document subject to information being withheld under section 9(2)(a) of the OIA to protect the privacy of natural persons, including deceased people.

Item	Date	Document Description	Decision
3	20 July 2020	Use of Coat of Arms of New Zealand in All of Government Branding	Released in part
4	4 August 2021	Memorandum - Te Tuakiri o Te Kāwanatanga o Aotearoa  New Zealand Government Identity	Released in full
5	6 August 2021	<p>Excerpt from the Minister’s weekly report</p> <p><b>Publication of Te Tuakiri o Te Kāwanatanga o Aotearoa  New Zealand Government Identity Policy and Guidelines</b></p> <p>We plan to publish the new policy and guidelines for the All-of-Government logo in the week beginning 9 August 2021. A copy of the policy and guidelines has also been sent to your office.</p> <p>The new logo, previously discussed with you, is bilingual and includes the Coat of Arms of New Zealand. It is already being used by some agencies who have requested it.</p> <p>The new policy and guidelines have been expanded to include broader branding guidance on things like imagery and typography. We have also changed the name from “All-</p>	Released in full

		<p>of-Government Brand” to “New Zealand Government Identity”.</p> <p>We plan a soft communications launch that involves updating our website and notifying government agencies and their Communications teams.</p> <p>Agencies will be asked to transition to use of the new logo over time, in a manner that doesn't incur additional cost.</p>	
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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) [and enclosed documents] on the Commission's website.

Yours sincerely



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



## Use of Coat of Arms of New Zealand in All of Government Branding

**Date:** 28 July 2020 **Security Level:** IN CONFIDENCE  
**Report No:** SSC2020/0144  
**Contact:** Mereama Chase, Manager, Strategy & Policy  
**Telephone:** 9(2)(a) [REDACTED]

	<b>Actions Sought</b>	<b>Due Date</b>
<b>Hon Chris Hipkins, Minister of State Services</b>	Sign attached letter to Assoc Minister for Arts, Culture and Heritage	3 August 2020

Enclosure: Yes

### Minister's Office Comments

<b>Comments:</b>	
<b>Date returned to SSC:</b>	

## Recommended Action

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### We recommend that you:

- a **note** that the All of Government brand policy and guidelines have been amended to reflect the passage of the Public Service Act, including a greater focus on the Māori Crown relationship
- b **note** that the new guidelines will be implemented gradually, when changes are already occurring, therefore they will not incur additional costs for agencies
- c **note** that the new guidelines incorporate use of the Coat of Arms of New Zealand
- d **note** that ministerial approval is required for Crown entities to use the Coat of Arms
- e **sign** the attached letter to the Associate Minister for Arts, Culture and Heritage seeking his agreement to allow Crown agents to use the Coat of Arms of New Zealand.

*Signed/not signed.*

Hon Chris Hipkins  
**Minister of State Services**

RELEASED UNDER THE OFFICIAL INFORMATION ACT

## SSC Report: Use of the Coat of Arms of New Zealand in All of Government Branding

### Purpose of Report

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1. This paper provides you with an update on proposed changes to the way the All of Government (AoG) brand is used to increase visibility of government services and activity.
2. At present statutory Crown entities are not allowed to use a brand that incorporates the Coat of Arms of New Zealand (Coat of Arms). We recommend that this issue is addressed by seeking approval to do so from the Associate Minister for Arts, Culture and Heritage. A letter for your signature is attached should you agree.

### Background

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3. In 2007 the Government approved and introduced the AoG brand (logo or design mark) to make government services more visible and identifiable for New Zealanders.
4. As part of this process the State Services Commissioner was given responsibility for administering brand policy and guidelines. Cabinet also agreed that the Coat of Arms remains a valid illustrative option for government agencies wishing to use an additional New Zealand symbol [CAB Min (07) 11/3D refers]. Many Government departments have adopted the Coat of Arms into their logo.
5. Government departments are required to use the AoG brand, in accordance with the guidelines. Crown agents are expected to use the AoG brand, and other Crown entities are encouraged to use it as appropriate.
6. In anticipation of changes contained in the Public Service Act, we recently reviewed the AoG brand and identified opportunities to update it, making it fit for purpose in 2020. We propose making the primary brand bilingual which reflects the legal status of our two written national languages. This is consistent with the Public Service Act's focus on stronger Māori/Crown relationships.
7. We also propose incorporating the Coat of Arms into the AOG branding. The Coat of Arms is the most easily recognisable symbol of government and reinforces the concept of a unified public service. We have developed options with and without the Coat of Arms (see visual below).

### Issue

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8. The use of the Coat of Arms is subject to the provisions of the Flags Emblems and Names Protection Act 1981 (the FENP Act). As statutory Crown entities are legally separate from the Crown, the FENP Act prevents them from using the Coat of Arms without prior written consent from the Minister responsible for the FENP Act (section 13(3)(b)).
9. Statutory Crown entities, especially Crown agents such as NZTA and Kāinga Ora, play a crucial role in the delivery of services to the public. Since 2007 they have also been one of the largest groups using the AoG brand.
10. Crown agents are also required to give effect to government policy. Under section 8 of the Public Service Act they are also classified as part of the Public Service for the purposes of conduct, principles and spirit of service.

## Comment

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11. The Ministry of Culture and Heritage advised that a first step to address the issue of use of the Coat of Arms by Crown entities would be to request Ministerial approval for all *Crown agents* to use the Coat of Arms as part of their use of the AoG brand and in accordance with the guidelines issued by the State Services Commissioner.
12. This approach is consistent with the intent of the FENP Act, while providing flexibility over the use of the AoG brand.
13. Crown agents would only be able to use the Coat of Arms as part of the AoG brand, and would have to apply for further approval to use it in any other way.
14. Other Crown Entities (ACEs and ICEs) would use the AoG branding without the Coat of Arms, or would need to make a special request to use the Coat of Arms.

## Next Steps

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15. A letter to the Associate Minister for Arts, Culture and Heritage<sup>1</sup> requesting approval for *Crown agents* to use the Coat of Arms as part of the AoG brand is attached for your signature, should you agree.
16. Should the Associate Minister for Arts, Culture and Heritage agree to this request, we will update the guidance on the use of the AoG brand to reflect these changes, and ensure these expectations are communicated to Crown entities.

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<sup>1</sup> The Minister for Arts, Culture and Heritage has delegated responsibility for matters relating to the FENP Act to Associate Minister Robertson.

## A Responsive Identity

With the New Zealand Government serving all New Zealanders across a multitude of services, mediums, and touch-points, having the ability to present a clear and consistent brand without losing equity, or degrading reproduction quality, is critical.

The new New Zealand Government mark has been designed to provide that responsiveness, allowing it to change to suit the context in which it appears while still remaining true to the brand.



**Te Kāwanatanga o Aotearoa**  
New Zealand Government

EXPANDED TE REO



**Te Kāwanatanga  
o Aotearoa**  
New Zealand Government

COMPACT TE REO

**Te Kāwanatanga o Aotearoa**  
New Zealand Government

EXPANDED WORDMARK TE REO

**Te Kāwanatanga  
o Aotearoa**  
New Zealand Government

COMPACT WORDMARK TE REO

**Te Kāwanatanga o Aotearoa**

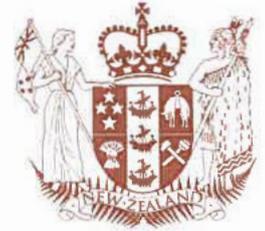
STANDALONE TE REO

**GOVT.NZ**

URL MARK

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# Hon Grant Robertson



MP for Wellington Central

Minister of Finance

Minister for Sport and Recreation

Minister Responsible for the Earthquake Commission

Associate Minister for Arts, Culture and Heritage

31 AUG 2020

Hon Chris Hipkins  
Minister of State Services  
Parliament Buildings  
WELLINGTON

Tēnā koe Chris

Thank you for your letter received on 10 August requesting approval for all Crown agents to use the Coat of Arms of New Zealand, as part of their use of the updated All-of-Government (AoG) logo and brand.

As you note, use of the Coat of Arms of New Zealand is protected by the provisions of the Flags, Emblems, and Names Protection Act 1981 (the Act). These prevent statutory Crown entities, as bodies separate from the Crown, from using the Coat of Arms without my prior written consent as the responsible Minister pursuant to section 13(3)(b) of the Act.

In considering this request, I have noted that Crown agents play a crucial role in the delivery of Government services; already make regular and extensive use of the AoG brand (in its previous form); are required to give effect to Government policy; and will be classified as part of the wider Public Service now the Public Service Act 2020 has been passed into law.

Consequently, I am pleased to advise that I have agreed to authorise use of the Coat of Arms of New Zealand by all Crown agents as part of the AoG logo and brand, in accordance with the guidelines issued by the State Services Commission, pursuant to section 13(3)(b) of the Flags, Emblems, and Names Protection Act 1981. I have asked my officials at the Ministry for Culture and Heritage to relay this advice to the Public Service Commission.

Thank you again for bringing this request to my attention.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Grant Robertson'.

Hon Grant Robertson  
Associate Minister for Arts, Culture and Heritage

# MEMORANDUM



Te Kawa Mataaho  
Public Service Commission

[INSERT CLASSIFICATION]

**To:** Peter Hughes  
**From:** Ruth Berry  
**Copies to:**  
**Date:** 04/08/2021  
**Subject:** Te Tuakiri o Te Kāwanatanga o Aotearoa | New Zealand Government Identity

1. Please find attached a copy of Te Tuakiri o Te Kāwanatanga o Aotearoa | New Zealand Government Identity Policy and Guidelines for your review and approval. A copy of the existing 2007 AOG Brand Policy and Guidelines is also attached for your information.
2. As discussed with you, we have included a short section entitled "Commissioner's Expectations" that states your expectation that new agencies, or those looking to rebrand will adopt a logo that is in keeping with the NZ Govt Identity logo.
3. We plan to do a soft launch. This will include a Hudo item, emailing Heads of Comms and a What's New item on our website.
4. We would like to publish the Policy and Guidelines, alongside the technical guidance and material, during the week beginning 9th August.
5. Please confirm if you would like the Minister's office notified prior to publication.

## Recommendations

6. It is recommended that you:

- 1 **Approve** Te Tuakiri o Te Kāwanatanga o Aotearoa | New Zealand Government Identity Policy and Guidelines for publication  Yes / No
- 2 **Confirm** if you want me to notify the Minister's office prior to publication  Yes/No

Ruth Berry  
Chief Communications Officer  
Position

*subject to change  
refer!*

*pp. [Signature]*

[INSERT CLASSIFICATION]