



**Te Kawa Mataaho**  
Public Service Commission

7 September 2021

9(2)(a) privacy

Dear 9(2)(a) privacy

**Official Information Request**  
**Our Ref: 2021-0114**

I refer to your official information request received on 13 August 2021 and your official information request that was transferred to us for reply on 27 August 2021 from the Minister for the Public Service, Hon Chris Hipkins where you asked:

*“I noticed that the NZ Government website changed its logo on 11th August and all ministry pages before that. May I ask “who authorises the change of these logos and what is the cost to the tax payer?”*

**Our response**

In 2007 the Government approved and introduced the All of Government brand (logo or design mark) to make government services more visible and identifiable for New Zealanders. As part of this process the Public Services Commissioner was given responsibility for administering brand policy and guidelines.

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

Information about the updated identity is publicly available [here](#) on the Te Kawa Mataaho Public Service Commission website.

The work to update the logo was completed in-house by design team staff at MBIE and Te Kawa Mataaho, therefore the only costs associated with the changes were limited to the purchase of a font for the logo at a cost of \$1,113.41

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) on the Commission's website.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Nicky Dirks', with a stylized flourish at the end.

Nicky Dirks

**Manager - Ministerial and Executive Services**  
**Te Kawa Mataaho Public Service Commission**