



Te Kawa Mataaho

Public Service Commission

5 October 2021

Mr Jack Kirkpatrick
fyi-request-16377-71dcc63c@requests.fyi.org.nz

Dear Mr Kirkpatrick

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	https://www.publicservice.govt.nz/assets/Uploads/NZ-Govt-Identity/New-Zealand-Government-Identity-Policy-and-Guidelines.pdf
2	He Kupu Ārahi Motuhake mō te Tāera Technical Style Guide	https://www.publicservice.govt.nz/assets/Uploads/NZ-Govt-Identity/New-Zealand-Government-Identity-Technical-Style-Guide.pdf

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>Publication of Te Tuakiri o Te Kāwanatanga o Aotearoa New Zealand Government Identity Policy and Guidelines</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.

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 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