



**Te Pūkenga**

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5 May 2023

Thomas A

By email: [fyi-request-22381-4a367dc1@requests.fyi.org.nz](mailto:fyi-request-22381-4a367dc1@requests.fyi.org.nz)

Tēnā koe Thomas

**Request under the Official Information Act 1982 - Te Pūkenga Brand Guidelines**

Thank you for your email of 4 April 2023, requesting the following information from Te Pūkenga – New Zealand Institute of Skills and Technology (Te Pūkenga):

*I would like to request a copy of the Te Pūkenga Brand Guidelines. By Brand Guidelines, I refer to material that informs the use of the Te Pūkenga brand identity, including any co-branding guidelines.*

This letter provides a formal decision on your request under the Official Information Act 1982 (OIA).

**The decision**

The following four internal documents fall within scope of your request and are attached:

- Te Pūkenga Brand guidelines
- Te Pūkenga Co-branding guidelines
- Te Pūkenga ITP Coordinated Learner Recruitment Campaign Guidelines 2023
- Te Pūkenga Work Based Learning marketing and advertising guidelines.

The guidelines are regularly updated in order to remain current. Many organisations, including tertiary organisations, provide brand guidelines to their teams as a standard resource. The intention is to ensure consistency in application of Te Pūkenga branding. Please note these are guidelines and not policy documents.

You have the right to make a complaint to the Ombudsman under section 28(3) of the OIA if you are not happy with this response. Information about how to do this is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or by calling 0800 802 602.

Ngā mihi

Peter Winder  
Tumuaki | Chief Executive