



Te Kawa Mataaho

Public Service Commission

5 November 2024

9(2)(a) privacy

9(2)(a) privacy

Official Information Request

Our Ref: OIA 2024-0256

I refer to your official information request received on 23 September 2024 where you asked:

“We request the following information: •The government organisation engaged with in relation to a logo or branding redesign or modification, or replacement since 1st of August 2021.

-Please include any correspondence between organisations relevant to this request.

•The reasoning behind exemptions being applied to not transition to the New Zealand Coat of Arms for each organisation or whether your reading of the NZ Government identity policy does not instruct ministries, agencies and departments to transition to the coat of arms.

•Any correspondence with the current Public Service Minister, Nicola Willis on the New Zealand Government Identity Policy and Guidelines.

Additionally from question two I would like to add:

-If this policy does not instruct agencies to have one logo meaning the coat of arms, can you please explain on page fours responsive logo mark and page eights implementation of responsive logo mark with coat of arms differs.”

On 21 October 2024, we notified you of an extension of the time to make our decision to 11 November 2024 due to consultations that were needed to make a decision on your request.

Information being released

Te Kawa Mataaho Public Service Commission (Commission) has identified communications with two agencies, in relation to a logo or branding redesign or modification or replacement since 1 August 2021, Aroturuki Tamariki – Independent Children’s Monitor and the Natural Hazards Commission (Earthquake Commission) – Toka Tū Ake.

Please find enclosed and listed in the table below the correspondence we have identified within scope of your request. We have also identified emails which were not included in the response to OIA 2024-0202 due to an administrative error. These are outlined as item one in the table below.

We have decided to release these documents with some information being withheld under the following sections of the of the Official Information Act 1982 (OIA) as applicable:

- section 9(2)(a) - to protect the privacy of natural persons, including deceased people
- section 9(2)(g) – to maintain the effective conduct of public affairs through.

In making my decision, I have considered the public interest considerations in section 9(1) of the OIA.

Item	Date	Document Description	Decision
1	4 July 2023 @ 12.45pm 4 July 2023 @ 12.38pm 4 July 2023 @ 12.24pm 28 June 2023 @ 11.07am 28 June 2023 @ 8.44am	EMAIL THREAD – Titled: Enquiry: NZ Government logo	Released in part
2	10 February 2023 @ 4.02pm 31 October 2022 @ 10.40am 31 October 2022 @ 9.58am 31 October 2022 @ 9.16am 28 October 2022 @ 2.59pm	EMAIL THREAD – Titled: Independent Children's Monitor	Released in part
3	15 August 2022 @ 8.54am 12 August 2022 @ 4.22pm 3 August 2022 @ 5.43pm 9 February 2022 @ 2.17pm 9 February 2022 @ 10.16am	EMAIL THREAD – Titled: advice on use of NZ Govt logo mark	Released in part
4	9 February 2022 @ 5.12pm 8 February 2022 @ 12.19pm 8 February 2022 @ 12.17pm	EMAIL THREAD – Titled: advice on use of NZ Govt logo mark	Released in part

NZ Government Identify Policy

The NZ Government Identity Policy and Guidelines (the Policy and Guidelines) does not instruct ministries, agencies and departments to transition to the New Zealand Coat of Arms.

The All-of-Government Brand Identity 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, it was also important that the Identity reflected the principles and values of a more unified and joined up Public Service, the communities we serve and who we are as New Zealanders.

The NZ Govt Identity includes an updated, responsive, logo mark that replaces the 2007 one (previously known as the 'swoosh') which is used in tandem with individual agency logos. The logo mark is bilingual, reflecting the legal status of our two written national languages. It includes the Coat of Arms of New Zealand - a commonly recognised symbol of government and aims to reinforce our unity of purpose.

Agencies may continue to use brands or logos that have already been developed for discrete products or services, under a co-branding arrangement. The policy and guidelines document (including on pages 4 and 8) outlines the application for agencies of the new logo.

The Ministry for Culture and Heritage (MCH) can provide further information on the requirements for the use of the New Zealand Coat of Arms. Contact details for MCH can be found at the following link: <https://www.mch.govt.nz/about-us/contact-us>

Information does not exist

There has been no correspondence with Hon Nicola Willis, Minister for the Public Service, regarding the New Zealand Government Identity.

I am therefore refusing these parts of your request under section 18(e) of the OIA on the grounds the information requested does not exist.

If you wish to discuss this decision with us, please feel free to contact Enquiries@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 Te Kawa Mataaho Public Service Commission's website.

Yours sincerely



Nicky Dirks

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

From: 9(2)(a) privacy
To: [Marian Mortensen](#)
Cc: [Communications](#); [Julie Zaragoza](#)
Subject: RE: Enquiry: NZ Government logo
Date: Tuesday, 4 July 2023 12:43:30 pm
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Thank you, Marian - I'll contact them and ask.

Cheers

9(2)(a) privacy

Senior Graphics and Multimedia Designer | Kaihoahoa Whakairoiro me te Rongorau Matua
Toka Tū Ake EQC
Christchurch
www.eqc.govt.nz

Toka Tū Ake **EQC**



Mānawatia
a Matariki

IN CONFIDENCE

From: Marian Mortensen 9(2)(a) privacy
Sent: Tuesday, July 4, 2023 12:38 PM
To: 9(2)(a) privacy
Cc: [Communications](#) 9(2)(a) privacy; [Julie Zaragoza](#)
9(2)(a) privacy
Subject: RE: Enquiry: NZ Government logo

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi 9(2)(a) privacy,

We don't actually hold the permissions for this typeface. I don't think it's very expensive to purchase, but maybe you could try the MBIE design team who wrote the brand guidelines and they may have extended access to Ideal Sans.

I hope you can get it sorted.

Thanks,
Marian

IN CONFIDENCE

From: 9(2)(a) privacy
Sent: Tuesday, July 4, 2023 12:24 PM
To: Marian Mortensen 9(2)(a) privacy
Cc: Communications 9(2)(a) privacy; Julie Zaragoza
9(2)(a) privacy
Subject: RE: Enquiry: NZ Government logo

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Hello Marian,

Are you able to send me the typeface Ideal Sans for the use in logo concepts?. I will contact our IT support in purchasing the typeface, but this will only happen end of year.

Thank you.

9(2)(a) privacy

Senior Graphics and Multimedia Designer | Kaihoahoa Whakairoiro me te Rongorau Matua

Toka Tū Ake EQC

Christchurch

www.eqc.govt.nz

Toka
Tū Ake **EQC**



Mānawatia
a Matariki

IN CONFIDENCE

From: Marian Mortensen 9(2)(a) privacy
Sent: Wednesday, June 28, 2023 11:07 AM
To: 9(2)(a) privacy
Cc: Communications 9(2)(a) privacy Julie Zaragoza
9(2)(a) privacy
Subject: FW: Enquiry: NZ Government logo
Importance: High

You don't often get email from marian.mortensen@publicservice.govt.nz. [Learn why this is important](#)

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Kia ora 9(2)(a) privacy,

The NZ Government Identity guidelines suggest Ideal Sans or Pro Sans for general purposes. These guidelines are primarily for branding purposes with the use of the logo. The Govt. nz guidelines are specifically for web based application, so please adopt the recommendations listed in these guidelines for your digital platform/s.

Thanks,
Marian

IN CONFIDENCE

From: 9(2)(a) privacy
Sent: Wednesday, June 28, 2023 8:44 AM
To: Communications 9(2)(a) privacy
Subject: Enquiry: NZ Government logo
Importance: High

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Kia ora,

We are in the process of creating a new logo and typeface for Toka Tū Ake EQC.

I'm looking through the NZGovt Technical Style Guide and it suggests we use Ideal Sans and Source Pro Sans as typefaces, but, according to <https://www.govt.nz/about/about-this-website/typography/> we must use the typeface Fira.

Can you please clarify which typeface we should adopt as our primary and digital?

Thank you.

9(2)(a) privacy

Senior Graphics and Multimedia Designer | Kaihoahoa Whakairoiro me te Rongorau Matua

Toka Tū Ake EQC

Christchurch

www.eqc.govt.nz



We've changed our name to better represent the role we play to support New Zealanders. Toka Tū Ake means 'the foundation from which we stand strong, together'. You can read more about our new name on our [website](#).

 ***** This email message (along with any attachments) is intended only for the addressee(s) named above. The information contained in this email is confidential to the New Zealand Earthquake Commission (EQC) and must not be used, reproduced or passed on without consent. If you have received this email in error, informing EQC by return email or by calling (04)978 6400 should ensure the error is not repeated. Please delete this email if you are not the intended addressee.

IN CONFIDENCE

.....
 Confidentiality notice: This email may be confidential or legally privileged. If you have received it by mistake, please tell the sender immediately by reply, remove this email and the reply from your system, and don't act on it in any other way. Ngā mihi.

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.....
 Confidentiality notice: This email may be confidential or legally privileged. If you have received it by mistake, please tell the sender immediately by reply, remove this email and the reply from your system, and don't act on it in any other way. Ngā mihi.

From: [Rachel Dahlberg](#)
To: [Marian Mortensen](#)
Subject: RE: Independent Children's Monitor
Date: Friday, 10 February 2023 4:02:50 pm
Attachments: [image001.jpg](#)
[Experiences of Care 2021-22 web version.pdf](#)

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Kia ora Marian

It's been a while since we met last year! I wanted to close the loop on our discussion about the updated brand identity for the Independent Children's Monitor.

Following our discussion, we removed the logo identity mark (our tākapu) from our proposed new logo lockup and have instead used it as a visual device to support our communications.

This means we have just adapted our existing brand identity to reflect our new Māori name (Aroturuki Tamariki rather than Te Mana Whakamaru Tamariki Motuhake), our English name does not change. This new name was first used in our 1 Feb report release and has been widely referred to media coverage of our report. I've attached our report so you can see how we have used the tākapu to support our look and feel (which retains our original soft yellow primary colour).

The logo lockup (words) is similar to our previous one, with the new name incorporated. This, combined with no change to our primary colours, provides consistency for our stakeholders – some of whom we have been working with since 2019. It also means we will look familiar to communities we are visiting again this year, as part of our three yearly monitoring cycle.

Additional collateral is in the process of being updated with the new Māori name, and the tākapu and associated whakataukāki where applicable.

We've also confirmed our new domain aroturuki.govt.nz (currently icm.org.nz). This will go live when we transition out of MSD into a departmental agency hosted by ERO, in the meantime it is redirecting to our existing website. We're in the middle of updating and reorganising content on our website. We expect this will be complete well before the 1 May transition so it will simply be a new domain name rather than a new website.

We're really pleased with how the tākapu has worked, and also how it represents what we do. I don't think we've lost much at all removing it from the logo lockup. If anything it has a stronger presence as a visual device - that wouldn't have been achieved if it was sitting with our logo.

Ngā mihi
Rachel

Rachel Dahlberg
Kaitohutohu Tūhono Mātāmua | Lead Advisor Communications
Phone: [9\(2\)\(a\) privacy](#)

From: Alastair Hill [9\(2\)\(a\) privacy](#)

Sent: Monday, 31 October 2022 10:40 am

To: Arran Jones 9(2)(a) privacy

Cc: Sam Rossiter-Stead 9(2)(a) privacy Marian Mortensen

9(2)(a) privacy Rachel Dahlberg 9(2)(a) privacy

Subject: RE: Independent Children's Monitor

Next week is fine, Arran.

Mon-Weds afternoons pretty clear if any of those work?

Alastair Hill

waea pūkoro: 9(2)(a) privacy | **īmēra:** 9(2)(a) privacy

Te Kawa Mataaho Public Service Commission

From: Arran Jones 9(2)(a) privacy

Sent: Monday, 31 October 2022 9:58 am

To: Alastair Hill 9(2)(a) privacy

Cc: Sam Rossiter-Stead 9(2)(a) privacy Marian Mortensen

9(2)(a) privacy ; Rachel Dahlberg 9(2)(a) privacy

Subject: RE: Independent Children's Monitor

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Mōrena

Thanks for the links, and have included our comms lead, Rachel in the email.

Have realised my week is a hot mess, so perhaps we find time next week to catch up? Mon-Wed is looking good at this stage.

In terms timelines, we become a DA on 1 May 2023, so that's a date, however we are preferring a soft transition to the new design before then, and want to make use of it for our next report on the care standards, which we will publish at the end of Jan.

Ngā mihi

From: Alastair Hill 9(2)(a) privacy

Sent: Monday, October 31, 2022 9:16 AM

To: Arran Jones 9(2)(a) privacy

Cc: Sam Rossiter-Stead 9(2)(a) privacy ; Marian Mortensen

9(2)(a) privacy

Subject: RE: Independent Children's Monitor

Kia ora Arran!

Nice to hear from you.

Probably easiest to have a chat about this. 9(2)(g)(i) free and frank There's guidance and some supporting material available online but given the shift to more consistent branding and visual identity is a recent thing, we should probably talk through the aspects you're working on, community expectations... all that.

Have a look here to start. <https://www.publicservice.govt.nz/publications/policy-and-guidelines-new-zealand-government-identity/>

Particularly relevant is the technical guide – see page 17... I suspect that's where we'll need to focus most: <https://www.publicservice.govt.nz/assets/DirectoryFile/New-Zealand-Government-Identity-Technical-Style-Guide.pdf>

Sam Rossiter-Stead is our chief comms officer and Marian Mortensen is our project lead for the identity work. I'll bring them along.

What's your timeline – have you got a bit of space this week to catch up? I can clear myself most of Tues/Weds/Thurs afternoons?

Alastair Hill

waea pūkoro: 9(2)(a) privacy | imēra: 9(2)(a) privacy

Te Kawa Mataaho Public Service Commission

From: Arran Jones 9(2)(a) privacy

Sent: Friday, 28 October 2022 2:59 pm

To: Alastair Hill 9(2)(a) privacy

Subject: Independent Children's Monitor

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Kia ora Alastair – it's been a while, and hope you're well.

I was just chatting with Josh, and was looking to connect with someone at PSC on plans for the visual identity of the Monitor...turns out that is you.

We are just finalising a but of work on our design (attached), as to date we have purposely had a very vanilla look (literally and figuratively)...

We are also considering our domain name. At present we have a .org domain (presumably from when we were originally to join OCC as a Crown Entity, but also to signify a level of independence), however as a DA, shifting to .govt might be needed. DIA advice is we could have either, however I'm not aware of any other DA or department that uses .org. I've also approached Min Sepuloni's office as well as the issue of independence has been a hot item throughout our legislation's passage in the house, and our Act has some unusual independence provisions within it.

Might be easiest to have a chat – but let me know.

Ngā mihi nui

Arran

From: [Marian Mortensen](#)
To: 9(2)(a) privacy
Subject: RE: advice on use of NZ Govt logo mark
Date: Monday, 15 August 2022 8:54:16 am
Attachments: [image001.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

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Kia ora 9(2)(a) privacy

The guidance is for agencies who are rebranding to think about how this can sit alongside the Govt. Identity. How the rebrand could incorporate the text font and colour palette, which you are already doing. You do not have to get rid of your agency logo, you just have to make sure it can work in a co-branding way, with the NZ Govt. identity. Let me know if you'd like more clarity. Hope your Monday goes well

From: 9(2)(a) privacy
Sent: Friday, 12 August 2022 4:22 pm
To: Marian Mortensen 9(2)(a) privacy
Subject: RE: advice on use of NZ Govt logo mark

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Kia ora Marian,
It was great to speak with you on Wednesday, thanks for your time. As Toka Tū Ake EQC is considering its options for the next phase of our name change (to Toka Tū Ake Natural Hazards Commission) I just wanted to drop you a note to confirm my understanding of the conversation, please could you send me a reply if I have this right? I was checking in with you about our logo, noting the NZ Government Identity [Policy](#) says "New agencies, or existing agencies looking to re-brand, should adopt a logo mark that is in keeping with the NZ Govt Identity logo mark." I was checking whether this meant the guidance was that we adopt the NZ Government logo mark *instead* of our own logo (as MBIE and DIA have done). You clarified that organisations can change their logo / rebrand, but that the guidance asks us to carry the NZ Govt logo mark alongside this (and other elements of the identity). This means we could consider adopting a symbol or logo mark alongside our lettermark, and would carry this alongside the Government logo too. We have already adopted the New Zealand Government logo mark in our collateral, and have a plan to adopt the text font and colour palette shortly. Please can you confirm I understood this correctly? I just want to ensure we're following guidelines. Many thanks again,

9(2)(a) privacy

From: 9(2)(a) privacy
Sent: Wednesday, 3 August 2022 5:43 pm
To: 9(2)(a) privacy
Subject: FW: advice on use of NZ Govt logo mark

Kia ora Marian,
Further to my correspondence with Grahame earlier this year, I wondered whether we could have a quick call about the Te Kawa Mataaho guidance around rebranding for public sector entities. Please let me know if you'd have time for a conversation over the next few days? Many thanks,

9(2)(a) privacy
9(2)(a) privacy
Head of Communications and Engagement
Toka Tū Ake EQC
Mobile: 9(2)(a) privacy
www.eqc.govt.nz



From: Grahame Armstrong 9(2)(a) privacy

Sent: Wednesday, 9 February 2022 2:17 pm

To: 9(2)(a) privacy

Cc: Marian Mortensen 9(2)(a) privacy

Subject: RE: advice on use of NZ Govt logo mark

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Kia ora 9(2)(a) privacy

You are right, EQC is expected, as a Crown entity, to adopt the New Zealand Government identity, for use in online and print collateral.

The [technical style guide](#) helps agencies understand the different options available in applying not only the Identity, but also the broader design elements. The flexibility of the design components means you can design your own brand in a way that complements the Identity. Aspects such as size, colourways, orientation and placement can all be designed taking into account how the brands can comfortably co-exist on collateral. There are some examples of co-branding approaches available in the technical style guide.

If you'd like to talk to someone in person, my colleague Marian Mortensen, 9(2)(a) privacy is across the detail and is happy to chat.

I hope this helps.

Ngā mihi

Grahame

Grahame Armstrong

Principal Media Advisor

waea pūkoro: 9(2)(a) privacy | iimera: 9(2)(a) privacy

Te Kawa Mataaho Public Service Commission

www.publicservice.govt.nz | www.govt.nz

From: 9(2)(a) privacy

Sent: Wednesday, 9 February 2022 10:16 am

To: Grahame Armstrong <9(2)(a) privacy >

Subject: FW: advice on use of NZ Govt logo mark

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Kia ora Grahame,

Good to speak with you just now. As per below, welcome any advice you can provide on the policy and expectations – I'm writing a Board paper to lay out options for road ahead, and it would be good to know if this is something to factor into the mix.

Many thanks,

9(2)(a) privacy

duplicate

duplicate

From: [Duane McKibben](#)
To: 9(2)(a) privacy
Cc: [Marian Mortensen](#)
Subject: RE: advice on use of NZ Govt logo mark
Date: Wednesday, 9 February 2022 5:12:52 pm

Kia ora 9(2)(a) privacy

Thank you for reaching out with your request for clarification about the adoption of the [NZ Govt Identity](#). As you correctly identified, EQC is expected, as a Crown agent, to adopt the identity for use in online and print collateral.

The [technical style guide](#) is designed to help agencies understand the different options available to them in applying not only the Identity, but also the broader design elements. I also refer you to the section (page 20) of the technical style guide specifically aimed at new agencies or those re-branding. Our expectation would be that any new logo mark created and used by your agency is consistent and an example is provided. Our Communications and Engagement team can also provide support on how to best apply the Identity, or to provide logo formats that you may require.

The flexibility of the design components should enable agencies to either apply their brand and logo mark in a way that complements the overall Identity system. Some good examples of approaches are available in the technical style guide.

If you'd like to discuss any aspect of either the policy or technical guide, please get in touch with Marian Mortensen, Communications Project Lead: 9(2)(a) privacy

I hope this information helps! Please don't hesitate to reach out if we can be of further assistance.

Ngā mihi

Duane McKibben (he/him)

Kaikōmihana Tuarua | Deputy Commissioner

Whakatutukitanga ā-Whakahaere | Organisational Capability and Performance

waea pūkoro: 9(2)(a) privacy | **īmēra:** 9(2)(a) privacy

From: 9(2)(a) privacy
Sent: Tuesday, 8 February 2022 12:19 pm
To: Duane McKibben 9(2)(a) privacy
Subject: FW: advice on use of NZ Govt logo mark

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Kia ora Duane,
Just forwarding this on to you following Ruth's bounceback
Many thanks,

9(2)(a) privacy

From: 9(2)(a) privacy
Sent: Tuesday, 8 February 2022 12:17 pm
To: 9(2)(a) privacy
Cc: 9(2)(a) privacy
Subject: advice on use of NZ Govt logo mark

Tēnā koe Ruth and team,

I am writing to seek guidance please on expectations on EQC as a crown agent to use or adopt the NZ Govt identity logo mark in the future.

I note the statement in the NZ Government Identity [Policy](#): New agencies, or existing agencies looking to re-brand, should adopt a logo mark that is in keeping with the NZ Govt Identity logo mark. Agencies are also encouraged to consider adopting other elements of the Identity in their branding review or development, helping to create a common Public Service visual identity.

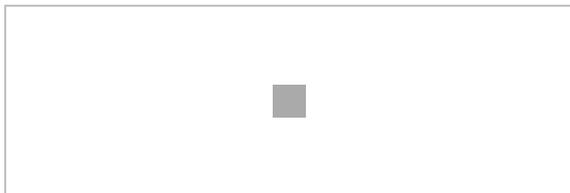
EQC is in the process of considering a change to our name, and thinking ahead to whether this would also include a change to our logo / visual identity in then future. I'm just keen to get some clarity from you please on whether, if we do that, it is Te Kawa Mataaho's policy / preference that we would take up the NZ Govt mark, either instead of an alternative logo or to use alongside a new logo? Does our role as a crown agent (rather than public service department) impact that expectation?

I appreciate the intent to create a common public service visual identity, and just want to factor the policy expectations into our planning.

Ngā mihi nui,

Emily

9(2)(a) privacy | Acting Chief Strategy Officer
Earthquake Commission | *Kōmihana Rūwhenua*
Mobile: 9(2)(a) privacy | Wellington
www.eqc.govt.nz



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