



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]

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

Enclosure: Yes

Minister's Office Comments

Comments:

Date returned to SSC:

Recommended Action

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

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

Purpose of Report

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

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

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

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

15. A letter to the Associate Minister for Arts, Culture and Heritage¹ 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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¹ 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?*

RP. [Signature]

[INSERT CLASSIFICATION]