

8 June 2022

Joe McCaine  
fyi-request-19094-7805d2e0@requests.fyi.org.nz

Dear Joe

Thank you for your Official Information Act 1982 (OIA) request of 9 April 2022. You requested the following:

*The NZ police brand manual.*

On 13 April this was clarified to the following:

*There's a project on the known website Behance, it describes a "NZ Police Brand Manual", it focus on the visual identity, it's possible to see a part of manual, with colours of logo, cars, tips when taking photos and etc. Could you confirm if this manual existed before? If not, there's any similar content on the "Police Instructions"?*

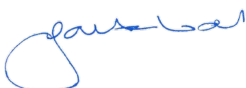
The document you have referred to on the Behance website was not an official New Zealand Police brand document, it was something that was put together by a graphic designer that previously worked for New Zealand Police for a design awards entry.

The document was not meant to still be online and so it has since been taken down.

Police Instructions (which makes up part of New Zealand Police's intranet) does not have any brand manuals or similar content on it. Therefore, this part of your request is refused under s18(e) of the OIA, as it doesn't exist.

You have the right to ask the Ombudsman to review my decision if you are not satisfied with the response to your request. Information about how to make a complaint is available at: [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz)

Yours sincerely



Jane Archibald  
**Executive Director: Media & Communications**  
Police National Headquarters

---

**Police National Headquarters**

180 Molesworth Street. PO Box 3017, Wellington 6140, New Zealand.  
Telephone: 04 474 9499. Fax: 04 498 7400. [www.police.govt.nz](http://www.police.govt.nz)