



24 November 2022

Tommi Joyce
fyi-request-20141-789e04ce@requests.fyi.org.nz

Reference: OIA-2022/23-0333

Dear Tommi Joyce

Official Information Act request relating to NEMA brand guidelines

Thank you for your Official Information Act 1982 (the Act) request received on 5 August 2022. You requested:

"I would like to request a copy of the National Emergency Management Agency Brand Guidelines. By Brand Guidelines, I refer to material that informs the use of the National Emergency Management Agency brand identity which includes the Vehicle Livery Guidelines (if this exists)"

Before responding to your request, I would like to apologise for the delay in our response which occurred due to an administrative error.

In response to your request, please find attached the document: *National Emergency Management Agency (NEMA) Interim Visual Identity Guidelines* dated November 2021 which I am releasing to you in full. Note these guidelines are the most up to date available. It is important to note that these guidelines do not cover vehicle livery. This part of your request therefore is refused under section 18(e) of the Act, that the information requested does not exist.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

We do not intend to publish this response on the Department of the Prime Minister and Cabinet's website.

Yours sincerely

Stefan Weir
Chief of Staff