



Te Kāwanatanga o Aotearoa
New Zealand Government

Te Tuakiri o Te Kāwanatanga o Aotearoa

New Zealand Government Identity

Te Kaupapa Here me Ngā Aratohu
Policy and Guidelines

Te kupu whakataki | Introduction

The information contained in this document is intended as general guidance for use of the expanded New Zealand Government Identity, formerly called the All-of-Government Brand (AoG) Identity.

The use of the New Zealand Government (NZ Govt) Identity logo mark applies to all Public Service agencies and some agencies within the wider public sector, as previously required with the AoG Brand Identity. Additional expectations and guidance on brand identity are also provided.

Administration

Te Kawa Mataaho Public Service Commission is responsible for the administration of the NZ Govt Identity. The information contained in the policy and guidelines, and supporting [Technical Style Guide](#), applies to digital, publishing and print content only.

He whakamārama | Background

The Government has an obligation to make evident to New Zealanders how taxpayer funds are used to provide programmes, services, and infrastructure. A common identity provides a consistent and recognised identifier for the variety of policy initiatives, programmes and services delivered by the Public Service and some agencies within the wider public sector.

The New Zealand Government approved and introduced the original All-of-Government (AoG) Brand Identity on 4 April 2007 to make these government services more visible and identifiable for New Zealanders.

Whakahou | Update

The AoG 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.

Broader guidance on the use of typography, colour palettes and imagery have also been included to support agencies to adopt common logo marks and brand identities over time - so we are more easily recognisable as members of the Public Service whānau.

- **Typography.** The primary design typography is Ideal Sans, with Source Sans Pro used for general purposes. It helps reinforce the tone of government messaging; not overly formal, easily accessible and approachable, while still being confident and genuine.
- **Colour Palette.** The expanded colour palette is a set of colours that portrays a singular government identity comprised of discrete departments and agencies, all working together and connected to the land, the sea and the people.
- **Imagery.** Imagery will be contemporary and reflect the diversity of Aotearoa New Zealand, our people and our landscape and environment.

New agencies or those rebranding

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.

Further Information

Please refer to the supporting [Technical Style Guide](#) for detailed guidance on the application of the Identity, use of the new logo mark and assistance for new agencies or those rebranding.

Development

The development of the New Zealand Government Identity was undertaken by Hīkina Whakatutuki | Ministry of Business, Innovation and Employment (MBIE), working with Te Kawa Mataaho Public Service Commission and referencing current policies of the following agencies:

- Manatū Taonga | Ministry of Culture and Heritage, responsible for administering the use of the Coat of Arms of New Zealand
- Te Puni Kōkiri | Ministry of Māori Development and Te Taura Whiri | Te Reo Māori | Māori Language Commission, collectively supporting delivery of [Maihi Karauna, the Crown's Strategy for Māori Language Revitalisation 2019 – 2023](#).

Tūtohu whakarata | Responsive logo mark

The NZ Govt logo mark is design responsive, bilingual and incorporates where applicable the Coat of Arms, symbolising the mana of both languages in Aotearoa New Zealand, the sovereign nature of New Zealand and the authority of the Government.

It also supports agencies not authorised to use the Coat of Arms within their agency logo to utilise a logo mark consistent with the intent of the identity.



Te Kāwanatanga o Aotearoa
New Zealand Government

EXPANDED - COAT OF ARMS



Te Kāwanatanga o Aotearoa
New Zealand Government

COMPACT - COAT OF ARMS

Te Kāwanatanga o Aotearoa
New Zealand Government

EXPANDED - WORDMARK

Te Kāwanatanga o Aotearoa
New Zealand Government

COMPACT - WORDMARK

Please refer to the supporting [Technical Style Guide](#) for more information on the design and application of this logo mark.¹

¹ General guidance on agency use of the Coat of Arms can be found at [Manatū Taonga | Ministry of Culture and Heritage's website](#). Please contact MCH directly for detailed information on applying for use of the Coat of Arms.

Ngā Whāinga | Objectives

The objectives of the NZ Govt logo mark are:

Tapatahi | Unity. To visually reinforce a unity of purpose across the public sector, providing cohesion across the diversity of individual departments, agencies and other entities.

Hōrapatanga | Visibility. To increase visibility of government services by improving public recognition through consistent imagery linking government-funded services, programmes, products and infrastructure.

Ngākau Pono | Trust. To develop and promote trust through the clear identification of government initiatives and services.

Pūataata | Transparency. To support increased transparency of government spending.

Te Whakaurunga ā-Ūmanga | Agency Application

Use of the NZ Govt logo mark:

- applies to all Public Service departments, departmental agencies, interdepartmental ventures, interdepartmental executive boards and Crown agents.²
- applies to advertising campaigns, publications, project-related signage (where practical) and websites. The logo mark will apply to radio and online advertising where airtime or space allows, and to stationery on an opt-in basis.
- and visual designs, cannot be modified. Please refer to the accompanying [Technical Style Guide](#) for detailed application instructions.
- is not required to be applied to uniforms, vehicle markings, or small, classified advertising and the like.
- shall be carried out on a cost-conscious basis.
- may apply to buildings, in adherence to agency-neutral guidance on [Branding, Wayfinding and Signage Guidance for Government Buildings](#), administered by the Government Property Group.

Agencies may continue to use brands or logos that have already been developed for discrete products or services, under a co-branding arrangement. For further advice, please contact [Te Kawa Mataaho's Communications and Engagement Team](#).

² Crown agents are authorised to use the New Zealand Government logo mark incorporating the Coat of Arms of New Zealand, under section 13(3)(b) of the Flags, Emblems and Names Protection Act 1981, with effect 8 August 2020.

Ngā Whakamahinga | Uses

Publications, including Internet publications

All external publications must display a NZ Govt logo mark. This includes Annual Reports and Statements of Intent. The logo mark is to be used on the cover or back cover of publications. See the accompanying [Technical Style Guide](#) for more information.

Internet homepage

The NZ Govt logo mark must be displayed on agency website home pages – as outlined in the [New Zealand Government Web Standards](#). However, greater flexibility is allowed in relation to the location of the logo mark in page layouts. It is not necessary for websites to be redesigned to fit the logo mark; however they should carry the logo in a prominent position on their home page/s.

The NZ Govt logo mark should click through to the [New Zealand Government website](#) regardless of the logo mark option chosen.

Signage

All billboards, posters and project-related signage, where practical, should incorporate the NZ Govt logo mark. Examples of where the logo mark would not be practical to apply include where signage space is limited or where excessive costs would be incurred. The logo mark application does not apply to internal or external office building signage unless in accordance with the GPG [Branding, Wayfinding and Signage Guidance for Government Office Buildings](#).

Stationery and Miscellaneous

Agencies can also select to use the NZ Govt logo mark on stationery and other miscellaneous small, branded items (eg lanyards, pens, ID tags etc) if they wish. Examples of where the logo mark would not be practical to apply include where space is limited (such as complex departmental forms) or where excessive costs would be incurred.

Campaign advertising

Print, television or other visual social and media advertising such as billboards, that are part of a public education initiative or information campaign must carry the NZ Govt logo mark. Radio and online advertising should use the logo mark where airtime or space allows. Where there is a specific campaign in which it would seem inappropriate to use the NZ Govt logo mark, agency discretion can be applied, with guidance as provided under Exemptions, below.

Sponsorships/part-funding arrangements

Where appropriate, the NZ Govt logo mark can be used in place of agency logos, or in conjunction with agency logos, in significant sponsorship or part-funding arrangements. Examples of appropriate use of the logo in these situations include a sector conference or roading partnerships with local government.

Note: It is not appropriate that the NZ Govt logo mark be used by non-governmental agencies contracted to do government work.



Multi-agency initiatives

In multi-agency initiatives the NZ Govt logo mark can be used in conjunction with other agency logos, or with the lead agency logo, as appropriate.

Non-campaign advertising - recruitment, tenders, public notices etc

The use of the NZ Govt logo mark does not extend to small classified-type advertising.

Uniforms and vehicles

The use of the NZ Govt logo mark does not extend to rebranding uniforms or vehicles, but agencies can do so if they consider it appropriate.

Te Whakatinanatanga | Implementation

The NZ Govt logo mark is designed to accommodate use by most agencies within the public sector, including when no authority exists to use the Coat of Arms of New Zealand, as prescribed by the Flags, Emblems and Names Protection Act 1981.

The table below outlines which government agencies are included in the scope of the use of the NZ Govt logo mark. For some Crown entities, it is also important that they are perceived as separate from government.

Category of Agencies	Implementation
Public Service	Use responsive logo mark with Coat of Arms
Public Service departments	
Departmental agencies	
Interdepartmental executive boards	
Interdepartmental ventures	
New Zealand Police	
New Zealand Defence Force	
Parliamentary Counsel Office	
Crown Agents	Use responsive logo mark with Coat of Arms, if choose to use a logo mark
Other agencies	
Autonomous Crown entities (ACEs)	Use responsive logo mark without Coat of Arms, if choose to use a logo mark
Independent Crown entities (ICEs)	
Crown entity companies <ul style="list-style-type: none"> • Crown Research Institutes • Other companies 	
Other categories of Crown entity <ul style="list-style-type: none"> • Crown Entity Subsidiaries of NZIST • Other Crown Entity Subsidiaries • School Boards of Trustees • Tertiary Institutions 	
Public Finance Act Schedule 4 Organisations	
Public Finance Act Schedule 4A Companies	
State-owned Enterprises	

Transition to new logo mark

Agencies should transition to using the new NZ Govt logo mark over time (ideally within 12 months) and in a manner that does not incur additional cost. The new logo mark should be applied to websites as soon as is practicable. For signage, publications, stationary, campaigns etc, the new logo can be applied as new collateral is developed.

Ngā Whakawāteatanga | Exemptions

There may be situations where an agency believes the use of any of the NZ Govt logo mark options will impact negatively on its message or would be considered inappropriate. Agencies can choose not to use the NZ Govt logo mark after considering the objectives and application principles outlined earlier in this policy. The three categories for exemptions detailed below:

- **Appropriateness of use:** where there may be perception issues supporting use or non-use of the logo mark (e.g. perception of government ‘underwriting’ programmes that have an at-risk financial component, or that a financial scheme may have a government guarantee).
- **Negative audience impact:** where there is a proven risk of audience alienation and reduced message impact (e.g. social marketing campaigns that target the youth sector).
- **Reduced participation rates:** where use of a NZ Govt logo mark can be demonstrated to impact negatively on audience participation or uptake levels (e.g. research that requires people to disclose private information).

Agencies can contact [Te Kawa Mataaho Public Service Commission](#) for advice if there is uncertainty about the appropriateness or otherwise of not using the logo mark.

Link your initiative or campaign to GOVT.NZ

[The New Zealand Government website](#) can display information on its home page on agency initiatives or campaigns. The govt.nz home page is viewed by approximately 50,000 people per month, helping increase visibility of government work.

For more information, email govtnz@dia.govt.nz.

Ētahi atu ārahitanga e whai hua ana | Other useful guidance

[Te Tuakiri o Te Kāwanatanga o Aotearoa | New Zealand Government Identity Technical Style Guide](#)

[Cabinet Guidelines on government advertising](#)

[Guidance on government advertising in an election year](#)

[Use of the Coat of Arms of New Zealand](#)

[Advice on briefing advertising agencies \(from the Commercial Communications Council\)](#)

[Government procurement guidelines](#) and guide to [GETS](#) tendering system

[Maihi Karauna \(tpk.govt.nz\)](#)

[Māori-English Bilingual Signage \(tpk.govt.nz\)](#)

[Branding, wayfinding and signage guidelines](#)