

# All-of-Government Brand Policy and Guidelines

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## Background

The New Zealand Government has introduced an all-of-government brand identity for use by State Services organisations.

The Government has an obligation to make evident to New Zealanders how taxpayer funds are used to provide programmes, services and infrastructure. Previously there has not been a common identity used to brand the variety of the policy initiatives, programmes and services delivered by the State Services.

The all-of-government brand has now been introduced to make these government services more visible and identifiable for New Zealanders. It is designed to be used in conjunction with existing government branding.

The Government approved the All-of-Government Brand Policy and Guidelines and designs on 4 April 2007. The administration of these guidelines is the responsibility of the State Services Commission.

The information contained in this document is intended as general guidance for use of the all-of-government brand. The technical application style guide can be found at [www.ssc.govt.nz/govt-brand](http://www.ssc.govt.nz/govt-brand) or via the Public Sector Intranet.

## Objectives

The objectives of the all-of-government brand are:

- Unity. To show a unity of purpose across the State Services, providing cohesion across the diversity of individual departments and other agencies.
- Visibility of government activity. To increase visibility of services through improved public recognition by linking government-funded services, programmes and products through consistent imagery.
- Credibility and trust. To develop and promote trust through the clear identification of government initiatives and services.
- Transparency. To enable increased transparency of government spending.

## All-of-Government brand principles

1. The use of an all-of-government brand shall apply to all Public Service departments, non-Public Service departments in the Executive branch of government; and to Crown Agents as and where practical and appropriate. Other categories of Crown entity can use the brand if they wish, or as invited by Responsible Ministers.
2. The use of an all-of-government brand shall apply to advertising campaigns, publications, project-related signage (where practical) and websites unless an exemption has been granted. The brand shall apply to radio and online advertising where airtime or space allows, and to stationery on an opt-in basis. The all-of-government brand is not required to be applied to uniforms, buildings, vehicle markings, small classified advertising and the like.
3. The New Zealand Coat of Arms shall continue to be a valid illustrative option for eligible government agencies.
4. The implementation of the all-of-government brand shall be carried out on a cost-conscious basis.
5. The use of an all-of-government brand shall be in place for Public Service departments and non-Public Service departments in the Executive branch of government from 1 July 2007 and Crown Agents from 1 October 2007.
6. The administration of the all-of-government brand shall be the responsibility of the State Services Commission.
7. Before the development of any new brands or logos, agencies shall consider carefully the need for a new brand and how it should align with the use of an all-of-government brand.
8. Agencies may continue to use brands or logos that have already been developed for discrete products or services, under a co-branding arrangement.
9. Guidelines for the use of an all-of-government brand shall provide for flexibility and discretion.
10. The approved all-of-government brands and visual designs cannot be modified.

## All-of-Government brand options

It has been agreed by the Government that more than one all-of-government brand option be available to agencies. One phrase or logo will not adequately meet all the diverse communication needs of agencies.

There are three logo devices (brand signatures) that may be used to identify communications material as having been produced by the New Zealand Government. They are:

[newzealand.govt.nz](http://newzealand.govt.nz)

New Zealand Government

Te Kāwanatanga o Aotearoa

The common font, styling (the curve) and page placement will ensure the brand signatures have a common look and feel. Please refer to the technical style guide for more information on the design and application of these brands.

The New Zealand Coat of Arms remains a valid illustrative option for government agencies wishing to use an additional New Zealand Government symbol on their material. Guidance on the Coat of Arms can be found at [www.mch.govt.nz](http://www.mch.govt.nz).

## Which New Zealand Government brand option to use

Agencies can select which New Zealand Government brand signature best suits their particular requirements.

The brand '[newzealand.govt.nz](http://newzealand.govt.nz)' has been designed to work in a variety of situations, including advertising, publications, Internet and on stationery. This website brand also has the benefit of providing something of value through its access to further information by linking to the existing all-of-government web portal.

However, a website-based brand will not work well in some situations, such as in campaigns where the primary message of the advertising is to promote a different website (such as [www.chokethesmoke.govt.nz](http://www.chokethesmoke.govt.nz)). 'New Zealand Government' is the alternative brand option for these situations. 'Te Kāwanatanga o Aotearoa' is the Te Reo Māori version of this brand.

## Where to use the New Zealand Government brand signature

### Publications, including Internet publications

All external publications must display a New Zealand Government brand signature. This includes Annual Reports and Statements of Intent. The brand is to be used on the cover or back cover of publications (see brand technical style guide for more information).

### Internet homepage

A New Zealand Government brand signature must be displayed on Internet home pages – as outlined in the Government Web Guidelines. However, greater flexibility is allowed in relation to the location of the brand in page layouts. It is not necessary for websites to be redesigned to fit the brand signature, however they should carry the brand in a prominent position on their home page/s.

As an interim measure, agencies can change their existing plain web link [www.govt.nz](http://www.govt.nz) to [www.newzealand.govt.nz](http://www.newzealand.govt.nz). Incorporating the new style of brand can be factored into later website refreshes.

The New Zealand Government brand signature should click through to [www.newzealand.govt.nz](http://www.newzealand.govt.nz) regardless of brand option chosen. The Government Web Guidelines provide more information on government website design; these can be found at [www.e.govt.nz/standards/web-guidelines](http://www.e.govt.nz/standards/web-guidelines).

In order to encourage a consistent approach to online identification, government agencies are encouraged to use the formats: [agencyname.govt.nz](http://agencyname.govt.nz) for their Internet home pages and [agencyname.govt.nz/campaignname](http://agencyname.govt.nz/campaignname) for public information campaign websites.

### Signage

All billboards, posters and project-related signage, where practical, should incorporate a New Zealand Government brand signature. Examples of where the brand would not be practical to apply include where signage space is limited or where excessive costs would be incurred. The branding application does not apply to internal or external building signage.

### Stationery and Miscellaneous

Agencies can also select to use the New Zealand Government brand signature on stationery and other miscellaneous small branded items (eg lanyards, pens, ID tags etc) if they wish. Departments should exhaust stocks of existing stationery before commencing the use of stationery with a new design. Examples of where the brand 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 advertising, or other visual media such as billboards, that are part of a public education initiative or information campaign must carry a New Zealand Government brand signature. Radio and online advertising should use the brand where airtime or space allows. Where there is a specific campaign in which it would seem inappropriate to use the all-of-government brand, an exemption should be sought. The exemption process is outlined below.

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

The use of an all-of-government brand does not extend to small classified-type advertising.

### Uniforms and vehicles

The use of an all-of-government brand does not extend to rebranding uniforms or vehicles, but agencies can do so if they consider it appropriate.

### Departmental and campaign logos or brands etc

The use of an all-of-government brand does not require agencies to change their own logos as the Government has agreed to a co-branding approach. However, before the development of any new brands or logos, agencies should consider carefully the need for a new brand and how it would align with the use of an all-of-government brand. In multi-agency initiatives a New Zealand Government brand signature can be used in conjunction with other agency logos, or with the lead agency logo, as appropriate.

### Sponsorships/part-funding arrangements

Where appropriate, a New Zealand Government brand signature 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 brand in these situations include a sector conference or roading partnerships with local government. It is not appropriate that the all-of-government brand be used by non-governmental agencies contracted to do government work.

### Coat of Arms

The Coat of Arms remains a valid illustrative option for government agencies wishing to use an additional New Zealand Government symbol on their material. Government agencies currently using the Coat of Arms are still able to do so.

## Breadth of application

The table below outlines which government agencies are included in the scope of the brand application. Government ownership and proximity to government are the two primary considerations to brand implementation. For some Crown entities, it is also important that they are perceived as separate from government.

Category of Agencies	Implementation
Public Service departments	Implementation from 1 July 2007 (or earlier if agencies wish or as requested by Ministers).
Non-Public Service departments in the Executive branch of government	Implementation from 1 July 2007 (or earlier if agencies wish or as requested by Ministers).
Crown Agents eg Accident Compensation Corporation, Housing Corporation, Transit New Zealand	Following an engagement process, implementation (where practical and appropriate) to take place from 1 October 2007. Agencies can use the brand earlier if they wish.
Autonomous Crown Entities (ACEs) eg Lotteries Commission, Te Papa, Mental Health Commission, Retirement Commission.	Are excluded from the current implementation. However, those agencies wishing to use the all-of-government brand are able to do so.  Could be invited to take part by Ministers at a later stage through a Letter of Expectation.
Independent Crown Entities (ICEs) eg Securities Commission, Human Rights Commission	Are excluded from the current implementation. However, those agencies wishing to use the all-of-government brand are able to do so.  Could be invited to take part by Ministers at a later stage through a Letter of Expectation.
Other categories of Crown entity, namely: <ul style="list-style-type: none"> <li>School Boards of Trustees</li> <li>Crown entity companies on Schedule 2 of the Crown Entities Act 2004 eg Crown Research Institutes, Television New Zealand, Radio New Zealand</li> <li>Tertiary Education Institutions</li> <li>Crown entity subsidiary companies</li> <li>State-owned enterprises.</li> <li>Organisations listed on the 4th Schedule of the Public Finance Act</li> </ul>	Are excluded from the current implementation. However, those agencies wishing to use the all-of-government brand are able to do so.

## Exemptions

There may be situations where an agency believes the use of any of the all-of-government brand options will impact negatively on its message or would be considered inappropriate.

In order to encourage use of the brand, it has been agreed by the Government that for the first year of use of the new brand, agencies should apply to the State Services Commissioner for exemptions.

The State Services Commissioner will make a decision on exemptions after considering the Brand Principles outlined earlier in this policy and the three categories for exemptions detailed below:

- Appropriateness of use: where there are public perception issues supporting use or non-use of the brand identity (eg 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 (eg social marketing campaigns that target the youth sector).
- Reduced participation rates: where use of an all-of-government brand can be demonstrated to impact negatively on audience participation or uptake levels (eg research that requires people to disclose private information).

The steps below outline the process agencies should follow to request an exemption.

- Exemption requests are to be made in writing to the State Services Commissioner.
- The chief executive of the agency (or the lead agency in multi-agency campaigns) must sign off on the agency request for the exemption for the use of the brand.
- The request for an exemption must provide supporting evidence for why this particular campaign or activity should be exempt from the use of the all-of-government brand (refer to categories above).
- The State Services Commission will consider the request and make a decision based upon the principles and guidelines outlined in this document and the nature of the evidence provided by the agency. The results of this decision will be communicated to the agency.
- Please allow two weeks for consideration of the exemption request.

The required exemption process after July 2008 will be determined by the State Services Commission after a review is undertaken of the implementation of the new brand and the level and nature of exemption requests.

## Quick guide

Query	Yes or no	Website or descriptor text	Where to use the brand
Do I need to apply the brand to my Internet sites?	YES	Website	It is not necessary for websites to be redesigned to fit the all-of-government brand, however the brand must be visible on the home page. Please also refer to the Government Web Guidelines. Existing <a href="http://www.govt.nz">www.govt.nz</a> references should be changed to <a href="http://www.newzealand.govt.nz">www.newzealand.govt.nz</a> .
Do I need to apply it to all of my marketing and communications material?	YES	Website – unless the campaign is based around a different website, in which case use the descriptor text	Advertising that is part of a public information or education campaign should carry an all-of-government brand. External publications must carry the brand.
Do I need to use the brand on small classified-type advertising?	NO		The brand does not extend to non-campaign small advertising eg job adverts, public notices etc.
Can I apply the brand to department stationery or forms?	YES	Website or text	Agencies can chose to use the brand on stationery etc. Such items as complex department forms can be excluded due to practical concerns such as available space. Exhaust stocks of existing stationery before ordering any stationery with the new design.
Do I need to put the brand on outdoor signs like billboards and posters?	YES	Website or text	Where practical. Examples of where the brand would not be practical to apply include where signage space is limited or where excessive costs would be incurred.
Can I apply for an exemption if the all-of-government brand conflicts with the marketing of a different website?	NO	In that case use the descriptor text	In order to encourage a consistent approach to online identification, government agencies are encouraged to use the format <a href="http://agencyname.govt.nz">agencyname.govt.nz</a> for their Internet home pages and in their promotional material.

Query	Yes or no	Website or descriptor text	Where to use the brand
Can I get an exemption if the all-of-government brand will harm the response to a campaign?	YES		See exemption process.
I have a campaign currently on air – do I need to modify it to now use the brand?	NO		The Government has agreed to a transitional approach to use of the brand in order to minimise costs to agencies.
Do I need to put the brand on cars or uniforms?	NO		The brand does not extend to rebranding uniforms or vehicles, but agencies can do so if they consider it appropriate.
Do I need to put the brand on material that has been written in Te Reo Māori?	YES	Text	Use Te Reo Māori option.

#### Portal linkage

The all-of-government web portal ([www.newzealand.govt.nz](http://www.newzealand.govt.nz)) can display information on its home page on agency initiatives or campaigns. This portal is visited by approximately 180,000 people per month.

To enable portal cross-promotion of major campaigns, agencies should email media releases or other promotional material at least two weeks before launch, to: [info@newzealand.govt.nz](mailto:info@newzealand.govt.nz)

#### Where can I go for further information?

Please contact the State Services Commission on [govt-brand@ssc.govt.nz](mailto:govt-brand@ssc.govt.nz) or phone 04 495 6600.

Further information can also be found at [www.ssc.govt.nz/govt-brand](http://www.ssc.govt.nz/govt-brand).

### Other useful guidance

Technical Style Guide on the All-of-Government Brand ([www.ssc.govt.nz/govt-brand](http://www.ssc.govt.nz/govt-brand))

Cabinet Guidelines on government advertising ([www.dpmc.govt.nz](http://www.dpmc.govt.nz))

Guidance on government advertising in an election year ([www.ssc.govt.nz](http://www.ssc.govt.nz))

Use of the Coat of Arms ([www.mch.govt.nz](http://www.mch.govt.nz))

Advice on briefing advertising agencies ([www.caanz.co.nz](http://www.caanz.co.nz))

Government procurement guidelines and guide to GETS tendering system  
([www.med.govt.nz](http://www.med.govt.nz))