

Our Ref DOIA 24-142

11 January 2024

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Tēnā koe ██████████

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Response to your official information request

Thank you for your official information request received on 28 November 2023 for:

1. All costs associated with the creation your agency's brand/logo. Including, but not limited to consultation, design, advertising, introducing the brand change, etc since 2017.
2. A timeline of all branding changes, and the corresponding total cost of each change.
3. The cost and names of all sub-brands or logos of your agency and when these were created or changed. For example, Te Whatu Ora has the smokefree 2025 sub-brand for their Smokefree 2025 campaign and Waka Kotahi has the Road to Zero sub-brand.
4. Ongoing costs associated with the development and upkeep of the agency's websites. This includes, but not limited to consultation, design, advertising, rolling out any website changes/updates, etc. Please give data for each year since 2017, along with the projected costs going forward.

Please find enclosed the information requested.

1. From February 2021, Land Information New Zealand (LINZ) updated its logo to lead with its pre-existing te reo name, Toitū Te Whenua. The design work was done internally, and changes (such as to letterheads) were rolled out at natural review points so as not to incur unnecessary cost.

Changes to office signage incurred a one-off cost of **\$5,856.70**.

2. We have interpreted the scope of the question to the timeframe of 2017 and beyond.

Date	Branding changes	Cost
August 2019	Updated brand colours, font, and publication templates to meet Government accessibility standards.	Work completed internally – no costs associated.

February 2021	Updated logo to lead with pre-existing te reo name.	Work completed internally – no costs associated.
2021	Updated office signage to reflect updated logo.	\$5,856.70
2023	Created 'land, sea, and waterway' patterns for internal and external branding.	Work completed internally – no costs associated.

3. LINZ has no sub-brands.
4. See **Attachment 1** for a breakdown of costs associated with the various LINZ websites.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note, this response letter outlining our decision on your request, **with your personal details withheld**, and any attached documentation will be published on the Toitū Te Whenua Land Information New Zealand website. This is likely to be published by 29 February 2024.

Nāku noa, nā



Karen Evison
Kaihautū Organisational Effectiveness (Acting)