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5 April 2023

Thomas A

By email: fyi-request-21926-522ac4e6@requests.fyi.org.nz

Tēnā koe Thomas

Request under the Official Information Act 1982 - Ara Institute of Canterbury Limited Brand Guidelines

Thank you for your email of 27 February 2023, requesting the following information from Te Pūkenga – New Zealand Institute of Skills and Technology (Te Pūkenga) trading as Ara Institute of Canterbury Limited (Ara):

I would like to request a copy of the Ara Institute of Canterbury Brand Guidelines. By Brand Guidelines, I refer to material that informs the use of the Ara Institute of Canterbury brand identity.

This letter provides a formal decision on your request under the Official Information Act 1982 (OIA).

The decision

A suite of five documents fall within scope of your request. Please find attached one of them titled:

- Ara Brand Specifications Manual

The other four documents are all publicly available through Ara's website. I provide you specific links to each of the four below:

- External and Internal Communications & Promotional Activities
www.ara.ac.nz/siteassets/documents---home/about-us/policies/general-administration/cpp101-communication-policy.pdf
- Sponsorship
www.ara.ac.nz/siteassets/documents---home/about-us/policies/general-administration/cpp118-sponsorship17.pdf
- Social Media
www.ara.ac.nz/siteassets/documents---home/about-us/policies/general-administration/cpp122-social-media-policy17.pdf

- Brand Management

www.ara.ac.nz/siteassets/documents---home/about-us/policies/general-administration/cpp125-brand-management-policy.pdf

You have the right to make a complaint to the Ombudsman under section 28(3) of the OIA if you are not happy with this response. Information about how to do this is available at www.ombudsman.parliament.nz or by calling 0800 802 602.

Ngā mihi



Peter Winder
Tumuaki | Chief Executive
Te Pūkenga – New Zealand Institute of Skills and Technology

