

2 August 2019

Dear [REDACTED]

Response to official information request: smiley face logo

I refer to your request for official information received Friday 5th July 2019 relating to the Porirua City Council Smiley Face Logo total cost of designing the logo, when it was first published/utilised, rationale used at the time and full cost for rebranding when the logo was introduced. We have processed your request under the Local Government Official Information and Meetings Act (LGOIMA) 1987.

The 'smiley face logo' you refer to, is from a series of social media avatar files which were designed and supplied to Porirua City Council for the cost of \$875 (ex GST). It is not possible to provide an itemised cost for just the smiley face one. It was first used on 3 April 2017. The rationale for this design is that it reflects our desire for Porirua City to be seen as friendly and welcoming and the style connects with our youthful population. 40% of Porirua's population is aged 26 or under, and one of the Council's strategic priorities is 'children and young people at the heart of our decisions'.

The full rebrand project, including the Porirua City logo, began in January 2017 and has been gradually rolled out as budgets allow. The rebrand was prompted by a desire to improve customer experience and be more customer focused – shifting from a focus on the Council to a focus on Porirua City. It was guided by feedback from residents about wanting to feel informed, understood and important. The new brand has given us a consistent and cohesive set of tools and products to apply to our ongoing communications and marketing.

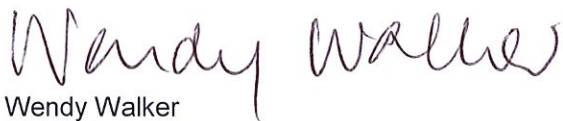
Below is a cost breakdown of work commissioned relating to the rebrand.

Strategy development, brand development, and brand guidelines	\$30,000
Design of collateral, print templates, electronic templates, animation, stationery, advertising, banners, certificates, rates letter and assessments (includes the social media avatars described above)	\$28,775
Brand architecture, naming and design for Te Rauparaha Arena (including Arena Aquatics, Arena Fitness, Arena Events, Arena Activities, Cannons Creek Pool) and Porirua City libraries (including five branches)	\$8,850
Photo library based on the new brand look and feel (includes the creation of content which is used Council-wide)	\$24,991
Update to brand guidelines incorporating work done in the gradual roll-out	\$5,260

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. The address for the Office of the Ombudsman is PO Box 10152, Wellington 6143.

If you wish to discuss this decision with us, please feel free to contact [REDACTED]
[REDACTED]

Ngā mihi



Wendy Walker
Chief Executive
Kaiwhakahaere Matua