

# ***Guidelines for the use of the New Zealand Police Brand and uniform items***

If you are involved in making content for TV or online, live theatre drama, a documentary, film or production (fictional or non-fiction), or advertising that involves characters playing Police - we have developed these guidelines to help you.

New Zealand Police (NZ Police) is working with the community to make New Zealanders be safe and feel safe - this includes ensuring people are representing the NZ Police brand in a way that is representative of our organisation and our values.

The aim of these guidelines is to provide clarity to film makers, production companies, commercial agencies, advertising agencies, student film schools, or anyone else that is enquiring about the use of official branded items for the NZ Police uniform, other generic police items, and use of the NZ Police brand.

# Legal information

The use of the NZ Police Crest and the Coat of Arms\* is addressed in the Flags, Emblems, and Names Protection Act 1981 (the Act). This includes the use of the NZ Police logo (as it includes the NZ Police crest).

Section 13 of the Act refers to ‘unauthorised use of State emblems’\* and the use of emblems that is likely to cause anyone to believe that ‘sanction, approval, appointment or patronage of Her Majesty’s Government, or of a Minister of the Crown, or of any Government department’ has been given.

In simple language this means that the NZ Police Crest and the Coat of Arms is for use by NZ Police only, or is only used under the authority of NZ Police.

\*The Coat of Arms used within the NZ Police Coat of Arms represents the sovereign nature of New Zealand and the Government's authority. It is for government use only. Any use outside of government must have permission from the Ministry of Culture and Heritage.

## The definition of an emblem

The full definition of an emblem in the Act is any ‘device, seal, mark, trade mark, badge, symbol, design, logotype, or other distinctive sign of identification; and includes any representation thereof, whether on any flag, banner, sign, or other printed or written material, or by way of any pictorial representation or other visual image, or otherwise’.

This means any crest, badge, emblem, design or other distinguishing article used, worn, or carried by any Police employee while on duty. This includes the use of the Police Crest on police vehicles.



NZ Police Crest



New Zealand Coat of Arms



NZ Police Coat of Arms



New Zealand Police Logo



# Official NZ Police branded items

Because NZ Police own any official Police branded items, all requests for the use of these must come through NZ Police’s Marketing and Brand team.

This includes items such as the NZ Police hat, shirts, jackets, belts and any items that feature the NZ Police Crest and/or Coat of Arms.

Official NZ Police branded items are those elements of NZ Police uniform or associated items that NZ Police own — anything with the Police Crest, Coat of Arms, design or other distinguishing item used, worn, or carried by any NZ Police employee while on duty. This extends to the use of the Police Crest and Coat of Arms on police vehicles.

## Fictional productions

Requests for use of NZ Police branded items featuring the NZ Police Crest or Coat of Arms **will not be approved** for any fictional productions.

## Non-Fictional productions

Requests for the use of NZ Police branded items for non-fiction use will be determined based on a number of factors, including (but not limited to):

- ▶ How reflective the script of the production is to the event that NZ Police were involved with.
- ▶ Any impact the production may have on victims e.g. will it cause distress?
- ▶ Alignment with the values of NZ Police.
- ▶ General ethics and values aligned to the production.

We will use our discretion in making this judgement.





# How do I request official NZ Police branded items that include the NZ Police Crest and/or the NZ Police Coat of Arms?

All requests for use of official NZ Police branded items need to follow this process:

### Step 1

Complete an Application to Hire Police Uniforms form and email it to [brand@police.govt.nz](mailto:brand@police.govt.nz). Application forms are available online at [www.police.govt.nz/brand](http://www.police.govt.nz/brand) or through approved uniform hire companies (see Appendix 1).

### Step 2

In addition to the application form, these requests should be accompanied by any relevant scripts and dialogue that are part of the production.

### Step 3

If approved and signed by NZ Police, the request can be progressed with the approved uniform hire company (see Appendix 1). Part of the application process involves signing up to the conditions of use. These must be carefully observed.

### Note for all approved uniform hire companies:

Please ensure all request forms have been submitted to [brand@police.govt.nz](mailto:brand@police.govt.nz) and signed-off by NZ Police before you confirm the hiring of any items.

NZ Police own all NZ Police articles so there should be no hireage of such items without permission from NZ Police. Non-adherence to this may result in NZ Police requesting the items back.

Official NZ Police branded items are those elements of NZ Police uniform or associated items that NZ Police own — anything with the Police Crest, Coat of Arms, design or other distinguishing item used, worn, or carried by any NZ Police employee while on duty. This extends to the use of the Police Crest and Coat of Arms on police vehicles.





# How do I request generic Police uniform items that don't include the NZ Police crest or Coat of Arms?

Requests for the hiring of generic Police uniform items\* can be made directly to approved uniform hire companies (see Appendix 1).

NZ Police do not need to be involved for approval of requests for generic uniform items (unless the request involves the use of Police characters for commercial organisations or advertising campaigns). Please be aware of the guidance regarding impersonation referred to on page 7.

NZ Police do not loan out uniforms or other items such as radios, handcuffs, tactical equipment including batons, other protective equipment or firearms. Similar items can be sourced commercially but please be aware of the firearms licensing conditions and legal requirements surrounding the safe carriage, ownership and storage of firearms.

Even 'lookalike' firearms can cause unnecessary alarm when carried in public.

Generic Police items are parts of the NZ Police uniform that do not include the Police logo, the Police Crest, or the Coat of Arms.

This includes items such a police trousers or body armour (outer only and with the NZ Police Crest removed).

**Note for all approved uniform hire companies:**

Please ensure all uniform hire requests (for generic police uniform items) involving police characters for commercial organisations or advertising campaigns are sent to [brand@police.govt.nz](mailto:brand@police.govt.nz)





# Can I create a different Police Crest or Coat of Arms for a production, drama, film, or advertising?

Yes you can. It’s not illegal to create a made-up police uniform, crest, or coat of arms – however these distinctive crests and emblems will need to be clearly distinguishable from the official NZ Police Crest or Coat of Arms.

Even with a different design or look to official NZ Police items, you will still need to take care to ensure people are not left with the impression that the items are official.

Wearing police look-a-like uniforms in public may amount to an offence. Please ensure any look-a-like Police Crest or Coast of Arms are sent to [brand@police.govt.nz](mailto:brand@police.govt.nz) for approval.

Use of a Police article or the word 'Police' in a manner likely to lead to a person to believe the activity is endorsed or authorised by the Police, will breach s49 of the Policing Act.



Credit: Wellington Paranormal — TVNZ



## Can I use the NZ Police logo?

All use of the NZ Police logo (in any format) must come through NZ Police for approval.

Use of the NZ Police logo implies endorsement or support. All logo use requests can be sent to [brand@police.govt.nz](mailto:brand@police.govt.nz).

It is illegal to make unauthorised use of words suggesting government patronage (Section 14 of the Flags, Emblems, and Names Protection Act 1981).



# Can I hire Police branded vehicles?

Official NZ Police branded cars are not available for loan or hire.

Vehicles with livery (or design) that look similar to operational NZ Police cars can be hired through some companies in New Zealand. Assistance with sourcing these vehicles can be made through approved uniform hire companies (see Appendix 1).

Because these cars may look similar to operational NZ Police cars, they need to have their light bars covered and not be driven on the roads to filming locations by actors wearing a look-a-like NZ Police uniform. This reduces the risks of the public confusing them with operational Police vehicles.

Any cars that can be hired, must not include the NZ Police Crest or the Coat of Arms as part of vehicle livery/design.



## Can we use Police characters in advertising campaigns?

Yes – but you need to run your scripts/proposals by NZ Police first for approval of any characters being portrayed as Police staff.

Use of advertising that includes NZ Police branding implies endorsement or support of such messaging so it is required that a formal request is made. All requests can be sent to [brand@police.govt.nz](mailto:brand@police.govt.nz)



Credit: NZTA, Less Speed, Less Harm Campaign



# Appendix 1: Approved uniform hire companies

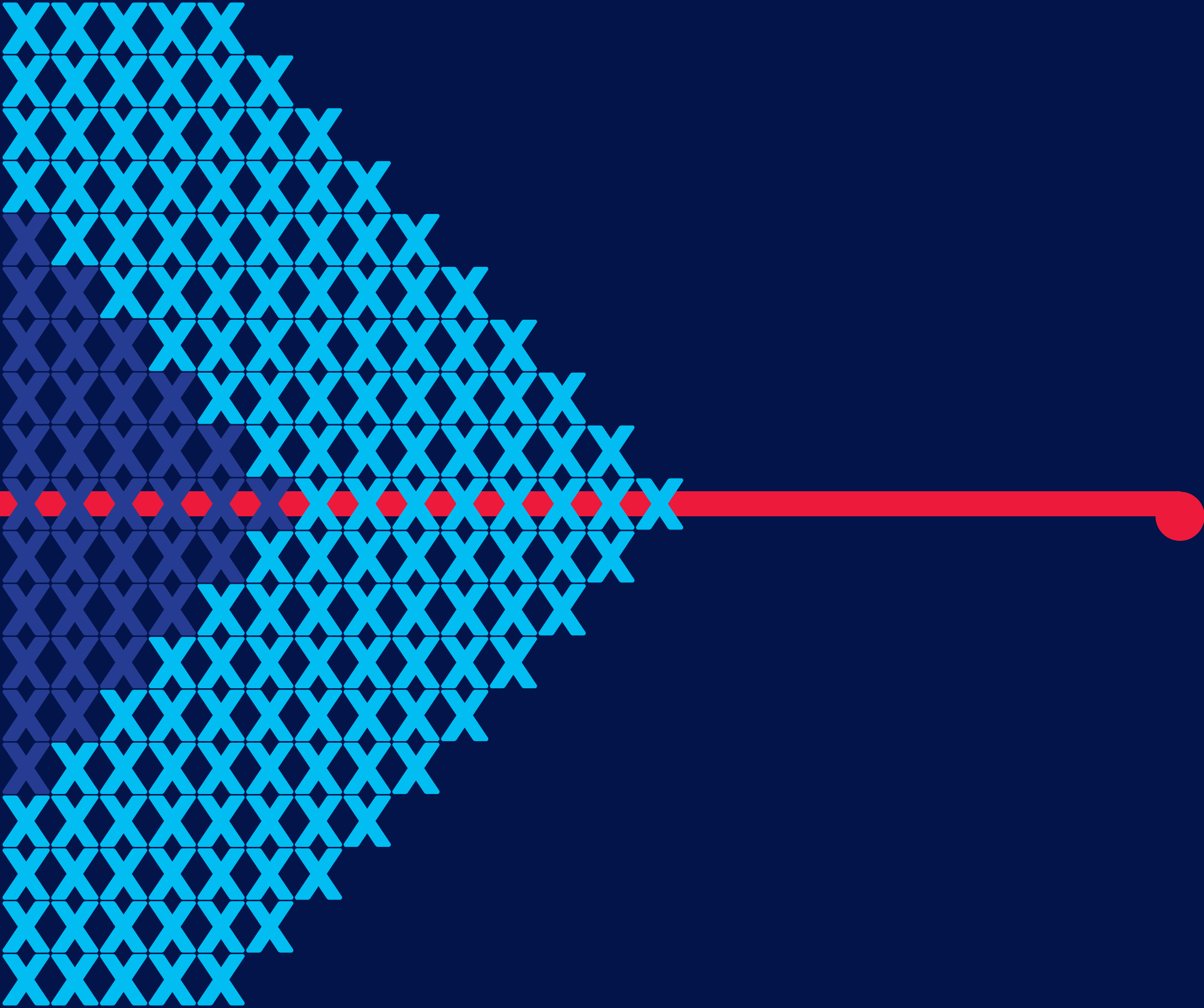
First Scene Industry Hire, Auckland  
Contact: Miranda Russell  
productions@firstscene.co.nz

The Cop Shop  
Contact: David Young  
Phone: 027 490 3820  
thecopshopnz@gmail.com

An 'Application to Hire Uniforms' form must be approved and signed by NZ Police before the request can be progressed by approved uniform hire companies.







NEW ZEALAND  
**POLICE**  
Ngā Pirihimana o Aotearoa