



PUBLIC SEAL OF NIUE & COAT OF ARMS

General Information and Usage Guidelines

Seal of Niue Act 2021

Seal of Niue and Coat of Arms Regulations 2021

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1. INTRODUCTION

General Information

1.1 Background

In 1974 Niue became a self-governing state in free association with New Zealand.

The Niue Constitution provides that there shall be a Public Seal of Niue (in this Constitution referred to as the Seal of Niue), to be in such form or forms as the Cabinet from time-to-time approves¹.

The Seal of Niue may be used by the Speaker for the authentication of any public document in relation to the Government of Niue or for the execution of any document required by law to be executed under the Seal of Niue².

The Seal of Niue shall be in the custody of the Speaker³. Judicial notice shall be taken of the Seal of Niue in all Courts⁴.

In 1974, the Constitution provides that until the Cabinet approves a different form or forms, the Seal of Niue established by Article 15 of this Constitution shall be in the form or forms approved by the Executive Committee for the Seal of Niue established by section 7 of the Niue Act 1966 (as substituted by section 3 of the Niue Amendment Act 1971)⁵.

At the time of self-government, Cabinet agreed to continue to use the New Zealand Coat of Arms as the Public Seal of Niue. This was a temporary measure until the Cabinet approves a different form or forms as envisaged in the Niue Constitution. Cabinet has since approved the Niue Coat of Arms under the Seal of Niue Act 2021 and the Seal of Niue and Coat of Arms Regulations 2021.

1.2 Public Seal for Niue

As a young nation Niue has come a long way to creating its own identity and positioning itself to stand out in the world through its diplomatic partnerships and regional and international relations. Niue requires a Public Seal that represents Niue and all its distinct features in particular cultural significance, country history, and geographical appropriateness for the seal of Niue.

The Public Seal of Niue is a fundamental part to foster Niue's position in the world and will be symbol for all Niueans. It reflects the features that sets Niue apart as a country, has a design that is acceptable by Cabinet and the people of Niue and will sustain Niue's political dynamics.

Requests for permission to use the Arms/Public Seal outside the authorised uses detailed in these guidelines – such as in educational publications and media and use by Niuean's representative national sporting teams participating in international competitions – should be directed to the Department of the Premier and Cabinet.

¹ Article 15(1)

² Article 15(3)

³ Article 15(2) and section 3 of the Seal of Niue Act 2021

⁴ Article 15(4) and section 5 of the Seal of Niue Act 2021

⁵ Article 81

1.3 Design

On 14 December 2016 a notice was issued by the Tāoga Niue Department seeking submissions of designs for the Niue Coat of Arms that will be a Public Seal of Niue by way of a competition.

Winning design submitted by Kenneth Green is the winning design, subject to some modifications



Figure 1 Cabinet approved Kenneth Green's design

Using this design, Taoga Niue worked with New Zealand Mint for a final design following consultation with New Zealand Herald of Arms, Mr Philip O'Shea.



Figure 2 Final Design

On the 16th February 2021, the Governor General of New Zealand Her Excellency the Rt Hon Dame Patsy Reddy signed of on the Public Seal of Niue.

1.4 Explanation

The nation of Niue is bound to God and respects the Queen of England as its Head of State. The government and its people are joined together in defending, fostering and strengthening the values of the nation which are represented by the unique environment we all live in.

“Atua, Niue Tukulagi - God, Niue Eternally”

Crown	The Crown represents the Sovereign as the Head of State. It also represents Niue’s historical affiliation with Great Britain and the arrival of the Gospel.
Outer Circle	The Outer Circle represents the 14 villages of Niue and is in the form of a traditional Niue garland that is presented at ceremonies as a gift that symbolises honour and respect. The traditional Niue design represents the binding of Niue to the rest of the world, with the world being represented by the circular shape of the design. The crown resting on top of the garland shows the utmost and respect and honour the people of Niue have for the Sovereign. But most significantly for the tagata Niue, the Outer Circle depicts an umbilical cord; the spiritual connection of the <i>tagata Niue</i> to the land and the ocean that surrounds it.
Inner circle	The Inner Circle represents the natural and unique environment of Niue. The fonua (land) is nurtured to provide for the sustainability of the tagata Niue and the spirit of togetherness by the people to gather, guard and protect its natural resources. The triangular shapes within in the Inner Circle represent their frequent use in traditional Niue hiapo designs, and also signify the jagged coral and the harsh coastal environment of Niue frequently described as a rock within Polynesia.
Tree	The tree represents life and the designs of the flora of Niue. The designs selected for this concept are based on the original Niue Hiapo and represent life on Niue and sustenance and culture of Niue and the tagata Niue as well as sustainable growth and prosperity.
The two cleaving clubs	These are traditional Niue clubs katoua that represent defence and security. The clubs are bound as they signify the togetherness of Tafiti and Motu in taking Niue forward, encompassing the vision of the nation, “Working Together to Protect the People and the Environment”.

Explanatory Note to the Colour Code (and can be varied and according to significance of use)

Navy Blue

Navy blue is the ocean that surrounds Niue and the Heaven above that guides and provides for the people.

Dark Green

Green represents the unique natural and harsh environment of Niue.

Gold

Gold represents the warmth and love of the people towards one another including those who have special interests with Niue.

Raw sienna

Raw Sienna represents indigenous trees of Niue and their resilience, the Niue identity and its geographical makeup.

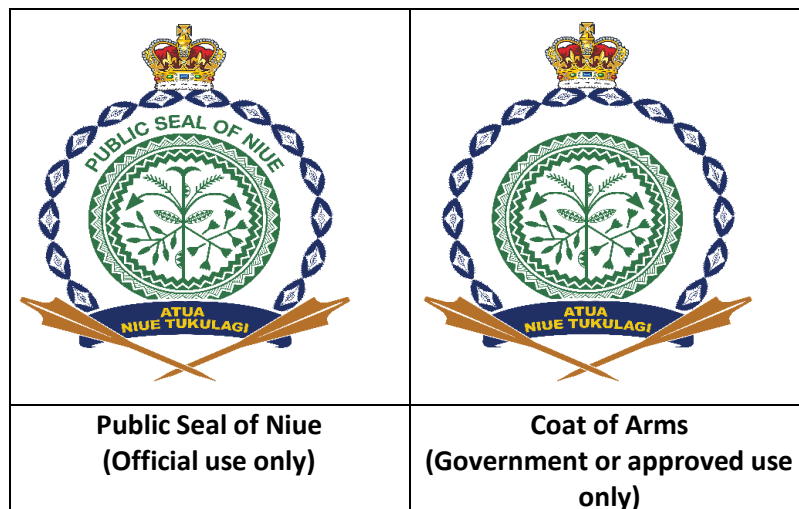
1.5 Further information

Any questions about the use of the Public Seal of Niue as advised in these guidelines, including its use by third parties, should be directed to:

The Office of the Secretary of Government
PO Box 40
Alofi 9974
Niue
Ph. +683 4308
Email: niue.secgov@mail.gov.nu





2. FORMS OF THE ARMS

There are 2 versions of the Arms which may be used for various purposes – the colour version with the words “Public Seal of Niue” and the version without these words.



2.1 Colors for the Arms



			
Official Authorized Use Only (Full Color)	Legislature (Parliament) (Red)	Judiciary (Black)	Public Servants (Dark Green)

3. AUTHORISED USES

The Seal of Niue and Coat of Arms Regulations 2021 stipulates the authorised uses of the Niue Public Seal and Coat of Arms as follows;

The Niue Public Seal and Coat of Arms is used by the Niue Government Ministries, Departments, Statutory and non-statutory authorities, the Legislative Assembly and courts and tribunals⁶.

The Premier, Ministers and Members of the Legislative Assembly may use the Arms in the course of their duties in the Assembly. The Arms may be used on Niuean currency, coinage and as an element on the insignia of Niue honours⁷.

The Public Seal of Niue is incorporated into the logos of Niue Government Departments and agencies subject to these regulations⁸.

The Arms may be used on products including: stationery; documents and publication; websites; signage; and staff ID cards⁹.

As an important and unique symbol, the Arms should be used with dignity and respect¹⁰, in particular:

- The Arms must not be used with political logos
- The dignity of the Arms should not be compromised by any adjacent signs or features (excluding edits to the arms approved by cabinet i.e., honours medals)
- The Arms should not be used as decorative or artistic element
- The Arms should not be overprinted with words or images

⁶ Section 1(1)

⁷ Section 1(2)

⁸ Section 1(3)

⁹ Section 1(4)

¹⁰ Section 1(5)

4. OFFICIAL USES

The Seal of Niue and Coat of Arms Regulations 2021 stipulates the official uses of the Niue Public Seal and Coat of Arms as follows;

4.1 Size and colour

The minimum width of the Arms on stationery and larger items should be 20mm¹¹.

On items such as name badges and identity cards where it may not be possible to adhere to this, the Arms may be altered in width, but must remain recognisable¹².

The conventional and stylised versions of the Arms should be reproduced in single colour only, not full colour, but may be reproduced in colours other than black on white. The use of colour should not compromise the dignity of the Arms¹³.

The Arms should not appear in a pastel or light colour on a light background colour, as a dark colour on a dark background or as a tint or stipple of any colour¹⁴.

Use of a black on white Arms on a particular product does not preclude the use of the Arms in a different colour palette on other products¹⁵.

The stylised version lends itself to reproduction in metal-coloured inks used on formal stationery¹⁶.

4.2 Placement on official documents and publications

The Arms should appear only once in a document¹⁷.

The Arms should always have prominence over and above other images and graphic elements. Where possible, the Arms should be placed at the top of the item it appears on and other logos, text or images should not be placed above or to the left of the logo¹⁸.

The Arms should not be overprinted with words or images¹⁹.

The Arms should not be used as decorative or artistic element or as a watermark, for example, in a publication, display or presentation²⁰.

¹¹ Section 2(1)

¹² Section 2(2)

¹³ Section 2(3)

¹⁴ Section 2(4)

¹⁵ Section 2(5)

¹⁶ Section 2(6)

¹⁷ Section 2.1(i)

¹⁸ Section 2.1(ii)

¹⁹ Section 2.1(iii)

²⁰ Section 2.1(iv)

For brochures and transitory communications such as television and print advertisements, the Arms may be placed elsewhere as appropriate²¹.

The Niue National Flag and the Arms may be used together, with the position of prominence taken by the Arms.

Certain documents need not require the Arms:

- Stationery, forms and printed matter for use within departments or agencies.
- Documents or promotional material co-authored jointly by the Government of Niue with another country government. However, with agreement of all governments in the joint project, the Arms of all participants may be displayed in the documents.
- Documents intended for a foreign audience presenting a whole of Niue view.
- Documents and stationery of Government of Niue trading enterprises must not use the Arms on material used when functioning in the marketplace.
- Private persons acting as the agents of the Government of Niue may use the Arms only if authorised to do so.
- The Arms must not be used on material with political logos.

4.3 Use in electronic media

Electronic media published by or on behalf of the Government of Niue should carry an image of the Arms to indicate the authority and source of the information. The Arms should be prominently located and reproduced accurately and in a size that enables it to be clearly identifiable²².

The guidelines for positioning the Arms in the place of prominence apply to electronic documents such as web pages²³.

The Office of the Secretary of Government (Media Officer) is responsible for Niue Government branding for the online environment.

4.4 Use on or in buildings

The Arms may be placed in a prominent position on the facades of buildings occupied by departments or agencies provided the dignity of the Arms is not compromised by any adjacent signs or features²⁴.

The Arms may be displayed on the external facades of buildings occupied by Government of Niue departments and agencies whether owned or leased²⁵.

The Arms may also be displayed indoors. Where a building incorporates the Arms on its facade, forming an integral part of the building, the Arms can be retained on vacating the building. Similarly, pre-existing Arms forming part of the fabric of a building can be retained on occupancy²⁶.

²¹ Section 2.1(2)

²² Section 2.2(1)

²³ Section 2.2(2)

²⁴ Section 2.3(1)

²⁵ Section 2.2(2)

²⁶ Section 2.2(3)

4.5 Use on uniforms

The Arms may be used on the uniforms of members of the government departments, agencies or any other approved bodies. For example, if used by the Niue Police, the name of the agency should appear under the Arms²⁷.

The Arms may be embroidered directly onto the uniform, on patches sewn to the cloth or in the form of metal badges or nameplates²⁸.

5. USE BY SPORTING BODIES

A Niuean person representing Niue in an international sporting event, or a national sporting team participating in international competitions may apply to Cabinet for approval for use of the Arms through the Secretary to the Government²⁹. Application for Use of Coat of Arms can be located under section 3 of the Seal of Niue and Coat of Arms Regulations 2021.

Once approved, the Arms may be displayed on the playing and dress uniform accompanying officials and their dress uniforms. Approval will not extend to the use on merchandise and sponsor's material³⁰.

Each approval is for one competition only. However, approval may be given for more than one competition where competitions of a like kind occur within a short period of time or sequentially within a given overseas tour³¹.

Each request will be dealt with on a case-by-case basis and requests will usually only be considered within four months of the commencement date of the competition³².

Should approval be granted, no advertising material or sponsorship is to be positioned near the Arms and no words or images are to be positioned above the Arms.

6. USE IN EDUCATIONAL PUBLICATIONS

Publishers may seek permission prior to the reproduction of the Arms in educational publications and media³³.

Approvals are considered on a case-by-case basis³⁴.

Requests should be directed to the Secretary the Government utilising the application form located under section 3 of the Seal of Niue and Coat of Arms Regulations 2021³⁵.

²⁷ Section 2.4(1)

²⁸ Section 2.4(2)

²⁹ Section 3(1)

³⁰ Section 3(3)

³¹ Section 3(4)

³² Section 3(5)

³³ Section 4(1)

³⁴ Section 4(2)

³⁵ Section 4(3)

The publisher is required to place the following words at the end of the text: “Approved use of the Coat of Arms by the Government of Niue”³⁶.

The Arms must not be produced on the cover or dust jacket of a book or shown in a way which might lead a reader to believe that the material is of Niue Government origin or has Niue Government endorsement³⁷.

7. COSTS

Where the use of Coat of Arms is approved for non-government body, all costs associated with the approval should be borne by the user³⁸.

8. OFFENCES

The Seal of Niue Act³⁹ stipulates a person commits an offence and is liable on conviction to a fine not exceeding one hundred penalty units and imprisonment for a term not exceeding two years, who-

- (a) Uses the Seal of Niue without prior authority;
- (b) Makes a copy or imitation of the Seal of Niue without prior authority

³⁶ Section 4(4)

³⁷ Section 4(5)

³⁸ Section 5

³⁹ Section 6