



## GOVERNMENT OF NIUE

MEDIA RELEASE

FOR IMMEDIATE RELEASE

### PUBLIC ANNOUNCEMENT – GUIDELINES FOR THE USE OF THE GOVERNMENT COAT OF ARMS AND PUBLIC SEAL OF NIUE

**Alofi Niue, 12 September 2023** - The Government of Niue takes pride in the Coat of Arms and Public Seal, which represent the values, history, and unity of our nation. This public announcement serves as a reminder of the appropriate and respectful use of the Niue Coat of Arms and Public Seal.

1. The Coat of Arms and Public Seal is reserved for official government communications, documents, and publications **only**. It should be used exclusively in contexts directly related to government functions, policies, and activities.
2. The Coat of Arms and Public Seal is a symbol of our nation's unity and authority. Its use should be respectful and in alignment with the values and principles upheld by our government. It should not be used in a manner that implies endorsement of personal opinions, affiliations, or non-governmental entities.
3. Any use of the Coat of Arms and/or Public Seal beyond official government purposes, requires permission from the appropriate authorities. This includes Government Departments utilizing the Coat of Arms on merchandise and marketing material. Individuals or organizations seeking to use the crest/seal for any purpose must obtain prior approval or permission to do so.
4. The Government of Niue reserves the right to take appropriate action against individuals or entities found to be using the Niue Coat of Arms and/or Public Seal in violation of these guidelines. Unauthorized use may result in penalties or legal action as deemed necessary.

These guidelines are established to ensure the dignified and respectful usage of the Niue Coat of Arms and Public Seal of Niue.

For any inquiries regarding the use of the Niue Coat of Arms and/or Public Seal of Niue or to request permissions, please contact the Office of the Secretary to Government. Thank you for your continued dedication to upholding the values and symbols of our nation and protection of our Niue Tàoga.

**END**

**For more information, please contact:**

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