

**WRITTEN QUESTION TO THE MINISTER FOR TREASURY AND RESOURCES  
BY DEPUTY K.G. PAMPLIN OF ST. SAVIOUR  
ANSWER TO BE TABLED ON TUESDAY 26th FEBRUARY 2019**

**Question**

Will the Minister provide a breakdown of the costs which have occurred, or been attributed, to the change in describing the executive branch of the machinery of government from the ‘States of Jersey’ to the ‘Government of Jersey’; and will she also provide a breakdown of predicted future costs in this area?

**Answer**

To date, there have been no additional costs attributed to the adoption of the ‘Government of Jersey’ identity. The Government of Jersey logo was designed in 2014, and this identity has been adopted, with some small design tweaks, by an in-house designer, for use on business cards, letter heads, email signatures, presentations, advertising and signage.

Additional future costs associated with the ‘Government of Jersey’ identity will be very limited, although these cannot be predicted at the present time.

The “Government of Jersey” logo will replace the “States of Jersey” logo on any government materials that are produced, once stocks of current materials (business cards and letterheads) are exhausted, so there should be no additional replacement costs.

In addition, the majority of letterheads are electronic and are printed onto plain paper. Letters and forms that require updating on systems will have this work done, wherever possible, at no extra cost, as part of routine system updates. Signs will generally only be replaced when they are life-expired, and any new signs will use the new logo, instead of the “States of Jersey” logo, with no additional costs.

However, where there is an identified need to implement the new identity in order to avoid customer confusion (for example on government websites and eforms), this will be done, on a case-by-case basis, at the lowest possible cost.