

# Unitec to Te Pūkenga brand transition

As we move towards full transition with Te Pūkenga over the coming months, you'll see the national body's brand appearing more and more alongside Unitec's. Here are some key co-branding dates:



### May - December 2022

Some items such as events, websites, email communications and social media to feature co-branding, where it makes sense. Others, including marketing and course materials, legal references and signage will move to full Te Pūkenga branding from 2023.



### Te Manu Tioro Tionga

Tikanga based consultation on Unitec brand & ingoa.



Te Pūkenga



UNITEC

CO-BRANDING

100% TE PŪKENG

April 2022

May 2022

August 2022

April 2023



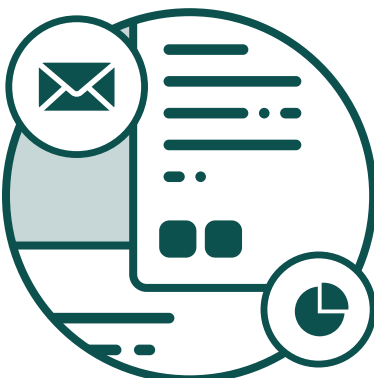
### April 2022

Drop-in sessions for staff via Teams to find out more about co-branding.



### May 2022

Taura (student) recruitment advertising in market: the first use of the co-branded logos.



### May 2022

Staff email signatures, document and presentation templates to feature co-branding.



### August/September 2022

Te Pūkenga launches its brand with a national advertising campaign.



### April 2023

Te Pūkenga now a single brand.