

27/09/23

By email to: [REDACTED]

Tēnā koe [REDACTED]

OFFICIAL INFORMATION ACT REQUEST 2023/42

On Thursday 31 August 2023 you made a request under the Official Information Act 1982 (the OIA) for the following information:

I am writing to request under the Official Information Act, the design used to make the "I Voted" sticker (for example as seen in [Remember to have your say and vote in the general election - New Zealand Parliament \(www.parliament.nz\)](#)).

The design used to produce the "I Voted" sticker includes two trademarked elements – the Electoral Commission logo, and Orange Guy, our election mascot.

Your request is declined under section 18(c)(i) of the Act because making this information available is contrary to the protections provided for a registered trademark under the Trademarks Act 2002.

The Orange Guy image is the trademarked brand of the Electoral Commission. Orange Guy is used by the Electoral Commission for the delivery of its information on enrolling and voting. To protect the political neutrality and integrity of the brand we must ensure that it is only associated with the conduct of official publicity or information campaigns by the Electoral Commission as part of its role to administer elections, by-elections and referenda.

We are however able to provide a version of the design that does not include the trademarked elements. In case you would still like this, it is attached.

In the interests of transparency, we release responses to Official Information Act requests every 3 months. We will publish this response with your personal details redacted.

You have the right under section 28(3) of the Act to make a complaint to the Ombudsman if you are not satisfied with the response to your request. Information about how to do this is available at www.ombudsman.parliament.nz or by phoning 0800 802 602.

Yours sincerely



Suzanne Knight-Tinirau
Manager, Communications and Education