

19/09/23

J Wright

By email to: fyi-request-24161-79fa5d85@requests.fyi.org.nz

Dear J Wright

OFFICIAL INFORMATION ACT REQUEST 2023/51

On the evening of Friday, 15 September 2023 you made a request under the Official Information Act 1982 (the OIA) for the following information:

I faithfully request every photo or render you possess of 'Orange Guy.' These photos and renders belong to the People of New Zealand, not the Electoral Commission, and these should be provided without delay.

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.

Brochures, posters, and other resources that use Orange Guy are available for individuals or organisations to share information about enrolling and voting. You can find these in the *Getting Involved* section of [elections.nz](https://www.elections.nz), here [Get brochures and posters for your community | Elections](#), and here [Order resources | Elections](#).

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



Kristina Temel
Electoral Commission