

4 May 2023

s9(2)(a)

Dear s9(2)(a)

Thank you for your request, received on 11 April 2023, for the following information under the Official Information Act 1982 (the Act):

- *“A total cost breakdown of the new Electricity Authority logo, including but not limited to:
 - Design costs
 - Consultation costs
 - Material costs i.e. shirts
 - Marketing costs, i.e brochures, posters and advertising
 - Other costs associated with the logo change
 - Any website renewals or updates as part of an overall rebrand”*
- *Please specify whether the design was done in house or by an external provider. If it was done externally please specify the name of the organisation and how much they were paid.”*

A cost breakdown of the new logo is included in the table below:

Product	Cost
Brand evolution and website refresh	\$75,000
External legal costs relating to trademark application	\$5,875
Sign for office lobby	\$3,963.53
Templates	\$4,772.00
Electricity Registry website logo update	\$5,351.72
	Total: \$94,962.25

The Electricity Authority’s (Authority) brand, including the logo, was refreshed on 1 April 2023 and we continue to work through implementation of the updated logo. The costs outlined above are the main costs incurred up to 11 April 2023. An additional minor expense may be incurred when we update our exhibition banners.

The logo design was done by an external provider, EightyOne. EightyOne were paid a total of \$79,772 for the brand evolution and templates.

There were costs incurred to update the logo on other websites managed by the Authority including the Authority's primary website. The cost to update the primary website with the updated logo was included in the cost of the brand evolution, as itemised in the above table.

The Authority's logo has remained the same since the Authority was established in 2010. The Authority needed to update the logo to:

- Make it adaptable across digital channels and ensure legibility across the digital environment.
- Pass accessibility standards to a NZ Government success criterion AAA level. In the previous logo, the te reo Māori logo text failed NZ Government accessibility standards against light backgrounds, while the English text failed against dark backgrounds.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this decision with us, please feel free to contact us by emailing oa@ea.govt.nz.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Sally Aitken', with a stylized flourish at the end.

Sally Aitken
Director – Communications and Engagement