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**Western University**

## **EGC DECISION**

January 25th, 2020

After conducting a diligent and thorough review, the Elections Governance Committee (EGC) has concluded that Zamir Fakirani has violated section 2.2 of the EGC Violations Policy. This violation occurred when Zamir Fakirani repeatedly distributed campaign materials with a predominant use of another candidate's declared campaign colour - which was pink. Consequently, the EGC has sanctioned Zamir with a warning. The full report is attached.

For further inquiries, please contact Julia Crump at [cro.intern@westernusc.ca](mailto:cro.intern@westernusc.ca).

**Candidate(s) under review:** Zamir Fakirani

**Deliberations:** January 25th, 2020

**Present:** CRO, DRO, [REDACTED]

1. Allegation(s)

- a. Zamir Fakirani repeatedly distributed campaign materials with a predominant use of another candidate's campaign colour - which was pink.

2. Violation Under By-Law #2/EGC Violations Policy

**a. Section 2.2 (EGC Violations Policy)**

Candidates shall campaign in accordance with the rules of fair play. Breaking the rules of fair play include but are not limited to: libel, slander, general sabotage of the campaigns of other candidates, intentional misrepresentation of fact, and malicious or intentional breach of this Policy or other applicable regulations.

3. Investigative Action Taken by the EGC

- a. Several committee members examined the evidence in question to determine the validity of the allegation. Through this, the committee was able to determine these actions warranted a violation.
- b. Fakirani was requested to come in for a hearing on January 25th in order to follow up with the allegation. He attended the hearing, accompanied by one of his campaign managers.
- c. Fakirani had 3 main arguments for why he believed he had not violated section 2.2 of EGC Violations Policy:
  - i) He argued that in previous years, candidates were allowed to use different shades of their campaign colour without being penalized (see Exhibit 1).
  - ii) Based on RGB values, he argued that the colour used in his campaign material is in fact "light red", not pink (see exhibit 2).
  - iii) He argued that pink is not a different enough colour than red to be distinguishable.
- d. The Committee disagrees with Fakirani's arguments for the following reasons:
  - i) Regardless of the fact that the EGC is not bound by precedent, the argument about previous years' campaigns does not apply because the candidates in question (Cat Dunne and Bardia Jalayer) used shades of pink which did not overlap with other candidates' campaign colours.
  - ii & iii) He was aware that the colour pink was the declared colour of another candidate. He acknowledged this in the hearing, stating that he in fact tried to stay away from pink, green, and blue. However, the Committee determined that there was a predominant use of pink throughout Fakirani's campaign materials. For example, the background of his website has significantly more pink than red (see exhibit 3). Additionally, numerous graphics and other pieces of campaign material had significantly more pink than red (see exhibit 4).

Finally, the Committee also unanimously agreed that the colour in question used in Fakirani's campaign materials would most reasonably be perceived as pink by the average person, hence the technicality behind the RGB values does not apply. For these reasons, the Committee believes that Zamir did not take reasonable precaution to prevent the violation from occurring.

4. The EGC's Findings

- a. The EGC determined the use of the colour pink to have negatively impacted Parker Thomlinson's campaign by undermining his primary use of the colour in his campaign and thus, its use constituted a violation of section 2.2 of EGC Violations Policy.

5. Decision

- a. In committee quorum, the EGC unanimously agreed that Zamir Fakirani is in violation of section 2.2 of EGC Violations Policy, which is considered a non-disqualifiable offence.
- b. The EGC demands that going forward, Zamir Fakirani's campaign cease using the colour in question from all campaign materials. Furthermore, we request that the Fakirani campaign team update existing campaign materials with colours that cannot be reasonably perceived as pink.

Approved for release:

Julia Crump  
Chief Returning Officer, USC  
Elections Governance Committee

Exhibit 1: Previous years' candidates' campaign material (Provided by Zamir Fakirani)



## Exhibit 2: RGB Values (Provided by Zamir Fakirani)

### Light red [\[edit\]](#)

At right is displayed the color *light red*. Though very similar to *pink*, this shade of *red* is roughly 50% lighter than *red*.

Light red	
<b>Color coordinates</b> ⓘ	
<b>Hex triplet</b>	#FF7F7F
<b>sRGB<sup>B</sup> (r, g, b)</b>	(255, 127, 127)
<b>CMYK<sup>H</sup> (c, m, y, k)</b>	(0, 50, 50, 0)
<b>HSV (h, s, v)</b>	(0°, 50%, 75%)
<b>Source</b>	X11 color names <sup>[30]</sup> HTML/CSS <sup>[7]</sup>
<b>ISCC–NBS descriptor</b>	Vivid yellowish pink
<b>B:</b>	Normalized to [0–255] (byte)
<b>H:</b>	Normalized to [0–100] (hundred)

### Pink [\[edit\]](#)

*Main article: Pink*

At right is displayed the [web color pink](#). Besides being a light tint of [red](#), *pink* is often considered to be a basic color term on its own.

Pink	
<b>Color coordinates</b> ⓘ	
<b>Hex triplet</b>	#FFC0CB
<b>sRGB<sup>B</sup> (r, g, b)</b>	(255, 192, 203)
<b>CMYK<sup>H</sup> (c, m, y, k)</b>	(0, 25, 20, 0)
<b>HSV (h, s, v)</b>	(350°, 25%, 100%)
<b>Source</b>	X11 color names <sup>[30]</sup> HTML/CSS <sup>[7]</sup>
<b>ISCC–NBS descriptor</b>	Strong pink
<b>B:</b>	Normalized to [0–255] (byte)
<b>H:</b>	Normalized to [0–100] (hundred)

### Exhibit 3: Zamir Fakirani's website

The screenshot shows the top portion of a website for Zamir Fakirani, running for USC President. The header includes the name 'zamir fakirani FOR USC PRESIDENT' and a navigation menu with links for 'About', 'Platform', 'Experience', 'Get Involved', 'Resources', and 'Vote'. The main content area is divided into two sections. The first section, titled 'PLATFORM' with the sub-header 'By the Students, for the Students', features a photograph of Zamir Fakirani in a red jacket and a 'My Platform' button. The second section, titled 'MY EXPERIENCE' with the sub-header 'Experience is Everything', features a photograph of a building and a 'My Experience' button. Below these sections is a white box titled 'Need a reminder to vote?' which contains a form with fields for 'NAME', 'PHONE NUMBER', and 'E-MAIL', and a red 'REMIND ME!' button with a bell icon.

zamir fakirani  
FOR USC PRESIDENT

About Platform Experience Get Involved Resources Vote

PLATFORM

## By the Students, for the Students

Through countless conversations with students and years of lived and learned experiences, I've developed a vision for the USC with everyone in mind.

My Platform

MY EXPERIENCE

## Experience is Everything

In order to re-energize the USC, the President needs to have tangible experience in policy and programming. I've come prepared.

My Experience

### Need a reminder to vote?

We get it; you're busy. Don't worry, we will remind you when it's time to cast your ballot with a quick message! Plus, your information will be deleted immediately after polling ends.

NAME  
Enter your name

PHONE NUMBER  
(###) ### - ####

E-MAIL  
@uwvcs

REMIND ME!



Exhibit 4: Additional campaign material



**student life**

**respect, support, and stand by our Sophs**

Our Sophs are the cornerstone of incoming students' first-year experience. This year, however, they have been challenged with additional responsibilities, while being subject to blame for the difficult and unprecedented consequences of COVID-19. I will fight for our Orientation volunteers, particularly by demanding fairer standards and changing the narrative surrounding their role in fostering a safe and positive residence experience. I will also advocate for an earlier N-Week, which will give sophs more time to isolate and prepare their floors.

**clubs week**

I will host a carousel-style Clubs Week on Health Sci Fields that will rotate different categories of clubs on a daily basis. For example, Monday can be our business and finance clubs day and Tuesday can be our athletic clubs day. This way students can safely come out and interact with the communities they are drawn to in person, in addition to the pre-existing online Clubs Week programming.

**improve our connection with Greek life**

Fraternities and sororities play an important role in creating Western's renowned student experience. Unfortunately, they are not adequately supported by the University and the USC. I will create agreements between Greek Life organizations and the USC to ensure fraternities and sororities are not shafted from accessing USC spaces in the UCC, gain observer status at Council meetings where they can advocate for their peers' needs, and invite further collaboration on mental health initiatives.

**food trucks forever**

there's nothing students love more than the cheap and convenient food. I will ensure food trucks are placed permanently in practical locations around campus so students can always have access to the food they love, on the go.

 **votezamir.com**  
 **@votezamir**  
 **/votezamir**

