

Provider toolkit

A guide to using the National Bowel Screening Programme resources



National
Bowel
Screening
Programme

VERSION 5 OCTOBER 2021

[New Zealand Government](#)

Introduction

This is the new visual identity for the National Bowel Screening Programme.

Please contact your Senior Relationship Manager:

- to approve any new material using the design elements of the new brand
- if you require a new element to be designed
- for permission before progressing to print and dispatch.

If you require any high-resolution artwork elements please contact the National Screening Unit with your request.

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National Bowel Screening Programme

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DDI: 04 816 2689

The toolkit has been split into two sections:

SECTION 1 for providers

This section contains Microsoft Word .docx templates for you to download, add your own text and print out in house for use and/or supply to a third party e.g. the print adverts for the local newspaper, local community groups or other providers etc.

SECTION 2 for professional printing

This section contains artwork files that you can send to a printer to professionally print as and when required.

Brand quick guide > FLOWER DEVICE & COLOURS

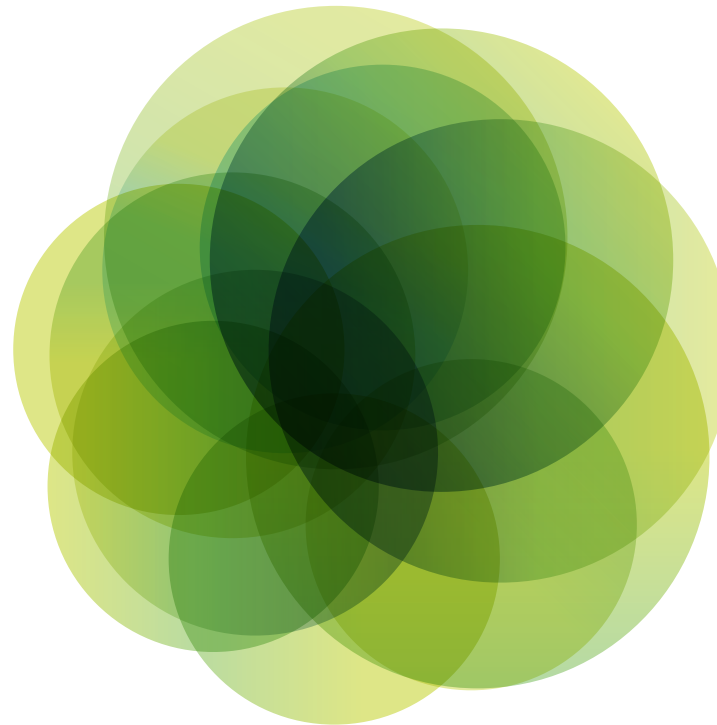
The NBSP flower device is a colourful representation of the community coming together. It can be used with imagery and also as a holding device for logos, typography and messages.

The flower device is versatile and can be cropped within a template to create interesting compositions.

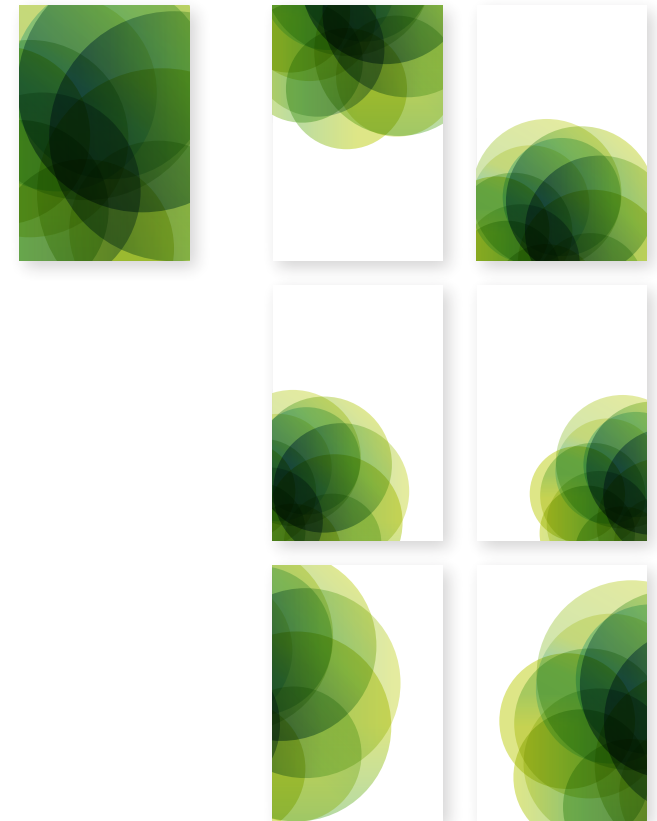
The flower is made up of individual colours. You can use the colours provided here.






NOTE:

Contact the National Screening Unit for the flower artwork or additional advice on the brand guidelines.



Cropping and usage



						
Used for professional design & printing	C	25	55	70	70	0
	M	0	0	0	0	0
	Y	65	80	100	100	20
	K	0	0	15	40	
Used for office PC documents	R	198	124	68	45	209
	G	221	195	161	125	211
	B	127	102	63	47	212

Brand quick guide > OUR LOGO

The Time to Screen logo can be used over the flower device and imagery. It is best sitting against a darker background and is at the designer's discretion to make sure the logo is legible.

A black logo can be used for single colour printing.



Brand quick guide > OUR FONTS

These are our fonts.

Headline font Archer, Gotham for all other print copy.

PC system fonts

When Archer and Gotham are not available use: Rockwell for titles, Arial for subheadings and body copy.

Online

For online use Roboto Slab and Open Sans.

IDENTITY FONTS

Archer Bold

Headline

Gotham black

Sub headlines

Gothic book

Body copy

PC SYSTEM FONTS

Rockwell Bold

Headline

Arial Bold

Sub headline

Arial Regular

Body copy

Section 1 for providers

STANDARD POSTER

The following pages contain templates for you to use to create your own posters. These templates have been created in Microsoft Word and have been designed with a white border so that they can be printed out on office printers.

File names:

HP6822_NBSP_Poster_Generic_A3.doc

HP6822_NBSP_Poster_Generic_A4.doc

This little test helps find bowel cancer early

The test is simple and clean, and you do it at home.

The National Bowel Screening Programme is providing **free** screening to people aged 60 to 74 years who are eligible for publicly funded health care.

Time to screen
National Bowel Screening Programme
New Zealand Government

TO FIND OUT MORE GO TO www.timetoscreen.nz
Free phone **0800 924 432**
or talk to your doctor

HP6822 March 2018


Section 1 for providers

STATEMENT POSTER

File names:

HP6823_NBSP_Statement_Poster_A3.doc

HP6823_NBSP_Statement_Poster_A4.doc



*'I'm doing this
for me and my
family'*

**Time to
screen** National
Bowel
Screening
Programme

My body, my health, my future

MINISTRY OF
HEALTH
New Zealand Government

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HP6823 March 2018

Section 1 for providers

CUSTOM POSTER

This template allows you to insert your own event information and image of a woman from your community.

You can also add your own logo to the bottom lefthand side.

File names:

HP6824_NBSP_Custom_Poster_A3.doc

HP6824_NBSP_Custom_Poster_A4.doc

Headline and text block is editable to tailor your message

Image can be swapped out for another one

Provider logo may be placed in this clear space

Free bowel screening is coming to sample town

The clinic will be at 123 Sample Street from 18–21 July

Time to screen

National Bowel Screening Programme

My body, my health, my future

MINISTRY OF HEALTH
New Zealand Government

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HP6824 March 2018

Section 1 for providers

EMAIL SIGNATURE

You can include these in your email signature. These are available as JPEGs, which will be small in file size to keep the email size down.

You can hyperlink the banner so users can click through to the website www.timetoscreen.nz/bowel-screening



File name:

TTS_NBSP_email_signature.jpeg

Section 1 for providers

ONLINE SOCIAL IMAGES

These images can be used in online social media posts.



File names:

NBSP_social_media_tile1.jpeg



NBSP_social_media_tile2.jpeg

Section 2 for professional printers

STANDARD POSTER

File names:

HP6822_NBSP_Poster_Generic_A3.pdf

HP6822_NBSP_Poster_Generic_A4.pdf

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helps find bowel
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The test is simple and clean, and you do it at home.

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Time to screen
National Bowel Screening Programme

HEALTHY
New Zealand Government

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HP6822 March 2018

Section 2 for professional printers

STATEMENT POSTER

File names:

HP6823_NBSP_Statement_Poster_A3.pdf

HP6823_NBSP_Statement_Poster_A4.pdf



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HP6823 March 2018

Contact

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