

Provider toolkit

A guide to using the BreastScreen Aotearoa resources



BreastScreen
Aotearoa

VERSION 2 MAY 2022

New Zealand Government

Introduction

This is the new visual identity for BreastScreen Aotearoa.

Please contact your Portfolio 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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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 BSA 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.

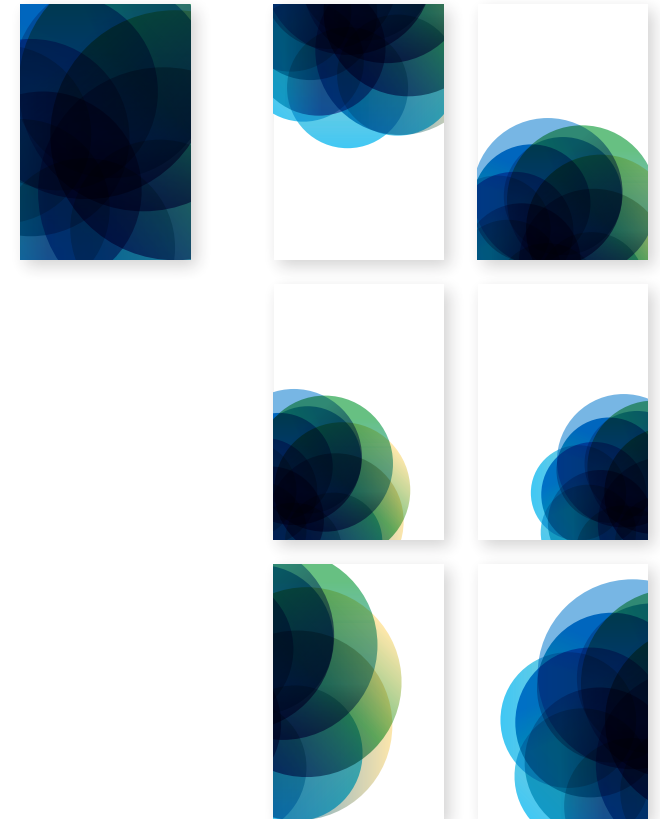
The flower is made up of individual colours. You can use the colours provided here.






NOTE:

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



Cropping and usage



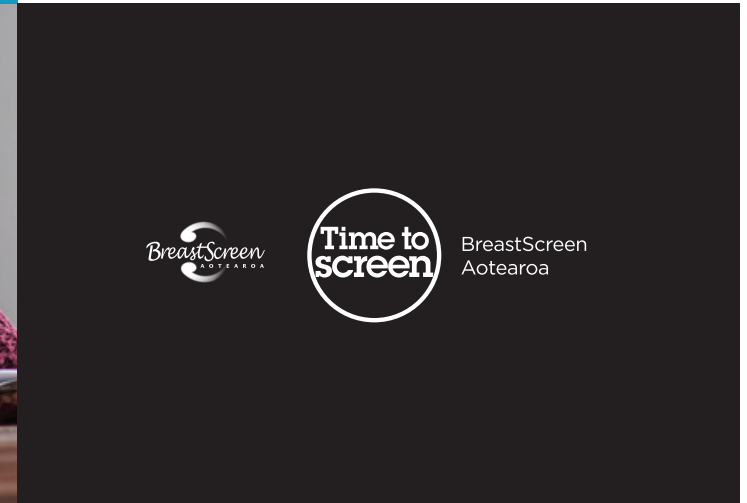
						
Used for professional design & printing	C	0	60	70	65	100
	M	10	15	0	90	90
	Y	50	0	50	5	20
	K	0	0	0	0	0
Used for office PC documents	R	255	88	57	119	39
	G	226	176	187	64	65
	B	147	227	157	146	133

Brand quick guide > OUR LOGO

There will be a gradual transition from the previous BSA branding to the new Time to Screen branding. Material will feature the current BSA logo and Time to Screen brandmark for the time being until further notice.

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:

TTS_BSA_A3_standard_poster_2022.doc

TTS_BSA_A4_standard_poster_2022.doc



Section 1 for providers

STATEMENT POSTER

File names:

TTS_BSA_A3_statement_poster_2022.doc

TTS_BSA_A4_statement_poster_2022.doc



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:

TTS_BSA_A3_custom_poster_2022.doc

TTS_BSA_A4_custom_poster_2022.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



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**



File name:

TTS_BSA_email_signature.jpeg

Section 1 for providers

ONLINE SOCIAL IMAGES

These images can be used in online social media posts.



File names:

BSA_social_media_tile1.jpeg



BSA_social_media_tile2.jpeg

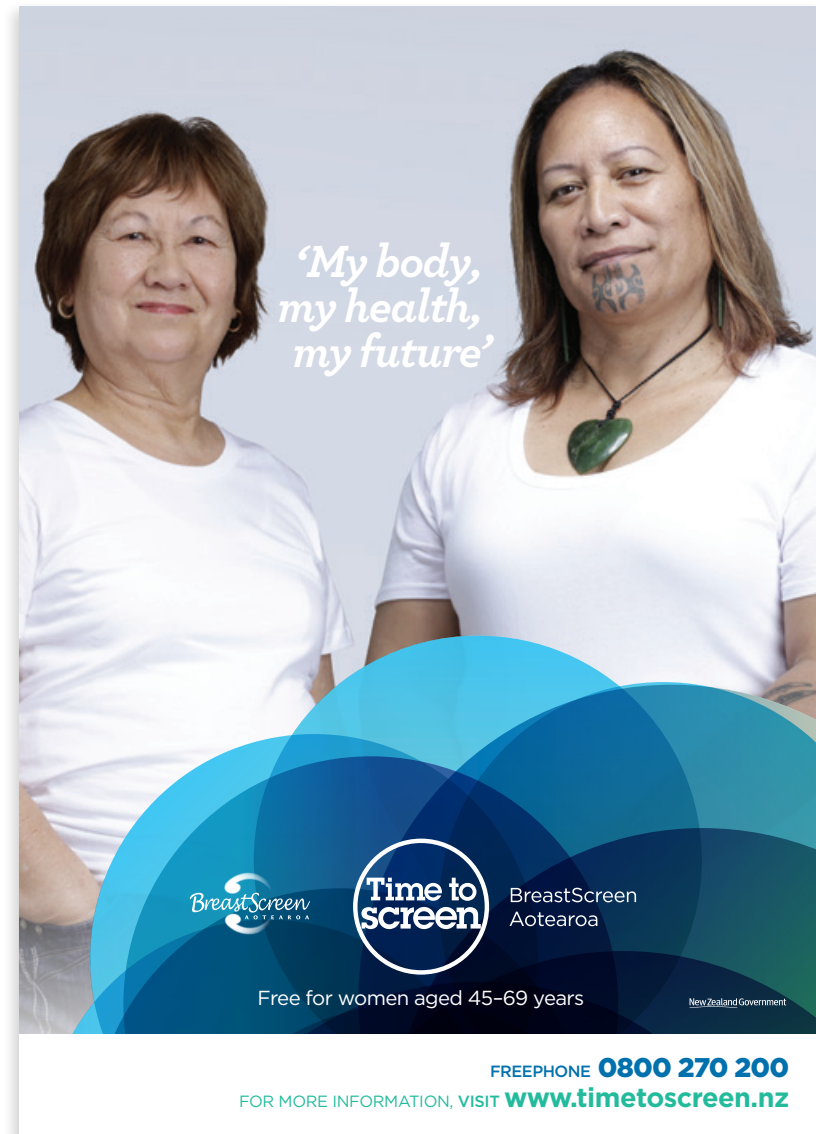
Section 2 for professional printers

STANDARD POSTER

File names:

TTS_BSA_A3_standard_poster_2022.pdf

TTS_BSA_A4_standard_poster_2022.pdf



Section 2 for professional printers

STATEMENT POSTER

File names:

TTS_BSA_A3_statement_poster_2022.pdf

TTS_BSA_A4_statement_poster_2022.pdf



Contact

For more information please contact your Portfolio Manager.



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