



BreastScreen  
Aotearoa

## Brand toolkit

Updated December 2025, HE2954  
Available from [health.govt.nz](https://health.govt.nz)



# About this toolkit

## BreastScreen Aotearoa

Updated brand assets toolkit

### Purpose

This toolkit supports the promotion of the free BreastScreen Aotearoa screening programme.

### What you can do

Download and review the toolkit which includes ready-to-use materials.

Each page has links to download creative assets in digital and print files where applicable.

### Share the message

Use the content and assets across your own events, platforms and channels – such as social media, websites, and newsletters. Help spread the word about the importance of regular breast screening.

### Print and use locally

You're welcome to print the materials for local use and distribution.

### Focus on these audiences

Eligible women and general public across Aotearoa

Pacific people and communities.

[Download all assets here](#)

**Need help or have questions? Please contact the National Screening Unit:**

- to approve any new material using the campaign elements
- if you require a new element to be designed
- if you require any high-resolution artwork.

### **BreastScreen Aotearoa Team**

BreastScreen Aotearoa Screening Programme

### **Email:**

breastscreen.aotearoa@tewhatuora.govt.nz

***These print and digital assets have also been used for advertising purposes.***

# BreastScreen Aotearoa asset toolkits

The full range of BreastScreen Aotearoa campaign and brand assets are found across a range of toolkits.

Use this page to link to other BSA toolkits in the library.

Toolkit name	Toolkit contents
<b><u>BSA campaign toolkits</u></b>	
<ul style="list-style-type: none"><li>• <b><u><a href="#">BSA Pacific Vaine Toa Campaign HE2952</a></u></b></li></ul>	Pacific Vaine Toa campaign - paid media creative assets and BSA branded promotional event collateral
<ul style="list-style-type: none"><li>• <b><u><a href="#">BSA Māori Attention Campaign HE2957</a></u></b></li></ul>	Māori Attention campaign paid media creative assets
<ul style="list-style-type: none"><li>• <b><u><a href="#">BSA National Age Extension Campaign HE2951</a></u></b></li></ul>	Age Extension campaign posters, social and video assets
<ul style="list-style-type: none"><li>• <b><u><a href="#">BSA Te Puna Campaign HE2950</a></u></b></li></ul>	Te Puna (booking online) campaign posters, social and video assets
<b><u>BSA brand assets toolkit</u></b>	Updated brand elements and branded assets
<ul style="list-style-type: none"><li>• <b><u><a href="#">BSA brand toolkit 2025 HE2954</a></u></b></li></ul>	2025 design updates to BSA logo lockups and flower
<ul style="list-style-type: none"><li>• <b><u><a href="#">BSA editable templates HE2958</a></u></b></li></ul>	A range of editable posters, special tiles and pull-up banners
<ul style="list-style-type: none"><li>• <b><u><a href="#">BSA explainer videos HE2955</a></u></b></li></ul>	Instructional videos on the breast screening process
<ul style="list-style-type: none"><li>• <b><u><a href="#">BSA email / letter headers &amp; footers HE2956</a></u></b></li></ul>	Banners for emails, letters, and newsletters
<ul style="list-style-type: none"><li>• <b><u><a href="#">BSA Manaakitanga Charter posters HE10138 &amp; HE10139</a></u></b></li></ul>	2 options for displaying BSA's new Charter of Care

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# Time To Screen / BreastScreen Aotearoa logo lockup

Available in colours - black, blue and reversed (white)

Formats: png, jpg, pdf, ai, eps, svg

[Download here](#)



BreastScreen  
Aotearoa



BreastScreen  
Aotearoa



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# BSA lightened flower graphic with new 2025 logos

**Health New Zealand**  
Te Whatu Ora



BreastScreen  
Aotearoa

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# 2025 BreastScreen Aotearoa flower graphic

Lightened version of BSA flower graphic  
Formats: png, jpg, pdf, ai, eps

[Download here](#)

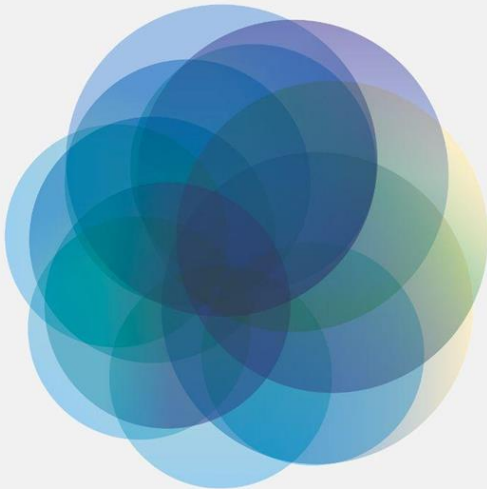


# BreastScreen Aotearoa brand colours

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 BreastScreen Aotearoa for the flower artwork or additional advice on the brand guidelines.



Cropping and usage



						
Used for professional design & printing	<b>C</b>	2	50	30	24	38
	<b>M</b>	3	12	3	9	34
	<b>Y</b>	22	2	33	1	2
	<b>K</b>	0	0	0	0	0
Used for office PC documents	<b>R</b>	251	119	188	188	160
	<b>G</b>	241	187	214	212	160
	<b>B</b>	206	225	184	236	202

For headings and subheadings

				
Used for professional design & printing	<b>C</b>	70	89	100
	<b>M</b>	0	53	90
	<b>Y</b>	50	1	20
	<b>K</b>	0	0	0
Used for office PC documents	<b>R</b>	57	0	39
	<b>G</b>	187	112	65
	<b>B</b>	157	182	133

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# 2025 Time To Screen BreastScreen Aotearoa logo and flower graphic

Available in colours - reversed/white logo on blue flower graphic  
Formats: png, jpg, pdf, ai, eps

[Download here](#)





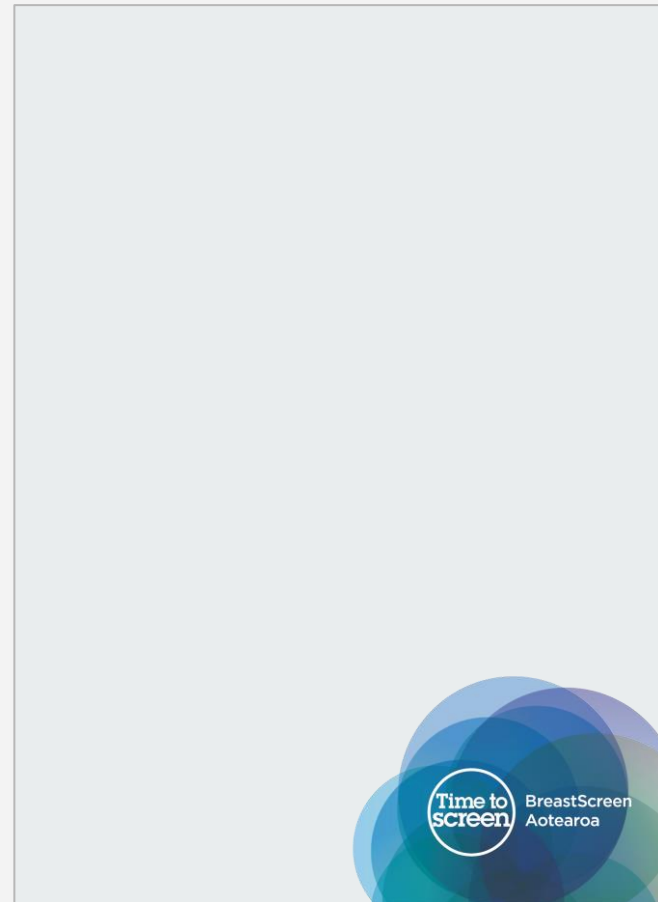
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# Corner logo 2025 Time To Screen BreastScreen Aotearoa logo and lightened flower graphic

Available as reversed/white logo on blue flower graphic

Formats: png, jpg, pdf, ai, eps

[Download here](#)



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**BSA lightened flower graphic  
with old 2016 logo**

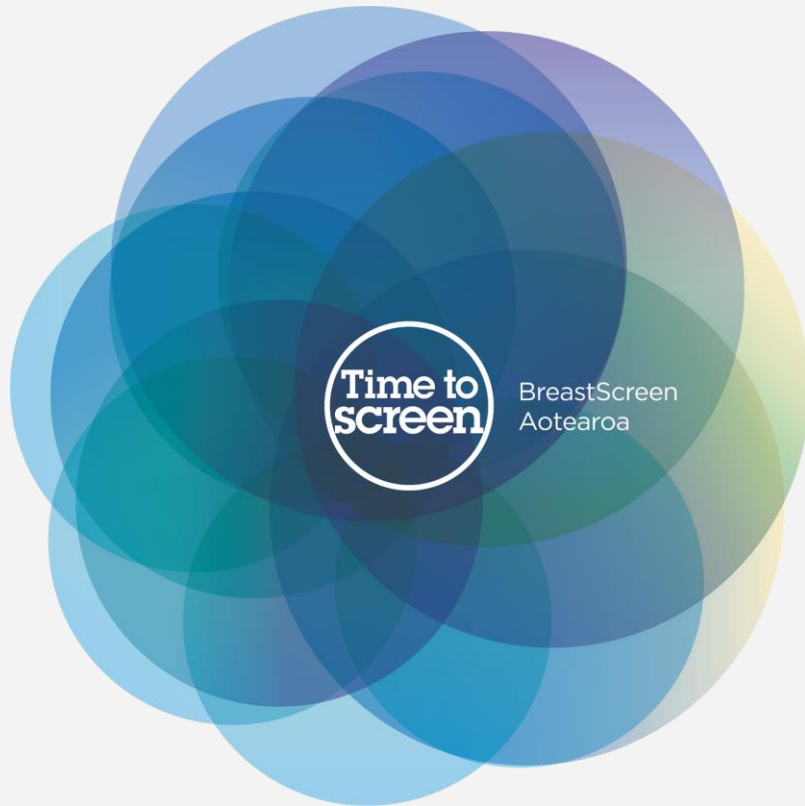
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# 2016 Time To Screen BreastScreen Aotearoa logo within 2025 lightened flower graphic

Available in colours - reversed/white logo on blue circle graphic  
Formats: png, jpg, pdf, ai, eps

[Download here](#)

**NOTE: This version is only for use when displayed with the other  
screening programmes (cervical and bowel screening)**



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# BSA brand fonts

# BreastScreen Aotearoa brand fonts

Our brand fonts are Archer Bold for headlines and Gotham for subheadings and body copy. Both are available via an Adobe Fonts subscription or can be [downloaded here](#)

## Identity Fonts

Archer Bold

Headline


Gotham Bold

subheadline

Gotham Book

bodycopy

## Colours for headings and subheadings



	<b>C</b>	70	89	100
Used for professional design & printing	<b>M</b>	0	53	90
	<b>Y</b>	50	1	20
	<b>K</b>	0	0	0
<hr/>				
Used for office PC documents	<b>R</b>	57	0	39
	<b>G</b>	187	112	65
	<b>B</b>	157	182	133

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## BSA additional branded assets

PowerPoint template

Generic email signatures

0800 and URL lockups

QR codes

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# BreastScreen Aotearoa branded PowerPoint template

[Download here](#)

## 0800 and [TimeToBreastScreen.nz](https://TimeToBreastScreen.nz)

Available in green and blue

[Download here](#)

## QR codes for [TimeToBreastScreen.nz](https://TimeToBreastScreen.nz) and related pages

[Download here](#)



**TimeToBreastScreen.nz**  
**0800 270 200**



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# BSA generic email signatures

BSA generic email signatures.  
Two versions available.

Files are in jpeg format

[Download here](#)





# BSA Templates and layout examples

Templates and examples for applying the BSA brand to key assets like posters, social tiles and pull-up banners can be found in the Editable Templates toolkit [here](#)

Access the folder of templates to download files [here](#)

**Note: Template files won't display well in your browser. You will need to download them and remember to download the brand fonts too.**

There are MS Word and InDesign options for most.



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# Contact

BreastScreen Aotearoa Project Team

**BreastScreen Aotearoa**

E: [breastscreen.aotearoa@tewhatuora.govt.nz](mailto:breastscreen.aotearoa@tewhatuora.govt.nz)

**Health New Zealand**  
Te Whatu Ora



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