



BreastScreen
Aotearoa

Email and letter headers and footers

October 2025, HE2956

Available from health.govt.nz



WAWATA
CREATIVE



About this toolkit

BreastScreen Aotearoa

Email, letter, newsletter headers and footers.

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

All eligible women and general public across Aotearoa.

Pacific women and communities.

Wāhine Māori and communities.

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@tewhatauora.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
<u>BSA campaign toolkits</u>	
• <u>BSA Pacific Vaine Toa Campaign HE2952</u>	Pacific Vaine Toa campaign – paid media creative assets and BSA branded promotional event collateral
• <u>BSA Māori Attention Campaign HE2957</u>	Māori Attention campaign paid media creative assets
• <u>BSA National Age Extension Campaign HE2951</u>	Age Extension campaign posters, social and video assets
• <u>BSA Te Puna Campaign HE2950</u>	Te Puna (booking online) campaign posters, social and video assets
<u>BSA brand assets toolkit</u>	Updated brand elements and branded assets
• <u>BSA brand toolkit 2025 HE2954</u>	2025 design updates to BSA logo lockups and flower
• <u>BSA editable templates HE2958</u>	A range of editable posters, special tiles and pull-up banners
• <u>BSA explainer videos HE2955</u>	Instructional videos on the breast screening process
• <u>BSA email / letter headers & footers HE2956</u>	Banners for emails, letters, and newsletters
• <u>BSA Manaakitanga Charter posters HE10138 & HE10139</u>	2 options for displaying BSA's new Charter of Care

BSA branded header and footer banners

BSA banners - option 1

BSA branded - logo only

Formats: jpg and png

BSA general header - logo only

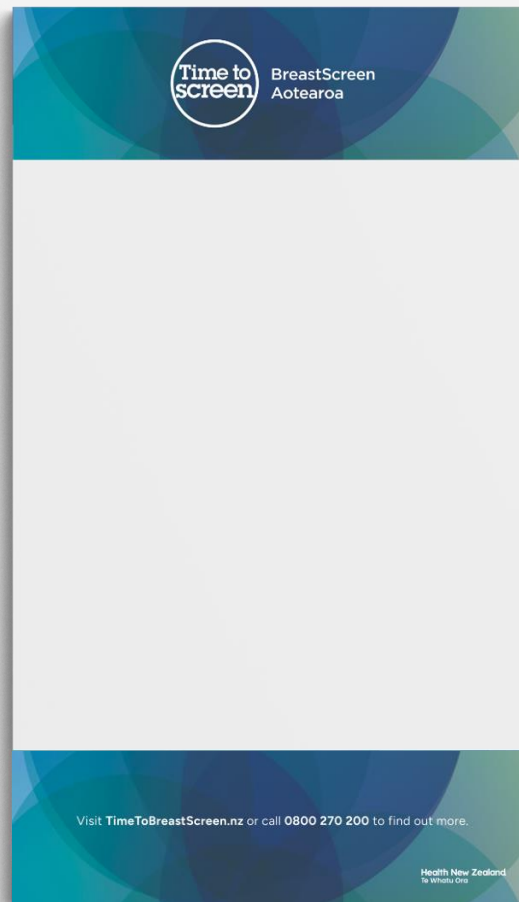
[JPG download here](#)

[PNG download here](#)

BSA general footer

[JPG download here](#)

[PNG download here](#)



BSA banners - option 2

BSA branded - logo plus headline

Formats: jpg and png

BSA branded header - logo plus headline

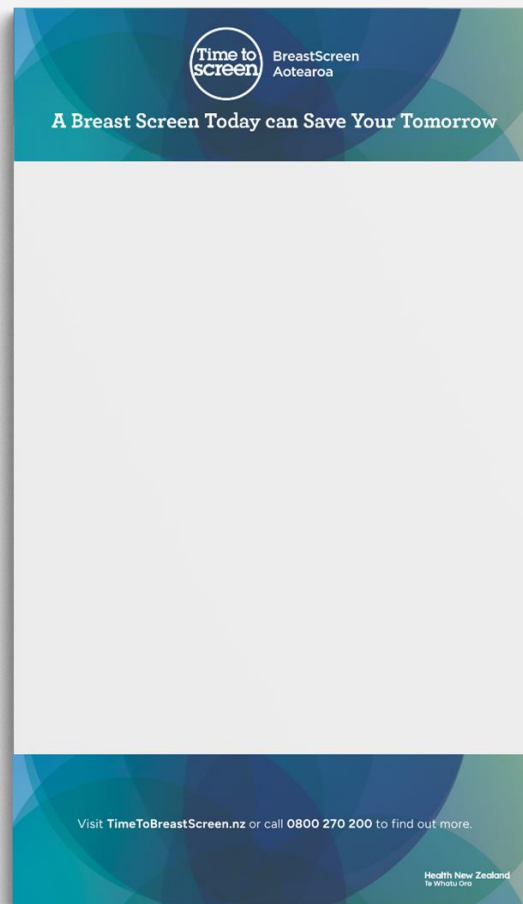
[JPG download here](#)

[PNG download here](#)

BSA general footer

[JPG download here](#)

[PNG download here](#)



BSA banners - option 3

BSA branded with headline and photo

Formats: jpg and png

BSA general header - with photo

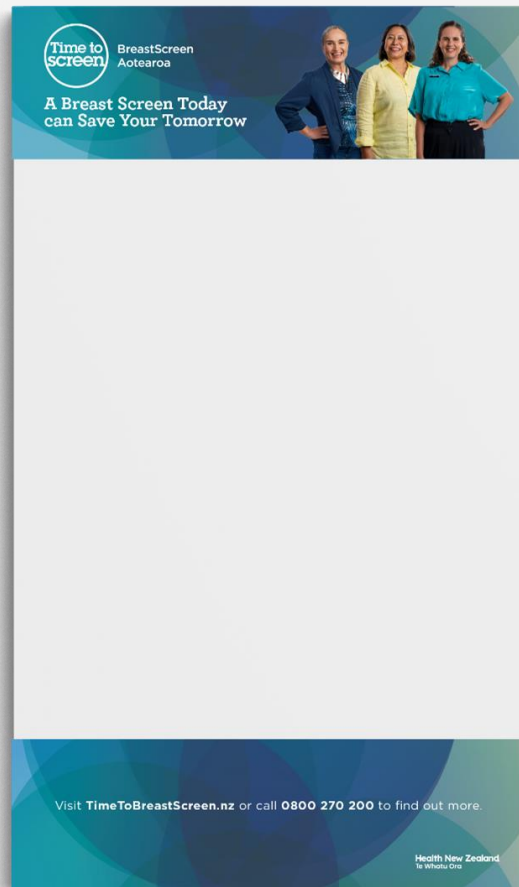
[JPG download here](#)

[PNG download here](#)

BSA general footer

[JPG download here](#)

[PNG download here](#)



BSA ethnic branded header and footer banners

Pacific focused banners - option 1

Pacific pattern with logo only

Formats: jpeg and png

BSA Pacific pattern header - logo only

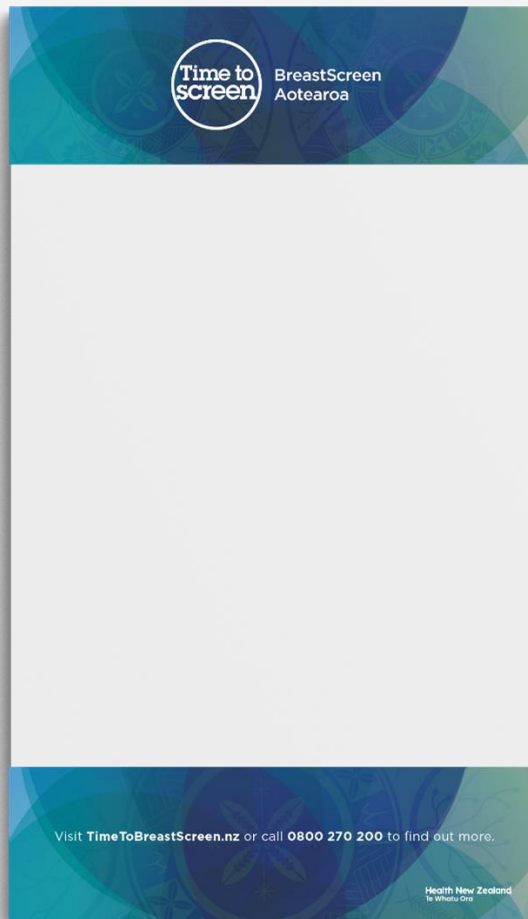
[JPG download here](#)

[PNG download here](#)

BSA Pacific pattern footer

[JPG download here](#)

[PNG download here](#)



Pacific focused banners - option 2

Pacific pattern with campaign headline

Formats: jpeg and png

BSA Pacific pattern header - logo plus headline

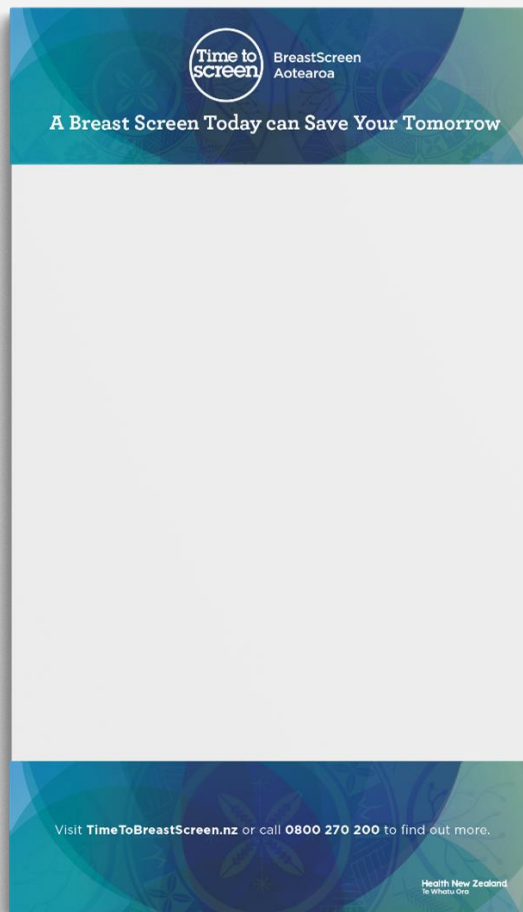
[JPG download here](#)

[PNG download here](#)

BSA Pacific pattern footer

[JPG download here](#)

[PNG download here](#)



Māori focused banner - option 1

Māori pattern with logo only

Formats: jpeg and png

BSA Māori pattern header - logo only

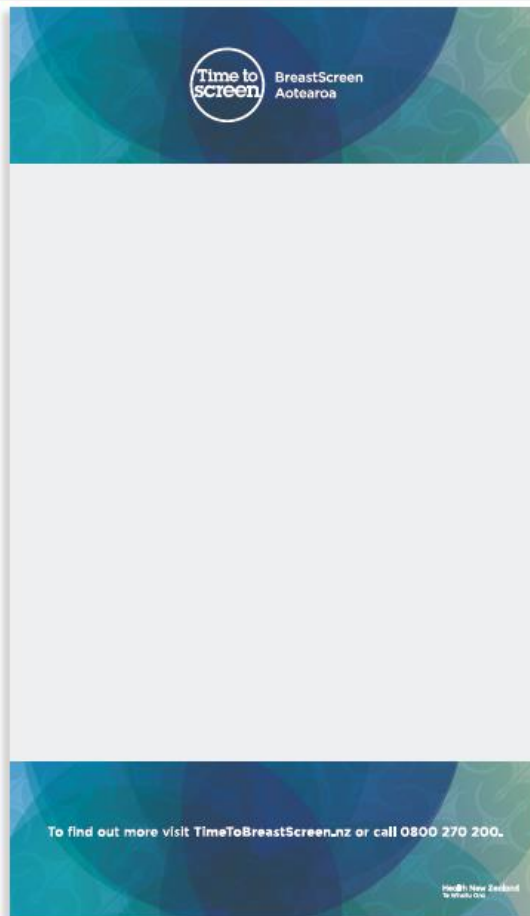
[JPG download here](#)

[PNG download here](#)

BSA Māori pattern footer

[JPG download here](#)

[PNG download here](#)



Campaign branded header and footer banners

Vaine Toa banner - option 1

Vaine Toa branded with campaign headline and 3 hero lockup

Formats: jpeg and png

BSA Vaine Toa Header - headline plus 3 Heros

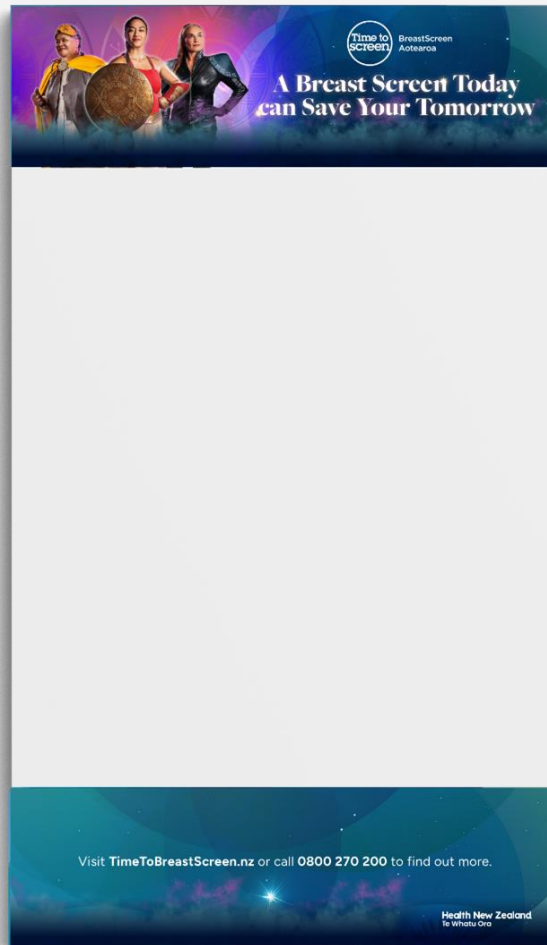
[JPG download here](#)

[PNG download here](#)

BSA Vaine Toa Footer

[JPG download here](#)

[PNG download here](#)



Vaine Toa banner - option 2

Vaine Toa branded with campaign headline and 5 hero lockup

Formats: jpeg and png

BSA Vaine Toa Header - headline plus 5 heros

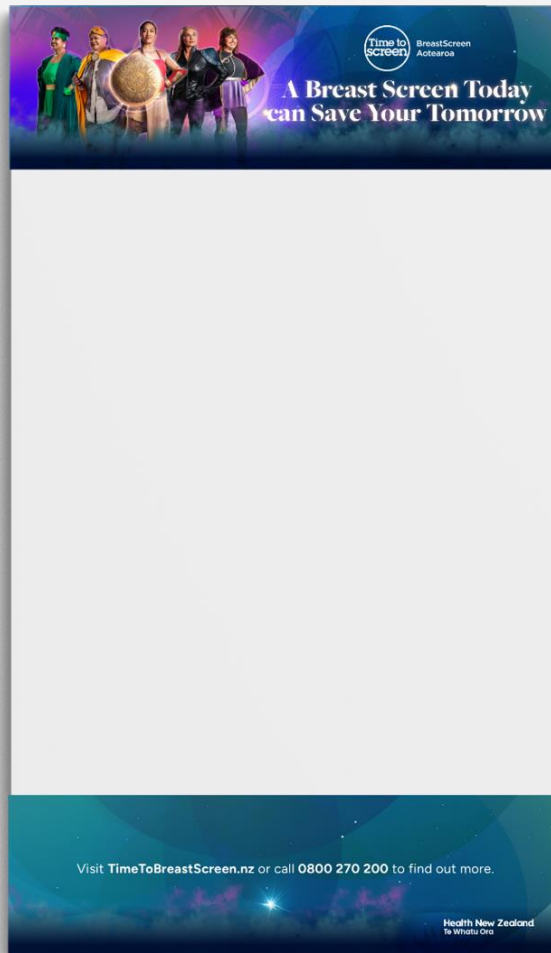
[JPG download here](#)

[PNG download here](#)

BSA Vaine Toa Footer

[JPG download here](#)

[PNG download here](#)



Attention campaign banner - option 1

Attention campaign branded with campaign headline
And main photo

Formats: jpeg and png

BSA Attention header - headline plus main photo

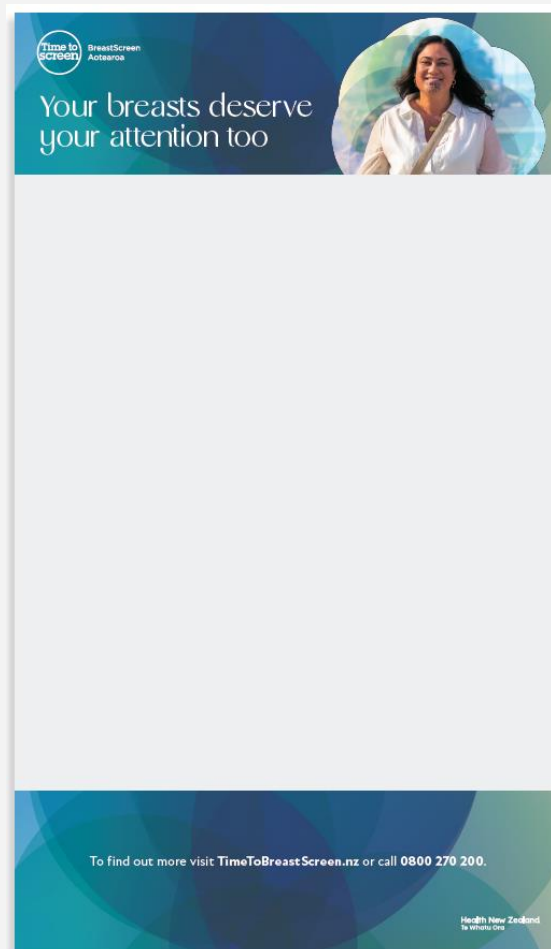
[JPG download here](#)

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BSA general footer

[JPG download here](#)

[PNG download here](#)



Attention campaign banner - option 2

Attention campaign branded with campaign headline and group photo

Formats: jpeg and png

BSA Attention header - headline plus group photo

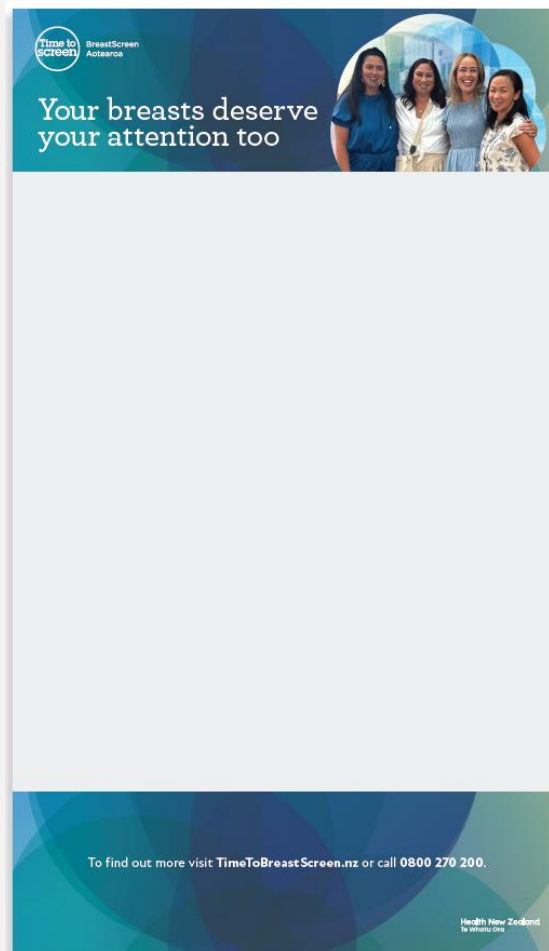
[JPG download here](#)

[PNG download here](#)

BSA general footer

[JPG download here](#)

[PNG download here](#)



Contact

BreastScreen Aotearoa Project Team

BreastScreen Aotearoa

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Health New Zealand
Te Whatu Ora



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