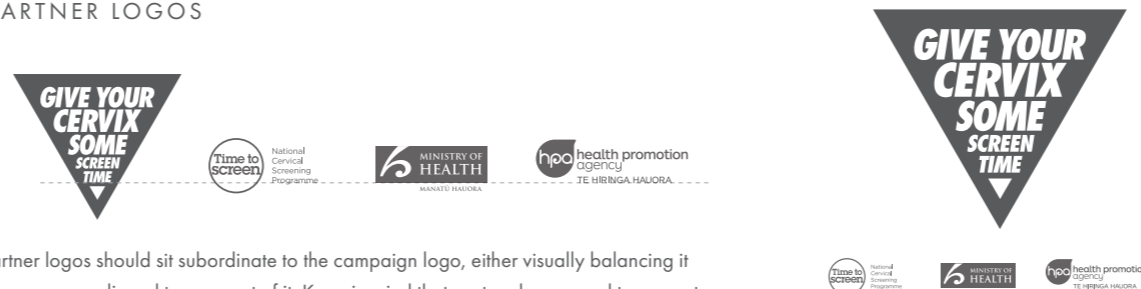


LOGO VARIATIONS



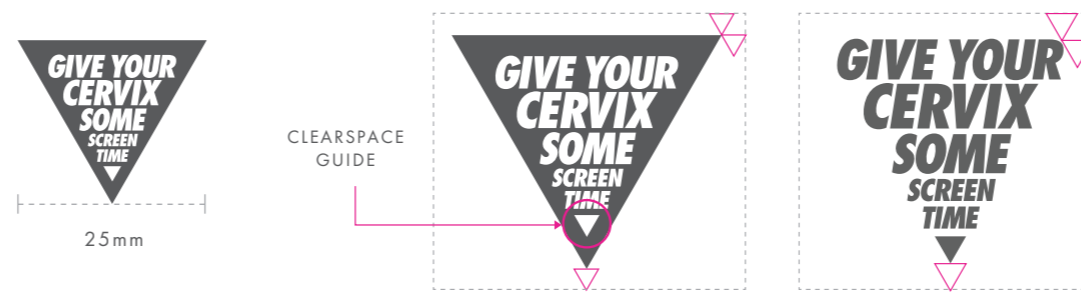
The campaign is lead by a punchy logo with a variation for every situation, including reversed versions (not shown). Choose one that contrasts best with the background. NOTE: The word "Screentime" can be set in a contrast colour for emphasis.

PARTNER LOGOS

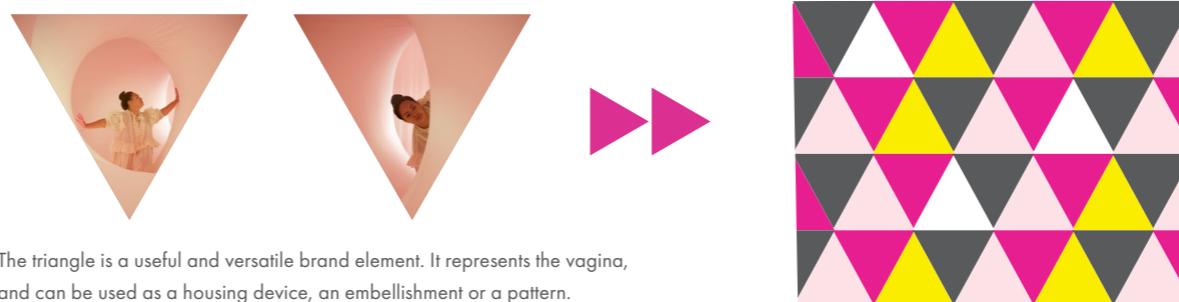


Partner logos should sit subordinate to the campaign logo, either visually balancing it on a page or aligned to one part of it. Keep in mind that partner logos need to respect their own minimum size requirements.

MINIMUM SIZE AND CLEAR SPACE



THE TRIANGLE



The triangle is a useful and versatile brand element. It represents the vagina, and can be used as a housing device, an embellishment or a pattern.

TYPE TREATMENT

**FUTURA
EXTRA BOLD
CONDENSED
OBLIQUE**

Use for short, sharp headlines, left, right or centre aligned, and always set in ALL CAPS

TIGHTEN SPACES

BIG AND BOLD HEADLINES TIGHTEN LINE SPACE

BIG AND BOLD HEADLINES

Futura Bold Oblique for body copy subheads

Futura Medium for body copy. Add a little letterspacing (+5 in this example) and enough line spacing for the copy to breathe (8pt over 13pt shown here). Set in 80% Black on light backgrounds. Don't forget to use the full set of macrons for Māori words!

The URL looks best set in Futura Bold Oblique, using Initial Caps to differentiate the words like this:

StarttoScreen.nz



Campaign Guidelines on a Page

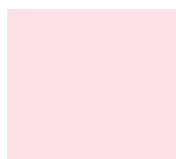
We're celebrating the cervix with a campaign that is bright, bold and fun. These guidelines are designed to assist you with producing and printing your own local information. Please contact the programme team:

- To approve material using the new brand;
- If you require a new element to be designed;
- Before progressing to print and dispatch.

If you have any queries about this material, please contact the Ministry of Health, National Cervical Screening Unit team: ncsp@health.govt.nz

COLOURS

PANTONE 705C
#F5DADF
RGB 245, 218, 223
CMYK 0, 11, 3, 0



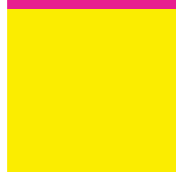
EXAMPLE USE
As a background wash behind body copy

PANTONE 233C
#CF3D96
RGB 207, 6, 150
CMYK 15, 90, 0, 0



EXAMPLE USE
Bold backgrounds, headlines and subheads

PROCESS YELLOW
#FFF200
RGB 255, 242, 0
CMYK 0, 0, 10, 0



EXAMPLE USE
Bold backgrounds. Headlines and subheads on a contrasting background

PROCESS BLACK 80%
#595759
RGB 89, 87, 89
CMYK 0, 0, 80, 0



EXAMPLE USE
As needed, but almost always for body copy and rules