

WORLD SMOKEFREE DAY

31 May

Artwork User Guidelines

This WSFD creative incorporates several design elements to tell our story and key messages to our communities throughout Aotearoa. This document outlines a *kōrero*, an explanation of those design elements.

The artwork has been designed to contribute to raising awareness and understanding of the Smokefree Aotearoa 2025 goal while promoting WSFD. It reflects the importance of tobacco control work benefitting whānau and that the protection of our children and future generations is central to the Smokefree kaupapa.

2025 logo

the Smokefree Aotearoa New Zealand 2025 is placed at the top of the waharoa highlighting the primary goal.

Te Waharoa The Gateway

- reflecting a pathway, a gateway to our future and our past.
- depicts the importance of the 2025 goal in protecting the future for our whānau.

Te Pae Mahutonga

Southern Cross Star Constellation

- provides a sense of national identity adding to the notion of collaboration and pathways to achieve a single goal for Aotearoa New Zealand.

Ancestral figures

- representing kaitiakitanga
- generations of family
- legacy... what will we leave for our children and their future?



Whānau

- symbolising community, family, collective strength, manaakitanga.
- The importance of whānau and the protection of children and future generations.

*He aha te mea nui o te ao -
he tangata,
he tangata,
he tangata.*

Stylised Māori and pacific motif

- depicting cultural identity
- values, journey, pathways and support for each other.

IT'S ABOUT
WHĀNAU

smokefree.org.nz

Te ao tūroa me te Ao hurihuri

The earth and
the ever changing
world.

You may want to use the typeface and colours from the WSFD artwork in other marketing and communications.

IT'S ABOUT WHĀNAU

Typefaces

the primary typeface used for the main titles is

FranklinGothicHandBold

the secondary typeface used for the supporting copy is

MaoriStoneSans: Bold and medium

Primary Colours



PMS 362

C:70, M:0, Y:100, K:9



PMS 286

C:100, M:60, Y:0, K:6



PMS 7506 (36% used for background colour)

C:5, M:15, Y:35, K:0

Colour Palette

the various primary and secondary colours used within the creative are outlined to the left and below.

Secondary Colours



PMS 723 (Waharoa)

C:23, M:60, Y:96, K:13



PMS 7567 (Waharoa)

C:31, M:63, Y:81, K:33



PMS 484 (Whānau)

C:25, M:88, Y:89, K:22



PMS 483 (Whānau)

C:35, M:79, Y:75, K:52



PMS 259 (Whānau)

C:68, M:100, Y:12, K:3



PMS 5747 (Whānau)

C:68, M:50, Y:95, K:55



PMS 2602 (Whānau)

C:62, M:92, Y:0, K:0



PMS 2582 (Whānau)

C:50, M:74, Y:0, K:0



PMS 295 (Whānau)

C:100, M:82, Y:41, K:39



PMS 2925 (Whānau)

C:76, M:23, Y:0, K:0



PMS 367 (Whānau)

C:43, M:0, Y:75, K:0



PMS 3985 (Whānau)

C:36, M:34, Y:100, K:19