



MISSING TYPE

TOOLKIT



MISSINGTYPE

Thanks for putting your hand up to help us fill the gaps.

Here you'll find everything you need to help spread the word - including social posts, Facebook cover photos, home page banners and email signatures.

1. FONT : ITC AVANT GARDE STD BOLD

MISSINGTYPE
MISSINGTYPE

2. COLOURS



ED1C29 - BACKGROUND



EF665 - NZ BACKGROUND
40% OPACITY



FFFFFF - TEXT



SOCIAL POST

Use this to post on social media sites like Facebook or Twitter. We've included a .jpg file of the image and a layered photoshop file for you to add your own logo in if you like. You're more than welcome to change the suggested copy below, we just ask you to please include our nzblood.co.nz website address and #MissingType #NZBlood hashtags.

SUGGESTED FACEBOOK POST COPY

85% of Kiwis are A and O blood types which makes them the blood types that are most in demand. So if you don't know your blood type there's a good chance you can help! Book an appointment to donate at www.nzblood.co.nz/MissingType

#MissingType #NZBlood



FACEBOOK COVER PHOTO

This can be uploaded to your Facebook page as a cover image. There's a space to drop your logo in if you like.

**WE'RE HELPING TO FILL
THE GAPS TOGETHER**

FIND OUT MORE AT [NZBLOOD.CO.NZ/MISSINGTYPE](https://nzblood.co.nz/missingtype)

#MISSINGTYPE #NZBLOOD



HOMEPAGE BANNER

This can be uploaded to the home page on your website.
It's big (1200x500) so you can crop it if necessary.



THUMBNAIL IMAGE

This can be used for any other communications. This might include thumbnails on your website, newsletter or company intranet for example.



I'M HELPING TO FILL THE GAPS

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FIND OUT MORE AT [NZBLOOD.CO.NZ/MISSINGTYPE](https://www.nzblood.co.nz/missingtype)
#MISSINGTYPE #NZBLOOD

EMAIL SIGNATURE

This image can be added to the bottom of your email as a signature. If you're unsure how to do this please ask your IT department who will be able to show you how.

THANK YOU