

Style Guide for Get Checked

www.getchecked.eu

LOGO



LOGO INVERSE



COLOUR PALETTE

Main Orange #FF9500	Complimentary Bright Coral #FF4040	Complimentary Yellow #FFD617
	Contrast Blue #00728C	Complimentary Raspberry #D0001B

TYPOGRAPHY

Body..... Lato Light 11 PT #000000

Header 1..... Lato Bold 16 PT #FFFFFF Background #FF9500

Header 2..... Lato Medium 12 PT #FFFFFF Background #FF9500

Header 3..... Lato Light 12 PT #00728C Kerning: 3

“Quote”..... Lato Light 14 PT #00728C Italic

IMAGERY

- Vector Illustrations are preferred over photography
- Photography must be royalty-free
- If people are in the images, diverse cultures must be represented
- Clean, simple images are preferred
- Images must emphasize the *main point* of the asset

Personas

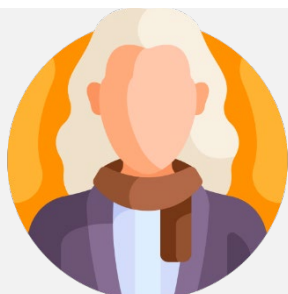


MARTHA, 55



- I am the daughter and caregiver for my elderly parents.
- My Mother worked with hazardous chemicals in a factory.
- She has a cough that won't go away.

I want to find out what may be causing my Mother's persistent cough.



RACHEL, 68



- I had cancer previously.
- I have chronic inflammation and infections.
- I have a family history of Lung Cancer.

I want to find out what tests are needed to diagnose lung cancer.



JENNIFER, 42



- I am a GP.
- It is sometimes difficult to diagnose patients.
- One patient has finger clubbing, weight loss, and difficulties breathing.

I want to learn more about diseases with these symptoms.

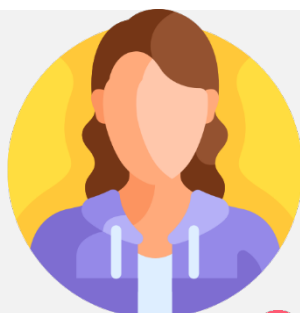


JAMES, 72



- I am a stage 4 patient.
- I have smoked for 45 years.
- I give little attention to my health, my wife takes care of those things.
- I love my family.

I want to look at the information my wife found about treatments for lung cancer.

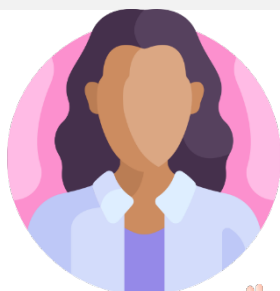


EMMA, 35



- I have lung cancer, although I do not know it yet.
- I am misdiagnosed with Tuberculosis.
- I work at a nail bar, mostly doing acrylic nails.

I want to know why my symptoms are persisting and what might be the cause.

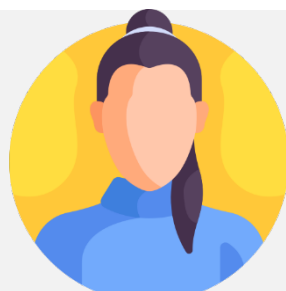


VIOLET, 65



- I am the wife of a wonderful husband, who is a cancer survivor.
- My husband and I have smoked for 38 years.
- Our house of 25 years has asbestos.

I want to find out if we have a persistent cough and cough up blood what it might be.

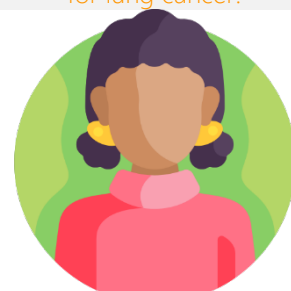


NICOLE, 28



- I have always been healthy.
- In the past couple of years I have got anemia, weight loss, and bone pain.

I want to find out what my symptoms might be from, and if I should get checked.



MAYA, 12



- I am the granddaughter of the best granny.
- My Granny has a bad cough that has lasted for eight months now.

I want to find out why my Granny has a cough that has lasted so long.

Legend

Non-smoker



Second-hand smoke



Smoker



Icons created by Freepik - Flaticon