

Style Guide for Lung Cancer Europe (LuCE)

LOGO



LOGO INVERSE



COLOUR PALETTE

Main Blue #004494	Main Yellow #FFD617	Medium Blue #4073AF	Dark Grey #404040
	Light Yellow #FFE879	Light Blue #7FA1C9	Light Grey #E3E3E3

ADDITIONAL COLOURS

#40AAAF	#AF4073	#40AF7C	#7B40AF	#AF4540
#B2DDDF	#DFB2C7	#B2DFCA	#D7C5E7	#DFB4B2

TYPOGRAPHY FOR PRINT

Body Segoe UI Light 11 PT #000000

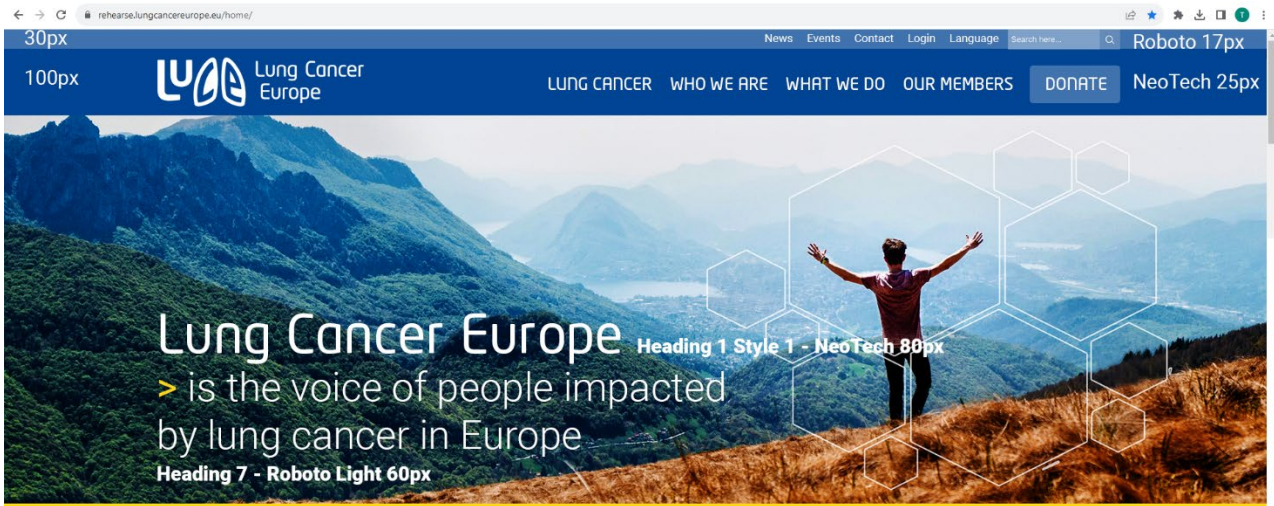
Header 1 NeoTech 16 PT #004A91

Header 2 NeoTech 14 PT #004A91

HEADER 3 NeoTech 12 PT #34A3D5 Kerning: 2.5

"Quote" Segoe UI Light 14 PT #006FB4 Italic

TYPOGRAPHY FOR WEB



Heading 1 Style 2 - NeoTech 80px

Heading 2 - NeoTech 70px

Heading 3 - NeoTech 60px

Heading 4 - NeoTech 50px

Heading 5 - NeoTech 40px Kerning 200

Heading 6 - NeoTech 50px

Body text - Roboto 30px

Copyright text - Roboto 20px

IMAGERY

- Photography is preferred over vector illustrations
- 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

THIS STYLE GUIDE IS INSPIRED BY, AND CORRESPONDS TO, THE [EUROPEAN COMMISSION STYLE GUIDE](#).

STANDARDS MANUAL

- For Grammar, we follow <https://apastyle.apa.org/style-grammar-guidelines>
- For English, we use UK British spelling
- For all other languages translated in Europe we use informal tense, except for French where we use formal tense

Reminders:

- The name of our organisation is "Lung Cancer Europe (LuCE)" and then "LuCE" for subsequent usage within the document
- Use "ALK+", and not ALK-positive or ALK positive
- When citing percentages, we do not use a space E.g. 95% not 95 %

Personas



KATHERINE, 55

- I am a lung cancer survivor.
- I am an advocate in my own country and language.
- I am a member of LuCE.

I want to find information to help me with advocacy in my country.



DONALD, 45

- I am an executive working for a Pharmaceutical company.
- I am a supporter of LuCE.

I want to view news, events, and accomplishments.



MAY, 42

- I am a researcher interested in lung cancer treatments for patients.
- I work for a Pharmaceutical company and liase with LuCE to understand patients' experiences.

I want to learn more about how lung cancer treatments affect patients.



ROSE, 38

- I am a lung cancer counselor and advocate.
- I work with LuCE to be involved in spreading the voice of lung cancer across Europe.

I want to read information on lung cancer advocacy at the European level.



ROGER, 64

- I am an oncologist and have treated only a few lung cancer patients.
- I am interested in learning about learning more of how to diagnose lung cancer and the cutting-edge therapies that are available.

I want to know about symptoms, risks, tests, and treatments.



JESSICA, 23

- I am a nurse working in oncology and assisting patients through their lung cancer journey.
- I am interested in speaking to how we can better serve patients' needs.

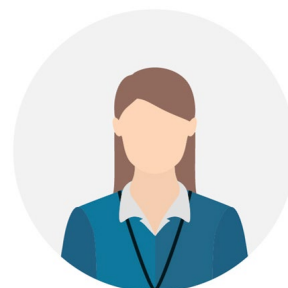
I want to see how I can help improve outcomes during this difficult time in the lives of patients.



BOB, 61

- 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.



CHRISTINE, 57

- 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.

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