

01 / IDENTITY

Clarity, with a human voice.

The selected wordmark and ce icon, brought together with the website's established visual language.



Understand Cancer. Feel Less Alone.

A practical identity system for the website, learning materials, social posts and everyday communication.

02 / FOUNDATION

Help people understand.

A calm, clear identity for patients, caregivers and families.

Purpose

Make cancer information easier to understand and easier to navigate.

Promise

Trusted information. Plain language. Real support.

Personality

Clear, warm, credible and respectful. Give readers room to absorb information at their own pace.

Brand architecture

Cancer Explained is the public name. cancerexplained.org is the domain. The ce monogram is the compact identifier.

Existing site tagline

Understand Cancer. Feel Less Alone.

03 / LOGO SYSTEM

Two assets. Two clear roles.

Use the supplied artwork as the source of truth for letterforms, spacing and proportions.



cancer
explained.org

Primary wordmark

Website header, PDF covers and brand-led materials. Preserve the lowercase stacked layout and lavender .org.

Artwork status: supplied PNGs are preserved byte-for-byte. The wordmark is 988 x 333 px (RGBA); the icon is 600 x 600 px (RGB). These are raster masters, not editable vector originals.



Compact ce icon

Browser tabs, avatars and compact identity slots. Preserve the white letters and purple square.

04 / LOGO USE

Give the wordmark room.

Recommended working rules for this toolkit; check legibility in the final placement.



Clear space: keep at least half the height of the lowercase c around the visible wordmark, beyond its transparent canvas padding.

Do not stretch, crop, rotate, outline, add shadows, recolor, rearrange .org or typeset a replacement. Do not enlarge these PNGs for print; commission a faithful vector redraw when needed.

Web sizing

Start at 240 CSS px wide. Treat 220 px as a provisional minimum; inspect .org at actual size. Use the ce icon for tiny contexts.

Backgrounds

Place the wordmark on white or very pale lavender. On dark or busy backgrounds, place the approved art inside a white panel.

05 / COLOR

Purple leads. Lavender supports.

Website values define new layouts. Preserve the subtle color variations in the supplied logo images.



Primary purple
#4005AA



Lavender accent
#CAB9FF



Page background
#FBF8FF

Soft surface
#F4F2FF



Main text
#181A2C



Secondary text
#494554



Success green
#217F4F



Donate red
#DF0000

Purple: brand and primary actions. Lavender: backgrounds and decorative emphasis. Green: success states. Red: donation actions; error messages must also include explicit text. Use white and lavender generously.

06 / TYPOGRAPHY

One family for the website.

Plus Jakarta Sans is the existing website typeface. The approved wordmark remains supplied artwork.

Aa

Plus Jakarta Sans
Regular 400 / Semibold 600 / Bold 700

Display	48 / 56 px	700
Mobile display	32 / 40 px	700
Section heading	32 / 40 px	700
Subheading	24 / 32 px	600
Body large	18 / 28 px	400
Body standard	16 / 24 px	400
Label	14 / 20 px	500

Use sentence case for headings and buttons. Keep paragraphs left aligned and body copy comfortably spaced. Use 42rem as the website reading-width limit. Avoid long uppercase passages.

Included font files: original variable WOFF2 (200-800), static TTFs (400/600/700), and the existing font license. Do not assume the wordmark is this font.

Make the next step clear.

Soft surfaces, strong text contrast and generous spacing reflect the existing website.

Layout rhythm

8 px base unit. Mobile margin 16 px; desktop margin 40 px; gutter 24 px; section gap 64 px. Use rounded cards and restrained shadows.

Images & icons

Use respectful, natural images of everyday life. Avoid fear-based imagery or implied outcomes. Keep supporting icons simple and consistently weighted.

Useful contrast pairs

White on primary purple	11.54:1
Main text on soft surface	15.53:1
Secondary text on white	9.28:1
White on donate red	5.08:1

Lavender on white is 1.77:1. Use it decoratively, not for small body copy. The .org in the approved artwork needs a visual legibility check at small sizes.

Working accessibility target: 4.5:1 for normal text, visible keyboard focus, text labels for meaning, and comfortable 44 px touch areas. Ratios above are calculated from the listed solid colors.

Explain with care.

The site's editorial checker emphasizes explaining without diagnosing, directing treatment or promising outcomes.

Write like this

Use familiar words. Define medical terms when needed.
Acknowledge uncertainty. Make information easy to scan.
Respect different experiences.

Avoid

Battle metaphors, fear-driven urgency, guaranteed outcomes and claims that the site replaces a care team. Do not imply NCI endorsement.

Example language

Instead of: "Everything you need to beat cancer."

Use: "Clear information to help you understand cancer."

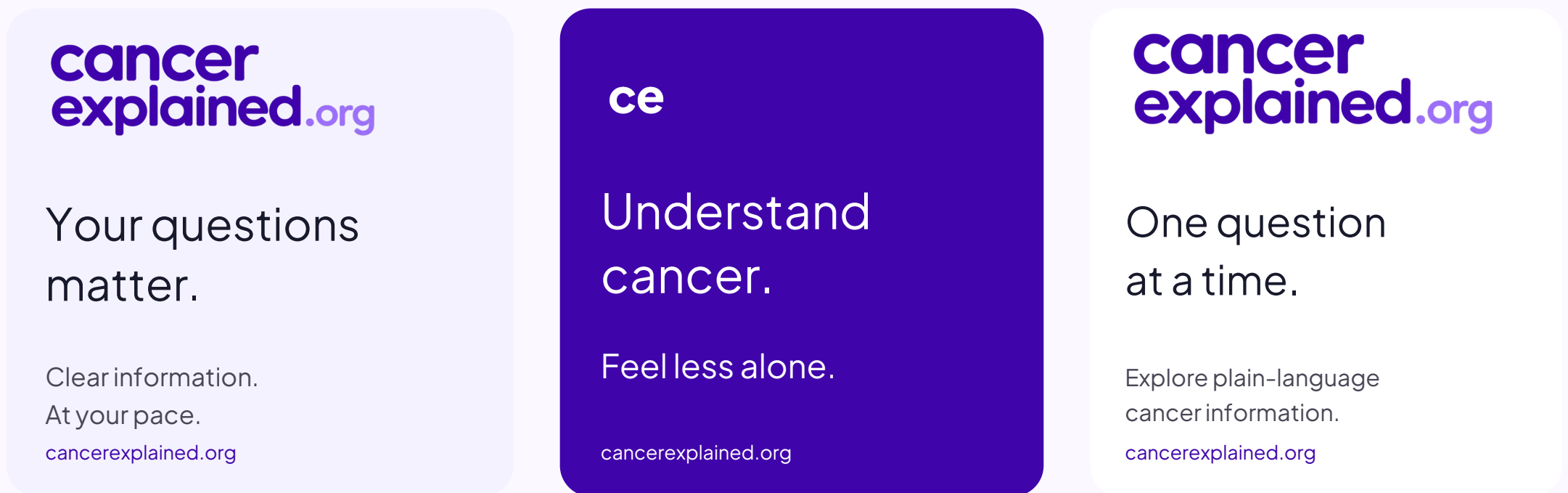
Instead of: "You should choose this treatment."

Use: "Learn about treatment options and questions to discuss with your care team."

Short description: Cancer Explained offers free, plain-language cancer information for patients, caregivers and families.

A consistent presence.

Editable templates are included for a square post, a portrait post and a landscape information card.



Templates use the supplied images without changing their design. Replace example copy with reviewed content. These brand-led cards complement the site's existing photo-led article and social-preview imagery.

Avatar: use the ce square and let the platform apply its circle crop. Favicon: derive 16 / 32 / 48 px exports from the approved icon and inspect the smallest size before deployment.

Ready for the next use.

Use the guide for decisions and the bundled files for production handoff.

Included

Approved PNG artwork; 10-page PDF guide; editable HTML templates; CSS and JSON tokens; typography files and license; implementation example.

Production limits

PNG sources are not vector artwork. At 300 ppi, native widths are about 3.29 in for the wordmark and 2 in for the icon. Larger print work needs vectors.

Source of truth

Logo choices: user-supplied files selected in this task. Website foundation: `tailwind.config.ts` (colors, type scale, spacing); `app/layout.tsx` (font and description); `lib/site.ts` (name and tagline); `scripts/check-advice-voice.mjs` (editorial boundary).

Website repository snapshot: `origin/main` at `7b23befb`, inspected September 30, 2026. This is a toolkit based on the site source and supplied screenshot, not a live-site audit. Clear-space, sizing and application examples are new recommendations.

The website has not been changed or deployed. Before rollout: confirm header legibility, prepare exact-size favicons, and commission vector masters for large-format use.