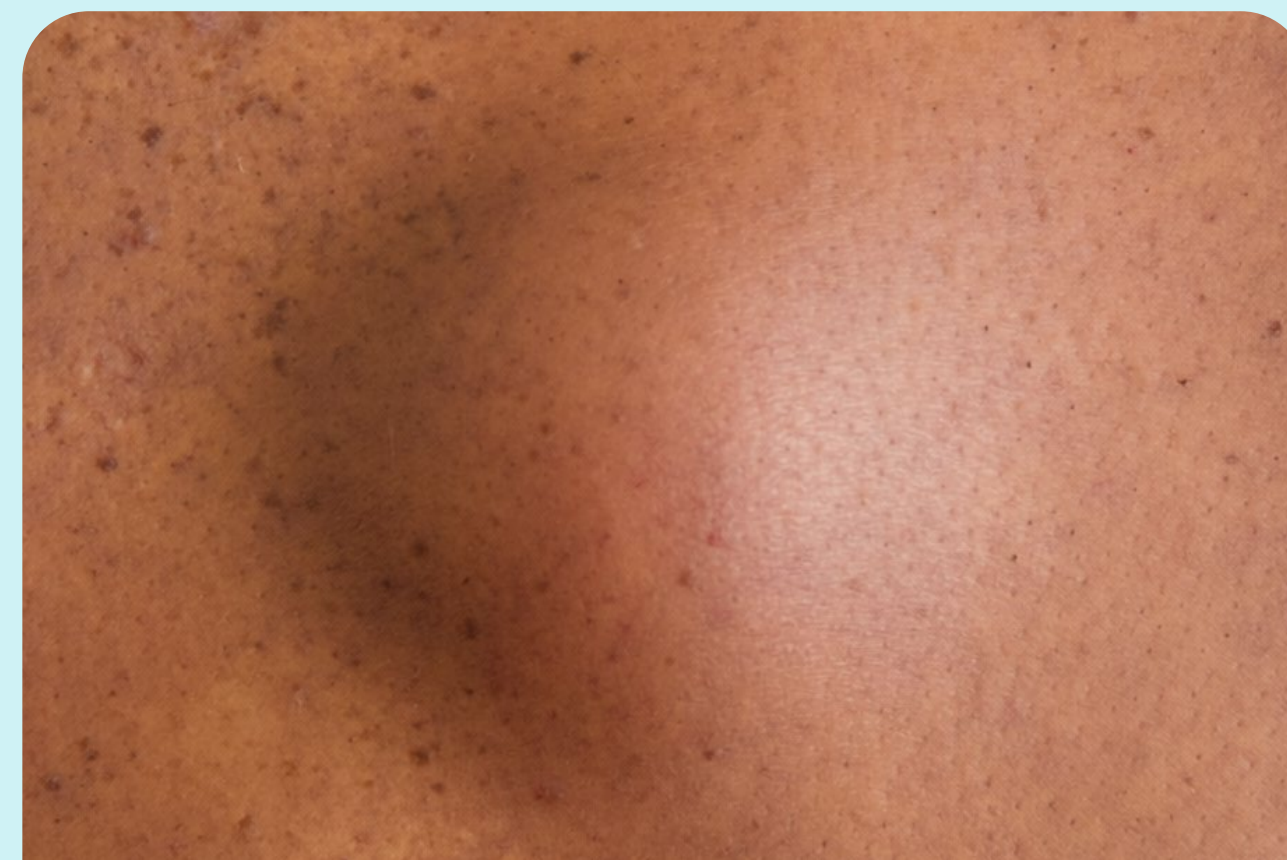




TALK **CHECK** 
ACT on CANCER.
Early action saves lives.

NHS
Lancashire and
South Cumbria
Cancer Alliance

CHECK IT 
Don't chance it.



Brand guidelines

About this guide

‘Check It, Don’t Chance It’ is a campaign designed to empower people to take control of their health with confidence. It aims to spark open conversations, arm people with the facts they need, and help more people get diagnosed earlier.

It’s about raising awareness without fear - and reminding everyone that listening to your body and seeking help early can save lives.

Built on what people told us they need, the campaign uses:

- Clear, direct messaging that is simple, purposeful and easy to understand at a glance.
- Honest, relatable visuals featuring real, diverse bodies and medically accurate symptoms to build trust and relevance.
- High-impact design with bright colours and bold, mixed-case typography to maximise visibility and accessibility.
- Straightforward calls to action that give people the reassurance and confidence to speak up, get checked and act early.

Together, these elements reduce stigma, remove barriers to understanding, and make it easier for people across Lancashire and South Cumbria to notice changes, seek support and take that all-important first step.

These guidelines set out the visual style, photographic approach and key messaging that make the campaign recognisable and trustworthy. They are based on audience insight and real-world testing, so following them helps us communicate in a way that feels relevant, supportive and easy to understand.

By keeping to a shared style and tone, we can:

- Build a strong and memorable campaign identity
- Ensure messages land clearly with all audiences
- Support partners and teams across Lancashire and South Cumbria with simple, practical direction
- Strengthen recognition of the campaign wherever it appears
- Promote positive engagement with cancer awareness and early action

Consistent use of these guidelines helps sustain the campaign’s presence in communities and contributes to long-term awareness across Lancashire and South Cumbria.

Logo

The “Check It, Don't Chance It.” logo is the core symbol of the campaign and brings our message together in a simple, memorable way.

Its bold, mixed-case typography and bright, high-contrast colours are designed for maximum visibility across all formats, from mobile screens to community posters.

Used consistently, the logo reinforces trust, clarity and confidence, helping people quickly understand what the campaign stands for and encouraging them to engage with its message.

Always ensure the strap line is on the asset with the logo to ensure clarity on the topic.



Listen to your body.
Act now on cancer.

Logo misuse

Our logo is the heart of the campaign. Using it consistently ensures the brand remains instantly recognisable, trustworthy, and professional. The following examples show common ways the logo can be misused and why it's important to avoid them.



Do not stretch the logo

Altering the proportions makes the logo look distorted and unprofessional. Always maintain the original aspect ratio. Please hold the shift key when manually resizing.



Do not change the colours

The approved colours are part of our identity. Using other colours can confuse the audience and dilute the brand.



Do not angle or rotate the logo

The logo should always sit straight and level. Tilting it reduces readability and undermines credibility.



Do not change the fonts

The typography is carefully chosen to reflect the campaign's personality. Substituting fonts can weaken recognition.



Do change the order of the actions

For consistency of message the order should always be Check It, Don't Chance It.

Colour

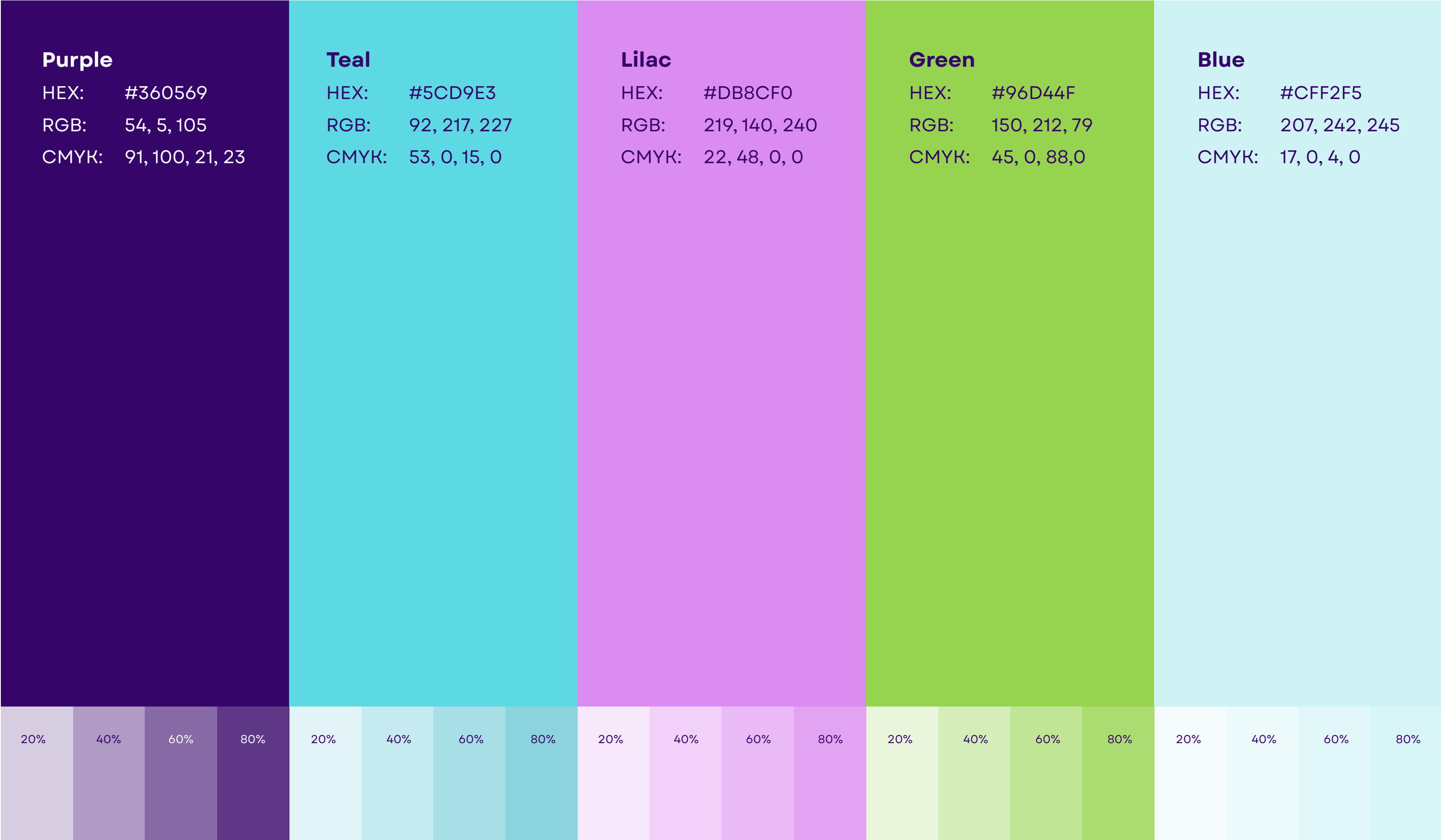
The palette is bright, high-impact, and designed to be accessible and instantly recognisable across all channels. Using the approved colours consistently helps maintain brand recognition, visibility, and credibility.

RGB (Red, Green, Blue): Used for digital applications such as websites, social media, presentations, and on-screen graphics. Colours are created by mixing different intensities of red, green, and blue light.

CMYK (Cyan, Magenta, Yellow, Black): Used for printing, including brochures, posters, and flyers. Colours are made by combining inks in different percentages.

Using the correct colour codes ensures the campaign always looks vibrant, professional, and cohesive, whether it's on a phone screen or a printed poster.

When using text on colour please ensure at least AA level contrast.



Typography

Our primary typeface is Gareth, a modern, geometric sans-serif font selected for its exceptional clarity, strong readability, and confident tone. Its clean lines and distinctive personality directly reflect the energy and positivity of the campaign.

Use the Gareth typeface whenever possible in all print and digital materials to deliver maximum brand presence.

To ensure the message remains flexible and accessible in all environments, we use Arial as the universally available fallback font.

If Gareth is unavailable, cannot be embedded, or fails to render in any format (particularly in web browsers, system-based documents, or basic presentations), Arial must be used. This guarantees that the content remains highly legible and clear regardless of the environment.

Garet

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Arial

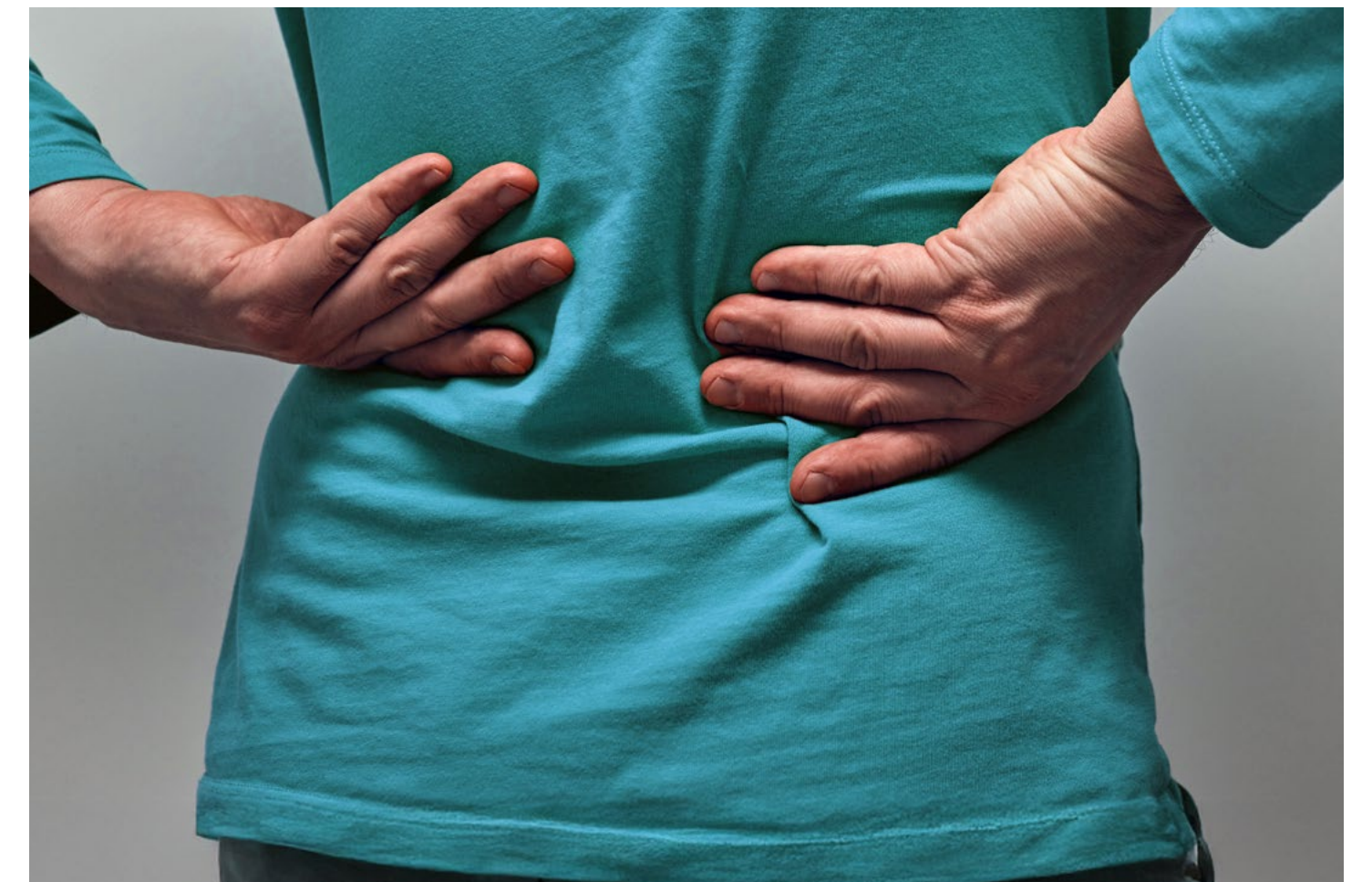
Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Photography

Photography is a powerful way to bring the “Check It, Don’t Chance It.” campaign to life. The right images make our messages feel real, relatable, and trustworthy, helping people connect with the campaign and take action.

- Use medically approved and realistic visuals when needed.
- Avoid shock tactics but maintain clear, attention-grabbing visuals.
- Ensure imagery feels inclusive, no one should feel the message isn’t for them.
- When creating assets featuring people, always ensure there are a range of body types used, for example a mix of ages, sizes and skin tones.



Messaging

Every piece of campaign material should help people understand cancer signs and know what to do next. Messages should feel clear and supportive. Show that cancer is treatable, and many people survive when it is found early. Use friendly, everyday language that helps people feel confident to act.

Keep the Message Simple

- Use one key message per asset to avoid overload.
- Mention cancer clearly when it helps understanding.
- Use conversational, approachable language.

Make the Important Information Stand Out

- Use a clear visual and message hierarchy. What do people need to read first, then second, then third and so on - use size and type styles to differentiate.
- Keep headlines bold and attention-grabbing.
- Highlight urgent actions such as:
“Book an appointment”
- Strengthen messages with clear timeframes:
“Get it checked right away.” or “You will be invited for screening every 3 years.”

Be Clear About What to Do Next

- Tell people exactly what action to take.
- Do not leave the audience guessing.
- Include reassurance: “Your doctor will want to see you.”
- Encourage self-efficacy so people feel confident taking action.
- Emphasise that early action is empowering, not frightening.

Keeping It Readable

- Keep small print minimal. Caveats rarely help your audience - save the detail for webpages or discussions in appointments.
- Avoid jargon and vague language.
- Do not use ALL CAPS (except in the logo).
- Use sentence case for accessibility.
- Use bold and regular text together to guide the eye.
- Keep the tone warm and encouraging so the audience feels supported.

Contact

If you're ever unsure about using the brand, or just want some guidance, we're here to help. Please contact: **Helen Stansfield**
Project Manager, Cancer Early Diagnosis & Primary Care at:
helen.stansfield1@nhs.net

We're happy to answer questions, give advice, or clarify anything about the “**Check It Don't Chance It.**” campaign.