

Guided Health

Making cancer less complex

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We are

Qualified care beyond the clinic.

What we do

Fill the gaps left by conventional healthcare to help you navigate diagnosis, treatment, and follow-up with confidence, clarity, and autonomy.

How we do it

A hyper-personalised health app that puts you at the centre of your care.

Learn & explore → scientifically backed, easy-to-understand content that's tailored to the specific cancer type you're experiencing. Develop understanding, restore agency, and feel confident to actively participate in treatment decisions.

Easy schedule → smart tech that instantly digitises, collates, and streamlines NHS communications, appointment scheduling, and medication timetables.

Clinician access → virtual appointments with oncology consultants for second opinions, treatment exploration, and additional support beyond the standard allocation, without a hefty price tag.

Marketplace → a carefully curated marketplace of complementary therapies to support traditional medication, all approved by NHS specialists to supplement, not challenge, traditional treatment.

App → a modern, digital format that fits your lifestyle and feels intuitive.

Purpose statement

Cancer is overwhelming; getting the right support shouldn't be. Care is fragmented, where it should be connected.

Tone of voice

Purpose, not push. We believe wholly in the power of what Guided Health offers, but we also appreciate the sensitivity of these topics, the uniqueness of each person and their preferences, and the highly personal nature of this journey. We never push our opinion or tell people how to think, feel, or act.

Empowering, not toxically positive. Not everything should be silver-lined. This is an indescribably hard reality, and we're not here to sugarcoat or pretend otherwise. But, we do want to encourage and energise, helping people feel positive about possibility and inspiring the confidence that they can do this.

Grounded, practical, and **realistic**, not cold or harsh. We're rooted in fact and only ever tell the truth, remaining calm and reassuring when the news isn't what we were hoping, but we're never blunt or insensitive. We never promise something we can't deliver.

Friendly, accessible, a **breath of fresh air**. We're not clinically complicated or archaically stuffy; we're conversational and modern, using words you'd expect to hear in a chat with a friend. We use plain English and sentence case, always mirroring the spoken language of everyday users.

Fonts

Headers in TAN *Aegean*

Sophisticated, refined, easy to read.

Uses a single-storey 'α', which reflects the way most people write.

Feels sophisticated, modern, stylish, without being exclusive or too niche.

Body copy in Recoleta Alt

A super accessible, friendly font.

Also uses a single-storey 'α', reflecting human handwriting, and providing continuity with the header font.

Colour palette

Earthy tones.

Equal split of dark and light.

Bright, positive, but not poppy.

Real, mature, considerate, and confident.

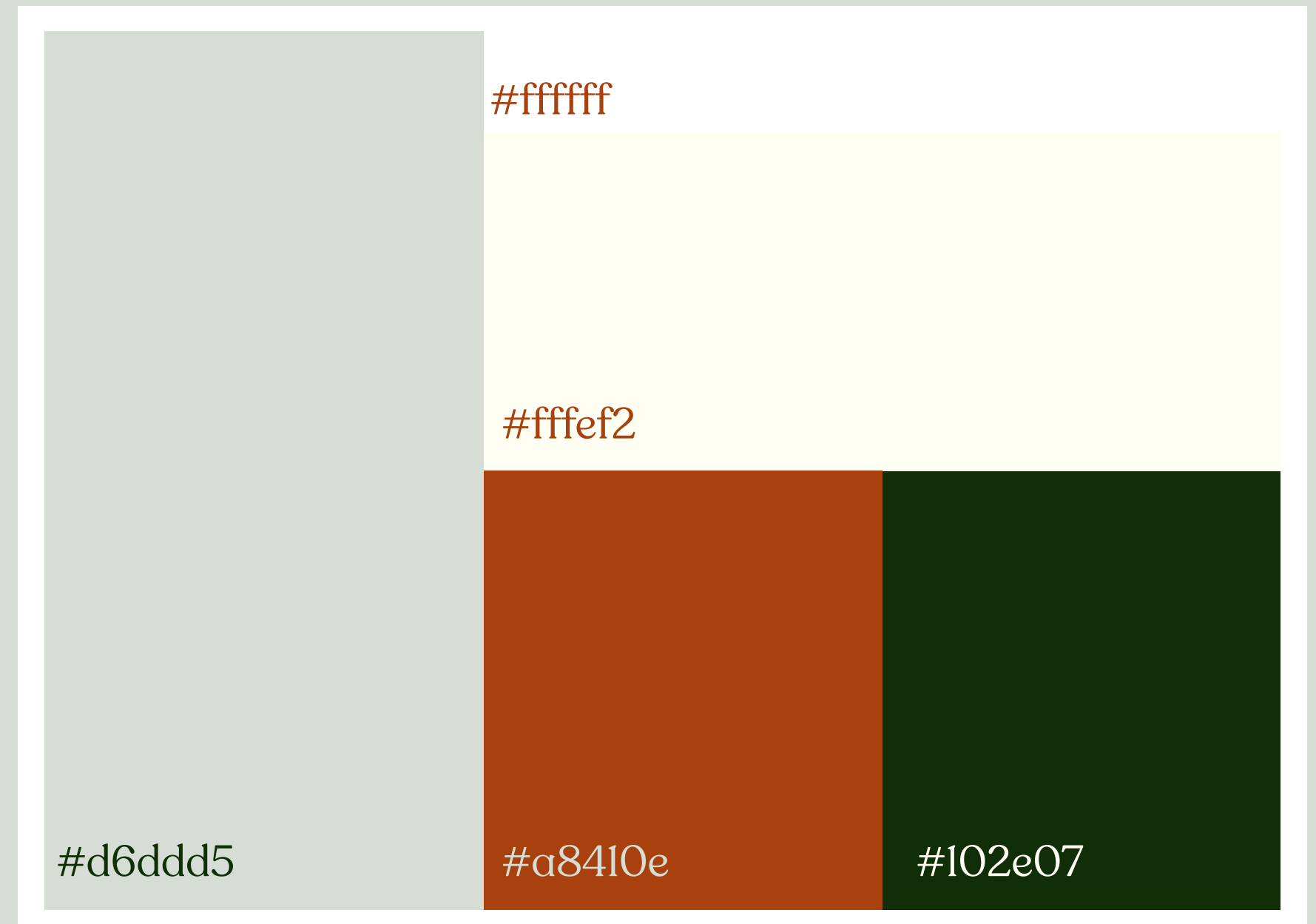


Usage rules

Sage (#d6ddd5) and butter (#fffff1) are our hero colours. They're light and bright and keep things easy to view.

Terracotta (#a8410e) and jungle (#102e07) are our darker tones. Try to avoid using these together; typically, we pair them with sage or butter.

White (#ffffff) keeps things fresh.



Assets

Each of these assets has been designed to integrate the numbers 6 and 3.

6 and 3 are deeply connected to Lucy's journey, specifically her diagnostic appointment, which lasted just 6 minutes and 33 seconds; a painful reflection of how little human connection and specialist support is available for cancer patients.

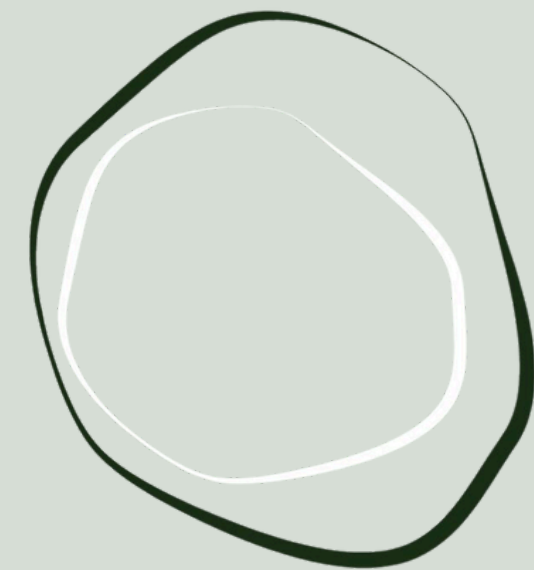
These assets are a symbol of strength, showing how something so powerful and positively life-changing (Guided Health) can be built from something so unjust.

Assets

The organic

An organic, six-sided shape, repeated twice, one shape sitting inside the other. The shape has six sides.

Represents the individual being placed at the centre of their care. The shape is hand-drawn and not symmetrical to reflect the uniqueness of every person and their journey.



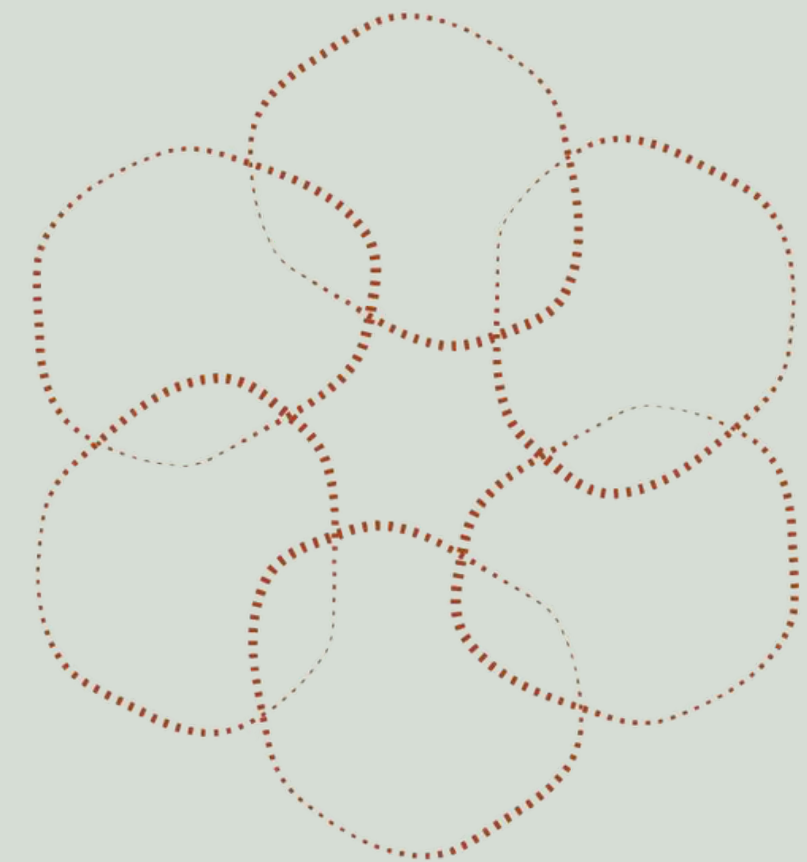
Assets

The collection

Uses the organic shape, repeated radially six times.
Made up of a collection of dashes, which reflect the steps of a journey.

Each dash and the spaces between them are 6pt.

Represents GH's approach to bringing together multiple different areas of healthcare, and how we guide you through each step of the journey.



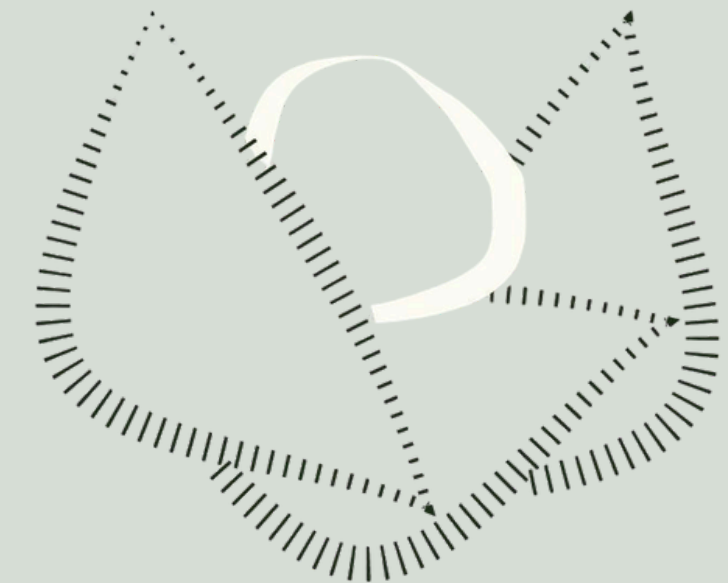
Assets

The mandala

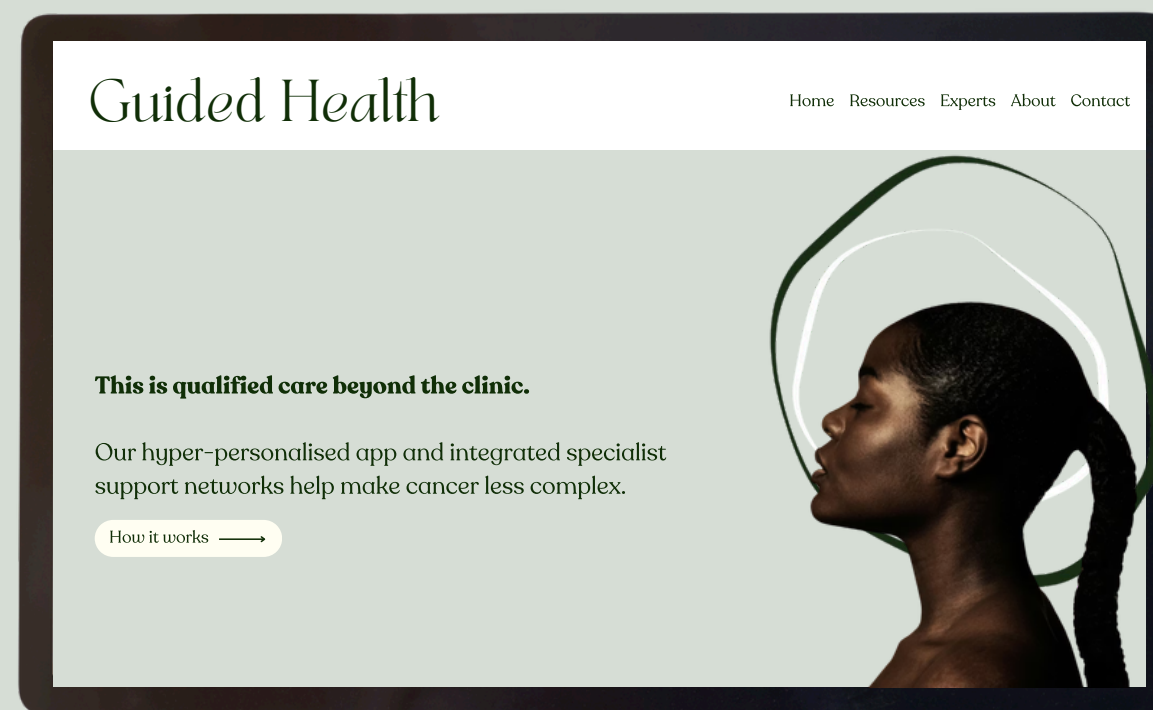
Uses the organic shape and the dashed pathway of the connection.

A modern take on the mandala, which symbolises spiritual growth, the interconnectedness of life, balance, and enlightenment.

This speaks to the 360-degree approach GH takes, the openness to complementary therapy, and encouraging others to see health as a meeting of mental, physical, and emotional wellbeing.



Examples of asset use



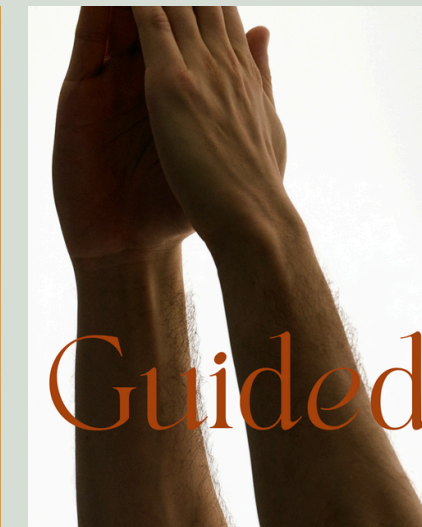
Imagery

Straightforward, powerful, no busyness.

Focused on the nuance.

Person or moment of stillness at the centre.

Intentionality.



In a nutshell

Who → qualified care beyond the clinic.

What → fill the gaps left by conventional healthcare to help you navigate diagnosis, treatment, and follow-up with confidence, clarity, and autonomy.

How → a hyper-personalised health app that puts you at the centre of your care.

Why → cancer is overwhelming; getting the right support shouldn't be. Care is fragmented, where it should be connected.

We:

Deliver healthcare

Feel lifestyle

Sound real

Thank you

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