



Communication Toolkit

14 October 2026



#CancerLiteracyDay #UnderstandCancer



Co-funded by
the European Union

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.

***Powered by the
CURTAIN Project***

MADE POSSIBLE BY



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.

***Powered by the
CURTAIN Project***

VISUAL IDENTITY

The visual identity of Cancer Literacy Day grows directly out of the visual language of the CURTAIN project, while transforming it into a broader, **long-lasting public movement**, carrying forward CURTAIN's central purpose: to move cancer knowledge from specialised spaces into ordinary life.

The identity makes cancer literacy visible not as a technical topic, but as a **shared civic capacity**. It invites people to ask questions, recognise reliable information, support one another and make informed choices.

Cancer Literacy Day becomes the public legacy of CURTAIN, a European day with a clear identity, a strong emotional symbol and a message that remains relevant over time: **the right question can change the next step**.

LOGO

It translates the idea of making cancer information understandable, usable and closer to people's everyday lives into a simple, memorable and durable symbol: the question mark as a ribbon.

The question mark represents curiosity, dialogue and the right to ask.

The ribbon refers to care, solidarity and the long tradition of cancer awareness.

Together, they create a distinctive sign that says: understanding cancer begins with asking questions.

The question mark as a ribbon
A symbol of curiosity, courage and care

We ask.
We understand.
We act.

[Download logos](#)

LIGHT BACKGROUND



OTHER LIGHT VARIATIONS



DARK BACKGROUND



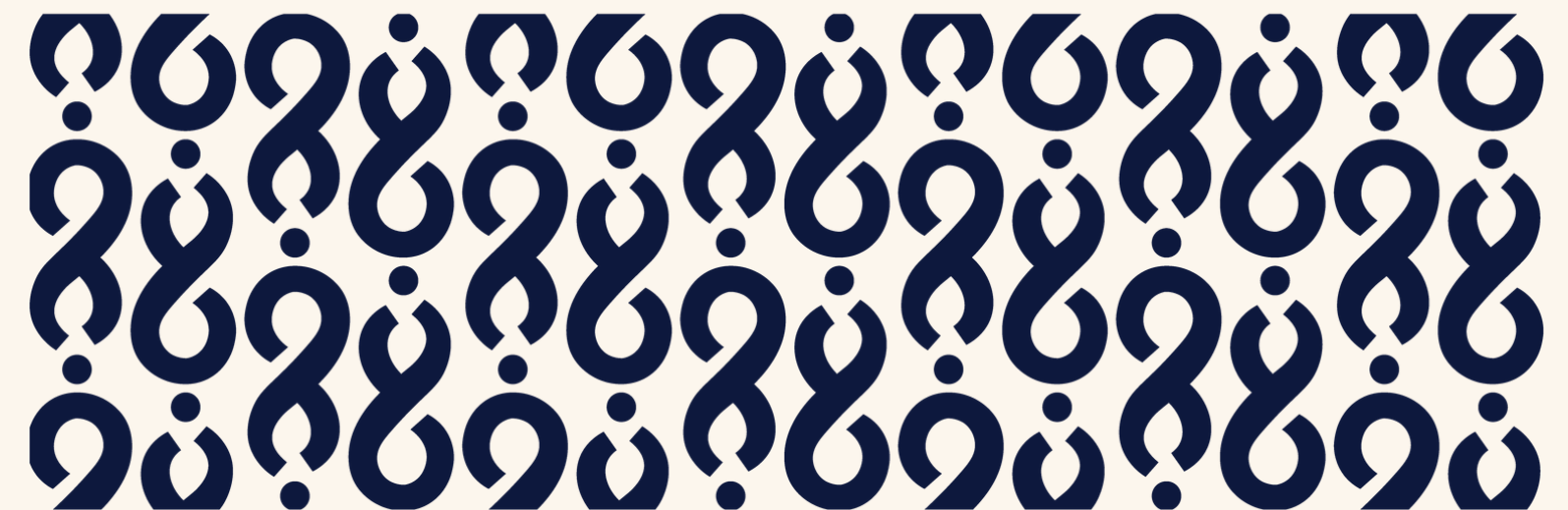
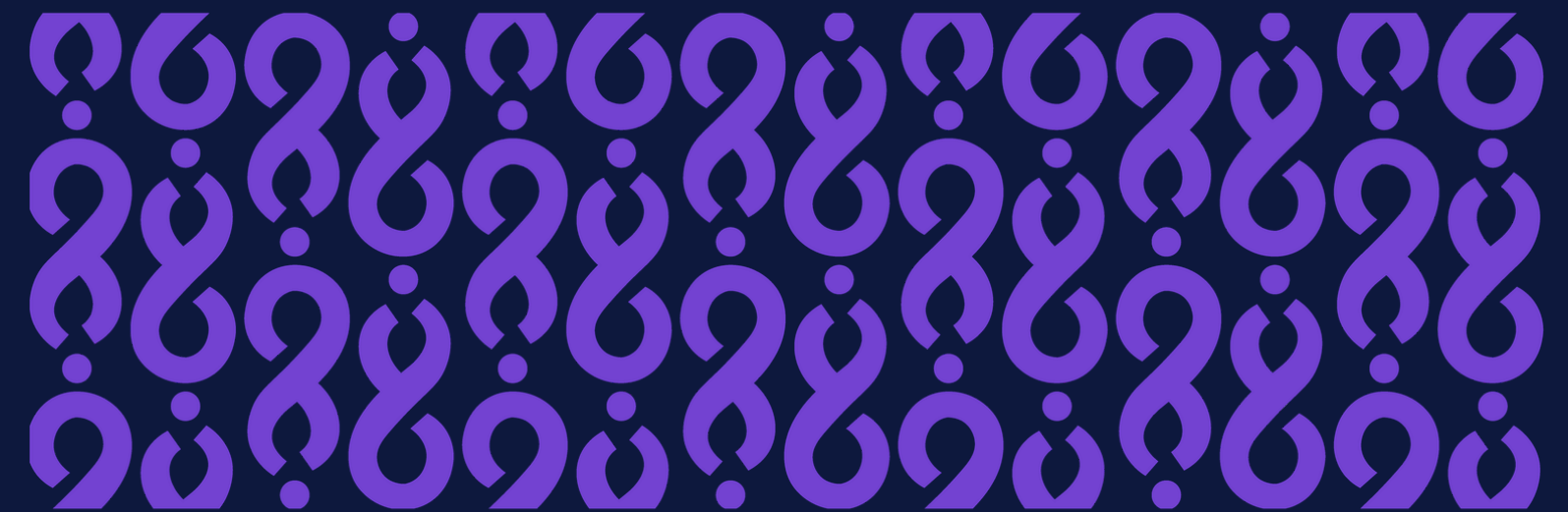
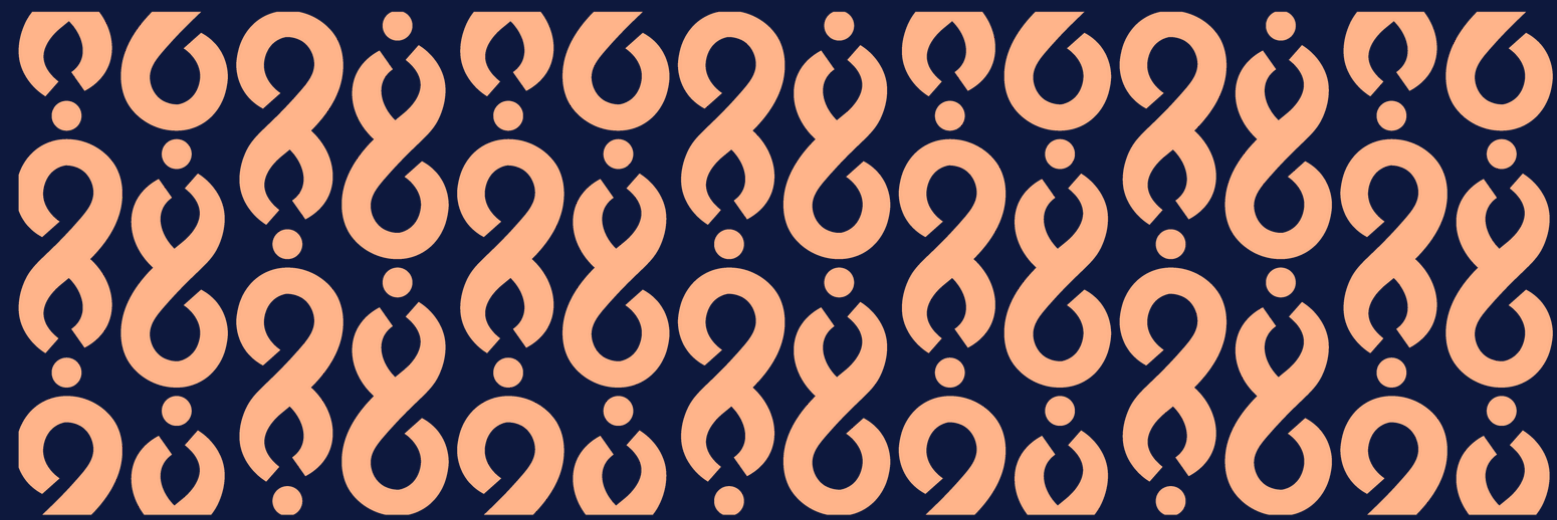
OTHER DARK VARIATIONS



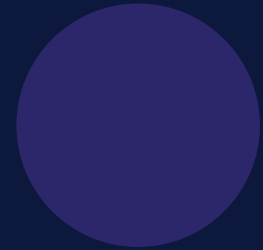
PATTERNS

To be used at various opacities.

[Download patterns](#)



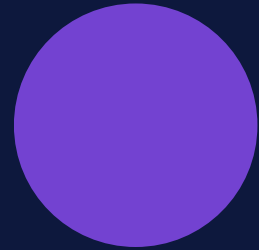
COLOURS & TYPOGRAPHY



“Core”

RGB: #0d183d

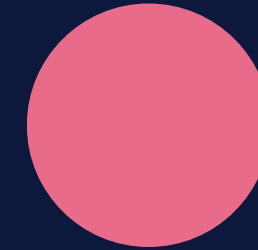
CYMK: 100, 92, 42, 54



“Primary Accent”

RGB: #7342d1

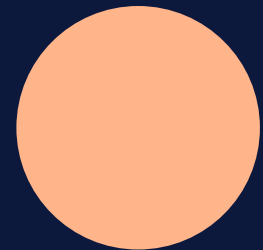
CYMK: 69, 78, 0, 0



“Primary Accent”

RGB: #e86c8a

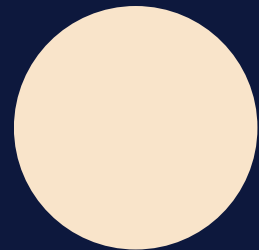
CYMK: 4, 72, 25, 0



“Secondary Accent”

RGB: #ffb48a

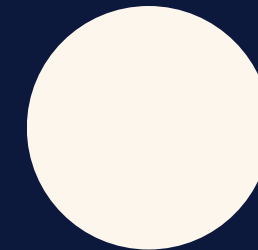
CYMK: 0, 35, 46, 0



“Secondary Accent”

RGB: #f9e4ca

CYMK: 2, 10, 20, 0



“White”

RGB: #fcf5ed

CYMK: 0, 3, 5, 0

INTER

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ALTERNATIVE FONTS: Inter, Open Sans

TITLES & SUBTITLE

**UPPERCASE BOLD/
Lowercase Bold
Lowercase semi-bold**

BODY COPY

Lowercase regular

QUOTES & CAPTIONS

Lowercase italic

TAGS & BUTTONS

UPPERCASE SEMI-BOLD

USE HASHTAGS

#CancerLiteracyDay
#UnderstandCancer

FOR WHOM?

Cancer Literacy Day is an open, collaborative European initiative. It is addressed to a variety of audiences:

CITIZENS

Share the day on social media, display a poster at work or school, and start a conversation with someone you know.

ORGANISATIONS

Host an event, become a partner, and help embed cancer literacy into your institution's culture.

PATIENTS OR CARERS

Share your experience, ask better questions in clinical settings, and point others to reliable information.

POLICY-MAKERS

Endorse Cancer Literacy Day and help embed cancer literacy into national cancer plans and health policy.

HEALTHCARE PROFESSIONALS

Use plain-language resources with patients, and host or support a local Cancer Literacy Day activity.

JOIN THE MOVEMENT

Visit and share **cancerliteracyday.eu**

Download and share the **QR code** to the website

#CancerLiteracyDay #UnderstandCancer



CANCER LITERACY DAY



Co-funded by
the European Union

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.

***Powered by the
CURTAIN Project***