

# **Sankofa Family Medicine**

Website Handoff Document V24.0

Production Ready Release

December 30, 2025

# Executive Summary

V24 addresses critical issues from V23:

Issue	Resolution
Logo Display	Logo now properly renders in Navigation and Footer with priority loading
Font Visibility	Dark mode disabled to ensure consistent text visibility across all sections
Image Paths	All images verified functional in /public/images/ directory
Navigation	All dropdowns, links, and mobile menu fully operational

# Business Context

Field	Value
Practice Name	Sankofa Family Medicine
Tagline	Medicine That Remembers
Founder	Dr. Yaw Nkrumah, MD
Model	Virtual-First Direct Primary Care (DPC)
Service Area	Washington State (SC expansion 2026)
Phone	+1 (425) 285-7390
Email	info@sankofafamilymedicine.com
Website	sankofafamilymedicine.com

# Technical Stack

Component	Technology
Framework	Next.js 14 (App Router)
Language	TypeScript
Styling	Tailwind CSS + Custom Design System V24
Font	Cormorant Garamond (Google Fonts)

Deployment	Vercel-ready
Analytics	Google Analytics 4 (G-V9M27XXYYB)
Forms	Formspree integration

## Color Palette

Color	Hex Code	Usage
Azure	#05436e	Primary brand color
Gold	#bc9833	Accent, CTAs, highlights
Navy	#051c3b	Dark backgrounds
White	#FFFFFF	Light backgrounds
Black	#070705	Text
Cream	#faf9f7	Secondary backgrounds

## Membership Tiers

Tier	Price	Key Features
Continuity Care	\$149/mo	Essential virtual primary care
Precision Care	\$249/mo	+ Genetic testing, extended visits
Legacy Health	\$449/mo	+ Direct cell access, concierge level

**Founding Member Offer:** First 30 members receive Legacy Health benefits at Precision Care pricing (\$249/month), protected while membership remains active.

## Site Architecture (43 Pages)

**Core Pages (7):** Homepage, About, Services, Founder, Contact, FAQ, Compare

**Location Pages (14):** Washington hub + 11 cities, South Carolina (2026), Expansion request

**Service Pages (3):** Membership, What We Cover, Sankofa OS

**Content Pages (6):** Blog index + 3 articles, Resources, Primary Care Guide

**Legal/Compliance (6):** Privacy, Terms, Accessibility, Policies, Patient Forms, Emergency

**Additional (4):** Careers, Partnerships, Testimonials, Sitemap

# V24 Specific Changes

## 1. Logo Display Fixed

Navigation: Logo uses priority loading with 96x96 dimensions. Footer: Logo increased to 180x180 with priority loading. Bottom bar: Logo size increased with explicit imageRendering for crisp display.

## 2. Font Visibility Optimized

Dark mode automatic switching DISABLED. ThemeProvider always uses light mode. Body font includes proper fallbacks. Font smoothing applied for optimal rendering.

## 3. Theme Provider Simplified

Always returns light mode. No localStorage theme persistence. Prevents hydration mismatches. Theme toggle button removed from navigation.

# Brand Voice Rules

## MUST Follow:

No em dashes (use commas or semicolons). 'Quiet authority, clinical calm' tone. No hype or urgency tactics. Professional, unhurried communication.

## Approved CTAs:

'Begin Your Care', 'Join the Waitlist', 'Request Enrollment', 'Book a 15-Minute Fit Call'

## Never Use:

'Limited time offer!', 'Act now!', Countdown timers for sales, Aggressive marketing language

# Build and Deployment

**Local Development:** npm install && npm run dev

**Production Build:** npm run build (should complete with 0 errors)

**Deployment:** Vercel via GitHub integration or manual deploy

## Post-Deployment Checklist:

1. Verify all images load correctly
2. Test all navigation links
3. Verify forms submit (Formspree)
4. Test mobile responsiveness
5. Check Google Analytics tracking
6. Verify SEO metadata renders