

# Sankofa Family Medicine Website Handoff V23

**Date:** December 29, 2025 | **Status:** Production-Ready, Audit Complete

## Changes Made in V23

### 1. Legal Language Updates

Replaced all instances of "locked for life" with safer legal language:

- **New Standard:** "protected while your membership remains active"
- **Files Updated:** 17 files across the codebase
- **Rationale:** Previous phrasing could create false advertising exposure

### 2. Tier Naming Standardization

- **Old:** "Tier 3 benefits at Tier 2 pricing"
- **New:** "Legacy Health benefits at Precision Care pricing"
- **Files Updated:** Navigation, FAQ, Contact, Services, Compare, Locations pages

### 3. Audit Results

- All Formspree endpoints functional
- All internal links verified
- All images exist and render correctly
- No em dashes found in codebase
- Build passes with zero errors

# Brand Specifications

## Colors

Color	Hex Code	Usage
Azure	#05436e	Main brand color
White	#FFFFFF	Backgrounds
Gold	#bc9833	Accent, CTAs
Deep Navy	#051c3b	Secondary
Black	#070705	Alt text

## Typography

- **Font Family:** Cormorant Garamond
- **Usage:** All headings and body text
- **No em dashes:** Use semicolons, commas, or periods instead

## Brand Voice

- Quiet authority
- Clinical calm
- Ethical clarity
- Human restraint
- No hype, urgency theater, or startup language

## Membership Tiers

Tier	Name	Monthly	Annual	Description
1	Continuity Care	\$149	\$134	Essential virtual primary care
2	Precision Care	\$249	\$224	Adds genetic testing, AI insights
3	Legacy Health	\$449	\$404	Concierge-level, direct cell access

## Founding Member Offer

**Standard Language:** "First 30 members receive Legacy Health benefits at Precision Care pricing (\$249/month), protected while your membership remains active"

## Formsfree Endpoints

Purpose	Endpoint ID	URL
Contact/Waitlist	manrdjgv	<a href="https://formsfree.io/f/manrdjgv">https://formsfree.io/f/manrdjgv</a>
Blog Subscription	xjgbllpe	<a href="https://formsfree.io/f/xjgbllpe">https://formsfree.io/f/xjgbllpe</a>
Primary Care Guide	xjgbllpe	<a href="https://formsfree.io/f/xjgbllpe">https://formsfree.io/f/xjgbllpe</a>

## Contact Information

- **Phone:** +1 (425) 285-7390
- **Email:** [info@sankofafamilymedicine.com](mailto:info@sankofafamilymedicine.com)
- **Appointments:** [appointments@sankofafamilymedicine.com](mailto:appointments@sankofafamilymedicine.com)
- **Service Area:** Washington State (virtual)
- **Expansion:** South Carolina (2026)

## Critical Rules

1. **No Em Dashes:** Search for — and replace with appropriate punctuation
2. **Tier Naming:** Always use "Legacy Health" and "Precision Care" not "Tier 3" and "Tier 2"
3. **Rate Protection:** Never say "locked for life" - use "protected while membership remains active"
4. **No Urgency Theater:** Avoid artificial scarcity language
5. **Consistent CTAs:** Primary action is "Join Waitlist" everywhere

## Build Information

- **Last Build:** December 29, 2025
- **Node Version:** 18+
- **Next.js Version:** 14.2.35
- **Build Status:** Passing (43 static pages)
- **TypeScript:** No errors
- **All Links:** Verified
- **All Images:** Verified

## Next Steps for Future Development

1. Deploy to Vercel/production
2. Implement Google Analytics 4
3. Set up Stripe payment integration
4. Add professional photography when available
5. Create favicon and social sharing assets
6. Implement n8n workflow automation