OFFICIAL LOGO

ZERO
THE END OF PROSTATE CANCER

REVERSE USAGE
(applicable only to BLACK background)

PROPER REVERSE USAGE
(on all other COLOR background)

LOGO WITH IMAGE USAGE
A knocked out version of the logo can be used on top of photography. It should not include the octagon in color. It should only appear on top of darker colors with very little contrast and should be clearly legible.

OFFICIAL RUN/WALK LOGO

ZERO
PROSTATE CANCER RUN/WALK
CITY • 2016

REVERSE USAGE
(applicable only to BLACK background)

PROPER REVERSE USAGE
(on all other COLOR background)

LOGO WITH IMAGE USAGE
A knocked out version of the logo can be used on top of photography. It should not include the octagon in color. It should only appear on top of darker colors with very little contrast and should be clearly legible.
**OFFICIAL STOP CANCER SYMBOL**

**OFFICIAL COLORS**
- PMS 484
- PMS Black
- PMS Cool Grey 6

**ACCEPTABLE REVERSE USAGE**

**REMINDERS**

- ZERO follows AP Style. Please reference the AP Style Guide or reach out to the Marcomm team with questions.

- Our official font for external communication is Helvetica, 12 point.