

ZERO - THE END OF PROSTATE CANCER STYLE GUIDE

OFFICIAL LOGO



THE END OF PROSTATE CANCER

OFFICIAL COLORS



PMS Black



PMS Cool Grey 6



PMS 484

MINIMUM SIZE USAGE

1.2" or 160 px wide



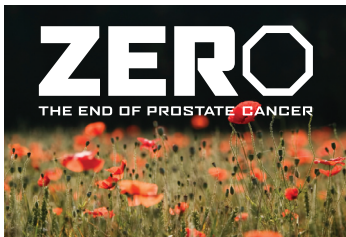
REVERSE USAGE

(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



CITY • 2016

OFFICIAL COLORS



PMS Black



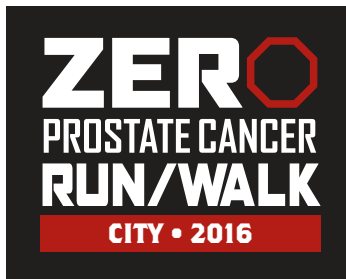
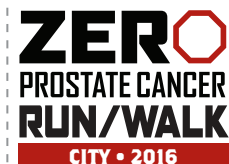
PMS Cool Grey 6



PMS 484

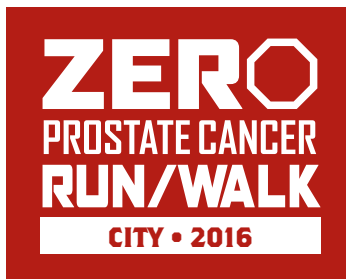
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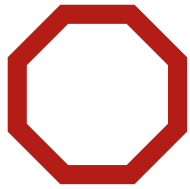


LOGO WITH IMAGE USAGE

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.

ZERO - THE END OF PROSTATE CANCER STYLE GUIDE

OFFICIAL STOP CANCER SYMBOL



CANCER



CANCER



CANCER

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.