ZERO - THE END OF PROSTATE CANCER STYLE GUIDE

OFFICIAL LOGO

ZERO
THE END OF PROSTATE CANCER

OFFICIAL COLORS

- PMS Black
- PMS 484
- PMS 2995

REVERSE USAGE

(applicable only to BLACK background)

ZERO
THE END OF PROSTATE CANCER

PROPER REVERSE USAGE

(on all other COLOR background)

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.

MINIMUM SIZE USAGE

LOGO WITH IMAGE USAGE

1.2” or 160 px wide

ZERO
THE END OF PROSTATE CANCER

OFFICIAL RUN/WALK LOGO

ZERO
PROSTATE CANCER RUN/WALK
CITY

OFFICIAL COLORS

- PMS Black
- PMS 484
- PMS 2995

REVERSE USAGE

(applicable only to BLACK background)

ZERO
PROSTATE CANCER RUN/WALK
CITY

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OFFICIAL STOP CANCER SYMBOL

ACCEPTABLE REVERSE USAGE

OFFICIAL COLORS

- PMS 484
- PMS Black
- PMS 2995
- PMS Cool Grey 6

OFFICIAL ORGANIZATIONAL FONTS

- AVENIR - All weights and font style
- UNIVERS - All weights and font style
- HELVETICA - All weights and font style (external communications)

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.