

Brand Guidelines



IDENTITY



FULL COLOR



BLACK

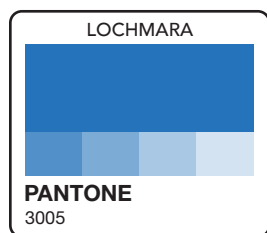


FULL COLOR – REVERSED



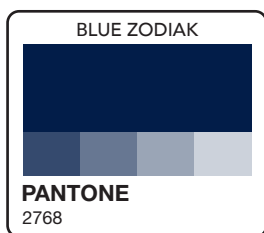
WHITE – REVERSED

COLOR PALETTE



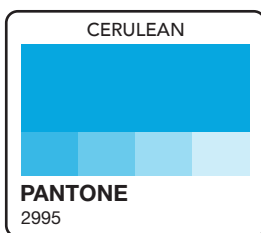
RGB: 0, 119, 200
CMYK: 100, 40, 0, 21
HEX: #0077C8

PRIMARY

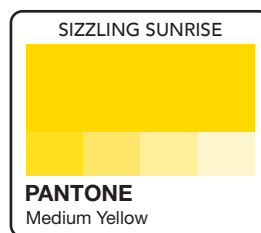


RGB: 7, 29, 73
CMYK: 82, 57, 0, 71
HEX: #071D49

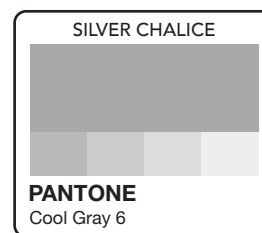
SECONDARY



RGB: 0, 169, 224
CMYK: 100, 25, 0, 12
HEX: #00A9E0



RGB: 100, 86, 0
CMYK: 0, 15, 100, 0
HEX: #FFDA00



RGB: 175, 175, 175
CMYK: 0, 0, 0, 31
HEX: #AFAFAF

FONTS

AVENIR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

HELVETICA LT PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

AGENCY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

NORWESTER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

WRITING STANDARD

- ZERO follows AP Style. Please reference the AP Style Guide or reach out to the Marketing & Communications team with questions.
- The organization should only be referred to as “ZERO Prostate Cancer”, or abbreviated as “ZERO”.
- PC friendly fonts for external communications are Arial, Calibri or Helvetica.