

Brand Guidelines



IDENTITY



FULL COLOR



BLACK

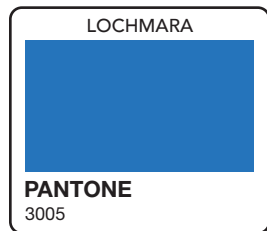


FULL COLOR – REVERSED



WHITE – REVERSED

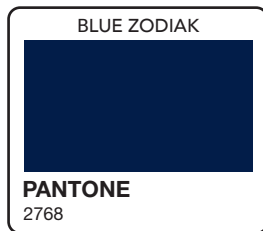
COLOR PALETTE



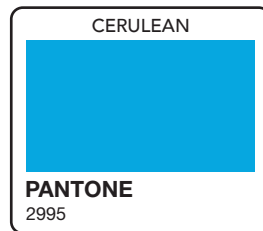
RGB: 0, 119, 200
CMYK: 100, 40, 0, 21
HEX: #0077C8



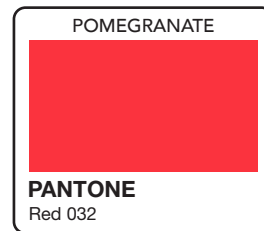
PRIMARY



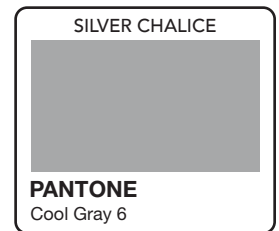
RGB: 7, 29, 73
CMYK: 82, 57, 0, 71
HEX: #071D49



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



RGB: 243, 40, 55
CMYK: 0, 84, 77, 5
HEX: #F32837



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



SECONDARY

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

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

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

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 ZERO in short.
- Our official font for external communications is Helvetica, 12 point.