

Brand Quick-Guide






HELLO...

As we continue to refine ZERO's visual and narrative expression, we've created this condensed guideline to help us all stay on brand.

It includes messaging and image direction, design examples, and basic information about our typefaces, logo, and color.

Use this guide as your go-to resource for clear, consistent, and effective communications—whether you're writing, designing, or sharing ZERO's story.

MESSAGING/COPYWRITING

-  Be real, plain-spoken, direct, warm.
-  Keep it straightforward and candid, but never crass or unprofessional.
-  Avoid flowery, trendy, or jargon-heavy phrasing.
-  Use active voice rather than passive.
-  Write people-first messaging (not disease-first).

ZERO Prostate Cancer is on a mission to improve and save lives from prostate cancer through advocacy, awareness, education, and support. We are the nation's #1 provider of prostate cancer resources and the voice of the prostate cancer community—advancing a future where detection is early, support is unwavering, and care is accessible to all.

ZERO does:

- **Improve and save lives** from prostate cancer
 - through advocacy, awareness, education, and support
- Provide prostate cancer **resources, programs, and services**
- Help men and families
 - **impacted by** prostate cancer; **facing** prostate cancer; **affected by** prostate cancer
- Serve people **at risk for, diagnosed with, or who have survived** prostate cancer
- Communicate as the **voice of the prostate cancer community**—listening, convening, and amplifying diverse perspectives

ZERO does NOT:

- Work toward a cure
- Do **research**
- **Fight** or battle cancer
- **Zero out** cancer
- **End** prostate cancer
- Promise or give **hope**
- **Defy** cancer odds
- Refer to patients/survivors as “**victims**” or “**in need**”
- Provide **financial assistance**

Examples:

- *Instead of:* Help us fight prostate cancer.
→*Say:* Help us save lives from prostate cancer.
- *Instead of:* We are working toward a cure.
→*Say:* We provide lifesaving resources and support.
- *Instead of:* Victims of prostate cancer...
→*Say:* Men (or people) impacted by prostate cancer...
- *Instead of:* We've turned dollars into hope, expanding access to screening education, care navigation, financial assistance, and peer connections.
→*Say:* Together, we've expanded access to lifesaving screening, care coordination, financial navigation, and community connections.

MESSAGING/COPYWRITING

Grammar & Style:

- **Brand casing:** Use ZERO (brand, all caps). Use Title Case for program names (Run/Walk, Advocacy Summit); “prostate cancer” lowercase unless part of a formal name.
- **Serial (Oxford) comma:** Please use it! Place a comma before the final conjunction in lists of three or more (one, two, and three).
- **Numbers:** Within text, spell out one through nine; use numerals for 10 and above. Use numerals for percentages (7%) and money (\$25). Use an en dash for ranges (e.g., 3–5 days). Use commas in 1,000 and above.
- **Decimals** rather than fractions (e.g., 1.5), except common expressions (e.g., “half”).
- **Titles:** Capitalize formal titles (e.g., President, Mayor) when they precede a name; lowercase when alone or after a name.
- **Spelling of keywords:** No hyphens or spaces in nonprofit, lifesaving, website, email.
- **Dates:** Abbreviate months Jan., Feb., Aug., Sept., Oct., Nov., Dec. with numeric day (e.g., Oct. 3). Spell out months when alone or with a year (e.g., October 2026). No ordinals (not October 3rd).
- **Time:** No space between the number and am/pm; include a space before the time zone. No periods. Use consistent casing for time zones (e.g., 3pm ET, 8:30am PT).
 - Reflect the event’s local time zone. Default to Eastern Time (ET) if the local time is unclear or for national events.
 - For time ranges: If both times share the same am/pm, only include it at the end (e.g., 6–7pm, not 6pm–7pm). If the range crosses am/pm, include both (e.g., 10am–2pm).
- **Quotes:** Commas and periods are always placed inside quotation marks. Semicolons and colons go outside.

Examples:

 - “I’ll be there soon,” she said.
 - “I may forget your name, but I never forget a face.”
 - There are three elements of what she calls her “Olympic journey”: family support, personal commitment, and great coaching.
- **Phone numbers:** Use dashes (e.g., 555-555-5555)
- **URLs:** Display ZERO’s URL using brand casing in display copy, as ZEROcancer.org (hyperlink to <https://zerocancer.org>). Use all lowercase (zerocancer.org) in technical contexts such as plain-text emails, QR codes, or case-sensitive systems.
 - For all other URLs, use all lowercase and omit “www” in copy

COLORS

Primary Brand Blue



RGB: 0, 119, 200
CMYK: 100, 40, 0, 21
HEX: #0077C8
Pantone: 3005

Dark Blue



RGB: 7, 29, 73
CMYK: 82, 57, 0, 71
HEX: #071D49
Pantone: 2768

Black



White



TYPEFACES

Helvetica Neue Lt Std

Primary Weights:

LIGHT A B C D E F G H I J K
 a b c d e f g h i j k l m

ROMAN A B C D E F G H I J K
 a b c d e f g h i j k l m

BOLD A B C D E F G H I J K
 a b c d e f g h i j k l m

Secondary Weights:

MEDIUM A B C D E F G H I a b c d e f g h i

HEAVY A B C D E F G H a b c d e f g h

ZERO LOGO

Color



Color - Knockout White



Black



White



DESIGN – PRINCIPLES & EXAMPLES

Core Principles:

- Prioritize clear hierarchy and legibility with sufficient breathing room.
- Use consistent spacing and grid.
- Set body copy in light or regular weights, black or Dark Blue. Set callouts in Primary Brand Blue.
- Use original ZERO photography when possible; use approved stock photography if not. Avoid black & white, monotone, or artificially altered images.

For the Men We Love, All Gifts Matched 2x Up to \$10,000!

Dear Friend,

Today marks the beginning of International Men's Health Week—a powerful global effort led by Men's Health Network (MHN) to challenge harmful stigmas and spark real conversations about men's health.

Here at ZERO, we are shining a spotlight on one of the most urgent crises facing men today: PROSTATE CANCER.

It's not just a health issue—it's a family issue, affecting the men we love: our fathers, brothers, partners, sons, friends, and colleagues. And the numbers are deeply troubling:

- Metastatic prostate cancer is up 5% in recent years
- Black men are 1.7x more likely to be diagnosed and more than 2x as likely to die from it
- At an alarming rate of every 3 minutes, a man in the U.S. will hear the words: You have prostate cancer.

Your support fuels everything we do—from patient navigation and lifesaving cancer screenings to advocacy for health equity and access to preventative care.

This week is a critical moment to raise awareness—but with your donation, we can go beyond awareness and deliver real impact with our 2x match available for a limited-time.

Let's make this week more than a message—let's make it a movement. For the men in your life. For the families facing a diagnosis right now. And for a future where prostate cancer is no longer a threat.

HONOR YOUR LOVED ONES

Thank you for standing with us.

With gratitude,
Sean Kramer
SEAN KRAMER
Chief Development Officer

P.S. Please consider forwarding this message to your loved ones

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ZERO is a 501(c)(3) non-profit organization.

Lead the prostate cancer conversation in your community.

Partner with ZERO Prostate Cancer, the nation's #1 provider of prostate cancer resources, to bring risk education and support into everyday life.

As a Run/Walk sponsor, you help everyday conversations become informed next steps—understanding risk, knowing when to ask about screening, and finding trusted resources. It shows patients, families, and referring partners your commitment to clarity, access, and care beyond the visit.

ZERO PROSTATE CANCER Become a Run/Walk sponsor today. Learn more at [ZEROCancer.org/xxxx](https://zerocancer.org/xxxx).

THE #1 PROVIDER OF PROSTATE CANCER RESOURCES & THE VOICE OF THE PROSTATE CANCER COMMUNITY

Prostate cancer is urgent & personal.
It's our fathers, sons, brothers & friends

WELCOME AMBASSADOR

MOSES EHAMBE

NBA Assistant Coach/
Personal Development Leader

ZERO PROSTATE CANCER

ADVOCACY

Advocacy Highlight: 2025 Advocacy Summit

The annual ZERO Prostate Cancer Advocacy Summit was held in February 2025. The cornerstone of ZERO's advocacy efforts, the Summit featured advocates traveling to Washington, D.C. to train on policy priorities and visit their Members of Congress on Capitol Hill to share the importance of these policies in improving and saving lives from prostate cancer.

Advocates were joined by Members of Congress at a reception in the Cannon House Office Building.

154 advocates registered	163 meetings on Capitol Hill	41 states represented
38% first-time advocates		

Annual Report Fiscal Year 2025 | 6

Biggest match of the year.

ZERO PROSTATE CANCER

PHOTOGRAPHY

- Use images that are:
 - **crisp** and high-resolution.
 - tell a **clear and appropriate story**.
 - the **right emotion** (generally it's optimism and energy, but in some cases the story requires something different).
 - **diverse** and representative of the communities we serve.
 - **color photography** (not black & white, monotone, or artificially altered).
- **Original ZERO photography** is preferred when appropriate and available. We favor real moments and blue/white brand cues.
- For general brand stories, or if original photography doesn't meet above criteria, use **approved stock photography** or request from Marcom.

Original Photography



Stock Photography

