

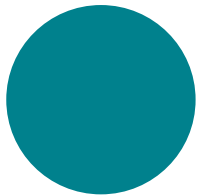


**ZERO
REASONS
WHY**

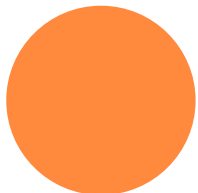
Color Palette

Primary & Secondary

<p>Yellow C-0 M-34 Y-95 K-0</p> <p>R-255 G-183 B-11</p> <p>HEX #ffb607</p> <p>PMS 116</p>	<p>Gray C-14 M-11 Y-12 K-0</p> <p>R-217 G-216 B-214</p> <p>HEX #d9d8d6</p> <p>PMS Cool Gray 1</p>	<p>Dark Gray C-42 M-34 Y-32 K-1</p> <p>R-155 G-156 B-160</p> <p>HEX #9b9ca0</p> <p>PMS Cool Gray 7</p>	<p>Dark Teal C-100 M-67 Y-48 K-38</p> <p>R-0 G-62 B-82</p> <p>HEX #003e52</p> <p>PMS 7691</p>	<p>Dark Navy C-99 M-84 Y-45 K-51</p> <p>R-10 G-34 B-64</p> <p>HEX #0a2240</p> <p>PMS 289</p>
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TEAL
C-94 M-31 Y-42 K-5 // R-0 G-129 B-141 // HEX #00818d // PMS 321



ORANGE
C-0 M-56 Y-85 K-0 // R-249 G-138 B-60 // HEX #f98a3c // PMS 144

Yellow

Yellow & Dark Navy are the primary brand colors.

Dark Navy

These will be used 90% of the time for color needs.

Gray

Gray & Dark Gray are natural colors to utilize when offsetting our primary brand colors.

Dark Gray

Dark Teal

Used to support the Dark Navy color wherever deemed appropriate in limited usages.

Teal // used sparingly for tiny accents

Orange // used sparingly for tiny accents



This is our primary go-to logo, use only on a white background.



1 of 2 primary reverse logo option, use only on a Dark Navy background.



2 of 2 primary reverse logo option, use only on a Yellow background.





~~# ZERO
REASONS
WHY~~



~~# ZERO
REASONS
WHY~~



~~# ZERO
REASONS
WHY~~



~~# ZERO
REASONS
WHY~~



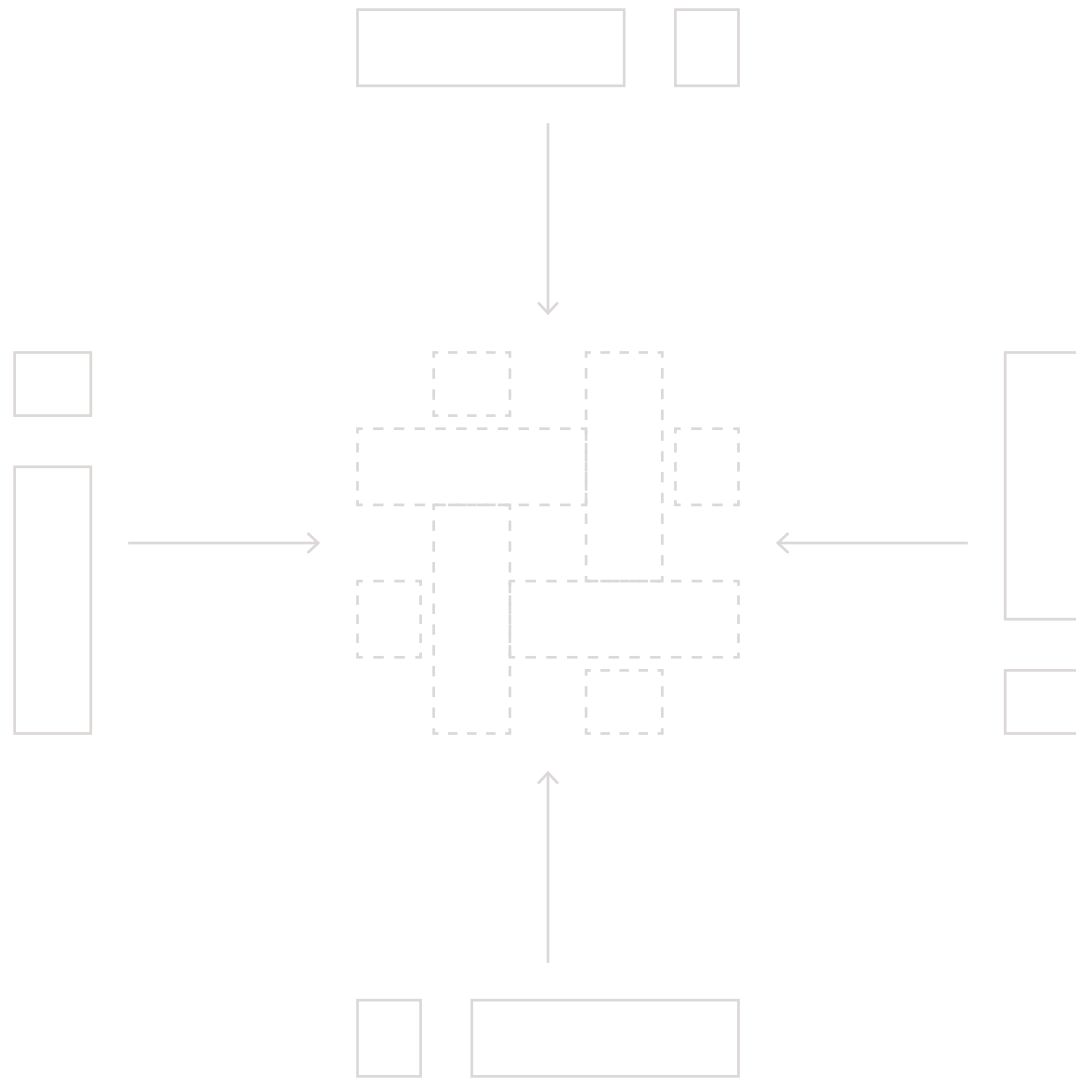
This is our secondary logo, use only when absolutely necessary when vertical space is limited. Use only on a white background.

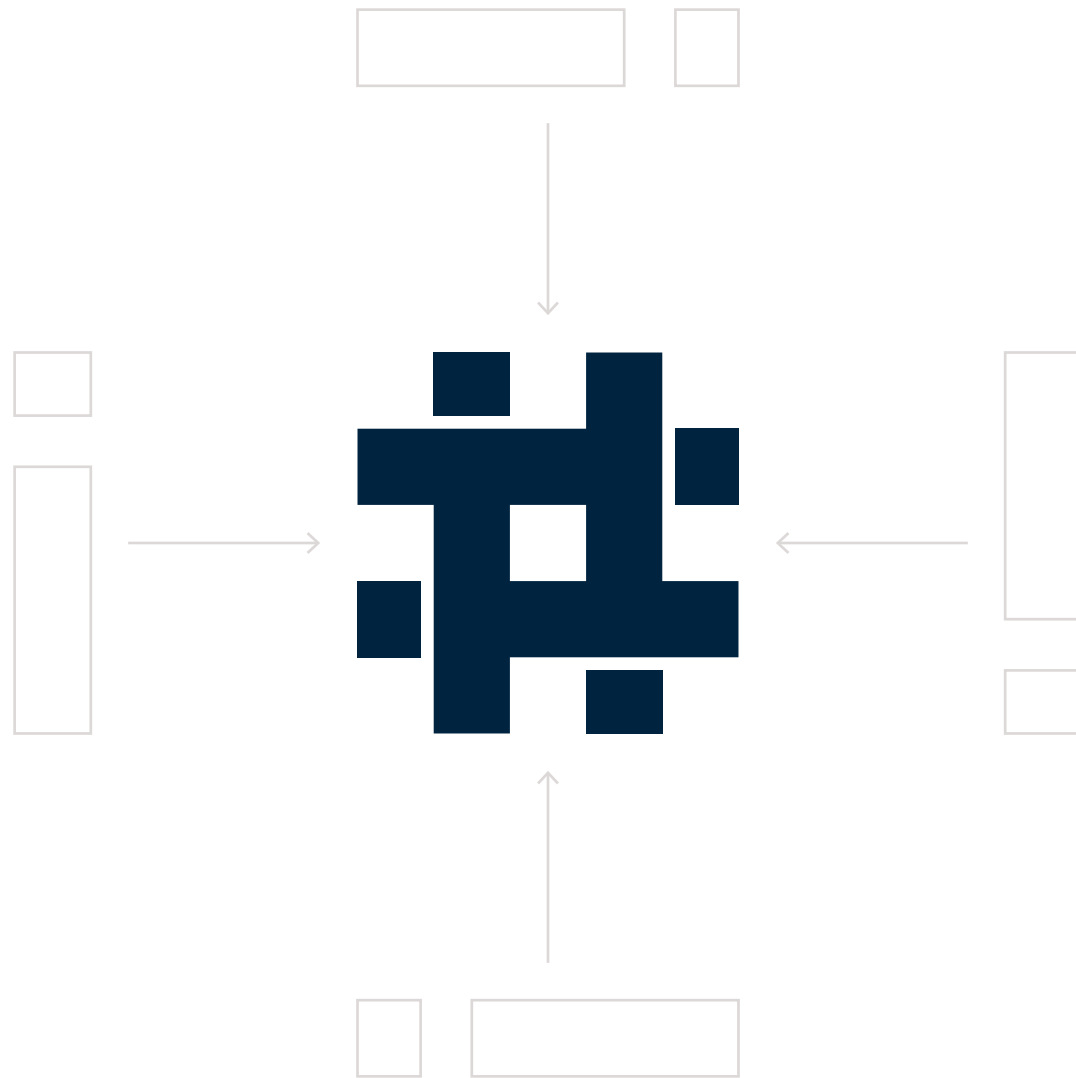


1 of 2 secondary reverse logo option, use only on a Dark Navy background.



2 of 2 secondary reverse logo option, use only on a Yellow background.





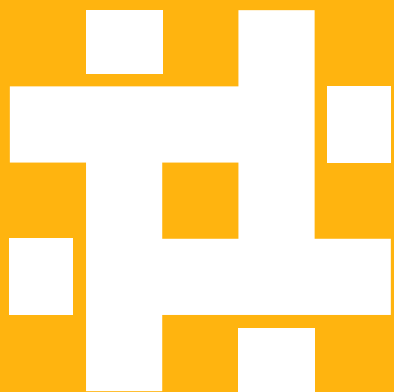


The hashtag icon represents **unity & strength in numbers.**
The structural components of the logo represent our Call to Action:

i = individuals uniting **!** = immediacy of importance

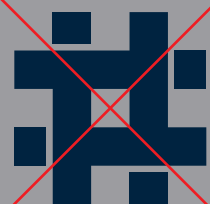
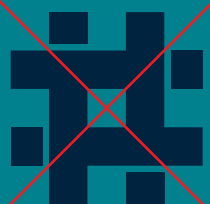
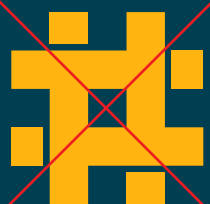
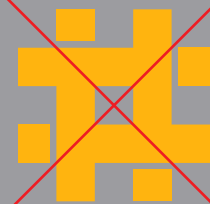
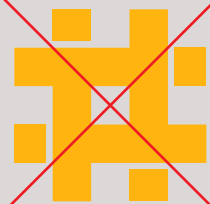
Iconography

Color Options



Iconography

Do's and Don'ts



Tagline

ZERO REASONS WHY THIS CONVERSATION IS TOO TABOO

Z.R.W. exists to help spread suicide prevention aid.
The above logo lockup offers customization which allows
for interaction and conversation. Fill in the blank.

Tagline

ZERO REASONS WHY
THIS CONVERSATION IS TOO TABOO

Iconography

Icon Evolution Examples



Staying true to the primary icon, additional iconography should be thick & linear, using fills whenever possible (as opposed to outlined).

Sonny Gothic // This is our primary brand font, primarily used for headlines & high level usages.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Helvetica Condensed // This is our secondary brand font, primarily used for subheads.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Midnight Chalker

ABCDEFGHIJKLMNOPQRSTUVWXYZ

This is our accent font, intended for impact but should not be overused.

A community project to prevent teen suicide in Johnson County

SONNY GOTHIC
Style: Regular
Font Size: 36
Leading: 36

HELVETICA
Style: Compressed
Font Size: 16

ZERO REASONS WHY

Community Mobilization and Story Campaign to prevent teen suicide and drive productive conversations to affirm there are zero reasons why suicide is an option.

SONNY GOTHIC
Style: Regular
Font Size: 11
Leading: 15

FOR MORE INFORMATION

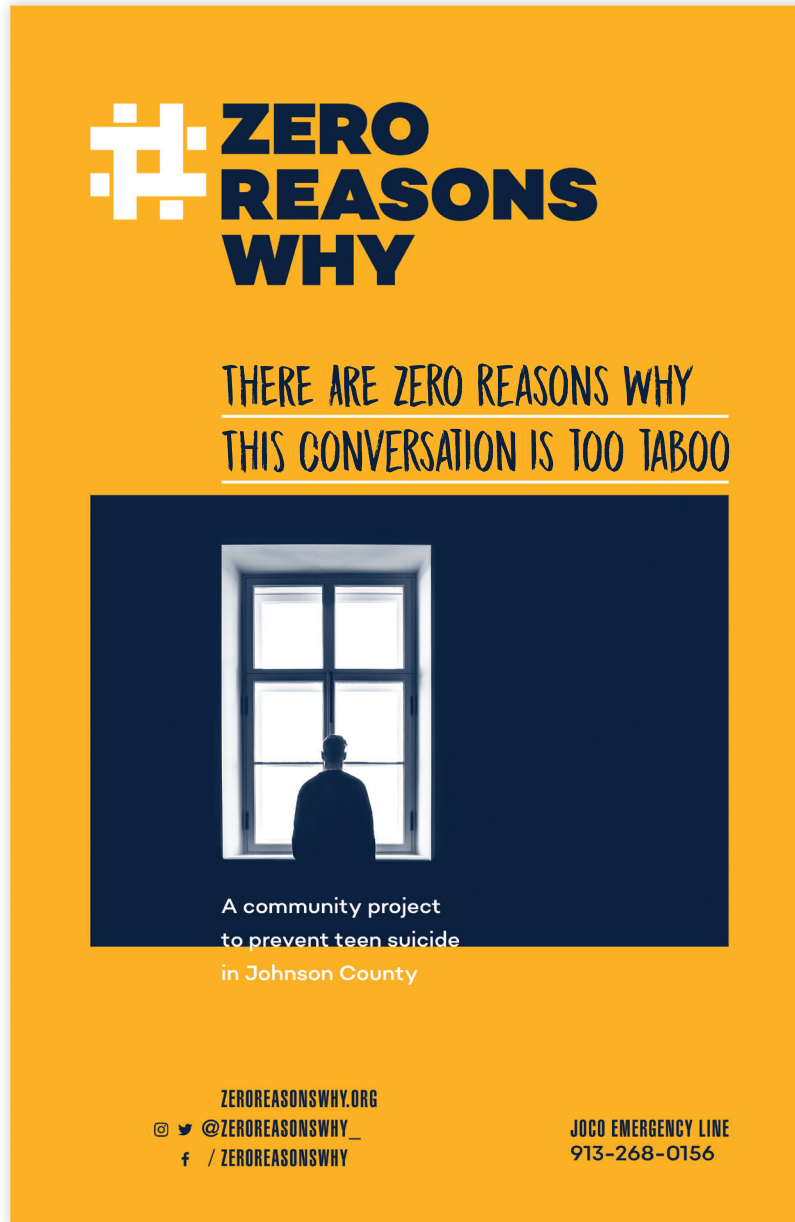
CONTACT CAMPAIGN PUBLIC AFFAIRS
PublicAffairs@OverflowStory.com

CHALKER
Style: Regular
Font Size: 24

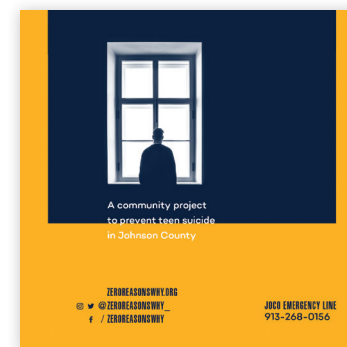
Intended to show general hierarchy between typography elements.



Poster
11 x 17

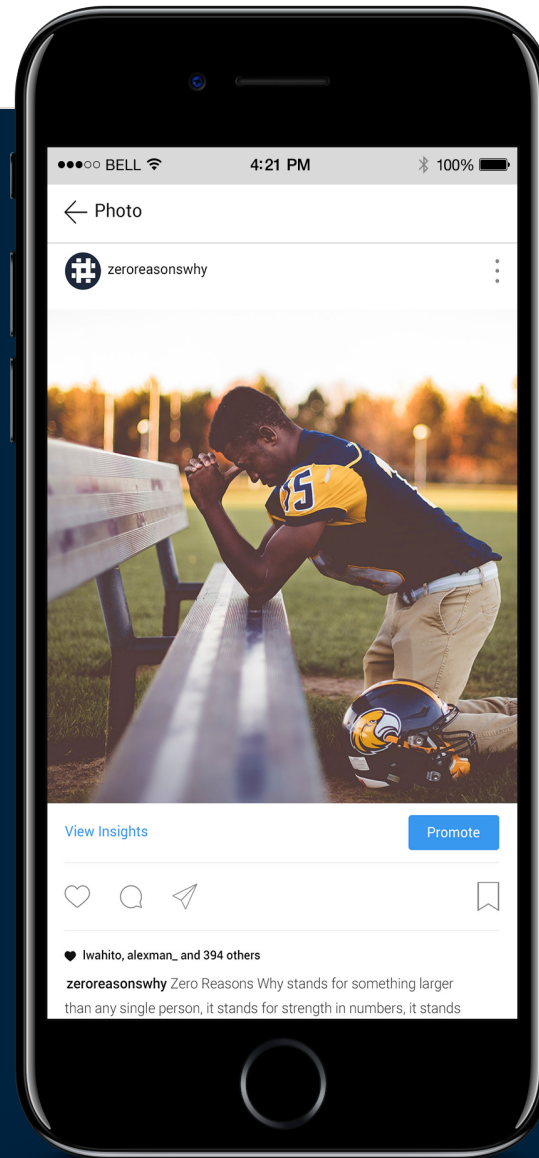


FLYER (front)
4.72 x 4.72



FLYER (back)
4.72 x 4.72

Social Media



While we always recommend excellent photography for posts there will be times when graphics will be integrated into that content flow.



1

Watermark



2

Impact Headline

The bravest
thing I ever did
was continuing
my life when I
wanted to die.

JULIETTE LEWIS



3

Quote

SCHOOL

SHAWNEE MISSION NORTH

NAME

BRANDON

AGE

17



4

Story

