PRESS AND MEDIA

PRESS KIT

Logos, photos and the facts, ready to use. Follow the rules below and you will not need to ask us first.

DOWNLOAD THE FULL KIT (ZIP) CONTACT PRESS

6.706	94	2025	3+1
KM EVERY HOUR. ON THE HOUR.	YARDS. THE 2026 WINNING DISTANCE.	FIRST EDITION. GERMANY.	WORLD SERIES: THREE QUALIFIERS. ONE FINAL.

THE LOGO

The italic LSU is our only mark. There is no separate wordmark. Use white on dark, black on light.

White · for black and dark photos — SVG PNG 2400PX

Black · for white and light surfaces — SVG PNG 2400PX

Square tile · social avatar — PNG 1024PX

USING THE LOGO

120 PX · 30 MM

CLEAR SPACE

Leave at least the mark's own height clear on every side. Nothing else sits inside that box.

MINIMUM SIZE

Never narrower than 120 px on screen or 30 mm in print. The SVG scales to any size above that.

DON'T

Stretch or squash it	Rotate it	Recolour it	Add outlines or shadows	Put it on a bright photo without a scrim

COLOUR AND TYPE

Black page, white type, one red. Red marks one thing per view.

BLACK	WHITE	BRAND RED	CARD
#000000	#FFFFFF	#E0BF15	#0C0C0F

ANTON · TITLES — LAST SOUL STANDING

BARLOW · COPY — One loop every hour, until one runner is left.

SHARE TECH MONO · DATA — YARD 94 · 630.4 KM

PHOTOS

Free for editorial use. Ask us before using one in advertising.


JPEG · 1080 × 1440 DOWNLOAD


JPEG · 1080 × 1440 DOWNLOAD


JPEG · 1080 × 1440 DOWNLOAD



JPEG · 1080 × 1440 DOWNLOAD

ABOUT LAST SOUL ULTRA

BOILERPLATE · COPY AS WRITTEN

Last Soul Ultra is a backyard ultramarathon founded by Kim Gottwald. Runners complete a 6.706 km loop every hour, on the hour, until one is left. The 2026 edition was won by Mark Dowdle at 94 yards, the furthest a backyard ultra has gone on German soil. The Last Soul Ultra World Series runs qualifiers in the USA and the UK, leading to one final.

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