

NOV 13-19

ENTREPRENEURS



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#GEW2023



GLOBAL  
ENTREPRENEURSHIP  
WEEK  
USA

## GEW 2023 CAMPAIGN


BRAND GUIDE FOR OFFICIAL  
ACTIVITY ORGANIZERS



Thank you for your interest and involvement in Global Entrepreneurship Week (GEW). Partners like you are organizing approximately 40,000 events, activities and competitions in 200 countries as part of a massive movement to make it possible for anyone, anywhere to start and scale.

This document outlines the expectations of official GEW activity organizers and serves as a guide to align your event with the GEW brand.

# INTRODUCTION



Global Entrepreneurship Week is a movement to celebrate and empower entrepreneurs in every country and community around the world. Each November, 10 million people take part in tens of thousands of activities, competitions and events that inspire them to act and provide them with the knowledge, experience and connections they need to succeed.

Global Entrepreneurship Week reaches beyond high-tech startup hubs like Silicon Valley, London and Shanghai – envisioning one entrepreneurial ecosystem open to all, including smaller cities in emerging economies and under-represented communities, whether systemically marginalized, geographically hard-to-reach or otherwise pushed aside or left out.

# ABOUT GEW



**LOGO RECOGNITION**

Partners planning events, activities, and competitions during Global Entrepreneurship Week should display the “official activity ” badge on all promotional materials as well as in designs for venue branding, where possible and applicable (e.g. banners, stage backdrops, etc.).

Download the activity badge [here.](#)

**TEXT RECOGNITION**

Partners should also mention that their activity/event is a part of Global Entrepreneurship Week in written descriptions (e.g. websites, marketing materials, press releases, etc.)

**OFFICIAL ACTIVITY BADGE**

The badge is not intended to replace any existing event branding or supersede any sponsor / partner branding. It is intended to appear as a supporting element to your event brand.

GEW 2023 BADGE



**TEXT RECOGNITION EXAMPLE**

This is an official activity of Global Entrepreneurship Week, an international movement to empower entrepreneurs and help make it possible for anyone, anywhere to start and scale.

**WEB BANNER BADGE**

You can also demonstrate the event's affiliation with GEW by adding the badge to the event website using the following web banner. You can download it [here.](#)



# BADGE RECOGNITION

The Global Entrepreneurship Week Official Activity badge is not intended to replace any existing branding for your event. For this reason, we suggest following the instructions below to include it correctly in your promotional materials.

1. The activity badge should have a dedicated space in your materials far from any other logos (partners/sponsors, etc). It should not be placed beside other logos. Refer to Image 1 as an example of a good position for the badge. The activity badge is at the top while partner logos are displayed at the bottom.
2. Include the badge on your event website. Image 2 illustrates how you can place the recognition banner.

## EXAMPLES



Image 1

\*These are not real examples. They are intended to provide a visual representation of badge placement.



Image 2

This is a web example to help visualize how you can place the badge on your event website by using the banner.



**FOR BRANDING QUESTIONS, PLEASE CONTACT:**

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[www.gew.co](http://www.gew.co)

Global Entrepreneurship Week is part  
of the Global Entrepreneurship Network