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Richard Branson, founder of Virgin Group with more than 30 companies, launches the GEN Campus at 22 on Sloane in Johannesburg, South Africa during Global Entrepreneurship Week.

INTRODUCTION

GLOBAL ENTREPRENEURSHIP WEEK
Thank you for your interest and involvement in Global Entrepreneurship Week. Partners like you are organizing approximately 40,000 events, activities and competitions in 180+ countries as part of a massive movement to make it possible for anyone, anywhere to start and scale.

We encourage you to help us emphasize the importance of entrepreneurs and your affiliation with GEW by incorporating the brand into your marketing materials, websites (and/or web pages), newsletters and event signage.

These guidelines show how you can reference GEW visually and in writing in your promotional materials and outreach efforts.
Global Entrepreneurship Week is a massive campaign 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.
Amidst the COVID-19 pandemic that disrupted countries, communities and companies around the world, Richard Branson – who has supported GEN and Global Entrepreneurship Week for more than 10 years – filmed a “message of hope and encouragement” during Global Entrepreneurship Week.

"Entrepreneurs are the dreamers, the doers and risk-takers that have the opportunity to transform society for the better… I am proud to support the Global Entrepreneurship Network."

Richard Branson
November 2020
Muhtar Kent (left), former chairman and CEO of The Coca-Cola Company, on the main stage at the Global Entrepreneurship Congress in Istanbul, Turkey with Ali Sabancı, chairman of Pegasus Airlines.

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

The GEW official activity 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.
Partners should also mention that their activity/event is a part of Global Entrepreneurship Week in written descriptions on websites, marketing materials, press releases and anywhere else space allows for a written mention.

For example:

*Idea Fest 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.*
BUSINESS DOESN’T HAVE TO BE BORING.

Think you have what it takes to start your own business? Join us for Idea Fest to pitch your ideas, meet potential co-founders and maybe even some investors.

Idea Fest 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.

SIGN UP NOW AT IDEAFEST.COM.

EVENT PARTNERS
Delegates gathering at the Global Entrepreneurship Congress in Manama, Bahrain in 2019.

BRAND COLORS + RESOURCES
BRAND COLORS

COMPASS COLORS

The GEW ‘compass’ is made up of a band of colors. This is a breakdown of the color values for CMYK and RGB.

If your creative team wishes to design promotional materials, banners or anything else to match the look-and-feel of Global Entrepreneurship Week to align it with the massive global initiative, please refer to the color values on the right.
BRAND RESOURCES + CONTACT

DIGITAL ASSETS

You can find up-to-date brand resources in the GET INVOLVED section of GEW.CO, including:

- GEW logo files + “official badge” graphics
- Font files
- Social media cards
- Videos

Additional resources will be made available as they are developed.

FURTHER INFORMATION

For further information about branding for Global Entrepreneurship Week, please contact:

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GEW is a program of the Global Entrepreneurship Network.

GENGLOBAL.ORG