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Thank you for your interest and involvement in Global Entrepreneurship Week. Partners like you are organizing approximately 39,000 events, activities and competitions in November as part of GEW.

We encourage you to promote your affiliation with GEW by incorporating the brand into your marketing materials, websites (and/or web pages) and event signage.

These guidelines define the basic rules of how to reproduce the Global Entrepreneurship Week (GEW) visual identity for any events held during GEW each November.
GEW “OFFICIAL EVENT”

LOGO + TEXT RECOGNITION REQUIREMENTS
Partners planning events, activities and competitions during Global Entrepreneurship Week should **display the “official event” badge on all promotional materials** — e.g. flyers, posters, invitations, websites, etc. — as well as in designs for venue branding, where applicable — e.g. banners, stage backdrops, etc. Just to clarify, the GEW official event badge is **NOT** intended to replace any existing event branding. It is intended to appear as a supporting element to your event brand.
Partners should also mention that their event is a part of Global Entrepreneurship Week in written descriptions on websites, marketing materials and press releases. For example:

The ABC Pitch Competition is part of Global Entrepreneurship Week. From November 12-18, 10 million people in 170 countries will take part in 39,000 events, activities and competitions that help make it possible for anyone, anywhere to start and scale a business.
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 event of Global Entrepreneurship Week. From November 12-18, 10 million people in 170 countries will take part in 39,000 events, activities and competitions that help make it possible for anyone, anywhere to start and scale a business.

SIGN UP NOW AT IDEAFEST.COM
LOGO USAGE

EXCLUSION ZONE

in all cases the GEN family of logos (including GEW) are subject to an exclusion zone equal to the depth of the compass ring.

MINIMUM SIZE

The minimum size for the GEW logo is 15mm high in print or 100 pixels high on-screen.

USAGE AGAINST LIGHT AND DARK BACKGROUNDS

The GEW logo will work best against white. However, where the logo must appear against a dark or black background, it is permissible to use white for the text (instead of 83% black).

ALTERATIONS

Always use the appropriate original logo file. Do not change the proportions, crop, re-color, amend or augment the logo in any way.
The GEW ‘compass’ is made up of a band of colors. This is a breakdown of the color values for CMYK and RGB.

If you wish to design promotional materials, banners or anything else to match the look-and-feel of Global Entrepreneurship Week, please refer to the color values on the right.
BRAND RESOURCES

DESIGN EXAMPLES, DOWNLOADS + CONTACT
BRAND RESOURCES + CONTACT

DIGITAL ASSETS

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

This includes:

• 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:

Mark Marich
Executive Vice President
Global Entrepreneurship Network
mark@genglobal.org
GLOBAL ENTREPRENEURSHIP NETWORK

GENGLOBAL.ORG