GLOBAL ENTREPRENEURSHIP WEEK

#GEW2020

OFFICIAL ACTIVITY BRAND GUIDE
# CONTENT

<table>
<thead>
<tr>
<th>INTRODUCTION</th>
<th>03</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEW “OFFICIAL ACTIVITY” RECOGNITION</td>
<td>05</td>
</tr>
<tr>
<td>Logo Recognition</td>
<td>07</td>
</tr>
<tr>
<td>Text Recognition</td>
<td>08</td>
</tr>
<tr>
<td>Example</td>
<td>09</td>
</tr>
<tr>
<td>BRAND COLORS + RESOURCES</td>
<td>10</td>
</tr>
<tr>
<td>Brand Colors</td>
<td>11</td>
</tr>
<tr>
<td>Resources</td>
<td></td>
</tr>
</tbody>
</table>
INTRODUCTION
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 define the basic rules of how to reproduce the Global Entrepreneurship Week visual identity for any activities held during GEW each November.
GEW OFFICIAL ACTIVITY RECOGNITION

LOGO 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.
GEW OFFICIAL ACTIVITY RECOGNITION

TEXT RECOGNITION

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

PARTNERS / SPONSORS
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, 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 an initiative of the Global Entrepreneurship Network

GENGLOBAL.ORG