
07/ THE GEW BRAND: CHAMPION THE COMPASS

These guidelines define the basic rules of how to use the 'Global Entrepreneurship Week' visual identity to connect your national campaign to the larger global effort. We also want to increase partner use of the compass in their related events.



The Ministry of Economics and Technology in Berlin gets behind GEW/ Germany.

As we all seek to grow our Unleashing Ideas network, we have outlined guidance for increasing brand awareness by interfacing with year-round campaigns, conducting the official activities and organizing with partners' featured events of Global Entrepreneurship Week.

We also want to emphasize that all Hosts should strongly encourage all partners to include the GEW compass on their emails, brochures and other marketing materials. This does not have to be a full co-branding of their event, just a small GEW badge to show that it is happening as a part of Global Entrepreneurship Week.

The consistent adoption and application of these guidelines will be critical to building and sustaining this campaign.

The Basics

(For additional detail for your designers, see the full 'Branding Guidelines for Hosts' document)

Our Logo

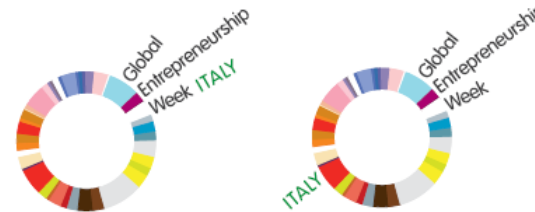
The Global Entrepreneurship Week 'compass' represents the intersections of ideas, cultures, information, people and places. The array of vibrant colors that radiate out through the circular band give a sense of diversity, variety and optimism. The full color spectrum also symbolizes the inclusive international reach of Global Entrepreneurship Week. The logo represents a navigator providing direction and guidance. The nature and language of the information can be altered according to purpose using a range of different 'typographic spokes.' This provides flexibility and ensures the compass appears consistently across a range of applications.

Please keep in mind that we are now championing the compass as the core element of the logo—and allowing for translation of the text and domain in your country logo. In addition, Hosts may now add their country name to either the right-hand or left-hand side of the logo (this move will better balance the logo and increase the proportion of compass and text to white space).

Global Logo: The GEW 'compass' logo



National Logo: National variations of the GEW 'compass' logo



Our Tagline

The tagline for Global Entrepreneurship Week is 'unleashing ideas.' In written form, the tagline can be translated to the native language for that country. The translation does not have to be direct; it is more important to find a corresponding expression that essentially means the same and captures the essence of letting out ideas. Verbs like 'releasing' or 'setting free' are common enough and appear in every language, and will provide suitable alternatives to 'unleashing ideas.'

Our Fonts

The primary font is **Vag Rounded**. This is a rounded typeface that is at once friendly, contemporary and legible. This fits with the forward-thinking optimism of the 'Global Entrepreneurship Week' brand.

- This font is to be used where possible for the creation of hard copy print files.

The alternative fonts are **Helvetica** or **Arial**. These are the two most common fonts and very similar to one another to an untrained eye.

- These fonts are to be used when distributing electronic files since Vag Rounded (which is not a common font) will not display correctly on computers without the font files installed.

Primary Font Vag Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$%&()?!

Secondary Font Helvetica/Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$%&()?!

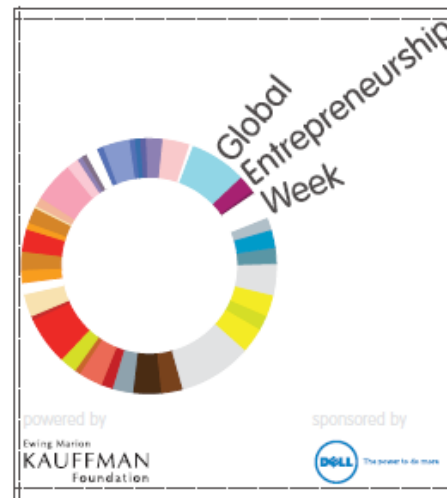
AaBb

Host, Founder and Sponsor Logo Positioning

Global Materials

This is an example of how Global Sponsor and Global Founder logos are positioned in relation to the full Global Entrepreneurship Week logo.

- Logos are aligned to the left edge of the Global Entrepreneurship Week logo and spaced equally.
- When more than four logos need to be shown, the logos should split over two lines.
- If there are an even number of logos, split them so the same amount are on each line.
- If there are an odd number of logos, split them so the line with the most logos is the bottom line.
- Global Sponsor and Global Founder logos are to be included on all global outreach and marketing materials.



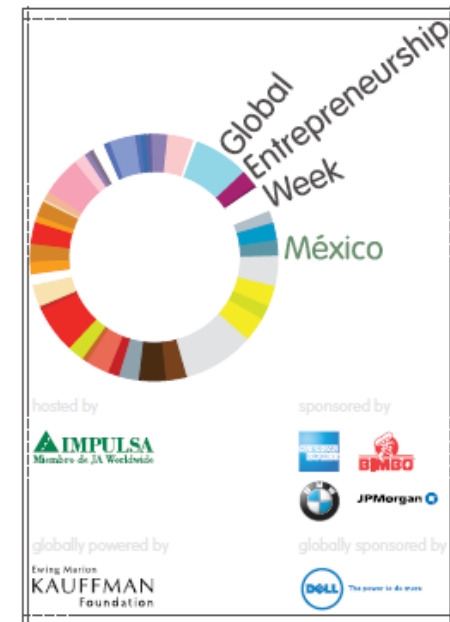
Global Materials example

National Materials

National materials follow the same rules as global materials, with the addition of Host logos and those of any National Sponsors. **These logos should be prominently integrated into country-specific materials** promoting Global Entrepreneurship Week.

Hosts should recognize the Global Founders (Kauffman Foundation) and Global Sponsors (Dell) on their own country-specific materials, size permitting. These are currently the only two global logos you are required to include on anything equal to or larger than a standard sheet of paper (e.g. banners, signs, brochures, website, etc.). It is understood and expected that the Host logo and logos of any National Sponsors be given prominent placement on all national materials.

This is an example of how Host and National Sponsors could be recognized along with the Global Founders and Global Sponsor logos.



National Materials example