



GEN 2024 **E**

**EUROPE'S LARGEST
ENTREPRENEURSHIP
FESTIVAL**

BRAND TOOLKIT



Member of
JA Worldwide



Member of
JA Worldwide

HELLO THERE!

WELCOME TO THE OFFICIAL GUIDELINES OF
EUROPE'S LARGEST ENTREPRENEURSHIP FESTIVAL

ENJOY!



WHAT CAN YOU FIND HERE?



MAIN BRAND ASSETS



SOCIAL MEDIA TEMPLATES & MORE!



SOCIAL MEDIA GUIDELINES AND HANDLES

MAIN BRAND ASSETS



LOGO



Main logo of Gen-E 2024 in two variants: dark and white.
You can download them from the gen-e.eu dashboard

[GO TO THE DASHBOARD](#)



TAGLINE



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MAIN COLOURS

BOUNDLESS BLUE

CMYK 92, 53, 39, 16
RGB 40, 95, 116
HEX #285F74
PANTONE 7707 C

OPTIMISTIC ICE

CMYK 22, 0, 7, 0
RGB 194, 237, 240
HEX #C2EDF0
PANTONE 628 C

Gen-E 2024 branding will use Boundless Blue and Optimistic Ice as main colours.

To twist designs and collaterals feel free to use other main colours from the JA Worldwide Branding.

SOCIAL MEDIA TEMPLATES & MORE!



EXAMPLES OF SOCIAL MEDIA CONTENT

Square format for social media



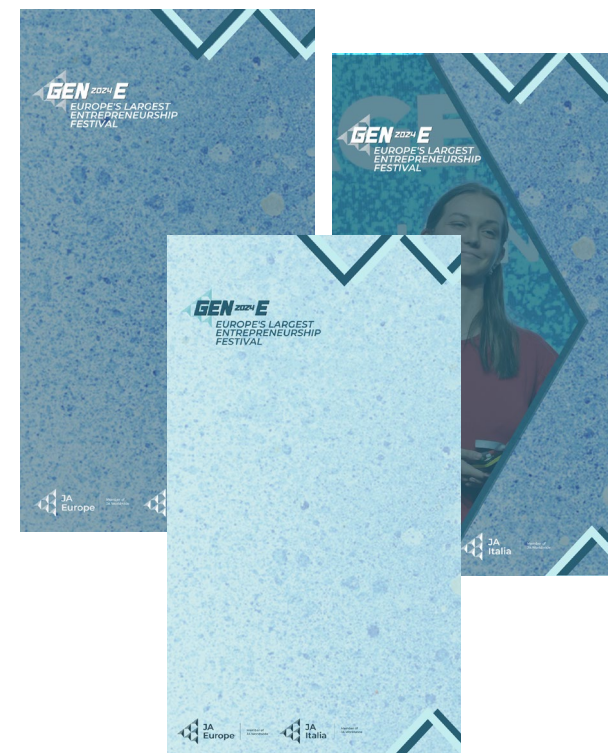
Instagram stories templates



TEMPLATES AVAILABLE ON CANVA...

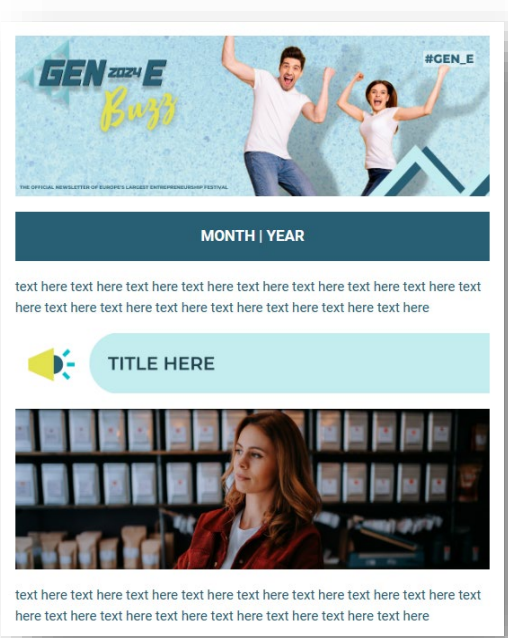


SQUARE TEMPLATE ON CANVA



STORIES TEMPLATE ON CANVA

...AND MORE!



NEWSLETTER



POWER POINT



WORD TEMPLATE

SOCIAL MEDIA GUIDELINES AND HANDLES



SOCIAL MEDIA MAIN GUIDELINES

FULL LIST OF SOCIAL MEDIA GUIDELINES IS AVAILABLE ON THE GEN-E.EU DASHBOARD

MAIN HASHTAG

#Gen_E

ADDITIONAL HASHTAGS

#JoinTheMovement

#JAStartUp

#JACompany

#EmpoweringYouth

#ChangeMakers

	INSTAGRAM	FACEBOOK	LINKEDIN	TWITTER
JA EUROPE	@jaeurope	@JAEurope	@JA Europe	@JA_Europe
JA ITALIA	@jaitalia	@JAItalia	@JA Italia	@jaitalia

JOIN THE MOVEMENT!

AND FOLLOW US ON SOCIAL MEDIA



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Member of
JA Worldwide



JA
Europe

Member of
JA Worldwide



JA
Italia

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JA Worldwide