

The logo for GEN 2024 E features the word "GEN" in a large, bold, white sans-serif font, followed by "2024" in a smaller font and "E" in a very large, bold, white sans-serif font. To the left of the text is a stylized grey geometric shape resembling a compass rose or a star. Below the main text, the words "EUROPE'S LARGEST ENTREPRENEURSHIP FESTIVAL" are written in a smaller, white, all-caps sans-serif font.

# GEN 2024 E

EUROPE'S LARGEST  
ENTREPRENEURSHIP  
FESTIVAL

A dark blue horizontal bar with the words "BRAND TOOLKIT" in a large, white, all-caps sans-serif font.

## BRAND TOOLKIT



# 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](https://gen-e.eu) dashboard

[GO TO THE DASHBOARD](#)



# 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!



# TEMPLATES AVAILABLE ON CANVA..



SQUARE TEMPLATE ON CANVA



STORIES TEMPLATE ON CANVA





# 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**

**#EmpoweringYouth**

**#JACompany**

**#ChangeMakers**

	INSTAGRAM	FACEBOOK	LINKEDIN	TWITTER
JA EUROPE	<a href="https://www.instagram.com/jaeurope">@jaeurope</a>	<a href="https://www.facebook.com/JAEurope">@JAEurope</a>	<a href="https://www.linkedin.com/company/JA-Europe">@JA Europe</a>	<a href="https://twitter.com/JA_Europe">@JA_Europe</a>
JA ITALIA	<a href="https://www.instagram.com/jaitalia">@jaitalia</a>	<a href="https://www.facebook.com/JAItalia">@JAItalia</a>	<a href="https://www.linkedin.com/company/JA-Italia">@JA Italia</a>	<a href="https://twitter.com/jaitalia">@jaitalia</a>

# JOIN THE MOVEMENT!

AND FOLLOW US ON SOCIAL MEDIA





# THANK YOU



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**Europe**

Member of  
JA Worldwide



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**Italia**

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