

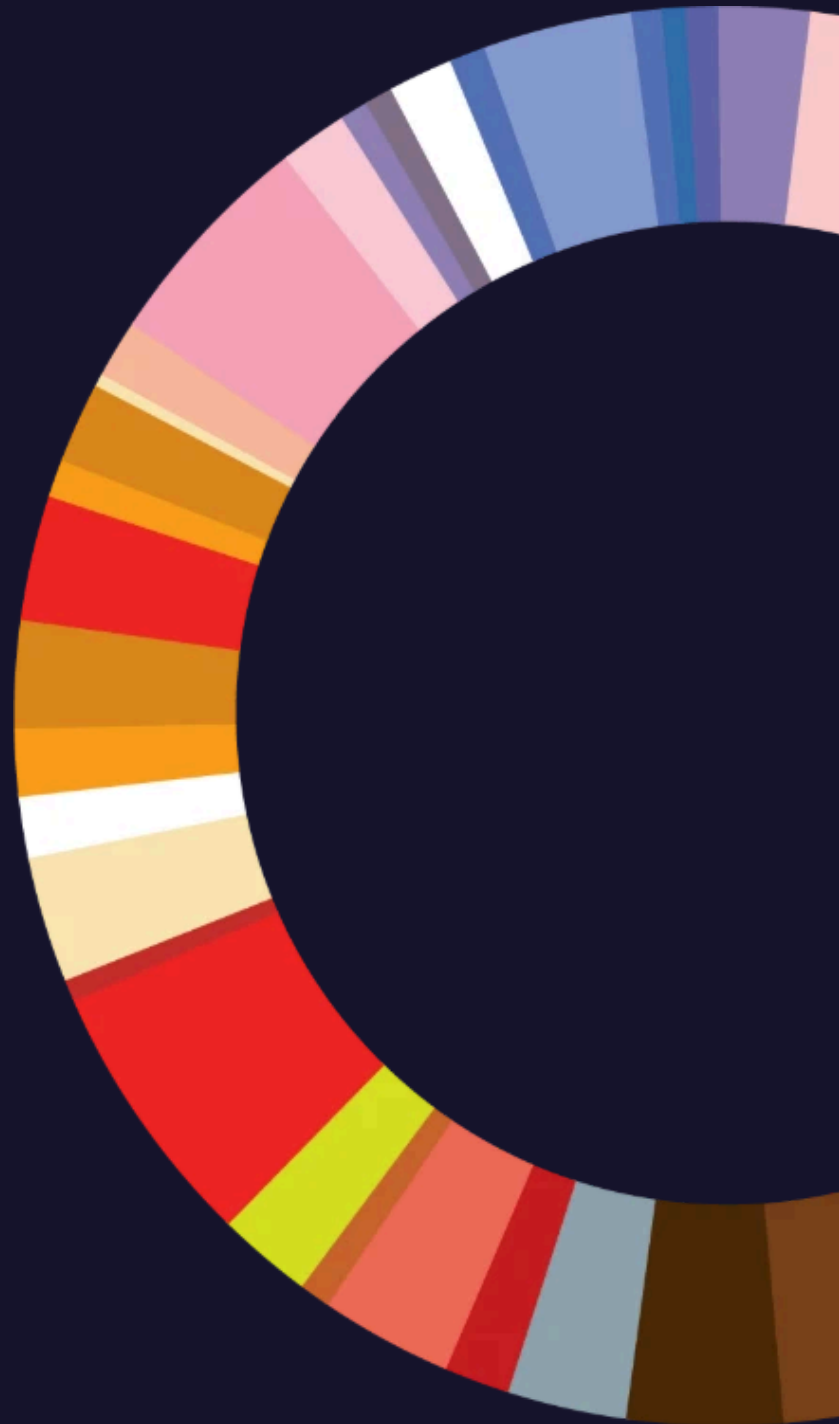


GLOBAL  
ENTREPRENEURSHIP  
WEEK  
OFFICIAL ACTIVITY

BRAND GUIDE · PARTNERS & PRESENTERS

# GEW McAllen 2026

Entrepreneurs Thrive Here · November 16–20, 2026



**McALLEN**  
CHAMBER OF COMMERCE

# Two marks, kept apart



McAllen Chamber of Commerce, host. Use on white or light backgrounds.



Chamber logo, white. Use on navy or photos.



GEW Official Activity badge, color. Required on all promotional materials.



GEW Official Activity badge, white text. Use on navy.

This is an official activity of Global Entrepreneurship Week, an international movement to introduce more people to the possibilities and opportunities of entrepreneurship.



GEW web banner. Place it on any web page that lists a GEW McAllen session.

## Do

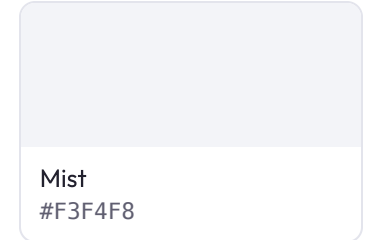
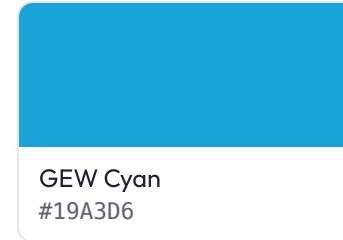
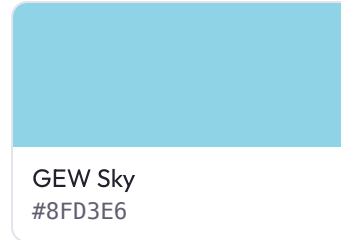
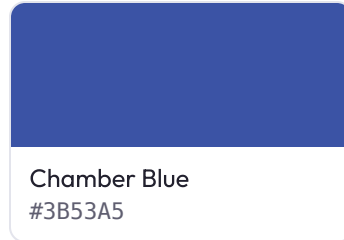
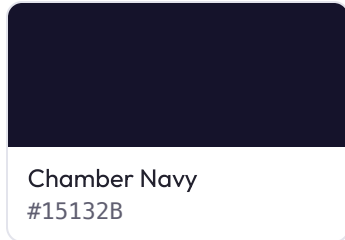
- Give the GEW badge its own space, at the top of the layout.
- Put the Chamber logo and sponsor logos together, at the bottom.
- Use the white versions on navy backgrounds.

## Don't

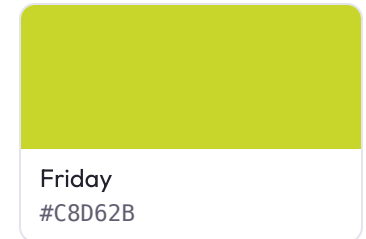
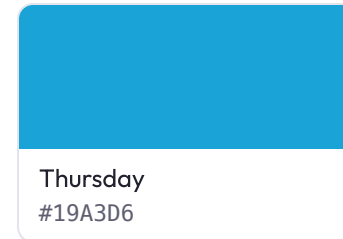
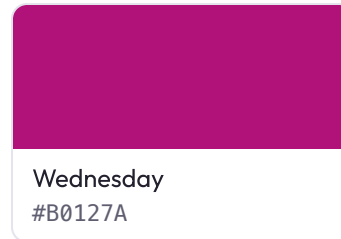
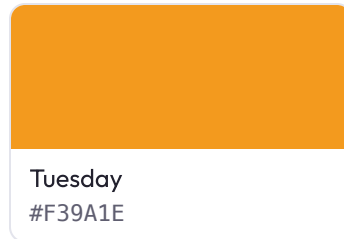
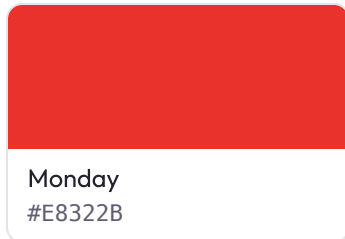
- Place the GEW badge beside the Chamber or sponsor logos.
- Recolor, stretch, crop or add effects to either logo.
- Use the GEW badge in place of your own event branding.

# Chamber navy, GEW color

## Core colors



## Day colors · one per day of the week



## GEW stripe · used as a divider above footers and between sections



## Typeface: Outfit

Free from Google Fonts. Headlines in ExtraBold (800), labels in SemiBold (600) with wide letter-spacing, body text in Regular (400).

# Entrepreneurs Thrive Here

OFFICIAL CHAMBER EVENT

# Say it the same way everywhere

## Required text

Include this line in every written description (websites, posts, emails, press releases):

**“This 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.”**

## Theme & hashtags

### Entrepreneurs Thrive Here

#GEW2026 #GlobalEntrepreneurshipWeek26  
#EntrepreneursThriveHere #McAllenChamber #RGV

## Event types

**Chamber event:** navy design, hosted by the McAllen Chamber of Commerce.

**Community Workshop:** white design, led by a community partner.

## Formats in the partner toolkit

| Asset                     | Size (px)   |
|---------------------------|-------------|
| Instagram / Facebook post | 1080 × 1350 |
| Story / Reel cover        | 1080 × 1920 |
| Link / LinkedIn image     | 1200 × 628  |
| Facebook event cover      | 1920 × 1005 |
| Email header              | 1200 × 400  |
| TV display                | 1920 × 1080 |
| Presentation slide        | 1920 × 1080 |