

ENTREPRENEURS MEET

Core Messaging

Boilerplate, taglines, voice

Core Messaging

Boilerplate

Use these as-is. If you need to trim, cut from the end.

Short (25 words)

Entrepreneurs Meet is a community-driven non-profit in Cagliari, Sardinia, connecting founders, makers, and locals who are building things — and building up a city.

Medium (55 words)

Entrepreneurs Meet is a community-driven non-profit based in Cagliari, Sardinia. It connects capable, curious, and global-minded people — founders, freelancers, creators, and investors — through regular gatherings across the city. More than 200 members from over 15 nationalities have joined since it started, each event hosted by a local venue.

Long (110 words)

Entrepreneurs Meet is a community-driven non-profit connecting capable, curious, and global-minded people in Cagliari, Sardinia. It began with a simple question — why are so many of us building alone? — and has grown into a community of over 200 members from more than 15 nationalities, with 22+ events across 16 venues and 30+ guest entrepreneurs who have shared their journeys. Its mission is to put Cagliari on the world map by attracting talent, values-driven individuals, and capital, while ensuring everyone who arrives finds belonging, purpose, and the opportunity to contribute. Every gathering is hosted by a local business, so the community's growth is also the city's.

Taglines

Fun	<i>"Good people. Good ideas. Paradise."</i>
Fun, alternate	<i>"Jump in. The water's warm."</i>
Pro	<i>"Where good ideas and good people find each other."</i>
Pro, alternate	<i>"More than networking. A movement."</i>

Pick the register first (below), then the tagline. Never put a Fun tagline on a Pro artifact or the reverse.

The two modes

Entrepreneurs Meet speaks to two audiences that need the same truth told differently. This is one brand with two voices — never two personalities.

	FUN — CORAL & INDIGO	PRO — BLUE SLATE
Character	Warm, candid, a little cheeky. The aperitivo on the rooftop.	Composed. Same convictions, straighter posture.
Written for	Curious newcomers, members, event audiences	Investors, institutions, partners, press
Used on	Public site, events, Instagram, WhatsApp	Annual report, partner decks, institutional pages, LinkedIn
Palette	Coral accents, amber highlighter, indigo ink on pale sky	White ink and steel accents on deep slate

The rule: a document, page, post, or slide is entirely Fun or entirely Pro. If you're unsure which you're making, it's Fun — Pro is the exception you choose deliberately. When in doubt with institutions, Pro.

The same message, both registers

FUN

PRO

"This isn't your average networking event."

"More than networking. A movement."

"Come for the connections, stay for the aperitivo."

"Real conversations, real impact."

"Cagliari, Sardinia. Paradise."

"Cagliari, Sardinia."

"Living in a city older than Rome, time takes on a new dimension."

"A city that balances tradition and modernity, calm and ambition."

Note what changes — temperature and imagery — and what never changes: the claim itself.

How we sound

Five attributes, shared by both modes. Fun leans into them; Pro straightens them out.

Human first. Write to one person, not an audience. Members are "interesting humans", never "users", "attendees", or "stakeholders."

Honest about the hard parts. Impostor syndrome, cash flow, self-doubt — named out loud, with the wins celebrated alongside. No hype, no vanity metrics.

Invitational. Every section ends with an open door. Nobody is qualified in or out. Never "exclusive network."

Rooted in place. Cagliari, the Blue Zone, the aperitivo, the sea fifteen minutes from the centre. Specifics beat adjectives — "vibrant ecosystem of synergies" is the failure state.

Short sentences land the point. Build with rhythm, close with a short one.

The footer of everything we publish carries the promise that defines the register: *"This website is proudly written by humans."*

Calls to action

A verb with a destination, ending in an arrow — uppercase, tracked 1px:

Come to Your First Event → · Join the Community → · Offer Your Venue → · Read the Report →

A CTA keeps its name through the whole flow. Never urgency theatre: no "Don't miss out", no "Last chance."

Quotes you may use

From EMC community members and roundtables. Attribute as shown.

"It's a space where people come even if they don't know anyone, grab a beer, and start talking."

— EMC COMMUNITY MEMBER

"Legitimacy in entrepreneurship comes from personal satisfaction and sustainability — not external validation."

— FROM AN EMC ROUNDTABLE, CAGLIARI

For a named quote from an organiser, or a fresh comment for your piece, email hello@em-ca.org.

Things to avoid

- Calling us an institution, an accelerator, an incubator, or a co-working space. We're a community-driven non-profit.
- "Networking event" as the whole description — the events are gatherings; the community is the product.
- Stock photography or AI-generated crowd shots standing in for our events. Use the supplied images.
- Mixing the two palettes, or recolouring the logo to fit your layout.