

ENTREPRENEURS MEET

Media Pack

What's inside, and how to use it

Entrepreneurs Meet — Media Pack

Everything you need to write about, or design for, Entrepreneurs Meet. Version 1 · 2026.

What's in here

FOLDER / FILE	WHAT IT IS
ABOUT.md	Who we are — mission, vision, story, values, and the numbers
MESSAGING.md	Boilerplate, taglines, the two brand voices, and how to quote us
CONTACT.md	Who to talk to
pdf/	The four documents above as on-brand 1920×1080 PDFs — hand these to anyone who'd rather not read markdown
it/	The same four documents in Italian, with pdf/it/ for the Italian PDFs
logos/	Wordmarks and logomarks in SVG and PNG, the glyph set, a favicon, and ready-to-upload social profile pictures in logos/social/
images/	Photography from real EMC events, with credits and usage rules

The full brand manual — colour, typography, motion, photography direction, the social playbook — lives at [/brand-manual/](#) on the Entrepreneurs Meet site. If you're designing rather than writing, start there.

Languages

Everything here exists in English and Italian. The Italian edition translates the institutional copy, but deliberately leaves the taglines, calls to action, and member quotes in English — those are brand assets and the actual published wording, so translating them would create unofficial versions. Where it helps, the Italian files gloss the meaning in brackets. Need an official Italian rendering of one of them? Ask us.

Using this pack

Yes, please, to: press coverage, event listings, partner and sponsor materials, venue announcements, and anything that helps people find the community.

Ask us first about: altering the logo in any way, implying endorsement or partnership that doesn't exist, or using member photographs outside the context of an EMC event.

Two rules that carry the brand:

1. **Never mix the two modes in one artifact.** A page, post, or deck is entirely Fun (coral and indigo, warm) or entirely Pro (blue slate, composed). See `MESSAGING.md`. 2. **Never re-typeset or recolour the logo.** Place it from the supplied files. Clear space is one cap-height of the "E" on all four sides.

Questions, or need something that isn't here? `hello@em-ca.org` — a human answers.