EO Brand Guidelines

Quick Reference Guide

OUR PURPOSE

To move the world forward by unlocking the full potential of entrepreneurs.

OUR AMBITION

To enable transformational growth in the lives of our members

OUR VALUES

TOGETHER WE GROW

We are committed to each other's growth and well-being. We build deep human connections across rooms, cities, countries, and continents. Our community is inclusive, and we value diversity. We are from different cultures, religions, and backgrounds, but EO binds us together.

THIRST FOR LEARNING

We have an insatiable curiosity. Learning is a big part of why entrepreneurs choose EO. We actively pursue learning so we can continue to grow. We always pursue new ideas and perspectives, at every opportunity, because we always have a burning need to grow.

TRUST AND RESPECT

Each of us is unique and equal. We listen with an open mind and appreciation for different points of view. This value is fundamental to EO. Through trust and respect, we create a safe space where you can always be your complete, authentic self.

THINK BIG, BE BOLD

We innovate, take risks, and see opportunity in a challenge. We want to make the world a better place – for our teams, our families, our communities, and for humankind. We think big, we are bold. We want to make a difference beyond ourselves – for the people in our lives, for a better future for everyone.

Logo

EO's logo is a symbol of who we are and what we do. The concentric lines represent the relationships EO members create—interacting, influencing, and connecting with one another. At the center is our member, the true heart of EO. The logo should always accompany, but remain separate from, lockups for EO offerings. This preserves brand focus and prevents logo overuse. Offerings are identified by simple type treatments that align with EO's visual identity.

	PRIMARY WORDMARK	PRIMARY LOGO	SECONDARY LOGO	SECONDARY WORDMARK
Logo Usage	Entrepreneurs' Organization			Entrepreneurs' Organization
INVERSE	Entrepreneurs' Organization			Entrepreneurs' Organization
WHITE	Entrepreneurs' Organization			Entrepreneurs' Organization
BLACK CMYK 0 0 0 100	Entrepreneurs' Organization			Entrepreneurs' Organization

Typography

EO uses the Roboto typeface for its design materials because it strikes a perfect balance between modernity and approachability. Designed with geometric precision, Roboto offers a clean and contemporary look that aligns with EO's forward-thinking and innovative brand identity.

Roboto

Roboto - Bold Roboto - Regular

Type Hierarchy

Display

4/3 of hero headline
Weight: Regular Leading: Auto
Case: Sentence Tracking: 0

Hero Headline

Base for hierarchy
Weight: Bold Leading: Auto
Case: Sentence Tracking: 0

Subhead is 1/2 of hero headline

1/2 of hero headline
Weight: Regular Leading: Auto
Case: Sentence Tracking: 0

Body is 1/3 the size of the hero headline

1/3 of headline
Weight: Regular Leading: Auto
Case: Sentence Tracking: 0

Standard Headline

3/4 of hero heading
Weight: Regular Leading: Auto
Case: Sentence Tracking: 0

Subhead is 2/3 of standard headline

2/3 of the standard headline
Weight: Regular Leading: Auto
Case: Sentence Tracking: 0

Small Headline is 1/3 of the hero heading

1/3 of hero heading
Weight: Bold Leading: Auto
Case: Sentence Tracking: 0

Body is 1/4 the size of the small headline

3/4 the size of the small headline
Weight: Regular Leading: Auto
Case: Sentence Tracking: 0

CAPTION

3/4 of small heading
Weight: Bold Leading: Auto
Case: All Caps Tracking: 100

Aa

Color Palette

Quick overview of use of base colors, accent colors, and primary colors.

Base Blue
R12 G12 B49 • #0C0C31 • PMS 282 C • C75 M75 Y0 K80

Light Accent Blue #A3A7E4	**EO Blue** R61 G70 B242 • #3D46F2 • PMS 2728 C • C80 M72 Y0 K0	Dark Accent Blue #1000FF
Light Accent Pink #FFB0C8	**Primary Pink** R255 G52 B110 • #FF346E • PMS 213 C • C0 M92 Y35 K0	Dark Accent Pink #A32246
Light Accent Orange #FFB5A4	**Primary Orange** R250 G101 B60 • #FA653C • PMS 171 C • C0 M75 Y92 K0	Dark Accent Orange #C54C2F
Light Accent Yellow #FCDE95	**Primary Yellow** R239 G184 B46 • #EFB82E • PMS 123 C • C6 M28 Y95 K0	Dark Accent Yellow #BF880A
Light Accent Green #ACE2D4	**Primary Green** R30 G166 B145 • #1EA691 • PMS 3258 C • C78 M11 Y53 K0	Dark Accent Green #216854
Light Accent Gray #B7B9C3	**Primary Gray** R94 G97 B125 • #5E617D • PMS 7667 C • C68 M61 Y33 K11	Dark Accent Gray #3C3E56

Base White
R255 G255 B255 • #FFFFFF • C0 M0 Y0 K100

Rules for Color Usage

Base Colors
All use cases: backgrounds, headlines, body copy, graphics

EO Blue
Headlines, graphics, decorative backgrounds, highlighted body copy (callouts, links, etc.)

Primary Colors
Graphics, limited use in headlines, limited use in backgrounds, highlighted body copy (callouts, links, etc.) when EO Blue has already been used

Accent Colors
Graphics, charts, graphs, other use cases where a lot of dilineation of color is required

Accessibility Contrast Ratios

3.02 : 1 — Large Text and Graphics only 6.26 : 1 — Fully accessible	5.36 : 1 — Fully accessible 3.52 : 1 — Large Text and Graphics only	6.28 : 1 — Fully accessible 3 : 1 — Large Text and Graphics only
10.4 : 1 — Fully accessible 1.82 : 1 X — Do not use	6.22 : 1 — Fully accessible 3.04 : 1 — Large Text and Graphics only	3.13 : 1 — Large Text and Graphics only 6.03 : 1 — Fully accessible

Brand Messaging Framework

In brand messaging, we consider the words, but also the tone, personality and attributes that are most essential to accurately convey EO's brand. These help us shape how EO is not only perceived but remembered, in the hearts and minds of the audiences most vital to us.

Value Proposition

Entrepreneurs' Organization focuses on the whole entrepreneur, in business and beyond, so you can become the best version of yourself. Joining us unlocks a world of opportunities to grow your business, broaden your network, develop as a leader, and build trusted and supportive connections in a community of peers across industries and borders. Come find your place among the world's leaders.

Brand Voice

REAL
Authentic
Entrepreneurial
Transparent
Open
Vulnerable
Engaged

WELCOMING
Seek/create belonging
Create connection
Diverse
Inclusive
Open
Approachable

INSPIRING
Curious
Seeking personal growth
Seeking business growth
Hopeful
Encouraging
Open to shared experiences

BIG
Global
Bold
Universal
Dynamic
Results-minded
Future-minded

Brand Attributes

COMMUNITY
We create belonging and connection across industries and borders, at every stage of the entrepreneur's journey.

LEARNING
We advance peer learning through access to top experts, extraordinary experiences, and diverse member perspectives.

LEADERSHIP DEVELOPMENT
We help entrepreneurs cultivate and strengthen leadership skills in a trust-ed community of peers, for business and beyond.

GROWTH
We inspire entrepreneurs to invest in their personal growth, achieve professional success, and become their very best.

Photography

Our photography is simple and personal. When there are people in our photos, they look like people you know. When it is a landscape or cityscape, it looks like a real place you want to visit.

Photography Specifications

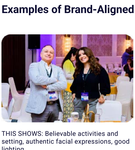
RESOLUTION
Ensure photos are 300 DPI for print quality.

AVOID STOCK IMAGES
Avoid stock images that are easily identifiable as such, and overly staged or generic settings.

CLARITY
Ensure the photo clearly depicts the scene or action.

CREDITS
Give photo credits to external photographers when applicable.

Examples of Brand-Aligned Photography



THIS SHOWS: Believable activities and setting, authentic facial expressions, good lighting

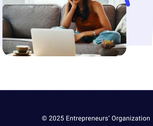
THIS SHOWS: Members involved in engaging activities at EO events, a with a mix of human diversity (age, gender) and authentic expressions, good lighting

Examples of Misaligned Brand Photography

Lacking diversity, overly posed, uptight

Unrealistic treatment, drastic retouching, fake data

This document provides a quick reference guide for using the EO brand identity. It is meant to accompany the brand guidelines, not to replace the full brand guidelines. For the full brand guidelines and additional brand resources, please visit the brand portal at brand.eonetwork.org or email brand@eonetwork.org.



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