

# PRESS-KIT & BRAND GUIDE

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2016

## ABOUT SE FORUM

SE Forum is a non-profit membership organization working to promote, inspire and empower social entrepreneurship. SE Forum was founded in 2004 and provides a variety of unique programs and services that aim to transform the norms around the way business is done and the private sector composition. Our members and partners work around the world to improve some of society's most pressing problems.

### OUR VISION

SE Forum contributes to a more just and sustainable world by unleashing the potential of social entrepreneurship to address society's most pressing problems.

### OUR MISSION

To promote, inspire and empower social entrepreneurs to start and scale businesses that address global challenges in Sweden and emerging markets.

## HOW WE WORK

- *PROMOTING*

By connecting social entrepreneurs and providing a platform and creative space to foster the emergence of new and innovative ideas.

- *INSPIRING*

By sharing the latest trends in social entrepreneurship, such as business model innovation, and a diverse range of methods needed to create and scale social impact.

- *EMPOWERING*

By providing social entrepreneurs with the support, tools, and networks to accelerate progress and demonstrate benefit for society and the environment.

## WHAT WE DO

### SE TRAINING

#### SE OUTREACH ACCELERATOR STOCKHOLM

A six week program that aims to support and facilitate the emergence of social entrepreneurs from all over the world, whose innovations and ideas address societal and environmental challenges facing developing and emerging markets.

#### SE OUTREACH MINI-ACCELERATOR

A two week program that aims to support and facilitate the emergence of social entrepreneurs from all over the world, whose innovations and ideas address societal and environmental challenges facing developing and emerging markets. This program is run outside Sweden in collaboration with a local partner organization.

#### SE TRAINING OF TRAINERS

A skill-sharing and capacity-building program that equips participants with the tools needed to support and empower social entrepreneurs. This program is run outside Sweden in collaboration with a local partner organization.

#### SE WOMAN

SE Woman is a social business capacity building program for women who live and/or operate in the suburbs of Stockholm. The program is made possible through support from J.P. Morgan, and offers women entrepreneurs the knowledge required to start and run social businesses.

### SE CREATIVE WORKSHOP

For anyone interested in social entrepreneurship. SE Forum is particularly interested in reaching out to high school students, pursuing a concentration in business or economics. We provide a stepping-stone for inspiration as they consider embarking on the journey of starting their own business. We want to encourage a new generation to be part of making social entrepreneurship a norm rather than an alternative way of doing business.

### SE INNOVATION LAB

Three-day long creative workshop for those who have an idea of a social innovation and need creative resources to make it grow. It is all about going from idea to action, and learn how to transform the idea into a viable business.

### SE COURSE

“Social Entrepreneurship, Business for Good” is a regular course that SE Forum offers through a partnership with Folkuniversitetet. Representatives of SE Forum, who have direct experience in social entrepreneurship share their theoretical and practical examples within the area by leading this course.

### SE BAR

A speakers’ corner series on various themes within the social entrepreneurship field. It aims to inspire and encourage co-creation of new ideas, as well as create connections between people of various backgrounds and experiences, working with or interested in social entrepreneurship.

# SE FORUM IN WRITING & SOCIAL MEDIA

## THE NAME SE FORUM

SE Forum should always be written with capital 'SE', blank space, and capital 'F' preceding the word Forum, where 'orum' is written in lower case.

## PRESENTATION OF SE FORUM, ENGLISH

“SE Forum is a not-for-profit membership organization working to promote, inspire and empower social entrepreneurship and social entrepreneurs. Since 2004, SE Forum has been promoting social entrepreneurship and supporting entrepreneurs in making an impact. Our members and partners work around the world to improve society's pressing problems.”

## PRESENTATION OF SE FORUM, SWEDISH

”SE Forum är en ideell organisation som arbetar för att främja samhälls-entreprenörskap och inspirera och stötta samhälls-entreprenörer. Sedan 2004 har SE Forum stöttat samhälls-entreprenörer som genom sina verksamheter bidrar till samhällsförändring. SE Forums medlemmar och partners är verksamma i hela världen och verkar för att främja och finna lösningar på existerande samhällsproblem.”

## SOCIAL MEDIA TEMPLATES

### FACEBOOK

Interested in social entrepreneurship? #SEForum has promoted social entrepreneurs worldwide since 2004. <http://se-forum.se> #socent

Passionate about working with #socent? If you are, check out <http://se-forum.se> #SEForum

### TWITTER

Interested in social entrepreneurship? @SE\_Forum has promoted social entrepreneurs worldwide since 2004. [se-forum.se](http://se-forum.se) #socent

Passionate about working with #socent? If you are check out [se-forum.se](http://se-forum.se) @SE\_Forum

# GRAPHIC GUIDELINES

## LOGO

You may use the SE Forum logo whenever you are writing about SE Forum as an organization or any of our programmes and/or activities. However, please do make sure to follow the guidelines below.

## MAINTAIN PROPORTIONS

While the logo may be scaled to different sizes, never change the proportions of the logo.



## BACKGROUND

The logo may only appear on white background.



## PRESERVE CLEAR SPACE

Always make sure that there is adequate white space around the logo.



## COLORS

SE Forum utilizes three main colors in web and print media. These are ranked in the following order: Orange, Yellow, Grey. Orange is the color most used and should have the strongest association with SE Forum. The other two colors are complementary to Orange.

ORANGE	R255	G193	B70
YELLOW	R255	G224	B75
GREY	R50	G50	B53