

An overview

This document is designed to provide Accelerate Cambridge coaches, mentors and startups with guidance on the Cambridge Judge Business School brand and an overview on communications. The Entrepreneurship Centre is part of Cambridge Judge Business School (and also of the University of Cambridge) and uses the School's brand architecture.

Specific details of the School's branding can be found at www.jbs.cam.ac.uk/brand.

Engage with us on social media

Keep connected with us. Share your latest news and lessons learned on the programme. Tag us in your posts with the relevant handles and don't forget to include the hashtag: #AccelerateCam in your posts!

Twitter

We share venture announcements, blog posts, competitions, media mentions and important programme updates on Twitter.

CJBS Entrepreneurship Centre: [@CJBS_EC](https://twitter.com/CJBS_EC)

Cambridge Judge Business School: [@CambridgeJBS](https://twitter.com/CambridgeJBS)

Facebook

Join and share upcoming Entrepreneurship Centre and Accelerate Cambridge events. Tag yourself in latest galleries and more.

CJBS Entrepreneurship Centre: www.facebook.com/ECatCJBS

Cambridge Judge Business School: www.facebook.com/CambridgeJudgeBusinessSchool

LinkedIn

CJBS Entrepreneurship Centre: www.linkedin.com/school/cjbsentrepreneurshipcentre

If you are participating on the Accelerate Cambridge programme, you can add Cambridge Judge Entrepreneurship Centre either under (if you are a venture) or under job roles if you are mentoring on the programme. Check out our newsfeed where we share the latest updates from the Centre, including venture news.

If your contract terminates or expires, please note you must update your LinkedIn profile with the expiration date/end year.

Example:

Add education ×

School *

Degree

Field of study

Start Year End Year (or expected)

Grade

Feature in the Entrepreneurship Centre newsletter

Cambridge Judge Entrepreneurship Centre produces a monthly newsletter which includes programme news, venture updates, a spotlight on a startup, features and upcoming events.

Share your latest news

Please do get in touch with the marketing team if you have any news about your own venture or ventures that you are mentoring or supporting.

Email: ecmarketing@jbs.cam.ac.uk

You can subscribe to the newsletter by completing the online form:

[Subscribe to the Entrepreneurship Centre newsletter >](#)

Following the UK's implementation of the General Data Protection Regulation (GDPR), we can only send marketing communications to those who give us their consent to do so. You are able to unsubscribe from these communications at any time.

Writing about and describing the School and the Entrepreneurship Centre

You can refer to the Centre as **Cambridge Judge Entrepreneurship Centre** or **the Entrepreneurship Centre at Cambridge Judge Business School**. Subsequently, this may be abbreviated to **CJBS Entrepreneurship Centre** or '**CJBS EC**'.

Please always refer to the School as **Cambridge Judge Business School** in the first instance. Subsequently, we recommend using either **Cambridge Judge, the School**, or '**CJBS**'. If you need to mention the University, we recommend phrasing our name as: "**The University of Cambridge Judge Business School**"

Avoid use of **the Cambridge Judge Business School, the Judge, Judge, Judge Business School, the Judge Institute or JBS**.

About Cambridge Judge Entrepreneurship Centre

Cambridge Judge Entrepreneurship Centre is where entrepreneurship gets real. It is where ground-breaking research and excellence in teaching combine to create global impact and enable entrepreneurs to turn ideas or innovations into real commercial applications and sustainable businesses.

Cambridge Judge has originated a 'practitioner-focused' approach to entrepreneurship which combines academic thought-leadership with real practitioner insight, providing sound foundations inherently connected to practical implementation. The Entrepreneurship Centre is the home within the Cambridge Cluster to all disruptive entrepreneurs and innovators.

We offer multiple entry points to resources, programmes and networks allowing individuals to structure and customise a personal journey directly relevant to them and their ventures. This environment empowers individuals to identify milestones and measures of success while focusing their endeavours on persistent progress within demanding and dynamic environments. To better navigate this journey, the Entrepreneurship Centre provides a gateway to a wealth of experts, practitioners and entrepreneurs who have real world experience, as well as to academics conducting world-class research and teaching.

Achievements

- 15000+ entrepreneurs empowered.
- 1000+ start-ups nurtured.
- 6000+ jobs created.
- £1 billion in funding raised.

Cambridge Judge Entrepreneurship Centre works intensively with entrepreneurs and their teams to turn startups into viable, sustainable businesses. We combine academic frameworks with tailored practitioner support where new ventures are matched with dedicated mentors and coaches.

Writing about Accelerate Cambridge

Accelerate Cambridge is part of the portfolio of entrepreneurship education provided by Cambridge Judge Entrepreneurship Centre. **It should be referred to as Cambridge Judge Entrepreneurship Centre's Accelerator - Accelerate Cambridge; Cambridge Judge Entrepreneurship Centre's Accelerate Cambridge; or Accelerate Cambridge** at Cambridge Judge Business School's Entrepreneurship Centre. Please always refer to Accelerate Cambridge as **an accelerator** and **not as an incubator or programme**.

About Accelerate Cambridge: short description

Accelerate Cambridge is a start-up "accelerator" established by Cambridge Judge Business School in May 2012. It offers teams of entrepreneurs a structured approach of three-month programmes that combine training, regular coaching and mentoring, as well as access to shared workspace. Accelerate startups build robust business plans, refine their pitching skills and develop sales acumen with the support of coaches.

CJBS Entrepreneurship Centre branded templates

These are for mentors and coaches supporting the programme.

Branded templates

There are a number of branded templates available which may be used when promoting Accelerate Cambridge.

Recommended links

Presentations

[Powerpoint Presentation templates for teaching and internal CJBS EC pitching events >](#)

If you are providing a presentation about Accelerate Cambridge in your capacity as a Cambridge Judge Entrepreneurship Centre coach or mentor or startup founder, please use the appropriate template. If you are presenting about your venture, then you don't need to use this template.

Letterheads

We can provide a branded letterhead for coaches to use when acting in their capacity as a Cambridge Judge Entrepreneurship Centre coach, e.g. when writing to investors about a start-up looking for funding. Please do make the Accelerate Cambridge team aware if and when you are writing these letters.

[CJBS EC word templates >](#)

[CJBS EC stationary templates >](#)

Business cards

Accelerate Cambridge coaches who are with the programme long-term, i.e. more than six months, are issued with Cambridge Judge Business School branded business cards.

Rules of Engagement

A document has been created to explain to Accelerate Cambridge entrepreneurs and startups the rules of engagement with assigned coaches.

Portfolio

A branded A5 booklet including bios of the startups, coaches, mentors and associates is provided each term by the Accelerate Cambridge programme team.

Posters

There is a template for poster which we use to promote upcoming programmes and events. This is only for use by Cambridge Judge Business School or Cambridge Judge Entrepreneurship Centre staff.

Please ask a member of the Entrepreneurship Centre marketing team about the use of templates if you are unsure email the team via ecmarketing@jbs.cam.ac.uk.

CJBS Entrepreneurship Logo guidance

**Entrepreneurship
Centre**



Please always use the Cambridge Judge Entrepreneurship Centre logo. This incorporates the University of Cambridge coat of arms and Cambridge Judge Business School logo. It should not be altered in any way.

| Top tips | Important notes |
|---|--|
| <p>On your venture website, ensure to add the following line and add the hyperlink to the Accelerate Cambridge homepage:</p> <p>Supported by Cambridge Judge Entrepreneurship Centre's Accelerator - Accelerate Cambridge ></p> <p>Once you have left the cohort, if you would like to highlight your connection you can do so by including the month and year of participation.</p> | <p>Please refrain from endorsing your venture by embedding Cambridge Judge Business School or Cambridge Judge Entrepreneurship Centre logos on your website or on any crowdfunding page, unless a partnership contract is in place.</p> <p>Old logos referencing Accelerate Cambridge or any other Centre programme are no longer used and should be avoided.</p> <p>The use of the logo is strictly limited and cannot be used to endorse third parties. We are able to acknowledge partnerships within documents as long as these are formally agreed with the University.</p> <p>The use of logo cannot printed on any ventures branded merchandise, supplementary materials.</p> |
| <p>Ensure you send your latest version of your company bio, team headshots, social media links, web links and individual profiles to the team via accelerate@jbs.cam.ac.uk.</p> | |
| <p>Accelerate Cambridge startups may wish to create videos about their business. The following text can be incorporated into videos if you wish:</p> <p>Our venture is supported by Cambridge Judge Entrepreneurship Centre's Accelerator - Accelerate Cambridge. We joined the programme in xxxx.</p> | <p>Please avoid using Cambridge Judge Business School or Cambridge Judge Entrepreneurship Centre logos unless a partnership contract is in place.</p> |
| <p>Accelerate Cambridge Coaches and Mentors may wish to add a further job title to email signatures. For example:</p> <p>Firstname Lastname, Accelerate Cambridge Coach, Cambridge Judge Entrepreneurship Centre</p> | <p>Please avoid using Cambridge Judge Business School or Cambridge Judge Entrepreneurship Centre logos in emails or email signatures. Accelerate Cambridge Coaches and Mentors may wish to add a further job title to email signatures.</p> |

The logo is embedded within templates for PowerPoint presentations, programme manuals, event handouts and other documents. *Please do ask a member of the team if you need a document which includes the logo.*

Email: accelerate@jbs.cam.ac.uk.

Please ask a member of CJBS brand team if you have a question about use of the logo and wish to request a logo for use for an official partnership.

Email: brand@jbs.cam.ac.uk.

Other communications

If you would like to receive communications about our programmes and events, you can subscribe to our general marketing mailing list.

[Subscribe to the Entrepreneurship Centre mailing list >](#)

Contact us

If you have any questions about the Cambridge Judge Entrepreneurship Centre's branding, marketing or social media presence, please do not hesitate to contact the Entrepreneurship Centre's marketing team.

Marketing team email: ecmarketing@jbs.cam.ac.uk

Sophia Bishell, Marketing and Communications Coordinator: s.bishell@jbs.cam.ac.uk