

# BRAND GUIDELINES

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**01**

**INTRODUCTION**



Evangelical Carriers Network (ECN) is a ministry birthed by God to instill an awareness and consciousness of His imminent return in the hearts of people.

Training, equipping, and raising up individuals who carry this message with a prophetic voice, calling out to the world about His coming. As His servants called to prophesy, we declare and prepare others for the return of Christ, nurturing a deep hunger for God and providing a balanced spiritual foundation.

We see ECN becoming the largest repository for evangelism resources and through that the following were birthed.



## VISION

To see all men come to the knowledge of Christ Jesus and His Return.

## MANDATE

To emphasize the urgent need for repentance and the return of Jesus in the hearts of all.

## MISSION

To build the world's largest digital evangelism platform, raising a global army of true Evangel Carriers to proclaim Christ's return and win souls to Him.





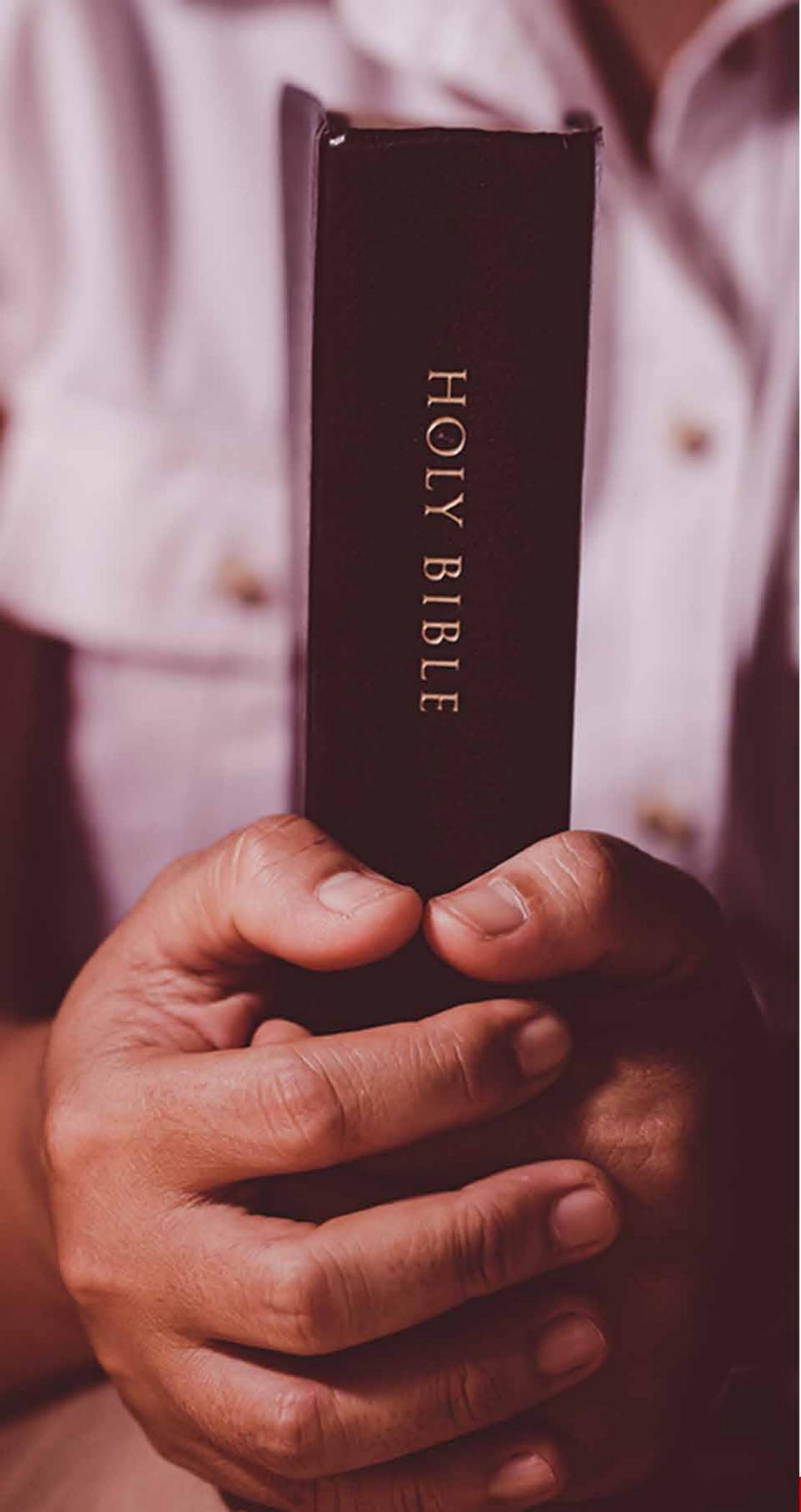
The vision of Evangel Carriers Network was first laid in the heart of Sam Femi while he was in the far north of Nigeria, in Zaria, Kaduna State. He shared it with his childhood friend, Damilola Adebisi, who later invited his friend, Adewale Aremu, to join the mission. Our friendship grew stronger at the Global Revival Bible Training Institute, by Christian Teaching Centre where we all got our Diploma in Theology.

What began as a simple obedience soon became a movement. In 2015, and more actively from 2016, they went from street to street and from community to community, sharing the gospel of Christ. Many Sundays after church service were spent walking through neighborhoods, preaching the good news. During the week, they would often gather in each other's homes to pray, to break bread, and to strengthen one another in fellowship.

When admission into the university scattered them across different campuses, there was a pause, but never an end. The vision kept burning. God kept reminding them that His call was not tied to convenience or season. In His time, He brought the fire back stronger, and the work continued.

Today, Evangel Carriers Network is more than a friendship. It is a family, a people carrying the message of Christ's return with urgency and love. We are not building a name for ourselves. We are vessels, entrusted with His word, declaring Jesus in streets, in communities, on campuses, and across every platform God opens to us.

The Lord has been gracious to us. We see where He is taking His word, and our prayer is simple: that Christ be revealed and glorified, and that the world may be ready for His return.



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## OUR VALUES:

### **Faithfulness to the Word & Prayer:**

Upholding the truth of Scripture as the foundation of our message and mission.

### **Urgency in Evangelism:**

Recognizing the need to act promptly in sharing the gospel of Christ's imminent return.

### **Compassion for the Lost:**

Demonstrating Christ-like love, understanding, and care for all people.

### **Integrity in Service:**

Serving with honesty, humility, and unwavering commitment to God's calling.

### **Unity in Purpose:**

Building a cohesive community of believers working together for a shared goal.

**02**

**LOGO**

# PRIMARY LOGO

ECN logo is a vital visual asset. Consistent and correct usage strengthens recognition and clearly reflects our Christian mission and core values.



**Evangel  
Carriers  
Network**

FOR DARK BACKGROUNDS



## SECONDARY LOGO

This is a useable variation of our logo with the logomark representing the letter 'C' in 'ECN' which is an abbreviation of the organization's name.



FOR DARK BACKGROUNDS



# LOGO MISUSE

In order to maintain a strong, consistent, Identity, our logo should be kept in the original state in which it was designed. Please do not add to or change anything about the logo.

These usage guidelines apply to all versions of the logo.

## INCORRECT USAGE

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Don't add shadows, strokes, or other effects



Don't rotate, make vertical, or flip



Don't change the colors on the logo



Don't change aspect ratio, stretch, or squeeze



Don't make the logo into an outline



Don't alter the spacing in any way

**03**

**COLOURS**



**Evangel  
Carriers  
Network**



**Evangel Carriers Network**



**Evangel  
Carriers  
Network**



**Evangel Carriers Network**



**Evangel  
Carriers  
Network**



**Evangel Carriers Network**

# OUR PALETTE

Our colour palette is simple, bold, and intentional, designed to communicate clarity, reverence, and consistency across all brand touchpoints.

## Red

Used to communicate the urgency of the message being shared. Red draws attention and signals importance.

## White

Used to create space, clarity, and balance. White supports readability and allows other brand elements to stand out with calm and simplicity.

## Black

Black provides structure, contrast, and strength, ensuring legibility across print and digital materials.



## INCORRECT USAGE

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- Don't Combine colors with little or no contrast
- Don't Combine colors that do not include palette colors

**04**

**TYPOGRAPHY**



# OUR TYPOGRAPY

Our typography includes a consistent set of sans-serif typefaces: CY Grotesk, TT Wellington, and Oswald. Together, these fonts create a clear and legible system that works effectively across both print and digital platforms.

Each font family includes multiple weights, such as light, regular, and bold, allowing for flexibility and hierarchy in design.

CY Grotesk and Oswald are used for headlines, quotes, and larger text, where strong visual presence and emphasis are needed.

TT Wellington is used for body copy, subheadings, captions, and smaller text, ensuring readability and consistency across all materials.

## CY Grotesk

Dark, Bold, Regular, Light, Thin

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%()[]?+

## Oswald

Heavy, Bold, Medium, Regular, Light, Extra-Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%()[]?+

## Oswald

Bold, Medium, Regular, Light, Thin

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%()[]?+



# USING OUR FONTS

Each font family includes multiple weights, such as light, regular, and bold, allowing for flexibility and hierarchy in design.

CY Grotesk is best used for headlines when there is wide design space

Oswald is used for headlines where the design space is tiny and or narrow.

TT Wellington is used for body copy, subheadings, captions, and smaller text,

**JESUS SAVES**  
**COME UNTO HIM**

**HE CALLS**  
**UNTO YOU**  
**ALL YE THAT**  
**LABOUR**

Jesus offers redemption, rest, and new life to all who believe. No matter your past or present struggles, His invitation stands—open, loving, and full of grace.

In moments of weariness and burden, Christ calls you to Himself. In Him, there is rest, renewal, and strength for every soul.

Christ's call is one of love and restoration. Come as you are,

**05**

**BRAND IMAGERY**

**AWAITING  
HIS  
RETURN**



Follow

**Evangel Carriers Network**   
@theecnglobal

Evangel Carriers Network (ECN) is a ministry birthed by God to instill an awareness and consciousness of His imminent return in the hearts of people.

278 Following 161k Followers

 Evangel Carriers Network



THEME  
**A VOICE IN THE  
WILDERNESS;  
THE RISING SOUND OF MANY**

"The voice of one crying in the wilderness:  
Prepare the way of the Lord; make his  
paths straight." — Matthew 3:3 (ESV)



**HAPPY  
NEW MONTH**  
WELCOME TO SEPTEMBER

    @theecnglobal





@thesonglobal

# Hiring! Hiring! Hiring!

HEAVEN IS  
RECRUITING  
FOR A  
FULL-TIME  
ROLE

REQUIREMENT

Accept the Coming,  
Death, & Resurrection  
of Jesus

HOW TO APPLY

Say YES to Jesus

PERKS

ZOE - Eternal Life



If you need help applying: kindly  
send us a DM or click the link on bio.

EON

YOUR PHONE BATTERY  
LASTS LONGER THAN  
YOUR REPENTANCE.

LEADCO MIT FILLER



PHONE BATTERY

REPENTANCE BAR

0000 @therecngletext

+254775512447

<http://p01nc2Nplm000t>



JESUS  
IS THE  
MESSAGE

JESUS  
MUST BE  
SEEN



EON  
Energy Company of North America

THANK YOU

THANK YOU

THANK YOU