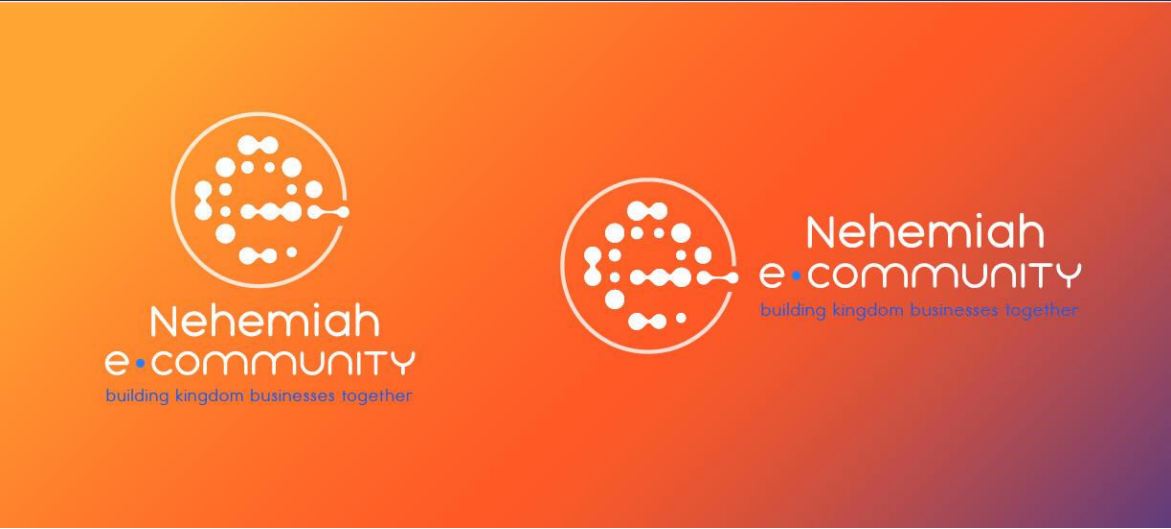


Nehemiah Entrepreneurship Community

Updated Logo and Brand Concept



Mission:

Building Kingdom Businesses Globally

Vision:

To transform the marketplace with the gospel of the Lord Jesus Christ one entrepreneur at a time. Our ultimate goal is to create a community of Kingdom business stewards that provide God-honoring products and services in a God-honoring way, and are contributing to fulfilling the Great Commission.

Values: <https://nehemiahecommunity.com/nehemiah-project-mission-vision/>

1. Unconditional Love
 2. Faith
 3. Entrepreneurship
 4. Excellence
 5. Focus
 6. Wisdom
 7. Truth
-

The Name - Nehemiah Entrepreneurship Community:

- **Nehemiah - Who we are: Reflects our Christian roots.**
We are builders, called to protect and bring comfort to others.
- **Entrepreneurship - What we do: We build transformational Kingdom businesses.**
We are committed to a quadruple bottom line: People, Planet, Profit, and Eternity.
- **Community - How we do it: We do it in community.**
We do more than training and coaching, we provide a global ecosystem where entrepreneurs with shared values are encouraged and supported to thrive through the various stages of their business journey.

The Design:

- The **icon**:
 - The circle represents unity, a safe place, togetherness, and a global community.
 - The entry point (opening in the circle) is narrow since *“small is the gate and narrow the road that leads to life, and only a few find it.” (Matthew 7:14)*
 - The colored dots in the circle forming an “e” represent the diverse entrepreneurs in the community, linking up and connecting.
- The **font** - chosen and customized to portray a rounded and friendly feel, playing off the dots on the icon, it gives an inviting and inclusive impression.
- The **slogan** - taken from our mission statement with the emphasis of carrying out the mission together as a community.

The Colors - Blue, Orange, Golden Yellow:

- The **blue** color represents stability and reliability, integrity and trust, as well as expertise and commitment.
- The **orange** color represents optimism and energy, adventure and creativity, being inviting and encouraging social communication.
- The **golden yellow** color represents success and achievement, divinity and power, as well as generosity and compassion. It inspires some to reach all-new heights, motivates people to reach their potential.
- The combination of colors and gradient represents our global diversity and the blending of cultures.

The **Nehemiah Entrepreneurship Community** is a safe place where Christian Entrepreneurs in various business stages from all over the world find a **supportive network of trusted Kingdom business trainers, coaches, and mentors** as well as training and business support services to grow their businesses. The community includes an ecosystem of like-minded, shared-value entrepreneurs who are committed to building Kingdom businesses globally.

Reasons for the updated name and logo:

- Confusion between the Nehemiah Project and Nehemiah E-Community brand.
- Nehemiah Project is a name used by multiple other organizations which creates confusion as to which Nehemiah Project we are.
- To make more emphasis on who we are and what we do
- To make it SEO friendly

Logo updates include:

- Adding the name “Nehemiah” with a capital letter to maintain the identity of who we are.
- Adding a circle around the icon and an entry point to the circle is to create further emphasis that drawing entrepreneurs into the community is at the heart of what we do. *“If a company can transition from simply delivering a product to building a community, it can unlock extraordinary competitive advantages and both create and support a superior business model.” [Harvard Business Review](#)*

- To keep the name simplified on the logo, we chose to keep “e-community” vs spelling out “entrepreneurship community”. However, we will include educating the public on the meaning of the “e”, incorporating it into our marketing message and strategy.
- We recognize that most people identify e as electronic and internet and not entrepreneurship so we need to emphasize through education and repetition the fact that our e has a double meaning. Yes, it means that we have a community with a growing digital infrastructure and footprint but for us the e stands primarily for Entrepreneurship. So one could say it is an entrepreneurship digital community.

Therefore, at present, for all write-ups referring to the brand name, the full name “Nehemiah Entrepreneurship Community” is to be used at all times or “Nehemiah E Community” for short.

And avoid using the terms below:

- E-Community
- NPIM
- NEC
- Nehemiah Project International Ministries

Centers will be called “Nehemiah Entrepreneurship Community [City or Organization] Center”, for example:

1. Nehemiah Entrepreneurship Community Northwest Center
2. Nehemiah Entrepreneurship Community Orlando Center
3. Nehemiah Entrepreneurship Community DFW Center
4. Nehemiah Entrepreneurship Community Puerto Rico Center
5. Nehemiah Entrepreneurship Community Nairobi Center
6. Nehemiah Entrepreneurship Community Sunergos Center
7. Nehemiah Entrepreneurship Community Paris Center
8. Nehemiah Entrepreneurship Community Asia Center
9. Nehemiah Entrepreneurship Community Malawi Center
10. Nehemiah Entrepreneurship Community Douala Center
11. Nehemiah Entrepreneurship Community Haiti Center
12. Nehemiah Entrepreneurship Community Kinshasa Center
13. Nehemiah Entrepreneurship Community Mexico Center

Social Media