

Date: June '24

The Leprosy Mission Branding: Brand Identity Guidelines



Brand Identity: Who we are

We are a global Christian organisation leading the fight against leprosy.

Following Jesus Christ, we seek to bring about transformation; breaking the chains of leprosy and empowering people to attain healing, dignity and life in all its fullness.

No one should suffer because of a preventable and treatable disease.

We work with people of all faiths and none to defeat leprosy and transform the lives of people affected.

TLM’s Global Fellowship works in 28 countries.

Our focus is on ten countries in Africa and Asia – Bangladesh, Ethiopia, India, Mozambique, Myanmar (Burma), Nepal, Niger, Nigeria, Sri Lanka and Sudan. These places have high rates of leprosy or lack the services or opportunities needed by people affected.

As well as supporting people living with leprosy today, we serve future generations by working to end the transmission of the disease. So they may be born into a world free from leprosy.

We partner with governments, churches and other organisations. Most importantly, we work with people affected by leprosy to achieve our vision – leprosy defeated, lives transformed.

We fight leprosy transmission, disability and discrimination.

Through this integrated approach, we offer a springboard to better health, self-sufficiency and new hope.

The UN Sustainable Development Goals (SDGs) recognise that the dignity of the individual is fundamental and no one should be left behind. People affected by leprosy, especially those disabled by the disease, are often most marginalised. So our mission is as urgent and relevant as ever. We stand with the people many would rather forget.

In 1874, our founders Wellesley and Alice Bailey saw the suffering of people living with leprosy and were determined to do something about it. Like them, we are committed to defeating leprosy and showing the love of Christ to those it affects.

Our Christian identity is at the heart of who we are and everything we do.

Because we follow Jesus Christ, we value compassion, justice, integrity, inclusion and humility.

Leprosy defeated, lives transformed

Everything we do is focused on our mission to break the chains of leprosy and empower people to attain healing, dignity and life in all its fullness.

Our 2019–23 Strategy has three goals:

Zero leprosy transmission

Ending the transmission of leprosy is our greatest priority. To do this, we share our expertise with health services to diagnose the disease early and treat it through medical care. We increase awareness of leprosy and challenge cultural misconceptions with evidence. So people affected seek the support they need.

Zero leprosy disability

We aim to reduce the likelihood of people with leprosy being disabled after diagnosis. We work with hospitals, health centres and people affected to improve treatment, self-care and inner wellbeing. And we help communities support people physically, mentally and spiritually.

Zero leprosy discrimination

We partner with human rights organisations and people affected by leprosy to end the stigma associated with the disease. We tackle discriminatory laws and practices. We support local champions. And we improve people’s living and working conditions. So they can be understood, respected and included.

To achieve our goals:

- We support and protect our staff to be the best they can be.
- We engage people in our work and make it easy to support us.
- We speak with one voice globally to raise awareness and call for action.
- We strengthen our partners and invest in research.
- As a Christian organisation, our strategy is Christ-centred, with prayer and spiritual growth at the heart of our work and decision making.



Brand Identity: Building a Brand

The TLM Brand Visual Identity can be understood via the following documents:

- Logo System Guidelines
- Typography System Guidelines
- Colour System Guidelines

For TLM sub-brands and identities please see the following documents:

- NewDay Magazine Guidelines
- Legacy Guidelines
- Social Media Guidelines



Brand Identity: Design Principles

People first

In all design work the integrity of photography and the people represented in the photographs is to be protected and celebrated. Within design this is reflected in:

- Never flipping (vertically or horizontally) a photo
- Never squashing or stretching a photo
- Never covering a significant proportion of the people in the photo, or covering a disability.
- Minimal use of photo editing - if photography has been supplied from a photographer who has edited the photograph, the final product should be protected and only where absolutely necessary should corrections or grading edits be made.

Visibility

We want to do as much as we can to connect with as many people as possible. Subsequently we have taken steps to make both print and digital content as accessible as reasonably possible without overly compromising good design. As you will see in the both the colour and typography guidelines the contrast and legibility of copy has been strongly considered.

Consistency and simplicity

The design philosophy behind the TLM design relies on these foundations, consistency and simplicity. Good design should serve the stories and voices of those represented by TLM and celebrate them. Keeping a 'less is more' approach is outworked in providing adequate white space in design and providing clarity in typography and avoiding unnecessary design elements that could lead to misinterpretation or confusion.

Building brand equity takes time and therefore it is important to make sure that across designed elements and products design consistency is achieved. Be this through the consistent implementation of typographic styles and hierarchy or consistent design layout and language in campaign design collateral.



Brand Identity: Design Rules & Guides

Proportional relationship

Simply put the proportional relationship applies between width, height and spacing of visual elements. This does not apply to the volume or area of objects.

The relationship is applied proportionally in the rules, guides, grids, columns and dimensions of objects. For example a layout may apply a margin of 10mm with inset margin for page attributes of 5mm. Internally spacing between objects could then use 20mm.

This relationship also applies to text weights as shown in the typography system, with exceptions when necessary.

Typesetting

We want to do as much as we can to connect with as many people as possible. Subsequently we have taken steps to make both print and digital content as accessible as reasonably possible without overly compromising good design. As you will see in the both the colour and typography guidelines the contrast and legibility of copy has been strongly considered.

White space and padding

White space should be conserved as much as possible to provide clarity in layouts and reduce visual cluttering. The proportion of white space on the page is driven by the relationship and layout of text against photography/imagery.

Padding is set consistently throughout a design layout and typographic hierarchy. Within callout boxes and other visual elements proportional padding is applied to enhance legibility and visual distinction with surrounding elements.

See image right for demonstration of design rules and guides in action

H2 - 60pt
Off-White

A broken world

Spacing between heading and body copy - 20mm

Column width - 10mm

Margins - 20mm

P1-Alt. - 10pt
FFFFFF

Padding 10mm

PAGE 5 – A BROKEN WORLD

B2 - 8pt
Gray 2

Every time we turn on the TV we are reminded of the brokenness of this world. The injustices suffered by the people of Ukraine break our hearts and shake us to the very core. Letting go and letting God take control can be so difficult at times like these. But now, more than ever, we can take comfort in the truth that we serve a God of justice and mercy. We are thankful that through His grace and the power of prayer, we can speak life into a world so full of sorrow and pain.

At a time when we pray for an end to the war in Europe, we uphold in prayer the lives of people rocked by conflict across Asia and Africa. We pray for those we serve in Myanmar, Mozambique, Sudan and Ethiopia who are all enduring terrible hardship because of violent conflict. We thank God that through your generosity, we can continue to reach out to people living in these war-torn countries. Their lives have already been touched by your generosity. It is through your faithfulness that they can receive healing and hope as they rebuild their lives.

The plight of the people we serve in Ethiopia currently weighs heavy on the hearts of Leprosy Mission staff globally.

During the latter half of 2021, Ethiopia was ravaged by a civil war between the Tigray region and government forces. The work you support in Ethiopia is primarily in Amhara, a region in the north between Tigray and the capital, Addis Ababa. Sadly, Amhara is at the epicentre of the violence. During the fighting, homes were razed to the ground and hospitals destroyed.

Unsurprisingly, people with disabilities have become the major victims of the civil war. Not only were they physically unable to escape violent attacks, but they were also without the financial means to flee the region. Many of the families we work with have lost loved ones and everything they own, including livestock and crops. They are left traumatised by the atrocities they have witnessed. Some have even suffered rape.

We are raising funds to deploy a humanitarian response to help people living in these most vulnerable communities in Amhara. Their most urgent need right now is food and hygiene supplies.

Spacing between body copy and caption - 25mm

A1 - 10pt
Gray 2

A woman walks among the remains of the farming town of Ataye in the Amhara region of Ethiopia. More than 100 civilians died, and 1,500 buildings were torched, during violent attacks in 2021



Brand Identity: Core Personas



ROGER AND JANET

DEDICATED DONORS

Ongoing partner

BIO - MORE ABOUT THEM

Roger and Janet, both in their late 60s, are committed Christians and very active in the local community. Both retired, they have disposable income and seek to use their time and money wisely.

THEIR RELATIONSHIP TO TLM

Already higher-level givers, and been partnered with TLM for a few years, Janet uses Facebook to interact with TLM on a regular basis to stay up-to-date. They also receive emails, direct mail, New Day etc. and may sometimes receive personalised correspondence from the Partnerships team at TLM. When donating they want to be able to do it easily and with no fuss.

WHAT DO THEY WANT OUT OF THEIR ENGAGEMENT WITH TLM?

They are receiving regular TLM communications and have been for a number of years. Roger and Janet want to listen to authentic good news stories and see the difference TLM is making through recent campaigns. They want to see how their giving is making a difference and to see clear accountability (good stewardship). To gain insight in to the Staff serving overseas and feel connected with the work of TLM – vested interest.



TONY + JULES

EXPLORING ENGAGEMENT

New / potential Partner

BIO - MORE ABOUT THEM

Tony and Jules, both 55, love life and enjoy spending lots of time with family and regularly attend church. With their children at University they are looking for ways to make a difference both at home and abroad.

THEIR RELATIONSHIP TO TLM

Know a bit about leprosy and they want to find out more about TLM and what steps they could take – not currently supports but could be. First heard about TLM through their church, and have since sponsored a family member to fundraise for TLM.

They want to be engaged and to get excited about the work of TLM – compelling information with clear solutions they can offer (e.g. the cure, tangible asks etc.). They come with lots of questions, such as; Why TLM stands out among other charities? How will their money make a difference and can they trust TLM? Can they get behind the vision? Potential frustrations: not being able to find this info; not enough info on the difference their money will make and how.

WHAT DO THEY WANT OUT OF THEIR ENGAGEMENT WITH TLM?

Completely new to the TLM family and their first interaction would be to receive the undated NEWDAY for new supporters. They will want to see affirmation of making a difference with their partnership with TLM. Clear asks and how they can get involved – both financially and practically and to affirm that TLM is a Christ Centred organisation.



CLIVE

COMMITTED TO THE CAUSE

Ongoing partner

BIO - MORE ABOUT THEM

Clive is 72, retired and used to work in the civil service. Has previously served on his churches pastoral team many years ago. A sociable chap, enjoys golf and tries too remain active in his retirement.

THEIR RELATIONSHIP TO TLM

He has supported TLMEW since learning about TLM at church decades ago. He's a volunteer, church rep, prayer partner, and active in the local community. Wants resources, updates on our work, stories to share with his prayer group, and to find out about events. He wants to be able to find all this information easily.

His Regional Manager is his key point of contact and they know each other well. Reasonable tech skills for someone of his generation but struggles if things on the website are not easy to find/follow and gives up easily. Frustrations: He expects using the website to be straightforward and may well complain to Regional Managers or Supporter Care if it isn't! Confusing processes for getting resources will be a problem for him.

WHAT DO THEY WANT OUT OF THEIR ENGAGEMENT WITH TLM?

Already receiving regular TLM communications and actively engages with call to actions and communicating information out to prayer groups and the local church. Clive wants clarity in communication, not only for getting the information he wants to hear but also for practical in next steps – prayer points, asks, volunteer opportunities. He wants to read updates of integrity and to feel a personal connection to the TLM family that he belongs too. To see where faith fits in the life of TLM and how that enables him to love out his faith.

We want to support the work of TLM because they are; family focused, Christ centred, integrouis, trustworthy, and credible.



Brand Identity: Core Personas



CHRISTINE

FINDING MY FEET

New / potential Partner

BIO - MORE ABOUT THEM

60-year-old Christine, loves good food, is a great cook and is up for trying new things. Recently became a Grandma for the first time and regularly travels to see children living around the country.

THEIR RELATIONSHIP TO TLM

Christine recently started donating and would like to begin volunteering; wants to become more informed and get info to take back to church or community group. Wants to know about opportunities to fundraise and get resources as well as great stories to feed back. Not sure exactly what she wants - but she wants to be inspired to take action and find things to do! Reasonably used to using tech, including Facebook, but sometimes gets confused by things that aren't user-friendly. Could lose interest if she can't find what she wants. Has the potential to become 'committed to the cause'.

WHAT DO THEY WANT OUT OF THEIR ENGAGEMENT WITH TLM?

As a new supporter who has just started giving, Christine wwill want to learn more about the TLM family and how she can make a next step, whether that is to make a gift or volunteer - encourage others to join her. (fundraising and volunteering opportunities). She wants to be inspired by the big picture (wow factor) and to learn more about the work of TLM and the difference it makes to individuals (elements of the big picture - jigsaw piece). She will want to feel personally connected with TLM and that the relationship is two-way.



CHARLOTTE

GOOGLE GOT ME HERE

New / potential Partner

BIO - MORE ABOUT THEM

28-year-old Charlotte, based in the UK, likes to travel and has worked abroad for seasons teaching English as a second language. Graduated from University and since completed a PGCE.

THEIR RELATIONSHIP TO TLM

Often through using a mobile device, reads the FAQs, watches TLM's videos and wants to learn about leprosy/wants facts about the disease. She looking for resources and information to plan a lesson for her class. Potential frustrations: not being able to find compelling info about leprosy and things she can share with others, including resources for children and young people.

WHAT DO THEY WANT OUT OF THEIR ENGAGEMENT WITH TLM?

At the moment Charlotte is just looking for more information about TLM and a way to see some important background information about some of the projects. She will want to see the big picture with clear facts and information about what TLM do. With an emphasis to facts and figures that she can reference. To understand the context of the work of TLM - How does TLM fit into the bigger picture of International Development. Why India for example? See the credibility of TLM through it's links with Research Institutions and Government Funding bodies and see evidence of Justice being sought. Ultimately to inspire Charlotte to become a partner with TLM and get connected into the family.



ANIL

POTENTIAL PARTNER

New / potential Partner

BIO - MORE ABOUT THEM

Anil, 40, currently works for an NGO, and a part time lecturer in a university. He's very tech savvy, well-informed, an expert in his field. Outside of work enjoys a good book and quality time with his long-term partner.

THEIR RELATIONSHIP TO TLM

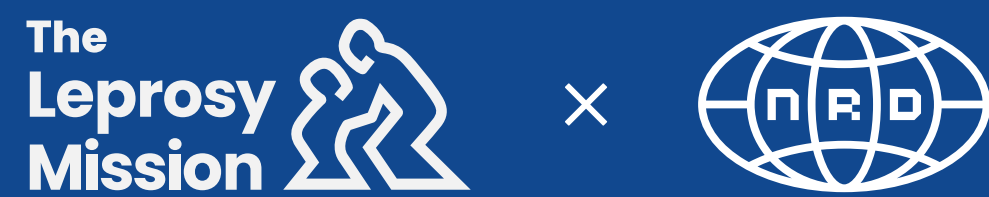
Wants to know about innovation, due diligence, impact, safeguarding, strategy, current partners, testimonials, stats, sharing best practice, financials, policies. Info should be well-presented and well-organised. May want to know - do we proselytise, do we only help other Christians, will we discriminate? What's in it for his organisation if they partner with us? Who should he contact? Frustrations: incorrect/badly organised info or lack of relevant info altogether, no information about contacts.

WHAT DO THEY WANT OUT OF THEIR ENGAGEMENT WITH TLM?

Would welcome more information in order to make a decision about partnering with TLM. In this instance the level of partnership will be at a company level so a good question would be what communication should a partner organisation receive?

We want to be inspired to partner with a credible, authentic charity that makes a real difference.





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Need to get in touch?
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