

**Date: June '24**

# The Leprosy Mission Branding: Typography System Guidelines



PRIMARY FONT FAMILY

Poppins

SECONDARY FONT FAMILIES

PERMANENT MARKER

IBM Plex Sans

# Typography System: Font Families

## Primary font

Poppins

Light  
Regular  
Medium  
SemiBold  
Bold

Ad



The quick brown fox  
jumps over the lazy  
dog.

### Font Type & Description

As part of the TLM visual identity, Poppins is a geometric, legible sans serif typeface suited for any Latin & Devanagari communications.

### Font Usage within TLM Brand

Within TLM branding, Poppins is used as the primary typeface for headings and body copy across all sizes. The usage of Poppins can be seen in the 'Typography System: Hierarchy' section of this document.

Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08
!?	@#	%£	&*	()	:/	+ -	

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Elementum sagittis vitae et leo duis ut diam quam nulla. Tempor commodo ullamcorper a lacus vestibulum. Mauris vitae ultricies leo integer malesuada nunc vel. Tempus egestas sed sed risus pretium quam vulputate.



Secondary font

PERMANENT MARKER

REGULAR

AA



THE QUICK BROWN FOX  
JUMPS OVER THE LAZY  
DOG.

Font Type & Description

As part of the TLM visual identiy, Permanent Marker handwritten typeface very well suited for any display or headline use.

Font Usage Within TLM Brand

Within TLM branding, Permanent Marker is used for alternate headings across all sizes. The usage of Permanent Marker can be seen in the ‘Typography System: Hierarchy’ section of this document.

BB	CC	DD	EE	FF	GG	HH	II
KK	LL	MM	NN	OO	PP	QQ	RR
TT	UU	VV	WW	XX	YY	ZZ	
01	02	03	04	05	06	07	08
!?	@#	%&	+*	()	:/	+ -	

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR  
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT  
LABORE ET DOLORE MAGNA ALIQUA. VIVERRA MAECENAS  
ACCUMSAN LACUS VEL. ORNARE QUAM VIVERRA ORCI  
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SIT AMET VENENATIS URNA. VIVERRA ACCUMSAN IN NISL  
NISI SCELERISQUE EU ULTRICES VITAE AUCTOR. TRISTIQUE  
SOLLICITUDIN NIBH SIT AMET. POSVERE LOREM IPSUM  
DOLOR SIT. SOLLICITUDIN ALIQUAM ULTRICES SAGITTIS  
ORCI. ID DIAM VEL QUAM ELEMENTUM.

ELEMENTUM SAGITTIS VITAE ET LEO DUIS UT DIAM QUAM  
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VESTIBULUM. MAURIS VITAE ULTRICIES LEO INTEGER  
MALESVADA NUNC VEL. TEMPUS EGESTAS SED SED RISUS  
PRETIUM QUAM VULPUTATE.

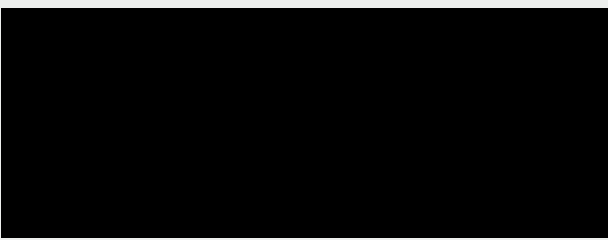


Supporting font

IBM Plex Sans

Extra Light  
Regular  
Medium  
SemiBold  
Bold

Aa



The quick brown fox jumps  
over the lazy dog.

Font Type & Description

As part of the TLM visual identiy, IBM Plex Sans. is a detailed legible Grotesque style typeface very well suited for any technical information or detail use.

Font Usage Within TLM Brand

Within TLM branding, IBM Plex Sans. is used for captions and sub text across all platforms. The usage of IBM Plex Sans. can be seen in the ‘Typography System: Hierarchy’ section of this document.

Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08
!?	@#	%£	&*	()	:/	+ -	

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Et magnis dis parturient montes. Dignissim enim sit amet venenatis urna. Viverra accumsan in nisl nisi scelerisque eu ultrices vitae auctor. Tristique sollicitudin nibh sit amet. Posuere lorem ipsum dolor sit. Sollicitudin aliquam ultrices sagittis orci. Id diam vel quam elementum.

Elementum sagittis vitae et leo duis ut diam quam nulla. Tempor commodo ullamcorper a lacus vestibulum. Mauris vitae ultricies leo integer malesuada nunc vel. Tempus egestas sed sed risus pretium quam vulputate.

Where Poppins is not available the use of Trebuchet MS is passable.

Trebuchet MS is a Sans Serif typeface and should preferably only be used for body, caption and footnote text.

Alternative Font Family  
Trebuchet MS

Aa Bb Cc 123 !?

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# Typography System: Hierarchy

P1	P1-alt.
Poppins, 9pt, 12pt lead, Light + Semi-bold	Poppins, 9pt, 12pt lead Reg. + Bold
<b>Es apistis cipsunt prataque volesto bla con porum doluptae magnatur</b> , esequi offictem quaeria sincien dionet ero quo tem rerferiberi re pres sit mos porem harupta natenimus doluptati rene net ped eum re peri odit, od molorio test ideles sinciae nonsedit alistot atquossitas et restio quidem.	<b>Es apistis cipsunt prataque volesto bla con porum doluptae magnatur</b> , esequi offictem quaeria sincien dionet ero quo tem rerferiberi re pres sit mos porem harupta natenimus doluptati rene net ped eum re peri odit, od molorio test ideles sinciae nonsedit alistot atquossitas et restio quidem.
Nam facia eum volupta ssinciis et occusam eossedis et hitas rempernam facestion eate voluptatum. <b>Voluptat lantur solorec ustrum im sequatur solorem qui acerspe comniti undit</b> , odis con poressi doluptatem quiat.	Nam facia eum volupta ssinciis et occusam eossedis et hitas rempernam facestion eate voluptatum. <b>Voluptat lantur solorec ustrum im sequatur solorem qui acerspe comniti undit</b> , odis con poressi doluptatem quiat.
<b>Labo ut quia ex eatius.</b>	<b>Labo ut quia ex eatius.</b>
Hillore ea volorem ut experro millendici conecaeri adi nisitat quis debit, cullacestia dolupta velesec tempore poriaessum eaquunt erescid quam ullest, consed ut maionet quo ommoloria diae. Nam voluptat.	Hillore ea volorem ut experro millendici conecaeri adi nisitat quis debit, cullacestia dolupta velesec tempore poriaessum eaquunt erescid quam ullest, consed ut maionet quo ommoloria diae. Nam voluptat.
<b>Igendentem reptatus dolupta tiusandes con es qui ditio et volupta erovitatur apero?</b>	<b>Igendentem reptatus dolupta tiusandes con es qui ditio et volupta erovitatur apero?</b>
A1	A1-alt.
Poppins, 9pt, 12pt lead, L. Italic	Poppins, 9pt, 12pt lead, Italic
<i>Nem est vollor solupta sunt rem faccaes sim nonseniscia vit hil ipsanditata incidest, qui inctem est, 1963.</i>	<i>Nem est vollor solupta sunt rem faccaes sim nonseniscia vit hil ipsanditata incidest, qui inctem est, 1963.</i>

B1	B1-alt.
IBM Plex Sans, 8pt, 12pt lead, Regular, All Caps	IBM Plex Sans, 8pt, 12pt lead, Text, All Caps
Nem est vollor solupta sunt rem faccaes sim nonseniscia vit hil ipsanditata incidest, qui inctem est, 1963.	Nem est vollor solupta sunt rem faccaes sim nonseniscia vit hil ipsanditata incidest, qui inctem est, 1963.
B2	B2-alt.
IBM Plex Sans, 8pt, 12pt lead, SemiBold, All Caps	IBM Plex Sans, 8pt, 12pt lead, Bold, All Caps
<b>NEM EST VOLLOR SOLUPTA SUNT REM FACCAES SIM NONSENISCIA VIT HIL IPSANDITATA INCIDEST, QUI INCTEM EST, 1963.</b>	<b>NEM EST VOLLOR SOLUPTA SUNT REM FACCAES SIM NONSENISCIA VIT HIL IPSANDITATA INCIDEST, QUI INCTEM EST, 1963.</b>

*Please note that this hierarchy has been designed from a print lead perspective. For typography in digital design the proportional relationships between the headings and copy should remain consistent in line with the relationships shown below. For example if a H1 heading in a digital application of 120pt had been decided, the relative size of a H2 heading should be 80pt.*

H1: Poppins, 90pt, SemiBold
H1-Alt: Permanent Marker Pro, 80pt, Regular

H1: Lorem Ipsum

H1: LOREM IPSUM

H2: Poppins, 60pt, SemiBold
H2-Alt: Permanent Marker Pro, 50pt, Regular

H2: Lorem Ipsum

H2: LOREM IPSUM

H3: Poppins, 30pt, Bold
H3-Alt: Permanent Marker Pro, 25pt, Regular

H3: Lorem Ipgsum dolor sit amet

H3: LOREM IPSUM DOLOR SIT AMET

H4: Poppins, 20pt, Bold
H4-Alt: Permanent Marker Pro, 20pt, Regular

H4: Lorem ipsum dolor sit amet, consectetur adipiscing

H4: LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING

C1	C2
Permanent Marker Pro, 20pt, Regular	Poppins, 20pt, SemiBold

**"RATEMOLORIAS EATE  
PARCHILLAB ILLABORES  
ERIS UNTIONE CERNATUR,  
ODITATIUM LIS MAGNIST  
ACCATI TET, SECTO  
MINULLESSIT HARUM  
IDUNTIANTO ET"**

**"Es apistis cipsunt prataque volesto bla con porum doluptae magnatur, esequi offictem quaeria sincien dionet ero quo tem rerferiberi re pres sit mos porem harupta natenimus doluptati rene net ped eum re peri odit, od molorio test ideles sinciae nonsedit alistot atquossitas et restio quidem."**





# Typography System: Hierarchy (Negative)

<p>P1</p> <p>Poppins, 9pt, 12pt lead, Light + Semi-bold</p> <p>Es apistis cipsunt prataque volesto bla con porum doluptae magnatur, esequi offictem quaeria sincien dionet ero quo tem rerferiberi re pres sit mos porem harupta natenimus doluptati rene net ped eum re peri odit, od molorio test ideles sinciae nonsedit alistot atquossitas et restio quidem.</p> <p>Nam facia eum volupta ssinciis et occusam eossedis et hitas rempernam facestion eate voluptatum. <b>Voluptat lantur solorec ustrum im sequatur solorem qui acerspe comniti undit</b>, odis con poressi doluptatem quiat.</p> <p>Labo ut quia ex eatius.</p> <p>Hillore ea volorem ut experro millendici conecaeri adi nisitat quis debet, cullacestia dolupta velesec tempore poriaessum eaquunt erescid quam ullest, consed ut maionet quo ommoloria diae. Nam voluptat.</p> <p>Igendentem reptatus dolupta tiusandes con es qui ditio et volupta erovitatur apero?</p>	<p>P1-alt.</p> <p>Poppins, 9pt, 12pt lead Reg. + Bold</p> <p>Es apistis cipsunt prataque volesto bla con porum doluptae magnatur, esequi offictem quaeria sincien dionet ero quo tem rerferiberi re pres sit mos porem harupta natenimus doluptati rene net ped eum re peri odit, od molorio test ideles sinciae nonsedit alistot atquossitas et restio quidem.</p> <p>Nam facia eum volupta ssinciis et occusam eossedis et hitas rempernam facestion eate voluptatum. <b>Voluptat lantur solorec ustrum im sequatur solorem qui acerspe comniti undit</b>, odis con poressi doluptatem quiat.</p> <p>Labo ut quia ex eatius.</p> <p>Hillore ea volorem ut experro millendici conecaeri adi nisitat quis debet, cullacestia dolupta velesec tempore poriaessum eaquunt erescid quam ullest, consed ut maionet quo ommoloria diae. Nam voluptat.</p> <p>Igendentem reptatus dolupta tiusandes con es qui ditio et volupta erovitatur apero?</p>
<p>A1</p> <p>Poppins, 9pt, 12pt lead, L. Italic</p> <p>Nem est vollor solupta sunt rem faccae sim nonsenscia vit hil ipsanditata incidest, qui inctem est, 1963.</p>	<p>A1-alt.</p> <p>Poppins, 9pt, 12pt lead, Italic</p> <p>Nem est vollor solupta sunt rem faccae sim nonsenscia vit hil ipsanditata incidest, qui inctem est, 1963.</p>

<p>B1</p> <p>IBM Plex Sans, 8pt, 12pt lead, Regular, All Caps</p> <p>Nem est vollor solupta sunt rem faccae sim nonsenscia vit hil ipsanditata incidest, qui inctem est, 1963.</p>	<p>B1-alt.</p> <p>IBM Plex Sans, 8pt, 12pt lead, Text, All Caps</p> <p>Nem est vollor solupta sunt rem faccae sim nonsenscia vit hil ipsanditata incidest, qui inctem est, 1963.</p>
<p>B2</p> <p>IBM Plex Sans, 8pt, 12pt lead, SemiBold, All Caps</p> <p>NEM EST VOLLOR SOLUPTA SUNT REM FACCAES SIM NONSENSICIA VIT HIL IPSANDITATA INCIDEST, QUI INCTEM EST, 1963.</p>	<p>B2-alt.</p> <p>IBM Plex Sans, 8pt, 12pt lead, Bold, All Caps</p> <p>NEM EST VOLLOR SOLUPTA SUNT REM FACCAES SIM NONSENSICIA VIT HIL IPSANDITATA INCIDEST, QUI INCTEM EST, 1963.</p>

Please note that this hierarchy has been designed from a print lead perspective. For typography in digital design the proportional relationships between the headings and copy should remain consistent in line with the relationships shown below. For example if a H1 heading in a digital application of 120pt had been decided, the relative size of a H2 heading should be 80pt.

H1: Poppins, 90pt, SemiBold  
H1-Alt: Permanent Marker Pro, 80pt, Regular

H1: Lorem Ipsum  
H1: LOREM IPSUM

H2: Poppins, 60pt, SemiBold  
H2-Alt: Permanent Marker Pro, 50pt, Regular

H2: Lorem Ipsum  
H2: LOREM IPSUM

H3: Poppins, 30pt, Bold  
H3-Alt: Permanent Marker Pro, 25pt, Regular

H3: Lorem Ipgsum dolor sit amet  
H3: LOREM IPSUM DOLOR SIT AMET

H4: Poppins, 20pt, Bold  
H4-Alt: Permanent Marker Pro, 20pt, Regular

H4: Lorem ipsum dolor sit amet, consectetur adipiscing  
H4: LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING

C1  
Permanent Marker Pro, 20pt, Regular

"RATEMOLORIAS EATE  
PARCHILLAB ILLABORES  
ERIS UNTIONE CERNATUR,  
ODITATIUM LIS MAGNIST  
ACCATI TET, SECTO  
MINULLESSIT HARUM  
IDUNTIANTO ET"

C2  
Poppins, 20pt, SemiBold

"Es apistis cipsunt prataque volesto bla con porum doluptae magnatur, esequi offictem quaeria sincien dionet ero quo tem rerferiberi re pres sit mos porem harupta natenimus doluptati rene net ped eum re peri odit, od molorio test ideles sinciae nonsedit alistot atquossitas et restio quidem."

TLM: Register	Pure Black	K 100%
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# Typography System: Rules for use with colour

## System 1 Rules

For typography in use on the lighter tones and shades (as outlined in the related diagram) in the TLM colour system, all typography should follow the rules outlined with the fill being register or full black. The body copy should use the standard P1 class as outlined.

## System 2 Rules

For typography in use on the darker tones and shades (as outlined in the related diagram) in the TLM colour system where the contrast with body copy in register fill would result in a low contrast score, all typography should follow the rules outlined with the fill being full white (paper). The body copy should use the alternative P1-Alt class as outlined.

## System 3 Rules

For typography in use on the mid tones and shades (as outlined in the related diagram) in the TLM colour system, all typography should follow the rules outlined with the fill being full black. The body copy should use the alternative P1-Alt class as outlined.

## System 1

H2  
Register

H4  
Register

P1 (Bold)  
Register

P1  
Register

P1-Alt  
Register

Off White

TLM Blue

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Cashew

Light Cashew

Light Shoreline

Dapple

Jacaranda 1

Jacaranda 2

Oolong 1

H2  
Register

H4  
Register

P1-Alt (Bold)  
Register

P1-Alt  
Register

P1-Alt  
Register

## System 2

H2  
FFFFFF

H4  
FFFFFF

P1-Alt (Bold)  
FFFFFF

P1-Alt  
FFFFFF

P1-Alt  
FFFFFF

TLM Blue

TLM Blue

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Register

Oolong 3

Ocean

Iroko

Jacaranda 3

## System 3

H2  
Register

H4  
Register

P1-Alt (Bold)  
Register

P1-Alt  
Register

P1-Alt  
Register

Leaf

TLM Blue

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Sun

Daybreak

Leaf Alt

Oolong 2

Sun Alt

Shoreline





# Typography System: In Use

H3  
Ocean

## Training a new generation of nurses

P1  
Register

We are so happy to tell you that India's first leprosy nursing college opens in September! Thank you so much for ensuring the future of leprosy care in India. Because of you, the brand new Salur Nursing College building is now complete! The two wonderful classrooms you have funded are almost built, and will be ready by June. Your love has also funded a library of textbooks and training equipment ready for the first students. Thank you for being such an amazing blessing!

In a country that is home to more than half of the world's leprosy cases, this college is vital now and for the future. The Leprosy Mission runs 14 hospitals in India, all of which need specialist nurses. The graduates of Salur Nursing College will be ideally placed to fill such vacancies. They will not only have exemplary clinical skills but a heart for people affected by leprosy.

Our 14 hospitals across India have never been so full and their medical teams more stretched. The staff work long hours for little reward, six days a week. Without a new generation of nurses, there would be a severe skills shortage. Many of the nurses currently working in the 14 hospitals are coming up to retirement. We thank you so much for recognising this need and for preparing our hospitals for the future. It means people diagnosed with leprosy today will be cared for and loved for the rest of their lives.

A place on the four-year course at Salur Nursing College is a wonderful opportunity! The selection process for the first intake of students is now underway. A new intake of 60 trainee nurses will follow each year until the full capacity of 240 students is reached. Priority places will be awarded, free of charge, to young people affected by leprosy. An old building at Salur Hospital is currently being converted into student accommodation. It will be ready in time for September's students as they excitedly embark on their new careers!

Nurse Irene is Head Nurse at Salur Hospital. She has served at the hospital for 38 years. Irene feels blessed to have had such a long and happy career. Coming from a poor family, it is something she never thought would be possible during her school days. She says it is only through God and the

generosity of supporters that she was able to have the career she loves so much.

Irene's mother worked hard as a seamstress. It was a financial challenge to send her five children to school, but somehow she managed. There was certainly no money for higher education. So you can imagine Irene's joy when she was awarded a place on a preliminary nurse training course! It was provided free of charge by The Leprosy Mission's Dayapuram Hospital in Tamil Nadu. But Irene's hopes were dashed when she realised that she needed to pay for her board and food. There simply wasn't the money.

Fortunately, the hospital's superintendent discovered Irene's dire situation. He arranged for Salur Hospital to cover her expenses during the one-year course. In return she agreed that she would work at the hospital for two years afterwards. True to her word, following her training, Irene joined Salur Hospital in 1986. She has stayed there ever since!

After beginning her career as an auxiliary nurse, Irene showed much potential. So much so that she was sponsored, once again, to complete a Diploma in Nursing. She got married in Salur, the place she calls home, and now has two grown up children. Thirty-eight years later, Irene still lovingly nurses leprosy patients.

"Salur is my home," she says. "Here we serve with such happiness and compassion."

"God chose me long ago to work as a leprosy nurse. My mother dreamt that I would become a nurse and God had already chosen me for Salur Hospital. I did nothing to make this happen. It is God's calling.

"When I came here with one year of training, I only knew how to give injections and do dressings. I didn't know the Telegu language, and I didn't know English. As a young girl of 20 years, I used to pray 'Lord, help me to learn Telugu' so I can talk with the patients. God always answers."

Nurse Irene has blessed the lives of thousands of leprosy patients, as well as all those who work with her. It is thanks to you that Salur Nursing College can train many more young nurses with hearts like Irene's.







life of disability  
write a future by  
ds work again?

tatement or story so heart-wrenching  
your heart? I experienced this when I

g well at school and growing up and  
family. Just like you might have done  
sed with leprosy.

ilily suspected it was leprosy. Arjan  
e getting worse. The covid pandemic

s in Arjan's hands and they became  
l. Even simple tasks such as holding  
to face this kind of trauma. Arjan  
his hands were beyond repair.

ind adults who need essential  
heir freedom, independence, and hope.

y leprosy. You can ensure people like  
r granted. The kindness you show  
y leprosy regain hope. A hope they

friends. The rush of cycling to school



No young  
person  
should have  
to get used  
to loneliness.  
You can make  
sure they  
don't have to.

and the echoes of laughter in the air. Now, imagine the day he noticed discoloured patches on his body. The numbness he felt creeping into his hands and feet. The worrying uncertainty at what was happening to him. The fear.

This is the brutal reality for hundreds of children in Bangladesh. The devastating effects of leprosy.

It wasn't just the physical difficulties. It was the painful rejection from friends that hurt deeply. **Arjan was robbed of many years in school.** When he was there, his friends wouldn't go near him. "Do not mix or play with him, he has a disease" they said to each other, knowing Arjan could hear them. It was so upsetting that Arjan had to leave school. He couldn't take it.

**"In the beginning, I used to feel very sad, but after a while I got used to being alone."** It was these words of Arjan's that stopped me in my tracks.

Maybe you found it as hard to hear as I did. That broke my heart. I'm sure you'll agree, no child should feel alone. Everyone needs a community around them. **It's hard to imagine how a young boy could get to that place.** Where loneliness was normal. It reminded me why we do this work together. To bring hope. To put an arm around someone in their hour of need. To let them know that things will be ok. That this doesn't have to be their story.

Today, I ask you to consider how you can extend your hand to those affected by leprosy. **Can you help provide another transformative surgery for someone like Arjan?** Can you help children and adults receive the gift of movement in their hands again. Can you help them to do the simple things like buttoning their own shirts. To be able to hold a pen. To regain their dignity, independence, and hope?

Please give £X or whatever you can to help provide life-changing hand surgeries to people affected by leprosy. You can help people rewrite their story from one that ends in loneliness and suffering into one with a future brimming with possibilities.



Will you help people  
like Arjan get the best  
possible care?

# Typography System: In Use



No young  
person  
should have  
to get used  
to loneliness.  
You can make  
sure they  
don't have to.

P1  
Register

and the echoes of laughter in the air. Now, imagine the day he noticed discoloured patches on his body. The numbness he felt creeping into his hands and feet. The worrying uncertainty at what was happening to him. The fear.

This is the brutal reality for hundreds of children in Bangladesh. The devastating effects of leprosy.

It wasn't just the physical difficulties. It was the painful rejection from friends that hurt deeply. **Arjan was robbed of many years in school.** When he was there, his friends wouldn't go near him. "Do not mix or play with him, he has a disease" they said to each other, knowing Arjan could hear them. It was so upsetting that Arjan had to leave school. He couldn't take it.

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H4  
Light Cashew

H4  
Light Cashew





# Typography System: In Use

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 37 - 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.

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

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.

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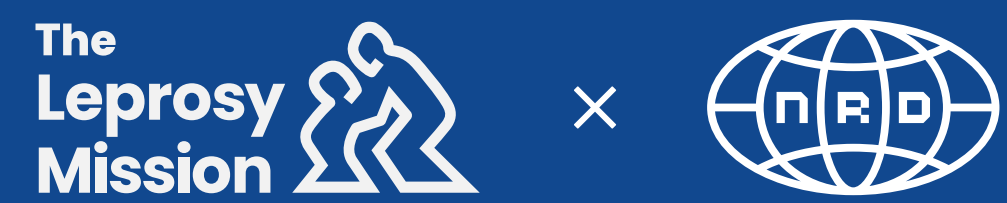
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Developed in partnership with New Rhythm Design

*Designing for a better tomorrow.*

Need to get in touch?  
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