

Date: June '24

# The Leprosy Mission Branding: Logo System Guidelines

- Logo mark & system
- Exclusion zone, do's & don'ts
- Standalone mark & tag/label asset
- Logo and colour usage



# Logo: Breaking down ‘logo’ (terminology)

## → Logomark:

Sometimes known as the brand mark.

The logomark is the **icon, pictogram or graphical element of a logo design**. It is generally the most recognizable part of a logo, meant to encapsulate the entirety of the brand in a singular image. It accomplishes this through symbolism, shape language and design principles—communicating traits to the viewer on a subconscious level. **Often, it acts as an avatar, meaning it stands alone for the brand in certain contexts when the other elements of the full logo are absent.**

## → Wordmark:

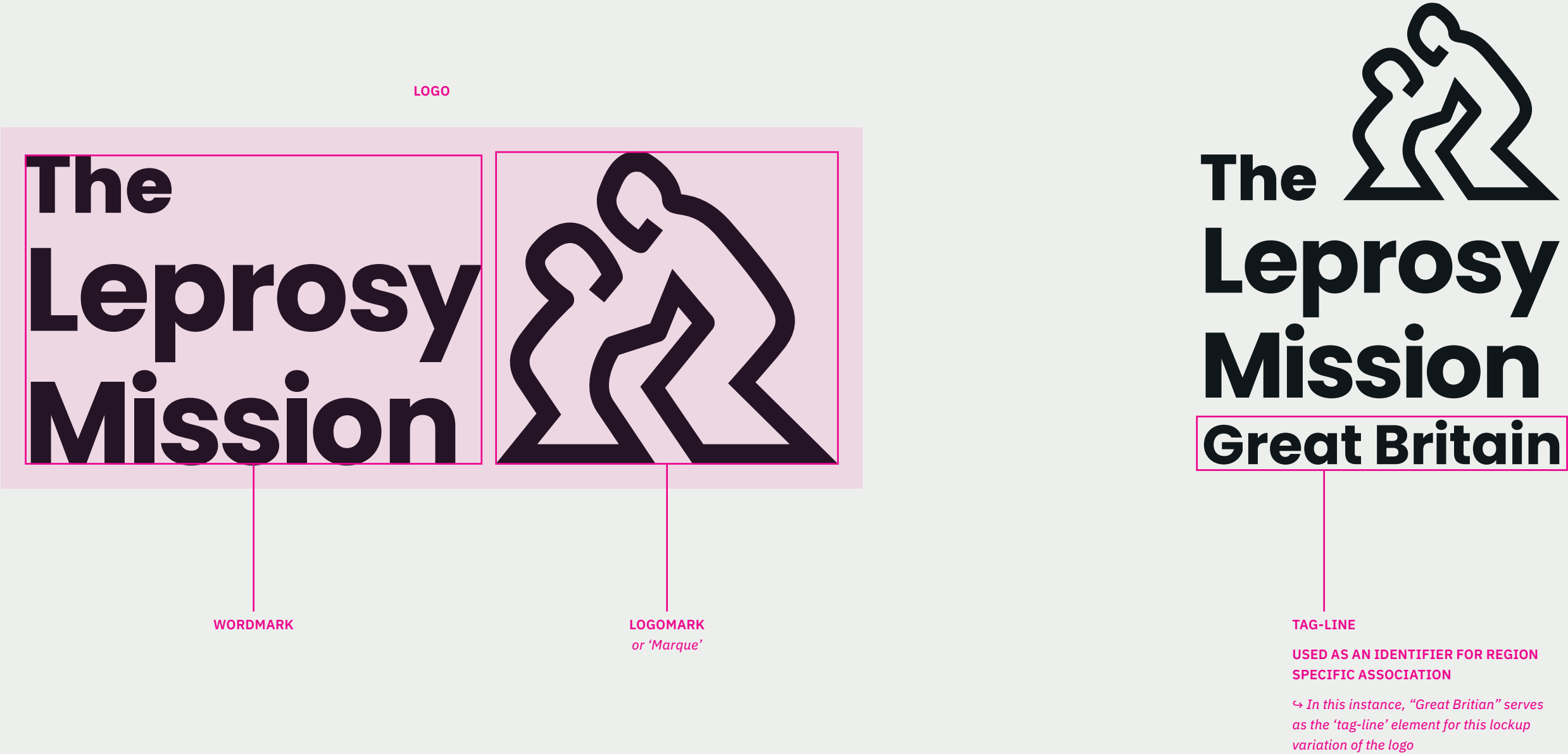
The wordmark is the text part of the logo design that displays the brand name. As it explicitly identifies the brand, it is comparable in importance to the logomark, to the extent that for many brands the wordmark is the entire logo.

## → Tag-line:

The tagline is the secondary text portion of the logo that is usually paired with the wordmark to provide more information about the brand. Often, this will be either a slogan or qualifying words that describe the nature of the business (for example, industry markers like “cafe” or “fitness studio”).

## → Lockup:

**While a wordmarks, brandmarks, and lettermarks can operate separately, they can also appear “locked together” as a lockup.** This is the exact arrangement of the individual pieces to create a new whole. Lockups can also be made from a main logo and a department name or a logo and slogan.



Logo: System (TLM + TLMgb)



01 — 'The Leprosy Mission' Primary lockup



02 — 'TLM' Secondary Stacked (vertical)



03 — 'TLM' Secondary Long (horizontal)



04 — 'The Leprosy Mission England & Wales' Primary lockup



05 — 'TLMew' Secondary Stacked (vertical)



06 — 'TLMew' Secondary Long (horizontal)



Logo: System (TLM + TLMgb) – Inverted



01 — 'The Leprosy Mission' Primary lockup



02 — 'TLM' Secondary Stacked (vertical)



03 — 'TLM' Secondary Long (horizontal)



04 — 'The Leprosy Mission Great Britain' Primary lockup



05 — 'TLMgb' Secondary Stacked (vertical)



06 — 'TLMgb22' Secondary Long (horizontal)





# Logo System; TLM logomark



07 — ‘TLM’ Standalone mark

→ Logomark:

The logomark is the icon, pictogram or graphical element of a logo design. It is generally the most recognizable part of a logo, meant to encapsulate the entirety of the brand in a singular image. It accomplishes this through symbolism, shape language, color theory, and design principles—communicating traits to the viewer on a subconscious level. Often, it acts as an avatar, meaning it stands alone for the brand in certain contexts when the other elements of the full logo are absent.

Specifics: The TLM logomark should be used to re-inforce brand identity where the wordmark is not needed; either because the design / layout / document is already heavily branded, brand name is used extensively or the brand logo is already prominent.

Another use can scenario is digital platforms like social media. Most things digital are heavily linked. Due to the simplicity, the logo-mark can make a layout less cluttered yet still have a strong brand representation. In some digital spaces, it can act as a button (hyperlink).

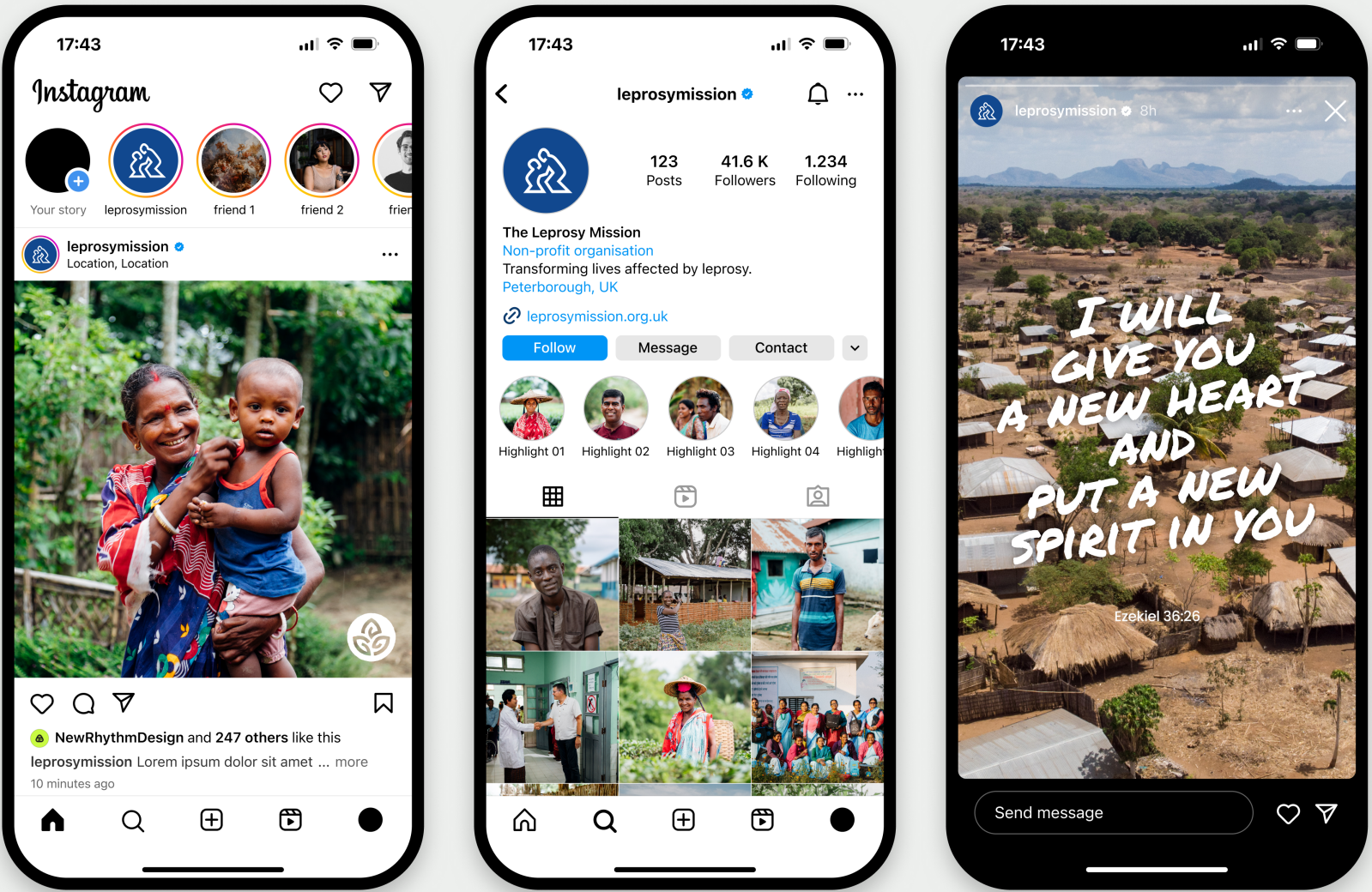
*Watermark: When necessary, the logo-mark can be placed over protected images / documents as a watermark.*



08 — ‘TLM’ Primary Avatar



09 — ‘TLM’ Seasonal/Optional Avatar (background colour can vary, apply from seasonal content or campagins)



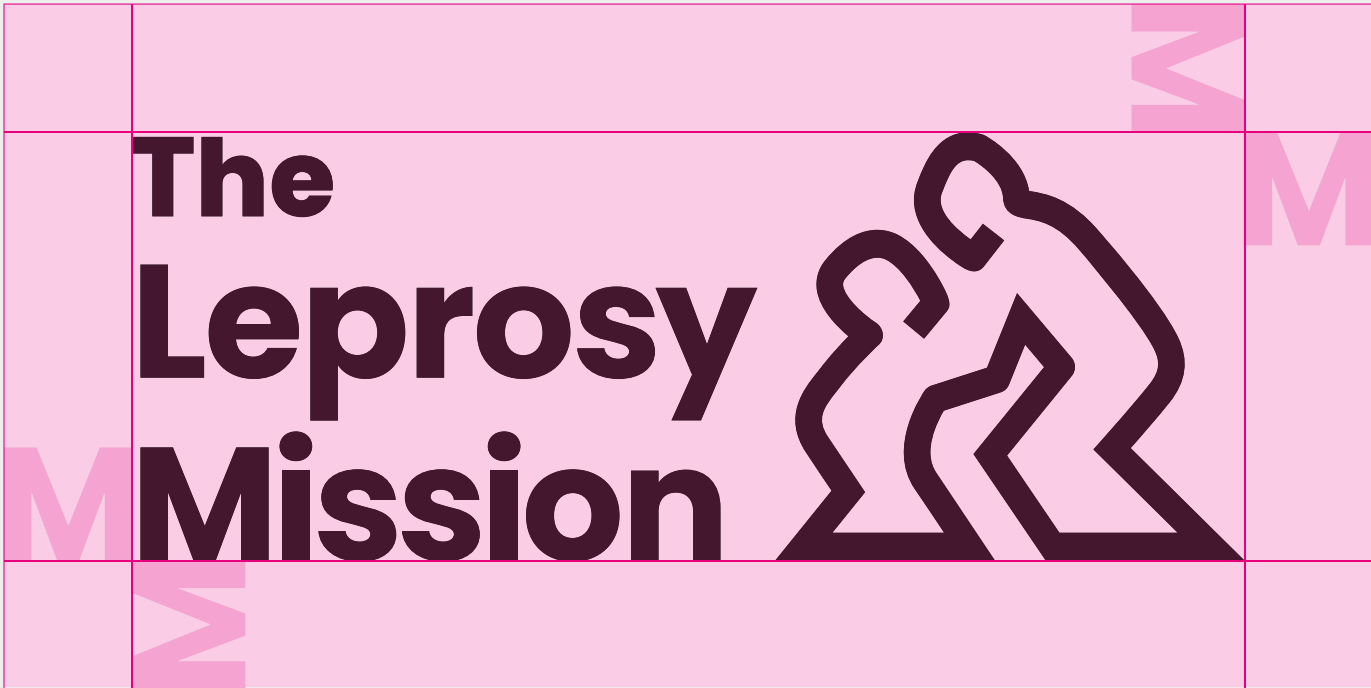
Use case for social media — avatars



# Rules: Exclusion Zones

When placing the wordmark and logo, be sure that other text or graphics do not encroach on it. When visual elements are too close to the wordmark, it can deminish hierarchy and/or create brand confusion.

For this reason, an “exclusion zone,” or ‘keep clear’ area is created around the logo, provides helpful guidance.



01 — ‘The Leprosy Mission’ Primary lockup



02 — ‘TLM’ Secondary Stacked (vertical)



03 — ‘TLM’ Secondary Long (horizontal)



04 — ‘The Leprosy Mission England & Wales’ Primary lockup



05 — ‘TLMew’ Secondary Stacked (vertical)



06 — ‘TLMew’ Secondary Long (horizontal)



# Rules: Minimum & Recommended sizes

The logo design has been considered for best optical representation. A minimum and recommended sizes ensure the logo remains visible in all formats.

Minimum sizes ensure the optical readability of the word-mark in most cases. (A large format minimum is in place to retain visibility at larger scale, i.e. roller banners, posters, etc.)

Recommended sizes are guidance to maintain logo clarity across different mediums, especially when mediums are presented together (i.e. New Day + inserts + Prayer Diary + envelope)

→ Absolute Minimum:

Logo type comparable to 15pt font size



→ Recommended:

Logo type represents H4 within the typography system



→ Minimum large format:

Anything over A3 print size  
Logo type represents H3 within the typography system



A4 1:1

Example placements and relative size of logo when in use



# Rules: Logo Dont's

Making any edits to the logo can be damaging to the brand. There are some foundational rules to follow to ensure that the logo is used correctly without negative impact.



Don't use the old logo



Two-tone was part of the previous branding, don't use two-tone



Don't use the wordmark alone



Don't recolour the logo



Don't edit the proportions or re-arrange the logo in anyway



Don't add anything to the logo, not even brand statements



Don't squeeze or squash the logo



Don't rotate or skew the logo



Don't add a stroke or outline the logo



Don't add any effects to the logo



Don't place the logo over busy or heavily patterned backgrounds



Don't use low contrast backgrounds

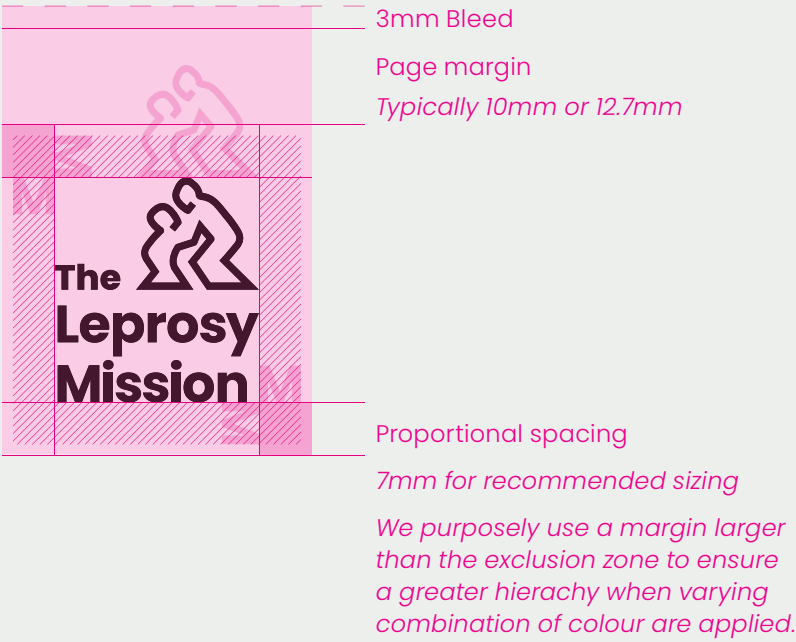




# In use: Tag spacing & sizes

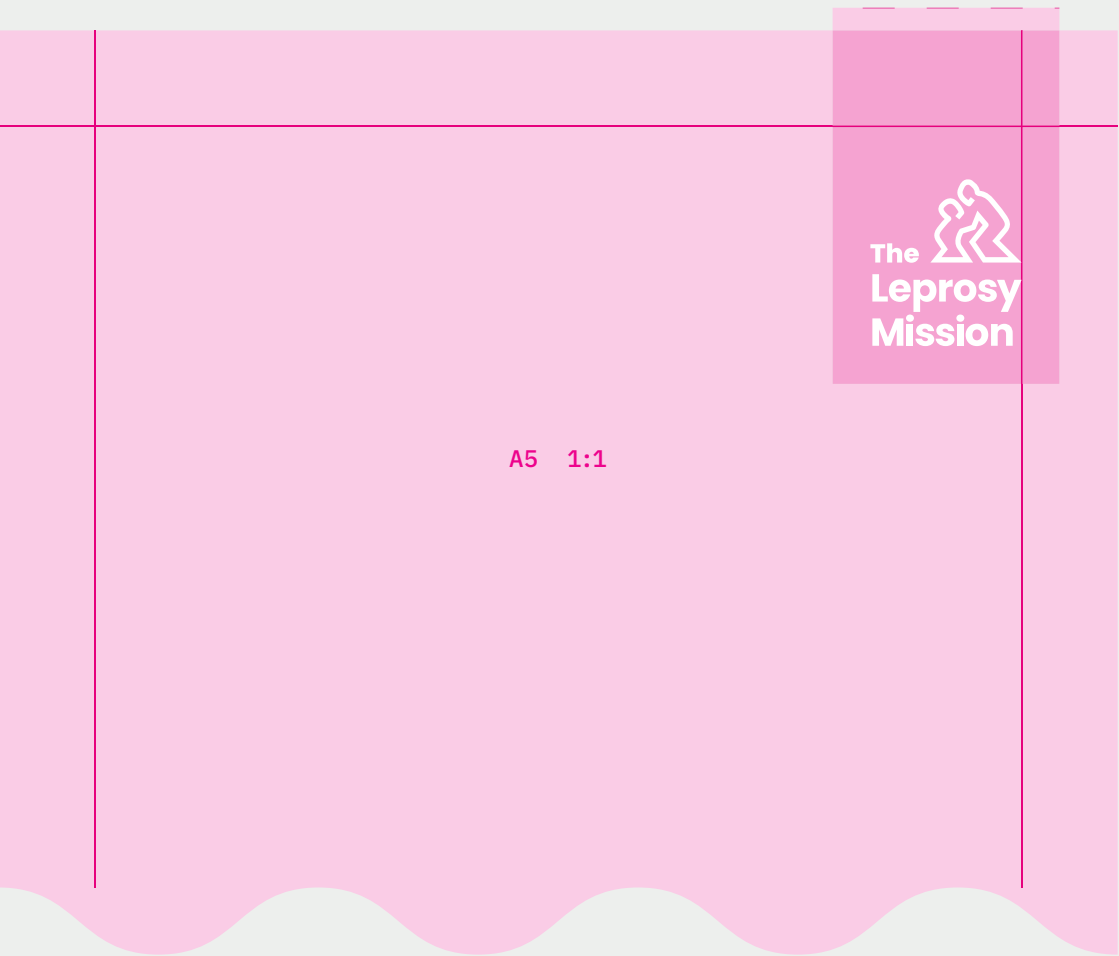
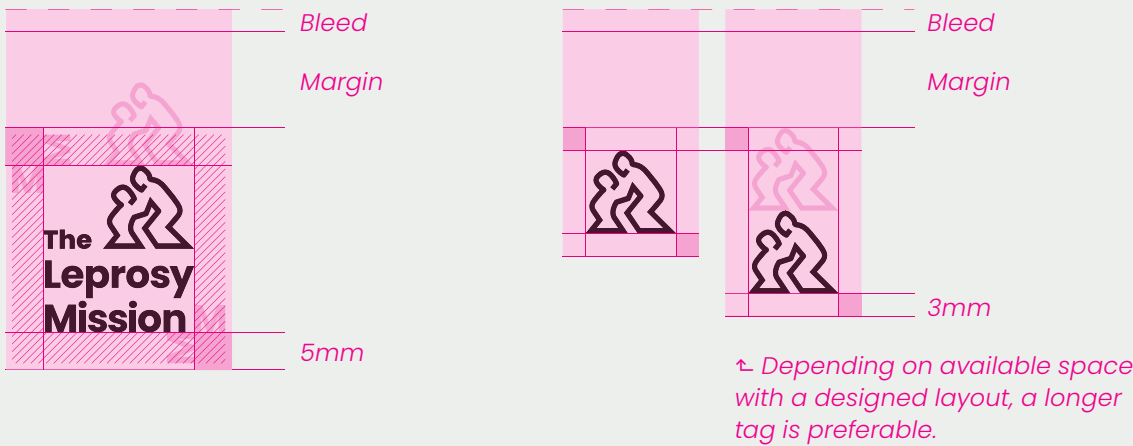
A tag is defined by a solid rectangular (bookmark like shape) with a negative TLM (or TLMgb) logo inside. It always hangs in the top right, usually used on top of layout where imagery is dominant the branding needs to be clear and not interact with the photography.

The bounding box of the tag is larger than the exclusion zone, this allows for optical spacing between the solid edge and the logo, ensuring that it does not feel overly compressed.



## → Minimum size variants:

Some layouts, due to size contrants of the medium, may need a smaller and less intrusive branding.







## In use: Tag → Using the tag

The tag can be useful for when either the logo needs to more easily read, or so that it does not interact and distract from photography. The colour of the tag can really define how either of these are achieved:

Examples:





In use: Logos



'New Day' Magazine - logo use bottom right  
Paired with campaign logo bottom left.  
Flourish Campaign, Jan. 2023



Appeal letter - logo use in tag + foot of letter  
Paired with campaign logo and mark  
throughout.  
Flourish Campaign, Jan. 2023

Campaign roller banner - logo use in tag top  
right, logo-mark used in footer  
Paired with campaign logo  
Flourish Campaign, Jan. 2023







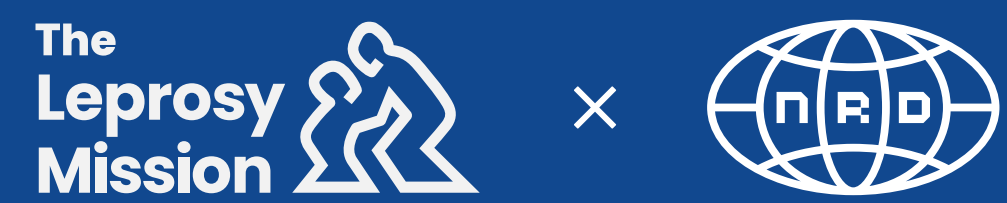
Appeal letter - logo use in tag + foot of letter  
Paired with campaign logo and mark  
throughout.  
Flourish Campaign, Jan. 2023

Campaign roller banner - logo use in tag top  
right, logo-mark used in footer  
Paired with campaign logo  
Flourish Campaign, Jan. 2023

'2021 Annual Report' Booklet - TLMew logo use bottom right cover &  
bottom left back, horizontal logo on spine.  
Paired with campaign logo bottom left.  
Flourish Campaign, Jan. 2023







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Need to get in touch?  
[hello@newrhythm.design](mailto:hello@newrhythm.design)

