

Date: June '24

The Leprosy Mission Branding: 'Legacy' Soft-Branding Style Guidelines



Soft-branding: What makes 'Legacy' and it's messaging distinct?

The language of Legacy was to be 'softer' in approach when asking the core audience to consider leaving a financial gift to TLM in their Will. This softer approach would also need to be reflected visually.

Whilst the language and approach to the core audience would be 'softened' it was important to retain TLM's core identity of being integrous, authentic and well informed; an expert in their field, all of which are key attributes to uphold in the visualisation of Legacy.

Creating loyalty: Many of the TLM supporters are considered to loyal supporters, Legacy aims to reflect this in its own identity; being seen as trustworthy and worth setting aside a finical gift in a will.

'SOFT, INTEGROUS, AUTHENTIC + LOYAL.'

'REDUCING URGENCY BUT NOT COMPROMISING ON IMPORTANCE.'

What we want our Legacy audience to say...

“A world where everyone is cured, healed and included. I want that world to be my legacy.”

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



Soft-branding: Core Personas

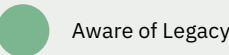
We use personas to visualise and identify specific characteristics of the target audience.

If the TLM brand was to be described as a celebrity it would identify with David Attenborough – being seen as well informed, well presented and an expert in their field.



ROGER AND JANET

DEDICATED DONORS



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 LEGACY?

If they commit to Legacy, they do not want to be treated differently but would welcome extra material if available. As they are already high level givers they may be unlikely to leave a Legacy, however if they change their mind they want clear advice on how to they make this change in their will (they do not want to be using a ‘free will writing’ service).

They want to see/hear good news stories of how Legacy makes a difference – the importance and value of Legacy in addition to their regular giving regular giving.

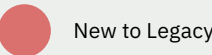
GOALS (LEGACY)

- Listen to authentic good news stories and see the difference TLM is making through recent campaigns. (Seeing the bigger picture and how does Legacy feature in these stories).
- To see clear accountability (good stewardship) and feel connected with the work of TLM – vested interest.
- To see how their potential Legacy could make a difference.
- Gain and/or grow interest in Legacy.



MILES + HETTIE

HORIZON PLEDGERS



BIO - MORE ABOUT THEM

Both entering their 50’s, Miles and Hettie are still young at heart and living life to the full. Since seeing another child married and the youngest having left home a few years ago, Miles and Hettie are thinking of downsizing and moving closer to the wider family and grandchildren. With lots of family changes they are looking again at their will.

Having been regularly connected with TLM for some years, Miles and Hettie are looking to how they can best make a difference and support TLM, both now and in the years to come.

THEIR RELATIONSHIP TO TLM

Currently are regular givers to TLM after having given a large one-off donation after a Leprosy Sunday appeal at their church some years back. Currently only seeing Legacy mentioned through the NEW DAY magazine. What do they want out of their engagement with TLM?

WHAT DO THEY WANT OUT OF THEIR ENGAGEMENT WITH LEGACY?

Not currently a legacy giver but are approaching the ‘Legacy’ audience. They want to see/hear good news stories of how Legacy makes a difference – the importance and value of Legacy gifts to the ongoing work of TLM.

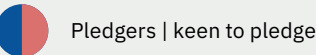
GOALS (LEGACY)

- Drip feed them enough information/reasons for them to commit to Legacy.
- When they are ready to adjust their wills, they want clear information on how to give a gift.
- To see both the long term vision and impact of Legacy and why it is so important to TLM.
- Are likely to let TLM know that they have left and gift and would welcome continued information on how Legacy gifts are making a difference. Not too often though and wouldn’t appreciate being asked for more money to be left in their Legacy.



MICHAEL + BELL

UNKNOWN PLEDGERS



BIO - MORE ABOUT THEM

From what we know of Michael & Bell, they are a committed Christian couple who are active in their local church and will give sacrificially into the offering when they can. Both may have worked in the hospitality sector, they have a heart to serve and are people focused. Financially, they have never felt they’ve been in a position to give regularly to a charity and have little disposable income at this time.

Some similarities to Clive and Christine

THEIR RELATIONSHIP TO TLM

They do not interact directly with TLM on a regular basis – so as a couple are unknown to TLM as an organisation. Most of their awareness and understanding of TLM has been informed through their local church. Their giving is centralised and untraceable as would come through in the larger church donations or offerings. As their church often receives copies of NewDay this is where Michael and Bell would stay up to date with the work of TLM. They occasionally purchase greetings cards from the Trading catalogues and website.

WHAT DO THEY WANT OUT OF THEIR ENGAGEMENT WITH LEGACY?

With little disposable income, Michael and Bell haven’t let that stop them from being generous, they give where they can to the church offerings and are keen to leave a legacy in their will. Whilst sacrificial in their donations, they feel for them, a legacy is the best way to support TLM.

Having access to more information about leaving a legacy and even a free will writing tool is useful but they are unlikely to let TLM know that they have are planning on leaving a gift in their will as they feel it is very personal.

GOALS (LEGACY)

- Want to know the good news stories from TLM Legacy activities.
- See the impact of Legacy and why it is so important to TLM.
- Clarity in communication through NewDay and Trading catalogues, not only for getting the information he wants to hear but also for practical in next steps – how to update a will, free will writing service. To be inspired to share the impact of legacy with others (shareable content).



CLIVE

COMMITTED TO THE CAUSE



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 TLMGB 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 LEGACY?

Clive wants to be able to see clearly how the gift in his will make a difference and observe how TLM will be good stewards of his gift. He would find a free will writing service beneficial if he was to consider updating his gift.

GOALS (LEGACY)

- Wants to know the good news stories from TLM Legacy activities.
- See the impact of Legacy and why it is so important to TLM.
- Clarity in communication, not only for getting the information he wants to hear but also for practical in next steps – how to update a will, free will writing service.
- To be inspired to share the impact of legacy with others (shareable content).



Soft-branding: Legacy Stylescape

In this stylescape we kept the colours familiar to the core branding and rather than introducing textural elements, focusing on rounding the larger blocks of colour and image containers for smaller images where appropriate. A clean lowercase script typeface to the headings aimed to soften the overall design.

Paper editorial (magazine) feel; something people can read with a cuppa.

WARMING UP

Bringing strong warm colours from the existing TLM brand together, creates a enriched palette that is bold but still reflects the TLM parent brand.

PHOTOGRAPHY AT THE CENTRE

Focusing on people and their stories is at the centre of TLM's brand. The visual identity of Legacy puts emphasis on good photography that communicates a clear message and builds the collateral narrative. Working with high quality photographs the visual language aims to emphasise and not fight the photography on the spreads.

Unlike other TLM's visual identities, direct text overlays should be avoided, but if used, should not cover the subject(s) in the photography.

A familiar style with a clear message, highlighting the important work of TLM, whilst bringing life to the stories and people who’s lives have been transformed by the work of TLM.

Organic shapes help blend areas within the layouts, creating separation in design but keeping a soft approach.

'Dawn' prominently used alongside 'Blue' to create warm and welcoming vibes, whilst retaining an integral TLM identity.

Typography system features a lower-case script typeface to be used for emotionally driven titles.

Soft and organic frames for photography and graphics.

Carried over from TLM's core branding; photography remains central to story telling, building layout hierarchy from good photography.

Your guide to leaving a gift in your Will to The Leprosy Mission

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Prasanthan and Karunainayaki's story

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The difference your gift could make



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Your legacy can be a world where everyone is cured, healed and included.

When you look back over the history of The Leprosy Mission, Christ has always been at the centre.

He was there when the first leprosy hospital was opened in Punalua. He was there on that incredible day when a cure for leprosy was found. And also in that moment when Dr Paul Brand developed pioneering reconstructive surgery. God used all these great heroes to change the world, and He's working through you too!

You might not realise it, but you have been on the frontline of the fight against leprosy. You've always been there, standing alongside talented researchers, dedicated hospital staff and countless leprosy champions. Sharing the same heart, you all have the same goal. A world finally free of leprosy!

There is still much that needs to be done. Can you believe that for every patient who has been treated with Multibug therapy there are an estimated 20 more who desperately need to be cured? That's over four times the population of the UK. The fight is certainly not over yet.

With your help we will not stop until we see a world where every person affected by leprosy is cared, healed and included. Through a compassionate gift in your Will, your love can make this a reality for future generations.



For the full TLM typogrpahy system that all TLM material is designed, please see the guidelines document:

'TLM Branding: Typography System Guidelines'

PRIMARY FONT FAMILY

Poppins +

SECONDARY FONT FAMILIES

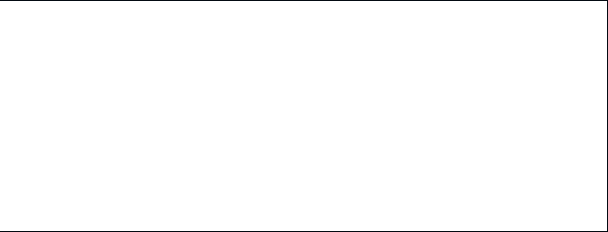
PERMANENT MARKER
IBM Plex Sans

Typography: Legacy
complimentary font

Marydale

Regular
Bold
Black

Aa



The quick brown fox jumps
over the lazy dog.

FONT TYPE & DESCRIPTION

Marydale™ is a personable, accessible, casual handlettering font with Regular, Bold, and Black weights. It's also got true small caps, numerous ligatures, stylistic alternates, and Cyrillic support.

FONT USAGE WITHIN TLM BRAND

Within TLM branding, Marydale is exclusively used for the Legacy soft-brand. It's act's as a soft medium to symbolise human voice and tone. Used for pull quotes and personal messaging.

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Ee

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Typography: 'Marydale' typeface in use within 'Legacy' collateral



Assets & Elements

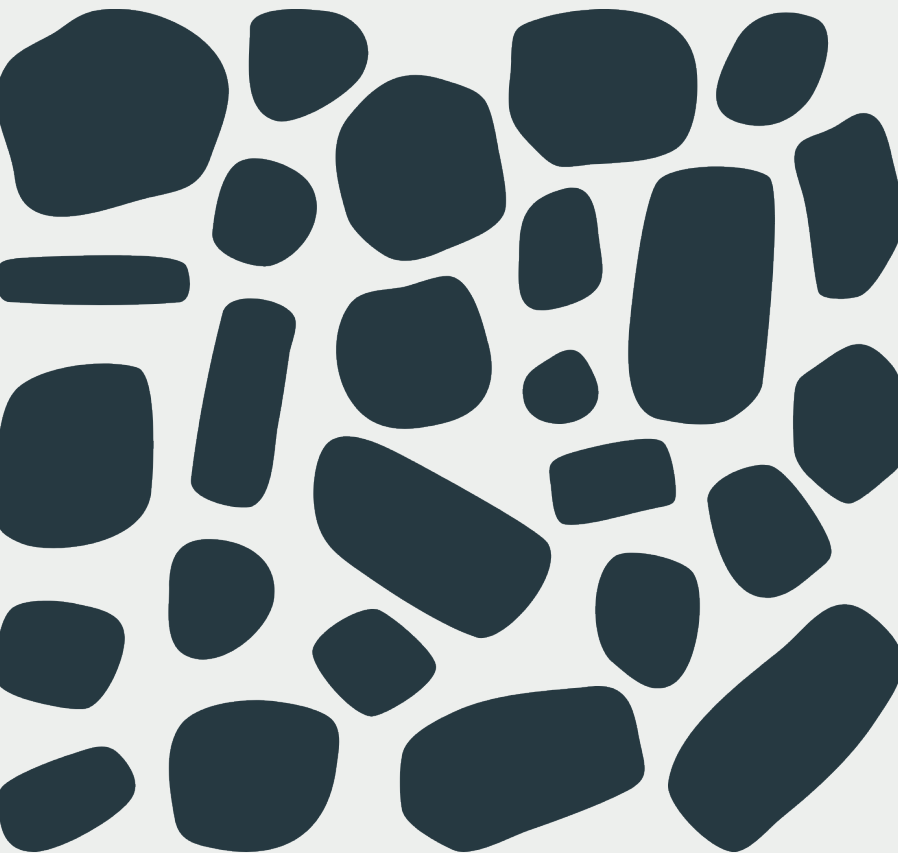
Organic and simple – “Soft Framing”

It was really important to create a soft visual approach for the intended audience of Legacy. Stepping away from TLM’s bold impact driven style like ‘NEWDAY’, Legacy takes on a more organic form.

Diverse shapes were designed to frame subjects within photography as well as the framing of typography when used.

TLM Legacy ‘Soft Framing’ shapes have been supplied to he Legacy team as well located within the Adobe CC library ‘The Leprosy Mission’.

An assets folder can also requested directly from New Rhythm Design



A world where everyone is cured, healed and included.

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A world where everyone is cured.

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A world where everyone is cured, healed and included.

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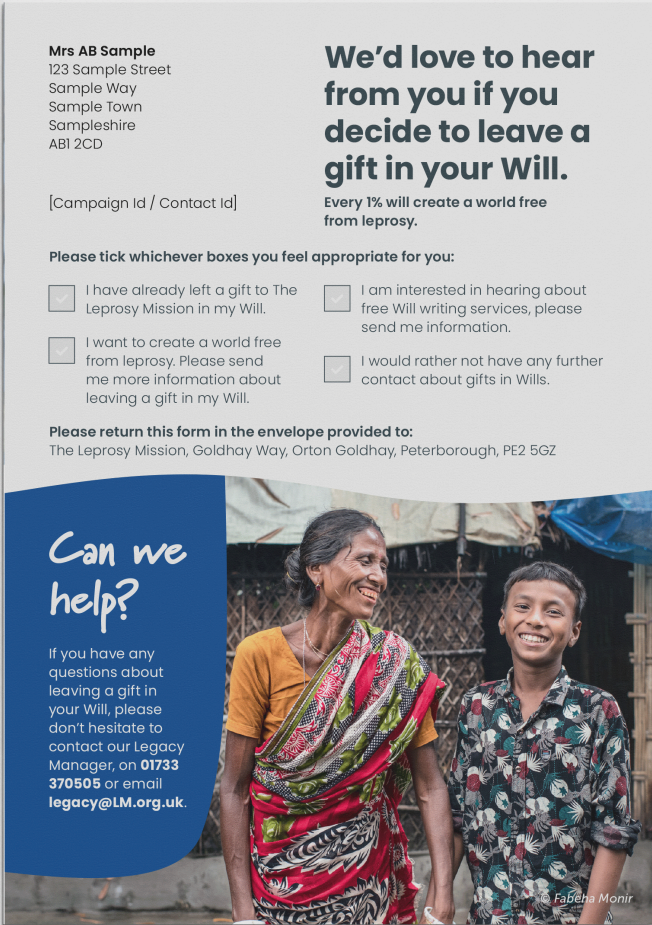
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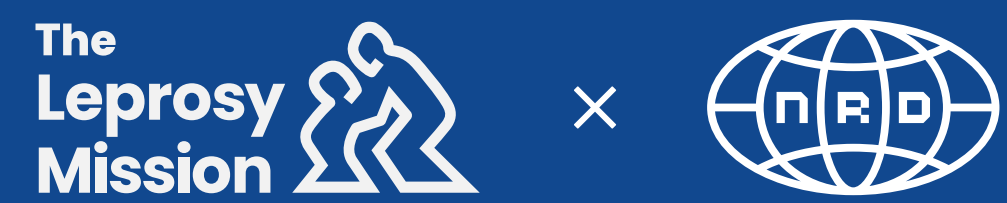
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hello@newrhythm.design

