

Date: June '24

The Leprosy Mission Branding: New Day Identity

- Persona's
- New Day Wordmark
- Mockups
- Typography Context



NewDay: 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 NEWDAY?

They are already receiving regular NEWDAY magazines and have been for a number of years.

GOALS (DATED NEWDAY)

- Listen to authentic good news stories and see the difference TLM is making through recent campaigns. (Seeing the bigger picture)
- To see how their giving is making a difference.
- To see clear accountability (good stewardship) and feel connected with the work of TLM – vested interest.
- To gain insight in to the Staff serving overseas. (build connection)
- To discover something new, perhaps of depth and not just surface level. (to be informed)



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 NEWDAY?

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.

GOALS (UNDATED NEWDAY)

- Get introduced formally to TLM and see the big picture – immediately engage with the vision.
- Understand how partnering with TLM makes a difference – potential experience something of what it is to be part of the TLM family.
- See and understand the credibility of TLM, this could be through the connection TLM has with others of recognised credibility e.g. Pam Rhodes
- Clear asks and how they can get involved – both financially and practically.
- To see that TLM is a Christ Centred Organisation.
- Goals (DATED NEWDAY)
- Affirmation of making a difference with their partnership with TLM. (Why it was worth it – build trust)
- Clear asks and how they can get involved – both financially and practically.
- 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 NEWDAY?

Already receiving regular NEWDAY magazines and actively engages with call to actions and communicating information out to prayer groups and the local church.

GOALS (DATED NEWDAY)

- Wants to know the good news stories from TLM to be able to communicate that to others.
- 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.
- 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.
- To discover something new, perhaps of depth and not just surface level. (to be informed)

“WE WANT TO SUPPORT THE WORK OF TLM BECAUSE THEY ARE; FAMILY FOCUSED, CHRIST CENTRED, INTEGRIOUS, TRUSTWORTHY, AND CREDIBLE.”



NewDay: 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 NEWDAY?

As a new supporter who has just started giving, Christine would be receiving the undated NEWDAY magazine and likely to continue engagement in future dated NEWDAY magazines.

GOALS (UNDATED NEWDAY)

- 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)
- Inspired by the big picture (wow factor) and to be inspired by others to get involved.
- Learn more about the work of TLM and the difference it makes to individuals (elements of the big picture – jigsaw piece).
- To gain an insight into who is who at TLM (seek credibility)
- Goals (DATED NEWDAY)
- To feel personally connected with TLM and that the relationship is two-way.
- Build familiarity with TLM and how they operate/communicate.
- Inspired by others to get involved.
- To know how to make a next step, whether that is to make a gift or volunteer.



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 NEWDAY?

At the moment Charlotte is just looking for more information about TLM but an undated NEWDAY magazine might provide some important background information about some of the projects.

GOALS (UNDATED NEWDAY)

- 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 evidence of Justice being sought.
- See the credibility of TLM through it's links with Research Institutions and Government Funding bodies.
- To find next steps for more information, whether through TLM or other organisations. (Signposting)
- What does TLM want out of Charlotte's engagement with NEWDAY?
- To inspire Charlotte to become a partner with TLM and get connected into the family.
- To demonstrate an authentic and organisation with integrity that cares about the work that they do.



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 NEWDAY?

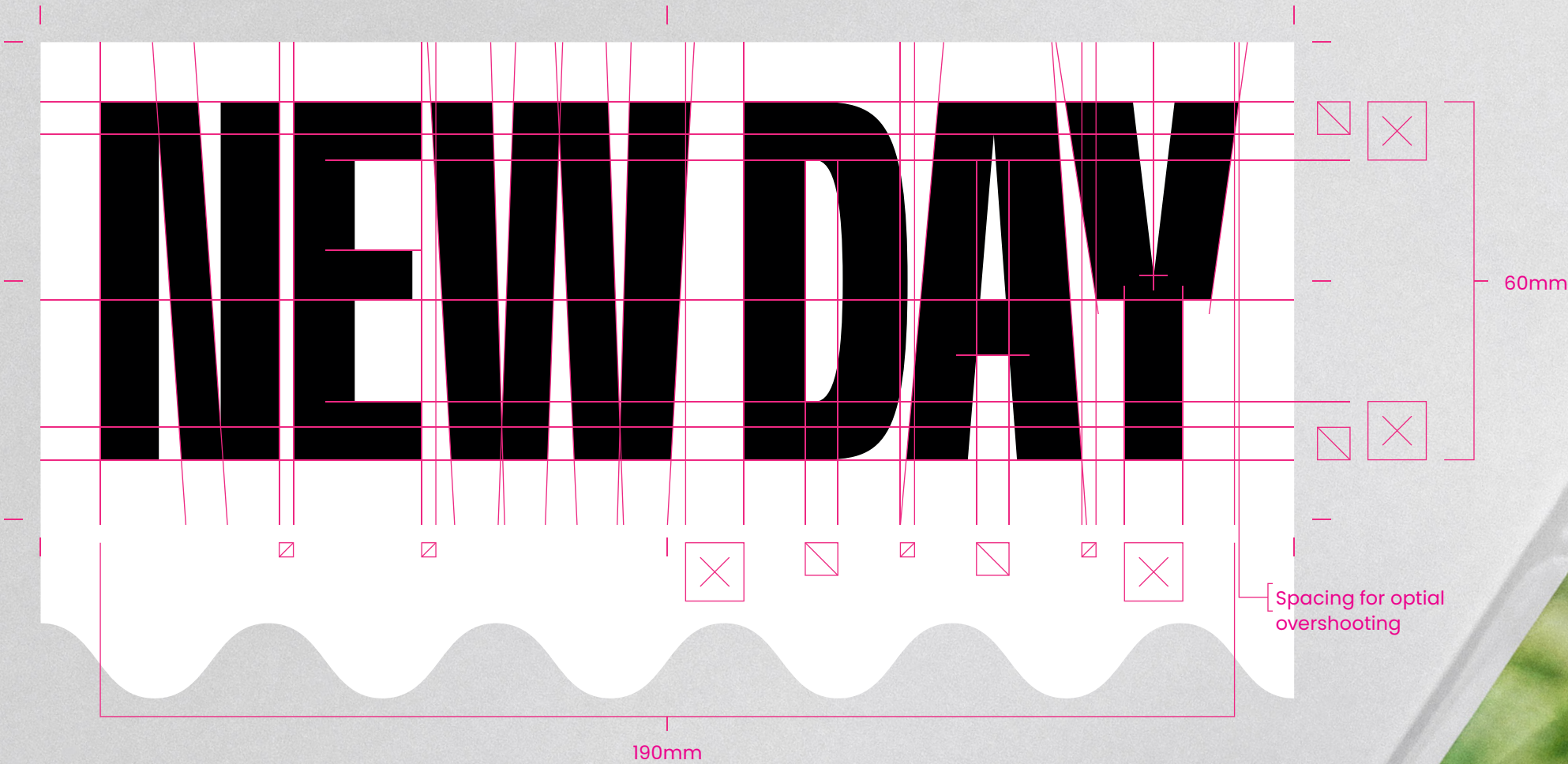
Not receiving NEWDAY magazines, but would welcome more information in order to make a decision about partnering with TLM. In this instance the level of partnership will be at a company level so a good question would be whether an undated or dated NEWDAY is solely for individual partners? What would a partner organisation receive?

QUESTIONS

- Is it appropriate that Anil receives an undated NEWDAY?
- Is there something that is more suited for partnership organisations?
- How could we introduce someone like Anil to the TLM family?
- What would Anil get out of an undated/dated NEWDAY magazine if he was to receive it?

“WE WANT TO BE INSPIRED TO PARTNER WITH A CREDIBLE, AUTHENTIC CHARITY THAT MAKES A REAL DIFFERENCE.”





New Day wordmark

The wordmark was designed to be bold and striking upon the front cover of the magazine. Utilising Museo Sans Condensed as a base typeface, the word mark was made even more condensed, angular and stylised to have more visual impact on the page.

The wordmark is positioned at the top of the page spanning the full width of the margin. It can, where appropriate, be used to sit behind the subject in photography.



Example Layouts

Cover and back page

The NewDay cover often heroes the main story of the magazine, it is important that the colours reflect the environment and subject in the photo. The example right, demonstrates how the colour of the clothing is reflected in the title and back page colour choice. It is important to not obscure a persons face or disability and therefore care must be taken with visual elements, such as sub headings, not to break this rule.

The back cover can often be an opportunity for a specific call to action including a donation request or further information about another aspect of giving i.e. legacy.

The bottom section of the back page is always reserved for branding and contact information.



Example layouts

Peter’s letter

Remaining simple and clear, the opening introduction focuses on the content of the text and draws attention with a single image that compliments



Example layouts

Story / case study

Celebrating good photography and putting individuals at the centre of the design narrative. Simple typographic rules and a clean layout, adds weight to the heart of the message.



Example layouts

Multi narrative spread

Where multiple narratives are placed in the same spread the design must accommodate this. Using strong colours and distinct visual breaks to form clear individual narratives.

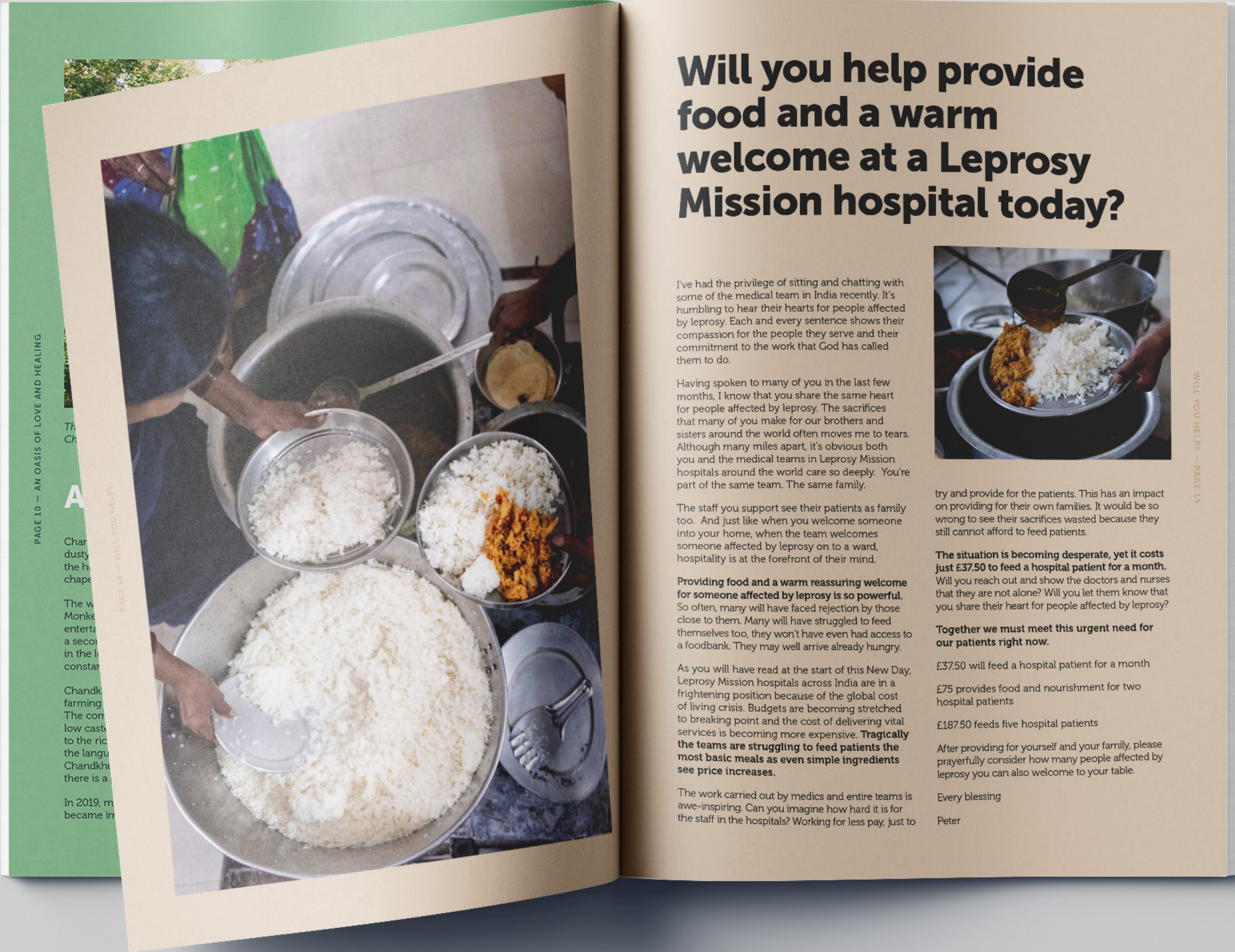
The typographic hierarchy should reinforce the separation between stories, with adequate spacing and padding providing separation of design elements.



Example layouts

Main Ask

Kept simple and clear, the design highlights the main ask, by using a contrasting title and gives space to the information the reader needs to make an informed response to the call of action.



New Day Typography System: In Use

H4-Alt.
Register

Finding a sense of community and belonging in Sri Lanka

P1
Register

Amarasingha's life had already been badly affected by past conflict in Sri Lanka. He didn't think that providing for his family could get much harder. But then he contracted leprosy. Because of the fear and stigma surrounding the disease, Amarasingha's community ganged up to evict him and his family. They fled with nowhere to go but the jungle, a terrifying and dangerous place for a lone family.

But thankfully, you found them.

Because you reached out to Amarasingha, he has now been healed of leprosy. You have found him a new community with other people affected by leprosy where his family has been welcomed. You changed Amarasingha's life and now, in turn, he is changing the lives of others. He has become the president of the local leprosy people's organisation. Together they raise awareness and dispel myths

that so often surround this disease. This community was rejected because of their leprosy. But now they have not only received healing, but love and renewed hope.



A1
Gray 2

Photography © Ruth Towell



New Day Typography System: In Use

H2
Off-White

A broken world

P1-Alt.
FFFFFF

PAGE 56 — A BROKEN WORLD

B2
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.

A1
Gray 2

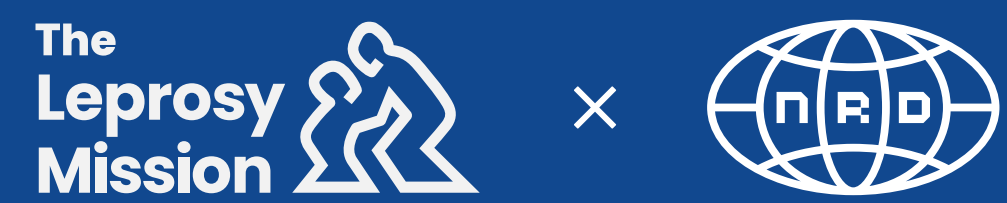
A woman walks among the remains of the farming town of Ataye in the Amhara region of Ethiopia. More than 100 civilians died, and 1,500 buildings were torched, during violent attacks in 2021

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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