

Date: June '24

The Leprosy Mission Branding: Social Media Visual Guide

- Brand Awareness
- Post Format
- Narrative
- Thematic / Campaign design
for social media
- Do's & Dont's

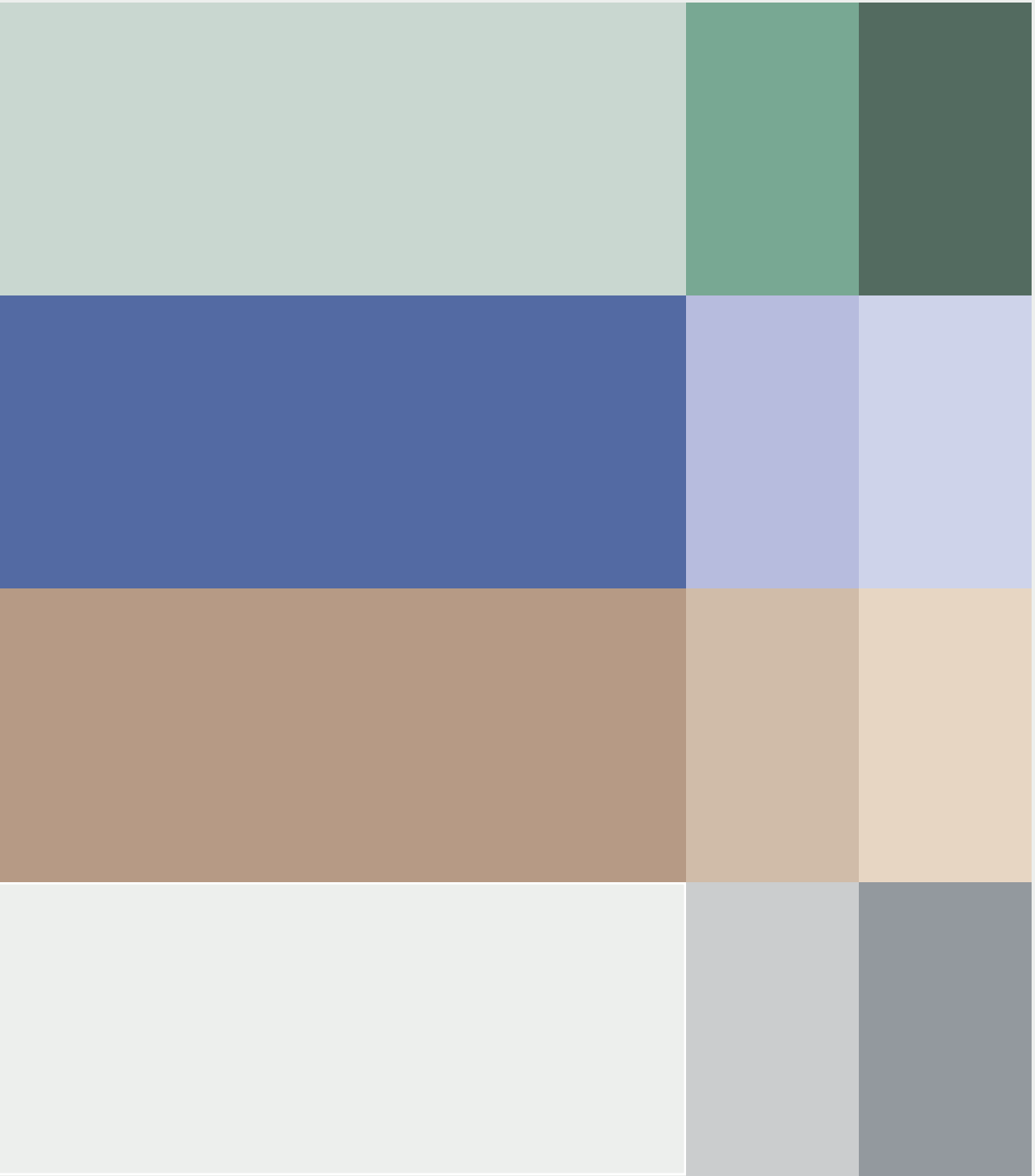
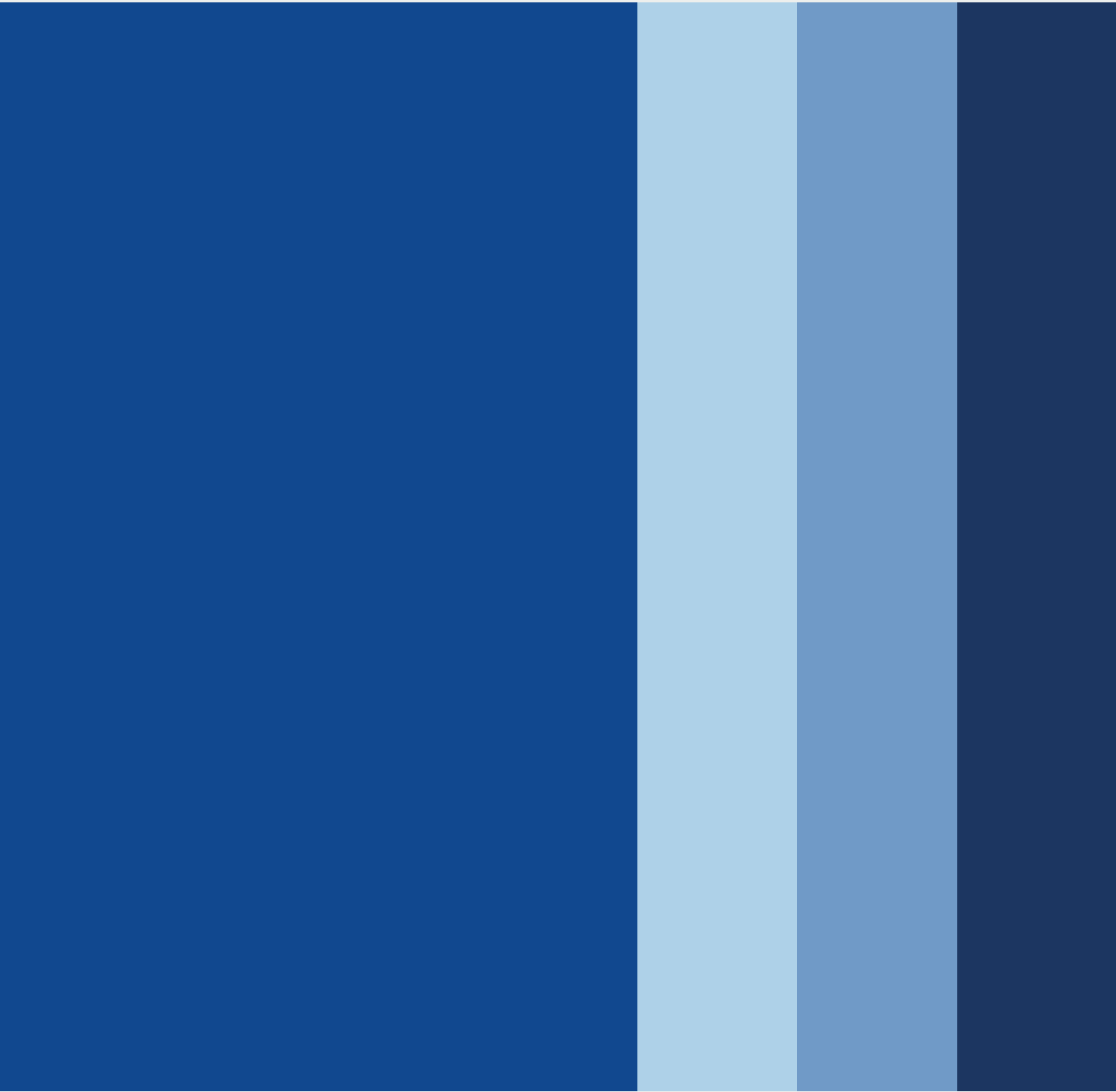


Brand awareness

TLM Colour Palette

TLM has an established brand colour palette. Using these across all social media is advised. Exploring other colours, outside but complimentary to the palette and context of the individual posts is also okay.

COLOUR SYSTEM: The full TLM brand colour palette, including colour codes, can be seen in the 'TLM Branding: Colour System Guidelines' document.



TLM Typography System:

PRIMARY FONT FAMILY

Poppins

Aa Bb Cc
123 £#!?&

SECONDARY FONT FAMILIES

Permanent Marker Pro

AA BB CC 123 £#!?+

IBM Plex Sans

Aa Bb Cc 123 £#!?&

BRAND TYPOGRAPHY

For the full TLM brand typography system, including usage examples, can be seen in the 'TLM Branding: Typography System Guidelines' document.

TYPOGRAPHY FOR DIGITAL MEDIUMS

One major consideration for digital mediums is the recommended base minimum font size of 14pt for body copy. Be careful if using text smaller than this and where possible use an increased line height to aid in legibility.



One off posts

TLM has an established brand colour palette. Using these across all social media is advised. Exploring other colours, outside but complimentary to the palette and context of the individual posts is also okay.

Creating a one-off post

Here is a simple step by step guide on how to create a one-off post.

STEP 1: PLAN & RESEARCH

Establish some primary aspects of the post. For example; What is it's purpose? Are there other posts similar to this already on TLM social media channels?

STEP 2: COLLECT RESOURCES & SKETCH

It's always good to have an idea of what you want to create before you start designing. Having collected any imagery and or assets you think you may use, start sketching. A pencil and paper help, and your plan doesn't have to be pretty, it just needs to be a rough idea of how you are going to lay out your post.

STEP 3: CREATE

Once you have a good idea of how your post will look and the copy that will be used you can start building. We recommend using the post:portrait template size, shown on page ...

Look and feel

When considering a new post, or a series of new posts, it is important to consider if they may be linked to other posts, both past, present of future. For example are you creating a one off post around a scripture, if so then look back over what has been previously created and consider how this post would complement that. What elements are consistent? What typography should be used and how? Consistency is key when looking at connected posts. For standalone posts always keep in mind the TLM brand and the visual identity. For more guidance refer to the short guide in this document or the full visual identity guidelines.

Hierarchy

Considering relevance of type. Decide what the most important thing is to read i.e. a headline, then cascade from there. Usually within a single post you may only need three levels in your hierarchy. It is important to create visual hierarchy to aid in the legibility and readability of posts.

Photography

At the core of TLM's brand is highlighting and putting people first through photography. In first principle always avoid other assets obscuring faces or too much of the person/people in frame.

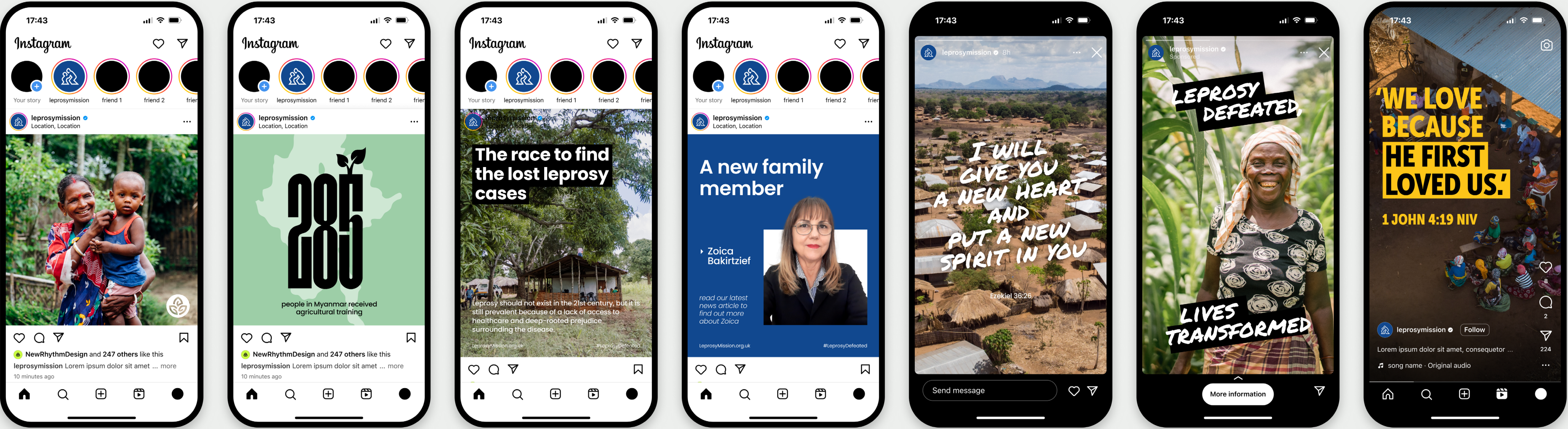
Digital assets

Where photography may not be used as the primary asset, consider scaling digital assets to create the a distinct look and feel.

See the examples below for ways you can use assets.

Repeating similar posts

When designing multiple posts that connect around common themes, i.e.. scriptures, consider the consistency of colour, type and imagery.



Why use a carousel?

Whenever generating a carousel it is important to consider if you are looking for audience interaction or asking them to follow up and do something. We call this a 'call to action' (CTA). CTAs can be used to present ways to more information on a topic, or ask the audience to consider engaging with a specific appeal or ask.



Themes and campaigns: Continues

Below are example post for the Flourish campaign, 2023.

During campaigns, it's important to uphold the campaign identity.

Use consistent colours and visual elements. In the Flourish campaign, material was always branded with at least one variant of campaign logo system.

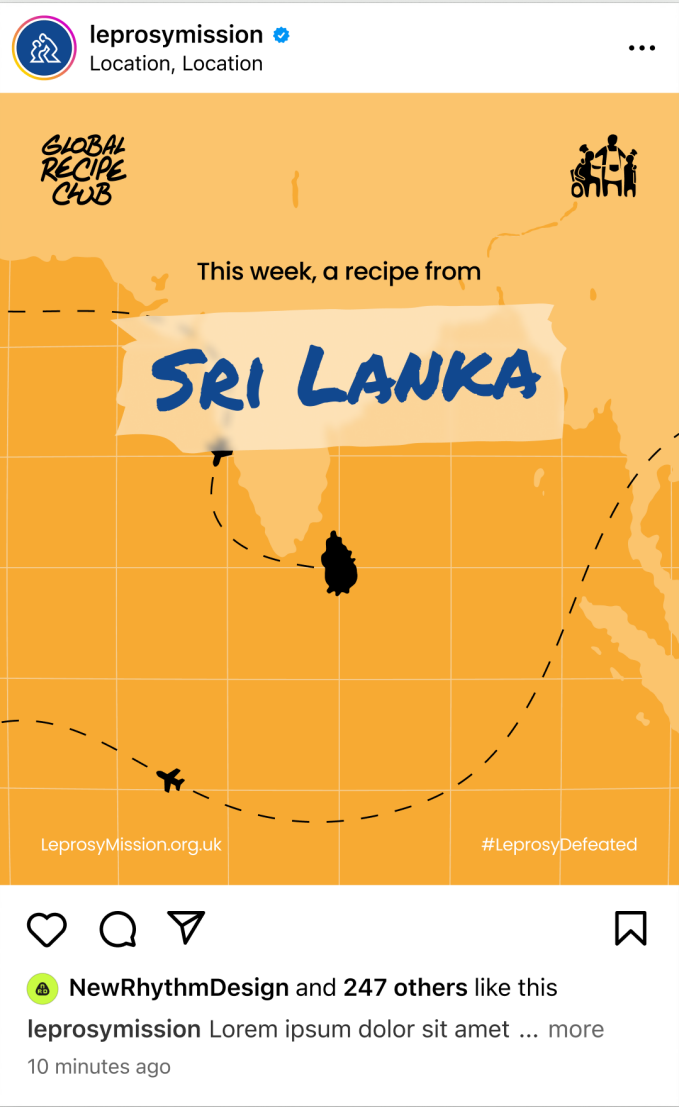


Design elements / assets

“Less is more”

Assets can help build narrative and draw attention to key messaging However, use them sparingly and wisely as over use can be destructive to the narrative and confusing.

See example right, the use of speech bubble highlights the text using contrast, but highlights it's a question being asked.

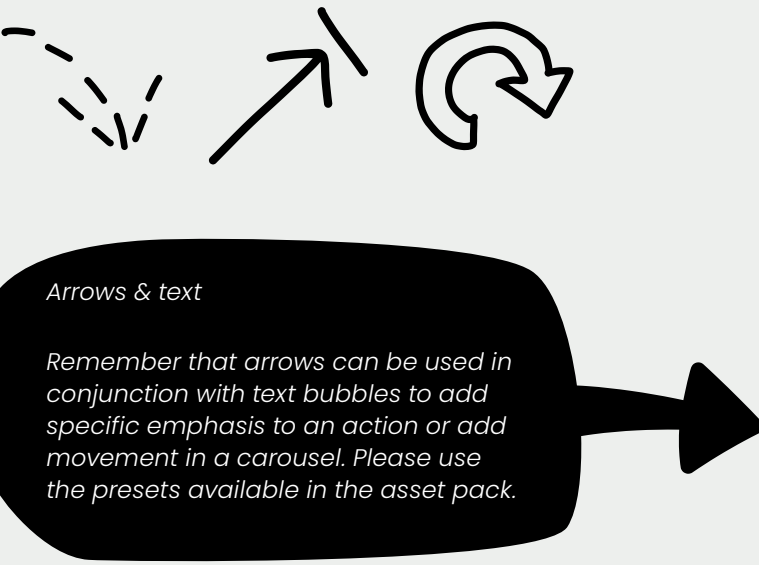


Arrows

Arrows can be used to good effect if when specifically useful in carousels or drawing attention to core messaging. Often you will only need one arrow per slide or post and should generally draw attention to a CTA or movement.

The arrows in the assets pack have been designed to reflect a hand-drawn style, so it may be helpful to think of these arrows as annotations on top of the design. In the example below the arrows have been used to show direction and indicate more information on the following slides of the carousel.

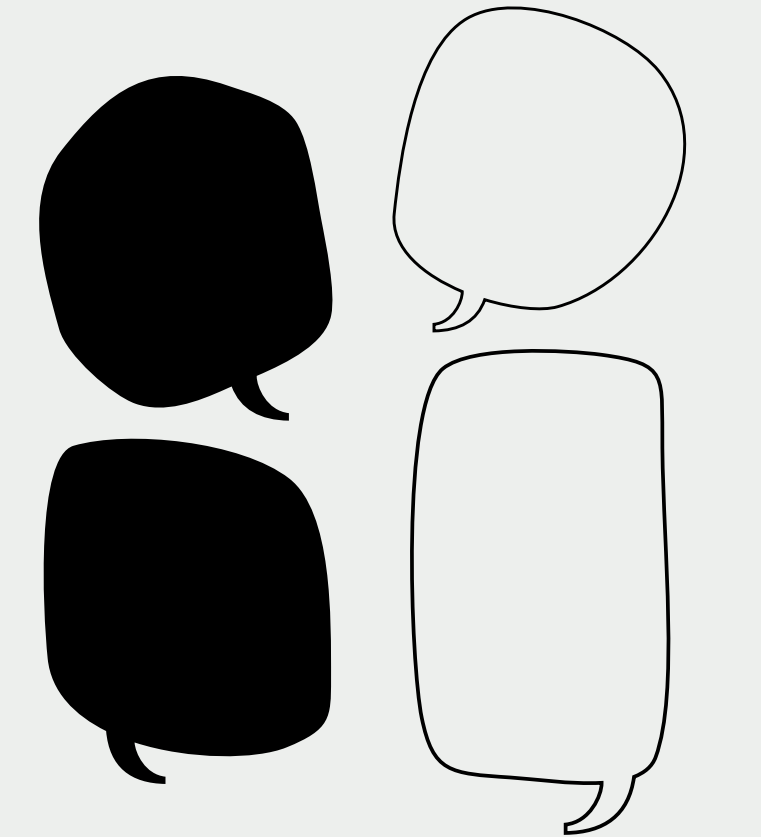
Please use these assets sparingly and be careful not to oversize these assets in the design.



Speech / text bubbles

Speech / text bubbles are a great way to help build narrative and draw attention to key messaging, specifically when relating to either in-line quotes from stories, or as shown the example below to frame an core piece of messaging.

When using these elements it is important to leave enough white space (also known as padding) around the text to the edge of the element it is placed in. With more rounded shapes be careful to create balance and not leave too much white space where possible, the example above demonstrates a good level of padding.



Quotation marks

Whilst in the current visual guidelines these are used for encapsulating bible verses, quotation marks can also be used for a variety of text where one may typically be citing text from another source. For example a quote from an interview, or speech. From a design perspective these don't sit in-line within text, but are used behind, or around the text to draw attention and differentiate the quote from surrounding design elements.

From the examples shown there are a variety of quotation mark styles that can be used. Be sure however not to mix and match your start and end quotation mark. You can, as shown in both example left and right use quotation marks as background elements too.



Maps

The Leprosy Mission works in many different countries across the world. It's important to represent these countries and celebrate the people and work being done.

Country assets can be used as background components as shown in the example below. They are often particularly useful when presenting statistics for countries.



More Design elements / assets in use



Template sizes

File setup:

- Square (1:1)
68px margins, L/R/T/B
- Portrait – 1080 x 1350px (4:5)
Create guides with top/bottom margins of 135px – using the overlays.
68px margins L/R
- Story – 1920 x 1080px (9:16)
250px margins T/B, avoid, if possible, content covering these areas. This ensures readability across most modern devices

All images created should be 72 PPI

Facebook posts;

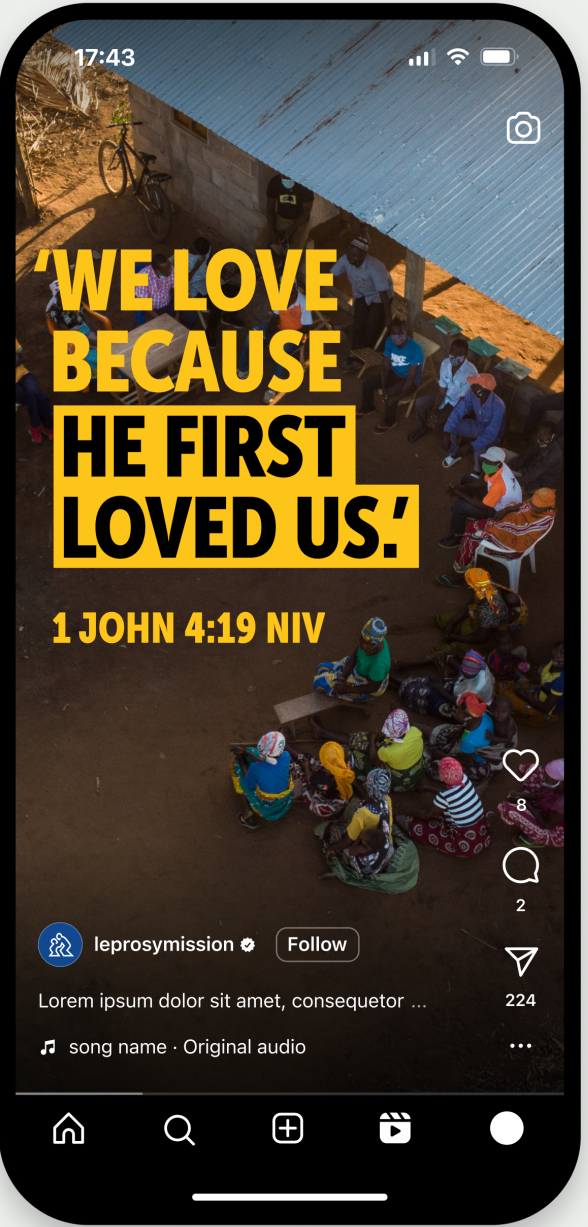
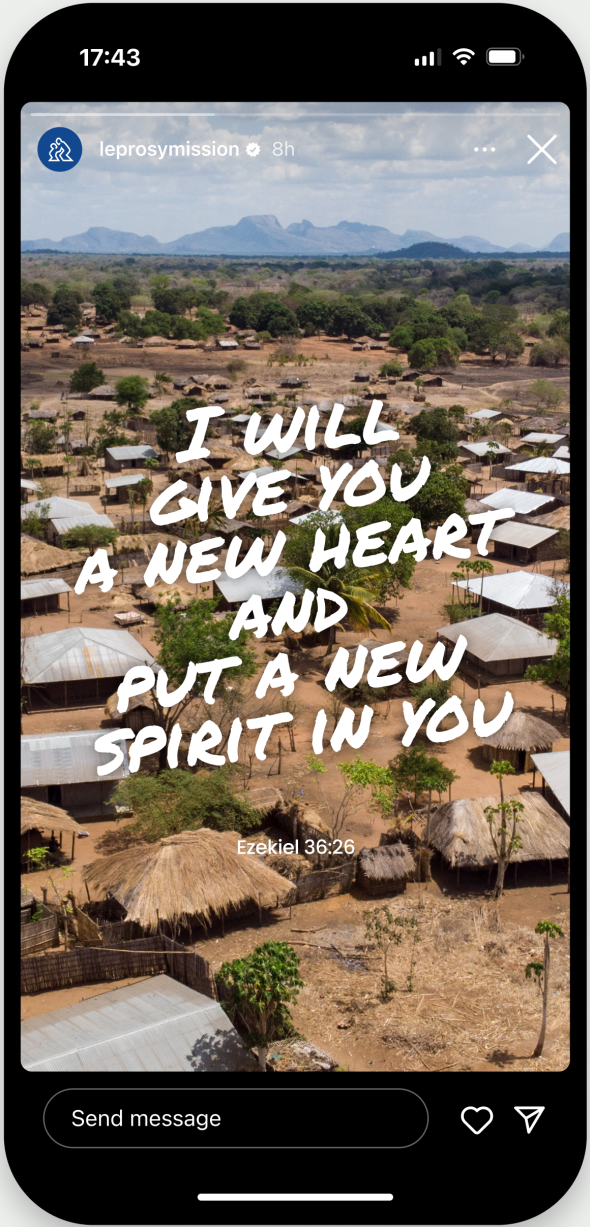
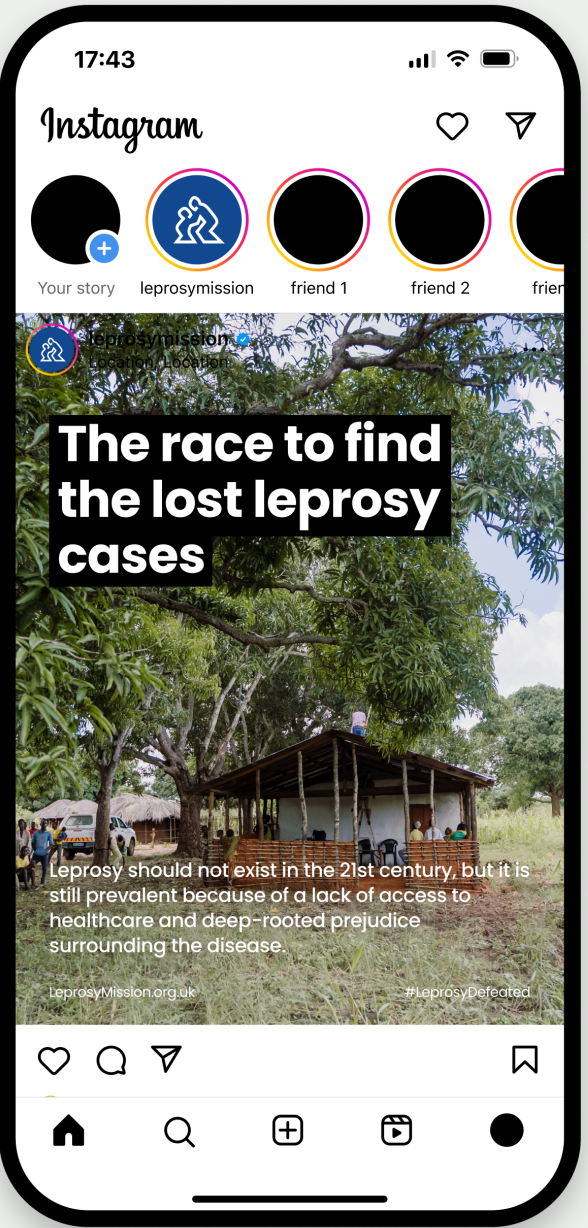
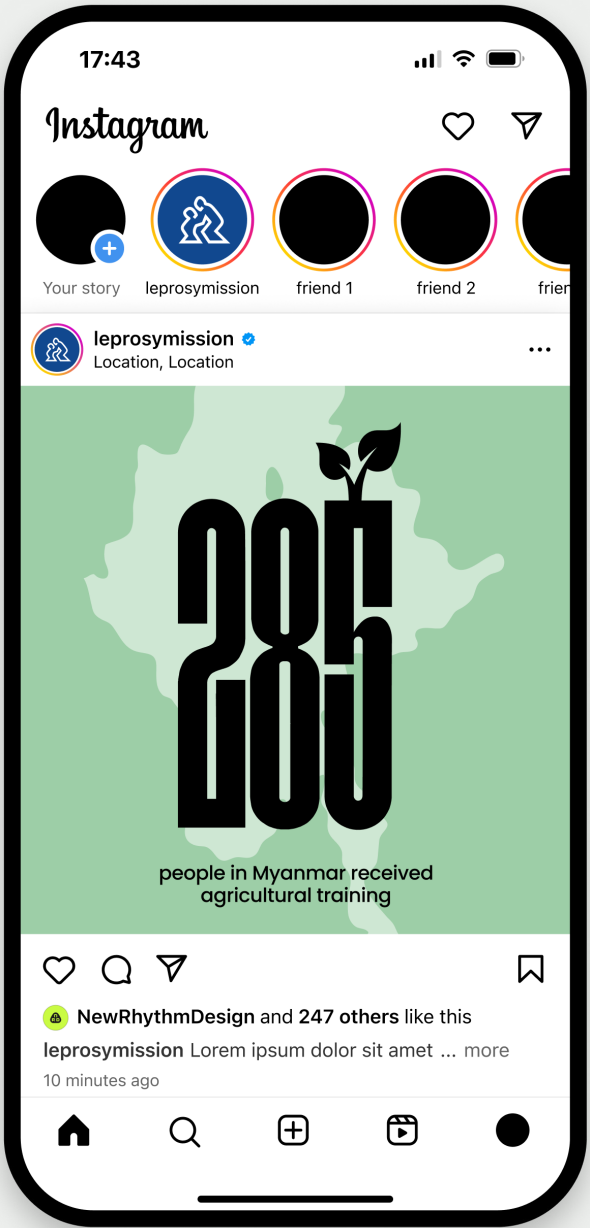
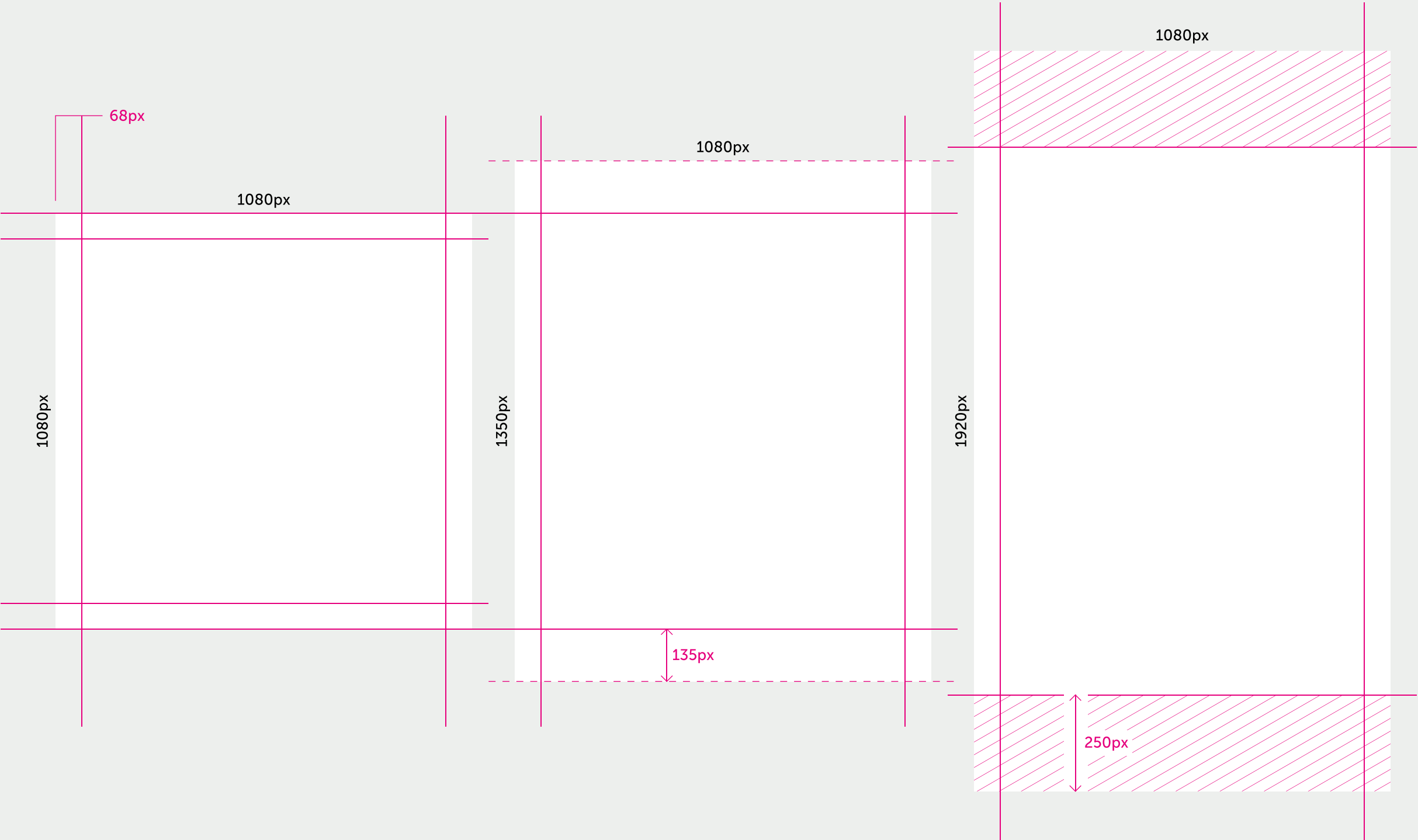
- Square:
1080 x 1080px
- Portrait:
650 x 1200px
- Landscape:
1200 x 650px
- Story:
1920 x 1080px

Post hierarchy

Create hierarchy. What is most important to read first? What should have the biggest impact? This should be largest and given the most space and readability. All other content should flow from this. Avoid cramming content, make sure to leave plenty of white space.

Grid consistency

Whilst not as important as it use to be, it's still worth considering. This is why the side margins of 68px should always be adhered to – creating vertical lines throughout the grid.



General Do's and Don'ts

Do's

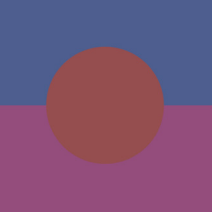
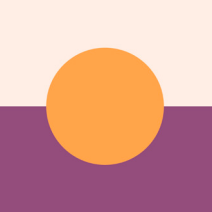
- Sketch out your ideas for posts / carousels before committing to a design. It doesn't have to be perfect or pretty but is a good way of quickly iterating for a few ideas to choose from.
- Consult the TLM visual guidelines for colour and typography recommendations and hierarchy.
- Leave plenty of white space on a post/carousel to help with legibility and to create a clearer narrative.
- Be aware of how often you are posting similar types of content. If you do need to post similar types then try and make them visually distinct through colour and the asset variants you use.
- Be conscious about legibility of text and the contrast between the background and any text you may use. For example white text on a yellow background should be avoided.
- Be considerate of other brands in photography, for example if a T-shirt has a brand logo on it, edit the photo to remove the logo as best you can.
- Keep designs simple, less is often more and with limited visual space on a mobile device this is even more pertinent.
- Get a second opinion to proof what you have made where possible.
- Consider your messaging hierarchy, think what is most important to least important. Have you got a clear and concise header?
- Check your spelling and grammar, when designing with multiple elements and assets it can be easy to create unintentional grammatical mistakes.
- Think about your intended audience? Who do you want to see this? You can always refer back to the TLM brand personas for this.
- Consider if you want your intended audience to do something specific after reading the post/carousel? Maybe a call to action would be useful?

Dont's

- Avoid overpopulating images with copy, remember that you can also use the description/captions that go along with an image on social media.
- Put text right up to the edges of a post, use margins. For examples see the templates provided in this document.
- Avoid using a body copy font size of less than 16pt.
- When using photography don't cover a persons face or disability.
- Do not stretch images or photography, the same applies to map assets.
- Don't use low quality photography, make sure that any photos you use have a higher resolution than 72ppi and are larger than 1080px x 1080px as a minimum.
- Don't apply filters over photography or any post that is being put on social media platforms.
- Don't add in fonts outside of the brand palette unless otherwise stated in a campaign or appeal.
- Avoid using GIFs or other assets that haven't been created for TLM.
- Don't add too many slides to a carousel, between 6 and 8 slides is a good length. The shorter the better.

CONTRAST EXAMPLES:

Checking your work with greyscale filter, can help highlight issues:





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Need to get in touch?
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