

Date: Feb. '23

TLM Branding: Logo System Guidelines



Logo: Breaking down 'logo' (terminology)

→ 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 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").



In this instance, "England & Wales" serves as the 'tag-line' element for the logo — Identifier for region specific association.



Logo: System (TLM + TLMew)



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 + TLMew) - Inverted



01 — ‘The Leprosy Mission’ Primary lockup



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



05 — ‘TLMew’ Secondary Stacked (vertical)



02 — ‘TLM’ Secondary Stacked (vertical)



03 — ‘TLM’ Secondary Long (horizontal)



06 — ‘TLMew’ 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).

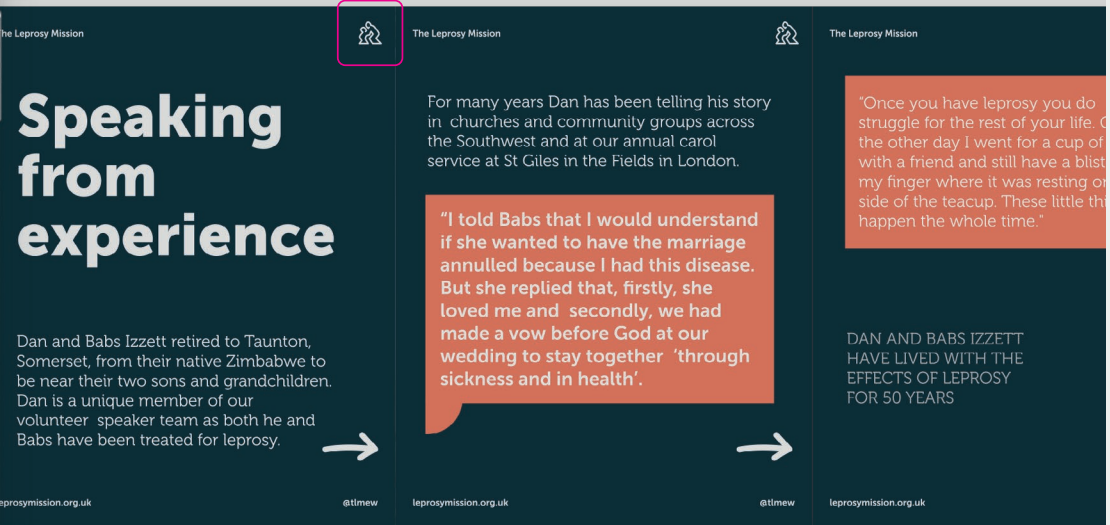
Watermark: When necessary, the logo-mark can be placed over protected images / documents as a watermark.



08 — ‘TLM’ Avatar (blue on white)



09 — ‘TLM’ Avatar (white on blue)



Use case for social media — 09 avatar is used as to contrast where *Instagram* has a prominent ‘light’ colour scheme. Other platforms may vary in prominent colour value, used 08 / 09 appropriately.



Rules: Exclusion Zones

When placing the wordmark and formal logo, be sure that other text and graphics do not encroach on it. When visual elements are too close to the wordmark, it can take away the page hierarchy or create brand confusion. For this reason, an “exclusion zone,” or area around the wordmark, 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:



→ Recommended:



→ Minimum large format:
Anything over A3 print size



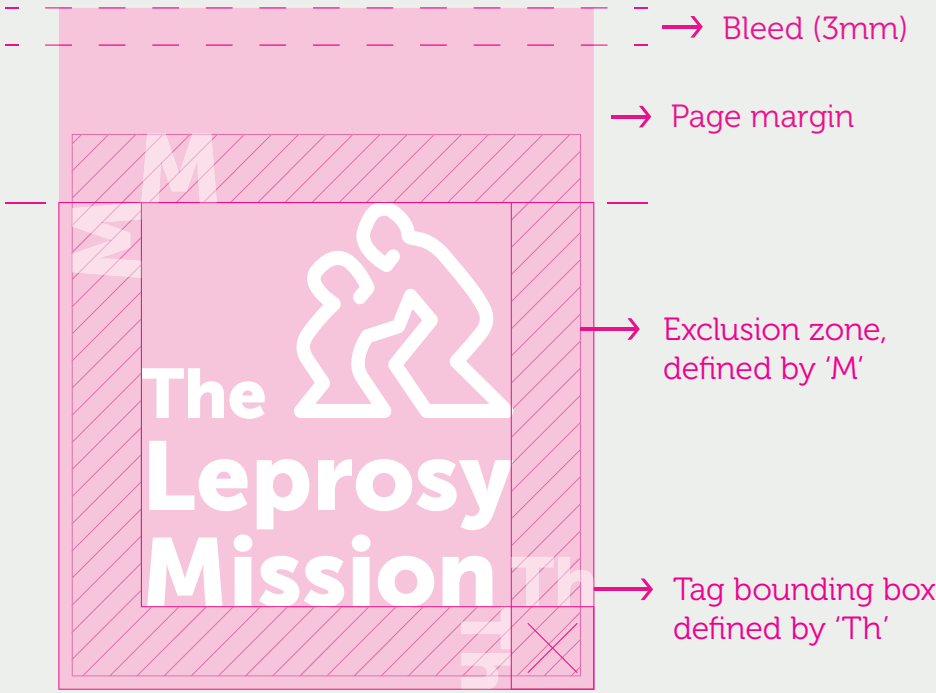
A4
1:1



In use: Tag spacing & sizes

A tag is defined by a solid colour with a negative TLM (or TLMew) logo inside. It **always** hang in the top right, usually used on top of layout where imagery in dominant the logo needs to be clear and not interact with the photography.

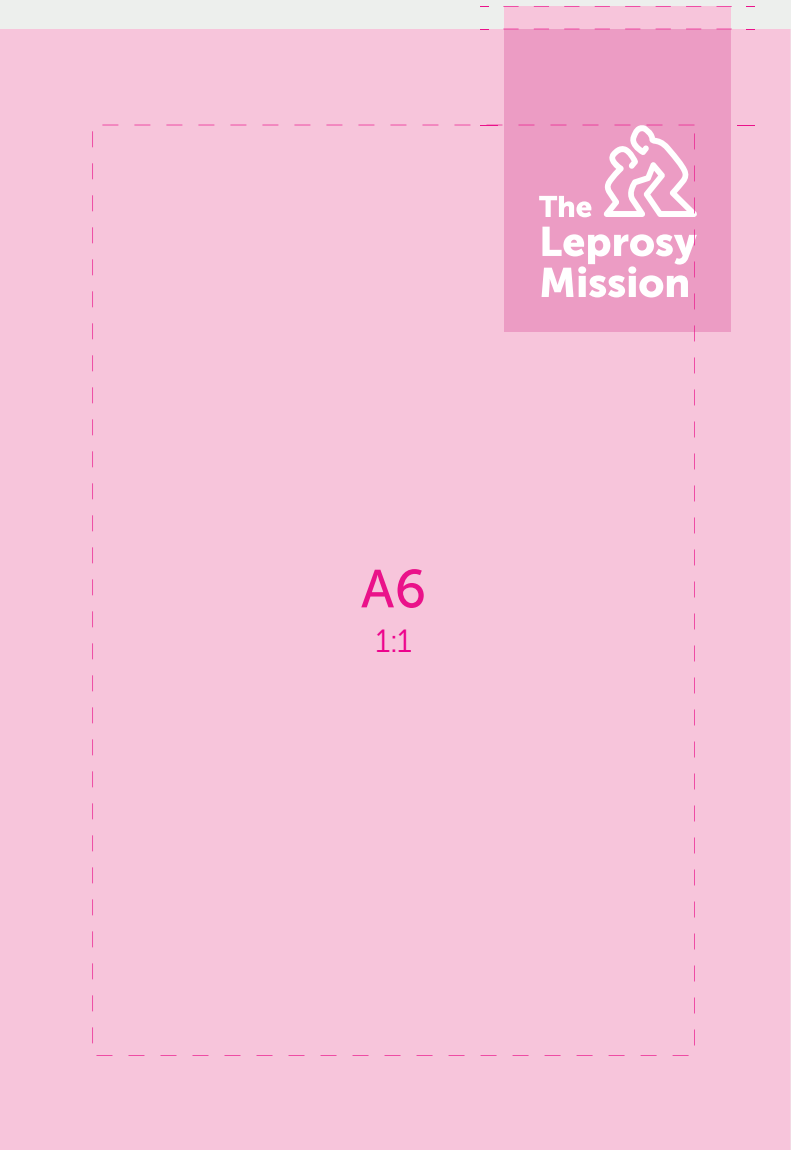
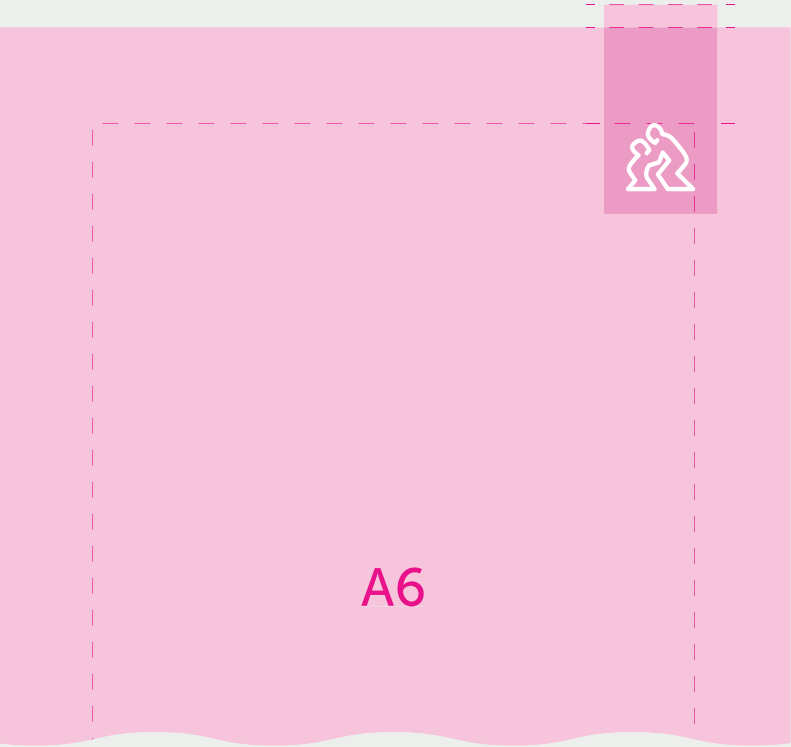
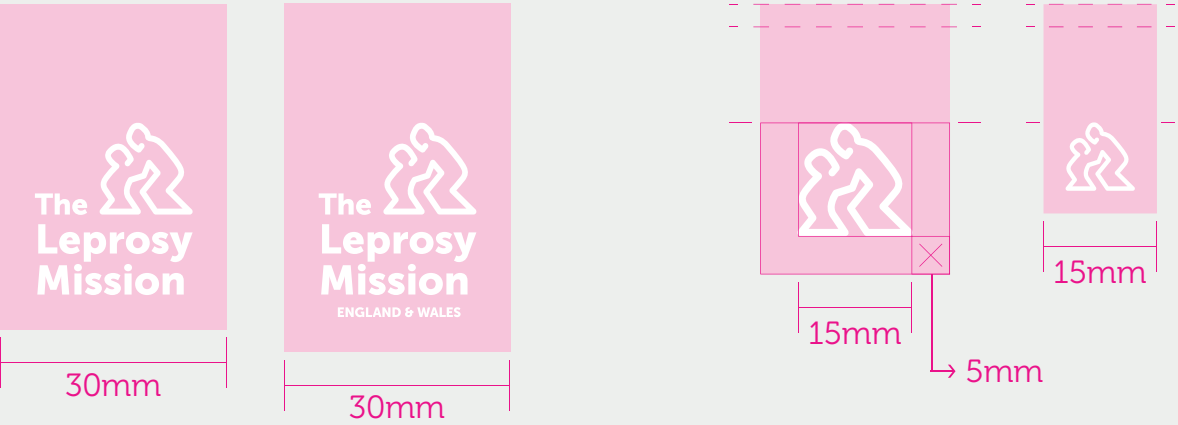
This accounts for the page margin plus it's own 'exclusion' space. The bounding box of the tag is larger than the exclusion zone, this allows for optical spacing between the solid edge and the logo, ensuring that it does not feel overly compressed.



Where possible, we recommend using the secondary (vertical) variant for the predominant usage of tags.

→ Minimum size variants:

Some layouts, due to size contrants of the medium, may need a smaller and less intrusive tag. When using the TLM logo, tag minimum width of 30mm is appropriate. When using the logo-mark, this can be reduced further to 15mm.





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



'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



