



PRESS RELEASE

LIVELOVELAUGH Announces Launch of New Brand Identity

- Previously called The Live Love Laugh Foundation, the charitable trust founded by Deepika Padukone in 2015, will now be known as LiveLoveLaugh
- New identity developed by Spring Marketing focuses on the core message of hope and includes a new name, refreshed brand colors, revamped logo, and brand icons

Bengaluru, India, February 8, 2021: The Live Love Laugh Foundation has announced the launch of its new brand identity. Founded by Deepika Padukone in 2015, the charitable trust is now renamed LiveLoveLaugh and will also sport a new logo, color scheme, and other brand assets centred on the theme of hope. LiveLoveLaugh will continue to operate as a not-for-profit organization.

Since its inception over five years ago, LiveLoveLaugh has been an influential voice in mental health, drawing on the platform provided by its founder. The organization works on four specific impact areas – adolescent mental health, capacity building via a program on common mental disorders for doctors, supporting rural mental health, and promoting the cause of mental health via public awareness campaigns and research. The next phase of LiveLoveLaugh’s evolution focuses on more targeted interventions and has inspired the brand redesign.

“Mental health is a cause that is extremely personal and dear to me. Over the last 5 years, donors, partners, government authorities and our incredible team have all played a crucial role in LiveLoveLaugh’s journey, but the greatest impact has been from those who have had a lived experience with mental illness, and their caregivers. I would like to see a world where no life is lost due to mental illness, and LiveLoveLaugh is committed to delivering on that aspiration,” said LiveLoveLaugh’s founder Deepika Padukone.

Developed in the partnership with Spring Marketing Capital, a Mumbai and Bengaluru-based marketing consultancy, every element of the new brand identity draws on hope as the core principle. Coral, the brand palette's primary color, representative of hope, is warm, positive, and welcoming, while the other colors - soft pink, sky blue, and teal - represent the trust, approachability, and compassion of Live Love Laugh. The revamp also features a bird as a secondary brand element, iconic in its representation of possibilities and hopefulness. The new brand kit will feature distinctive icons designed to evoke positive emotions such as love, hope, life, support, balance, and calm.

Describing the experience of working on the new identity with Spring Marketing Capital, Anisha Padukone, CEO of LiveLoveLaugh, said, **"We needed a partner who understood our cause and intent because that is most important to us. Spring Marketing's attention to detail and creativity have made working with them an exceptional experience. Mental health**

advocates themselves, the founders understand LiveLoveLaugh's journey deeply. That knowledge has delivered an identity that coherently represents our vision to give hope to every individual experiencing stress, anxiety and depression, and will serve as an essential support element in LiveLoveLaugh's future growth."

Vineet Gupta, Founding Partner at Spring Marketing Capital, expressed his delight at being part of this project, stating, **"We carefully designed each aspect of the new brand to reflect LiveLoveLaugh's values and commitment to the cause of mental health. Mental health is a critical focus area that needs support globally, but the gap between requirements and resources is substantial, especially here in India. Live Love Laugh has shaped India's mental health landscape over the last five years and contributed to enhancing the understanding of mental illness in the country. We are delighted to have partnered with LiveLoveLaugh and we trust that the new identity will enhance the organization's brand even further."**

The brand identity takes effect immediately and features across LiveLoveLaugh's communication assets. The new website is live on www.thelivelovelaughfoundation.org and supporters can stay up-to-date with the organization's work and news on <https://twitter.com/TLLLFoundation>; <https://www.instagram.com/tillfoundation/>; <https://www.facebook.com/TLLLFoundation/>; https://www.youtube.com/channel/UCZ1Kc8PKtSbkoycrBLBRX_g

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About Live Love Laugh

The Live Love Laugh Foundation (LiveLoveLaugh) is a charitable trust founded by Deepika Padukone in 2015. The organization aims to give hope to every person experiencing stress, anxiety, and depression.

LiveLoveLaugh works on four specific impact areas – adolescent mental health, capacity building via a program on common mental disorders for doctors, supporting rural mental health, and promoting the cause of mental health via public awareness campaigns and research. LiveLoveLaugh's programs and outreach are conducted through partnerships and collaborations.

You Are Not Alone, LiveLoveLaugh's adolescent mental health program was initiated in 2016. The aim of the program is three-fold: to create awareness on stress, anxiety and depression amongst adolescents; normalize conversations on mental health; and build resilience. The program also enhances the support system for adolescents by reaching out to teachers, parents and guardians with relevant information and resources on mental health. *You Are Not Alone*, has covered nearly 200,000 students and 20,100 teachers across 22 cities in India.

LiveLoveLaugh's rural program in Karnataka and Odisha provides free psychiatric treatment to persons with mental illness (PWMI), rehabilitation for PWMI and their carers, and creates a

sustainable model of prevention and treatment of mental illness. The program also aims to build awareness about mental health and normalize mental illness.

LiveLoveLaugh also conducts a 5-month certificate course on common mental disorders in collaboration with PHFI (Public Health Foundation of India) and AHPI (Association of Healthcare Providers - India). The program enhances the knowledge, skills, and core competencies of Primary Care Physicians in the identification, management, and treatment of common mental disorders. The program also helps to develop and update standard teaching protocols and modules for evidence-based learning, build a nationwide network of primary care physicians and specialists as well as continually update them with the latest advancements in the field of mental health.

LiveLoveLaugh's public awareness campaigns include the award-winning [Dobara Poocho \("Ask Again"\)](#) launched in 2016. The campaign received in excess of 560 million total impressions across TV, print and digital mediums. The foundation's [#NotAshamed](#) campaign in 2018 featured [original narratives](#) encouraging other [survivors](#) to share their story with the world and garnered more than 100 million impressions across platforms.

In 2018, LiveLoveLaugh released 'How India Perceives Mental Health,' a national survey report aimed at gauging public perceptions around mental health.

In October 2019, LiveLoveLaugh was named the recipient of the prestigious Dr Guislain "Breaking the Chains of Stigma" global award for the organization's efforts to change the dialogue around mental illness in India.

In January 2020, LiveLoveLaugh's founder Deepika Padukone received the World Economic Forum's Crystal Award for her leadership in raising mental health awareness.