
Lilly Best Practice review of advertisements

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Best Practices are positive examples of communications that conform to the Lilly Identity Standards and present our brand consistently and effectively. Highlighting these successful examples is instructional, and it also encourages compliance.

To identify Best Practices, a checklist of key identity elements and applications was created. This enables quick and subjective identification of which communications follow the standards well.

Branding checklist

Branding checklist: Y= yes, N= no, U= unclear, NA= not applicable

A. Lilly brand line and signature

- A1. Proper signature placement along outer margin
- A2. Correct artwork (without alteration)
- A3. Signature meets minimum size requirement of 16mm (0.63 inches)
- A4. Clear space equals x height of Lilly mark
- A5. Clear legibility
- A6. Correct font, size and position of brand line to signature
- A7. Appropriate endorser placement in white band and correct size relationship with product brand signature (1:3 or 1:2 preferred)

B. Corporate components (affiliates, therapeutic areas, units)

- B1. Appropriate use with brand line and signature
- B2. Proper nomenclature

C. Rule lines

- C1. Horizontal, bleed off sides
- C2. .5 pt thickness
- C3. Black or white
- C4. Functionally organize content, aesthetic

D. Typography

- D1. Headlines, captions, diagrams: Din font (primarily medium weight)
- D2. Text: Din or Celeste font, flush left, no indents
- D3. Alternate for MS applications: Arial or Times New Roman
- D4. Balance of weights/sizes
- D5. Adequate leading (rule line/text or imagery/text equals minimum one text line)

E. Grid

- E1. 2 - or 4 - column grid
- E2. Appealing asymmetry

F. Color

- F1. Primary palette: Lilly red, black and white
- F2. Secondary palette: Correct match or mix
- F3. Enhances text and photography

G. Imagery

- G1. Relevant subject
- G2. Correct style: modern, strong, dynamic

H. Voice

- H1. "First things first" organization
- H2. Correct style: clear, direct, succinct

**Recommended but
see comments**

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Recommended but see comments

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of best-in-class pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organisations. Headquartered in Indianapolis, USA, Lilly provides answers – through medicines and information – for some of the world’s most urgent medical needs.

Lilly employs more than 31,000 people and currently devotes 19 % of its annual sales turnover to Research and Development. Research is focused on six therapeutic areas: neuroscience, endocrine diseases, infectious diseases, cancer, cardiovascular diseases and women’s health.

Throughout the world, Lilly has established centres of excellence where teams of scientists are striving every day to create innovative pharmaceutical healthcare solutions. One of these centres is located in an 11-hectares site in the Scientific Park of Louvain-la-Neuve. It is devoted to expediting the process of developing new therapies in a state-of-the-art scientific environment. At our Development Centre, you will find the solid resources of a major multinational group offering opportunities for personal and career development.

Due to the expansion of our Clinical Pharmacology Resources group, we have an exciting opportunity for a Clinical Data Coordinator.

Innovation & Passion

C1

life

Clinical Data Coordinator (m/f)

You will be working in a data management team which is part of the Clinical Pharmacology Research group and will be involved in all aspects of data management for specific studies including:

- Designing databases and creating data entry screens.
- Importing & exporting data files to various formats.
- Writing electronic checks.
- Producing tables, figures & listings.

Profile:

- Applicants must be enthusiastic and ready to work in team
- Good organisational and communication skills are essential for effective collaboration with other departments in Japan, Europe and the USA.
- The ideal candidate will hold a life science, computing, statistics or mathematics University degree.
- Experience in data handling as well as good knowledge of SAS, SQL and Oracle would be an asset.
- A good working knowledge of English and French is required.

A4

Candidates should apply to Thérèse Lerot, Human Resources Department, Lilly Development Centre, Parc Scientifique de Louvain-la-Neuve, rue Granbrenpré 11, 1348 Mont-Saint-Guibert, Belgium

E-mail: lerot_therese_mid@lilly.com

A4

Lilly

Answers That Matter.

Branding checklist: Y= yes, N= no, U= unclear, NA= not applicable

A. Lilly brand line and signature

- A1. Y Proper signature placement along outer margin
- A2. Y Correct artwork (without alteration)
- A3. Y Signature meets minimum size requirement of 16mm (0.63 inches)
- A4. N Clear space equals x height of Lilly mark
- A5. Y Clear legibility
- A6. Y Correct font, size and position of brand line to signature
- A7. NA Appropriate endorser placement in white band and correct size relationship with product brand signature (1:3 or 1:2 preferred)

B. Corporate components (affiliates, therapeutic areas, units)

- B1. NA Appropriate use with brand line and signature
- B2. NA Proper nomenclature

C. Rule lines

- C1. N Horizontal, bleed off sides
- C2. Y .5 pt thickness
- C3. Y Black or white
- C4. Y Functionally organize content, aesthetic

D. Typography

- D1. Y Headlines, captions, diagrams: Din font (primarily medium weight)
- D2. NA Text: Din or Celeste font, flush left, no indents
- D3. NA Alternate for MS applications: Arial or Times New Roman
- D4. Y Balance of weights/sizes
- D5. Y Adequate leading (rule line/text or imagery/text equals minimum one text line)

E. Grid

- E1. Y 2 - or 4 - column grid
- E2. Y Appealing asymmetry

F. Color

- F1. U Primary palette: Lilly red, black and white
- F2. U Secondary palette: Correct match or mix
- F3. Y Enhances text and photography

G. Imagery

- G1. Y Relevant subject
- G2. Y Correct style: modern, strong, dynamic

H. Voice

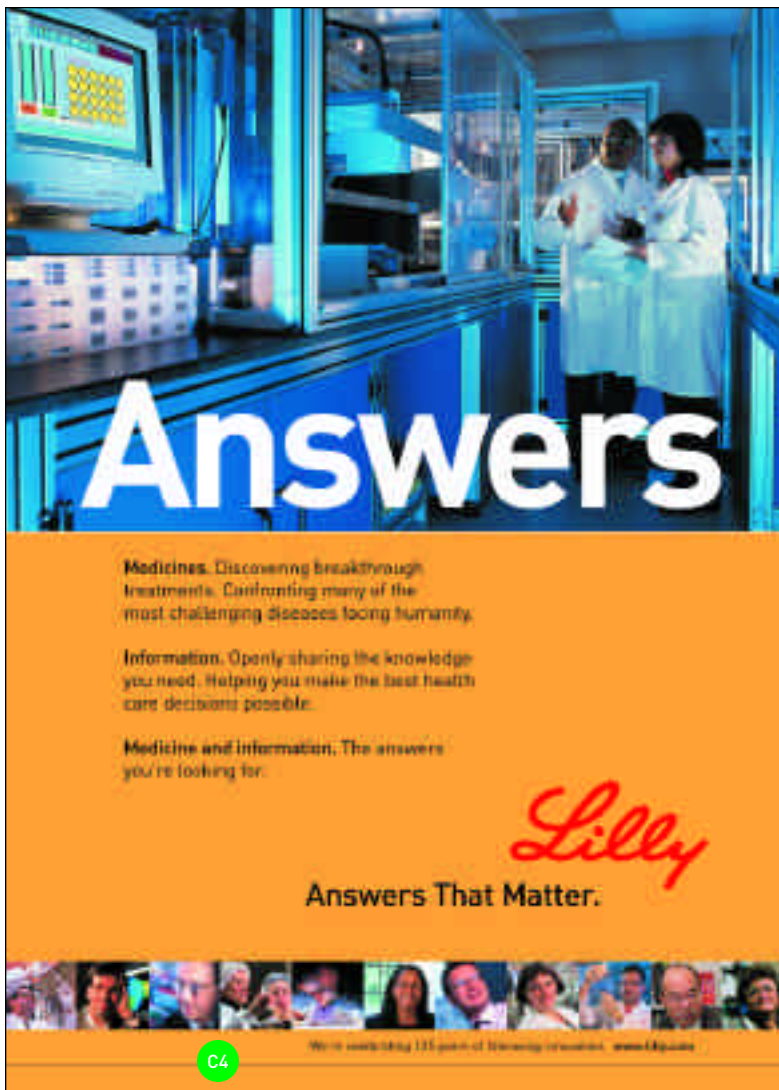
- H1. Y "First things first" organization
- H2. Y Correct style: clear, direct, succinct

Comments

Here, the Lilly red appears to be reproduced in a non-standard color. The Lilly brand line and signature are sized and placed incorrectly. While the overall look and feel is good, the design should adhere more closely to the Lilly Identity Standards.

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Recommended but see comments



Comments

Nice use of color and imagery. The extra rule line seems arbitrary.

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- A5. _Y Clear legibility
- A6. _Y Correct font, size and position of brand line to signature
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- C4. _N Functionally organize content, aesthetic

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- D5. _Y Adequate leading (rule line/text or imagery/text equals minimum one text line)

E. Grid

- E1. _U 2 - or 4 - column grid
- E2. _Y Appealing asymmetry

F. Color

- F1. _Y Primary palette: Lilly red, black and white
- F2. _Y Secondary palette: Correct match or mix
- F3. _Y Enhances text and photography

G. Imagery

- G1. _Y Relevant subject
- G2. _Y Correct style: modern, strong, dynamic

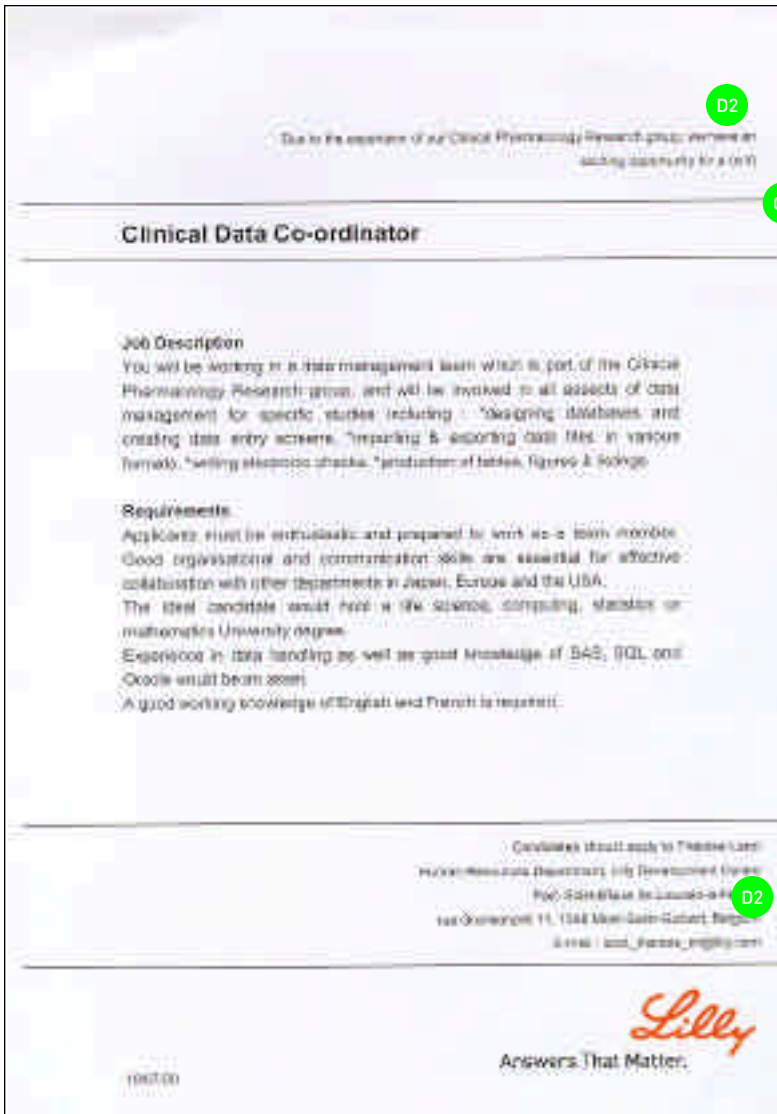
H. Voice

- H1. _Y "First things first" organization
- H2. _Y Correct style: clear, direct, succinct

Not recommended

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- H2. Y Correct style: clear, direct, succinct

Comments

Here, the Lilly red appears to be orange, and rule lines do not bleed off the page. Text should be type set flush left.