
Lilly Best Practice review of CD covers

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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

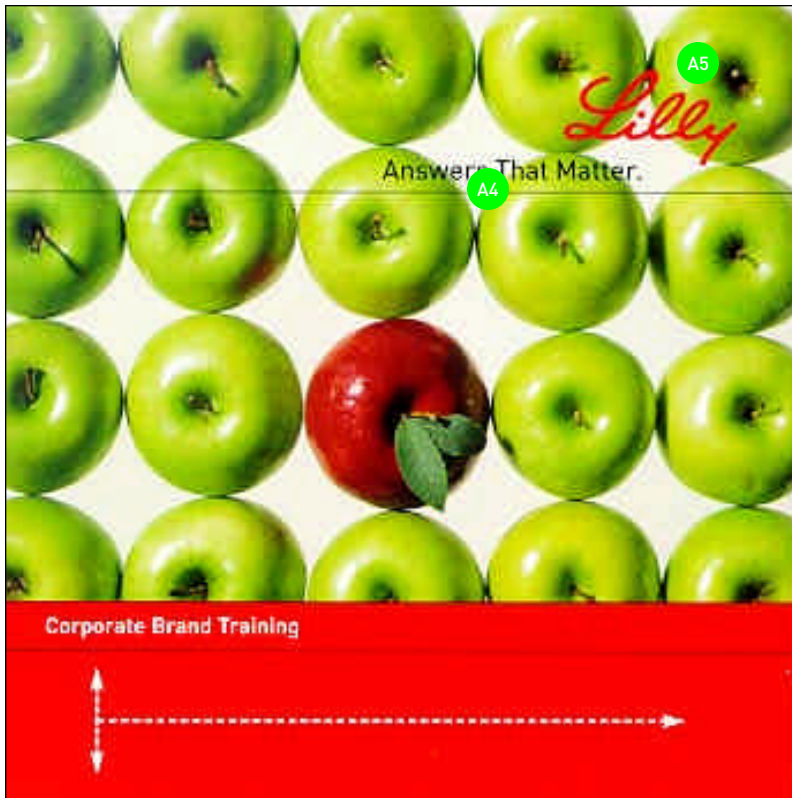
H. Voice

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

**Recommended but
see comments**

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Recommended but see comments



Comments

This imagery is a nice choice, but the Lilly brand line and signature are difficult to read.

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. N 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. Y 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. U 2 - or 4 - column grid
- E2. Y Appealing asymmetry

F. Color

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

G. Imagery

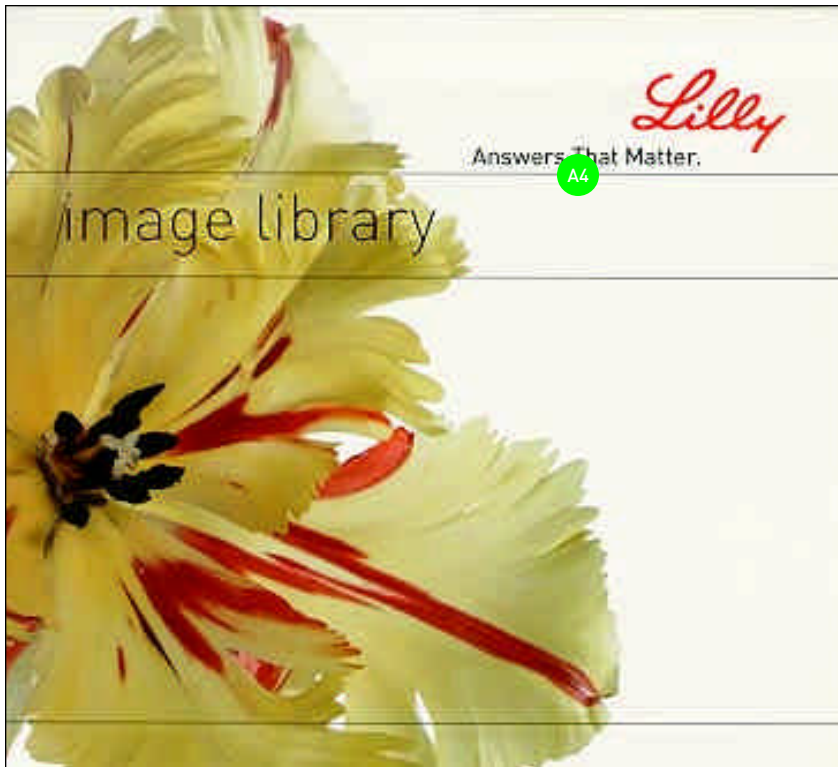
- G1. Y Relevant subject
- G2. Y Correct style: modern, strong, dynamic

H. Voice

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

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Recommended but see comments



Comments

The way the flower artwork is cropped enhances this simple yet elegant layout, however the Lilly brand line and signature are too close to the upper rule.

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. _Y 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. _NA Balance of weights/sizes
- 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. _NA 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

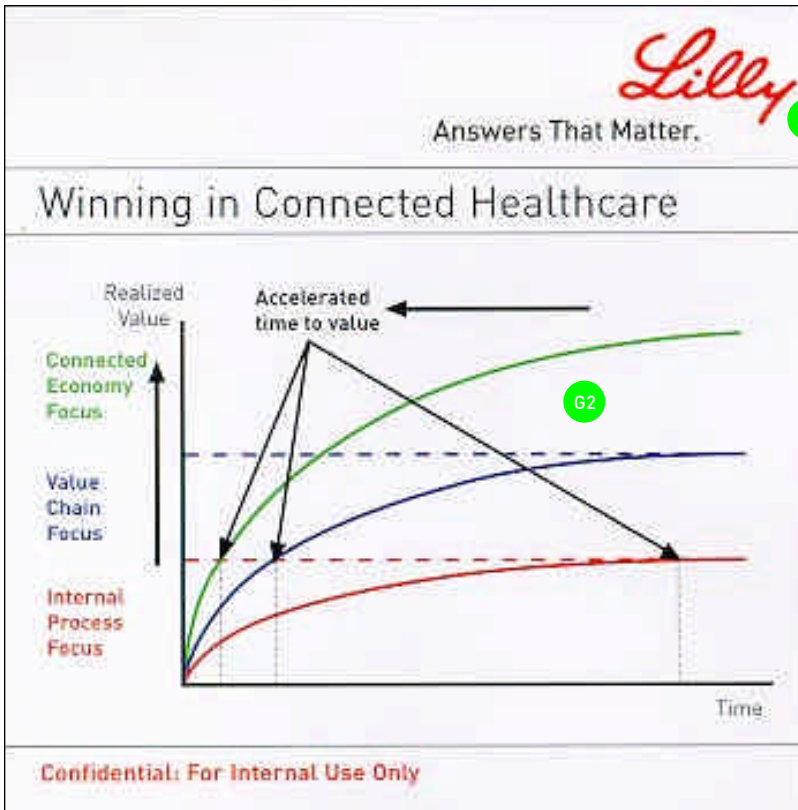
H. Voice

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

Not recommended

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Not recommended



Comments

Clear space around the signature is insufficient. The graph appears to convey important information but is too busy for a CD ROM cover. The visual might have been better used inside the cover.

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

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C. Rule lines

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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. _U Secondary palette: Correct match or mix
- F3. _Y Enhances text and photography

G. Imagery

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

H. Voice

- H1. _Y "First things first" organization
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G. Imagery

- G1. _Y Relevant subject
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H. Voice

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

Comments

The Lilly signature appears to be orange and the clear space around the signature is insufficient. The brand line is the wrong size and typeface. Products are too small and do not use the space in a dynamic manner.