
Lilly Best Practice review checklist

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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