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# Lilly Best Practice review of miscellaneous items

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# Lilly Best Practice review of miscellaneous items

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

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### 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)

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

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

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### C. Rule lines

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

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### 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)

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### E. Grid

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

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### F. Color

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

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### G. Imagery

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

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### H. Voice

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

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**Recommended but  
see comments**

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## Recommended but see comments



## Comments

This is potentially an interesting application but more care should have been taken in sizing the Lilly brand line and signature inside the frame.

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

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### A. Lilly brand line and signature

- A1. \_NA Proper signature placement along outer margin
- A2. \_NA 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)

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

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

---

### C. Rule lines

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

---

### D. Typography

- D1. \_NA 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. \_NA Adequate leading (rule line/text or imagery/text equals minimum one text line)

---

### E. Grid

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

---

### F. Color

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

---

### G. Imagery

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

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### H. Voice

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

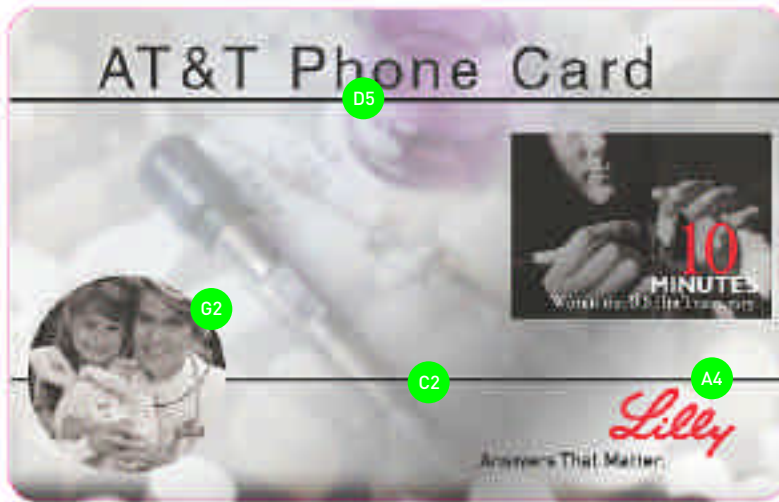
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# Not recommended

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## Not recommended



## Comments

This does not fit well with the Lilly visual style.

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### 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.  N .5 pt thickness
- C3.  Y Black or white
- C4.  Y Functionally organize content, aesthetic

### D. Typography

- D1.  N Headlines, captions, diagrams: Din font (primarily medium weight)
- D2.  NA Text: Din or Celeste font, flush left, no indents
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- F1.  Y Primary palette: Lilly red, black and white
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- G1.  Y Relevant subject
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- H1.  Y "First things first" organization
- H2.  Y Correct style: clear, direct, succinct