
Lilly Graphic Standards for Printed Packaging Materials

2003



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Introduction

Eli Lilly and Company provides this graphic standards guide to be used for implementing Lilly branding standards for packaging and labeling materials. The Lilly branding standards reflect our commitment to providing quality products and information to easily recognize Lilly products and locate critical information rapidly.

Important features in the Lilly standards

- The type is easy to read.
- The font is uniform on all product package information.
- Information is located in a predetermined position.
- Branding features of the product line are preserved.

This guide is directed to three groups: Lilly packaging sites, Lilly brand teams, and external vendors who package Lilly products. It applies to the packaging and labeling of all products that are marketed by Lilly.

Electronic files of the Lilly logo can be obtained by Lilly personnel from from the following website:

http://branding.d51.lilly.com/cpg_web/branding/internal_branding/design_standards/standards.cfm

External vendors can download signature files from our external corporate branding office website: <http://branding.lilly.com>.

If you have any questions about the printed packaging brand standards, please contact:

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Guidelines for Implementing Branding Standards for Packaging and Labeling Materials

The following guidelines are provided to help you implement the branding standards for packaging and labeling materials.

Technical details concerning implementing the brand standards for labeling may be found in the section on Developing Packaging Graphics.

General Rules for Implementation

- The branding standard should never cause a packaging change by itself.
- The Lilly script should be one-half (1/2) the size of the trade name whenever space permits.
- The Lilly affiliate of the country that markets the product must approve any change to standard printing.
- It is acceptable to change one pack of a product family name at a time.
- Printed components are all printed materials used for drug products, such as printed labels, cartons, inserts, trays, devices, user manuals, foils, tubes, caps, bottles, and bags.
- Promoted products are defined as: Prozac[®], Zyprexa[®], Evista[®], Humulin[®], Humulin[®] Pen, Humalog[®], Gemzar[®], HGH, Xigris[®], Strattera[™], and ReoPro[®].

Specific Rules for Existing Products

- When a pack changes, ALL components for the pack must change.
- For promoted-product changes, at least half of the printed components must be changing for some other reason before the branding is implemented.
- For nonpromoted products, all printed components must be changing for another reason before the branding is implemented.
- The new version of the Lilly script may not appear on all capsules or tablets.
- The branding standards should not be the only reason for a regulatory submission.
- Branding for samples and trade packs do not have to match.
- Insulin changes will coordinate with:
 - Color coding initiatives (all markets except U.S.)
 - Pack rationalization in Latin America
 - Insulin patient information (U.S.).
- Jointly promoted products (those promoted by Lilly and another company) are excluded from these guidelines, except that the Lilly logo should be included on these products when they undergo other changes according to these rules.
- Where legal and regulatory rules allow, a URL must be placed on the product label. This is to be located on the left side of the same panel where the Lilly script appears (see example, #10, page 7.) Where space does not permit on the primary label, the Web address may be placed on the side panels of the container and carton.

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- The specific URL is determined by the product and brand team making the packaging decisions with input from legal and regulatory to determine what is acceptable to local regulatory agencies.*
 - Do not include a URL whose content is not appropriate for the market where the product is sold; for example, a URL where the content is in a language other than the local language or a URL that includes telephone numbers from another country.

* In the U.S., Product.com and Lilly.com are acceptable URLs. The usage of any other URL will need to be specifically addressed with the brand's legal and regulatory representatives. If there is no product website and Lilly.com is used, Lilly.com must contain some information pertaining to that product (e.g., Lilly.com contains no information for Axid.)

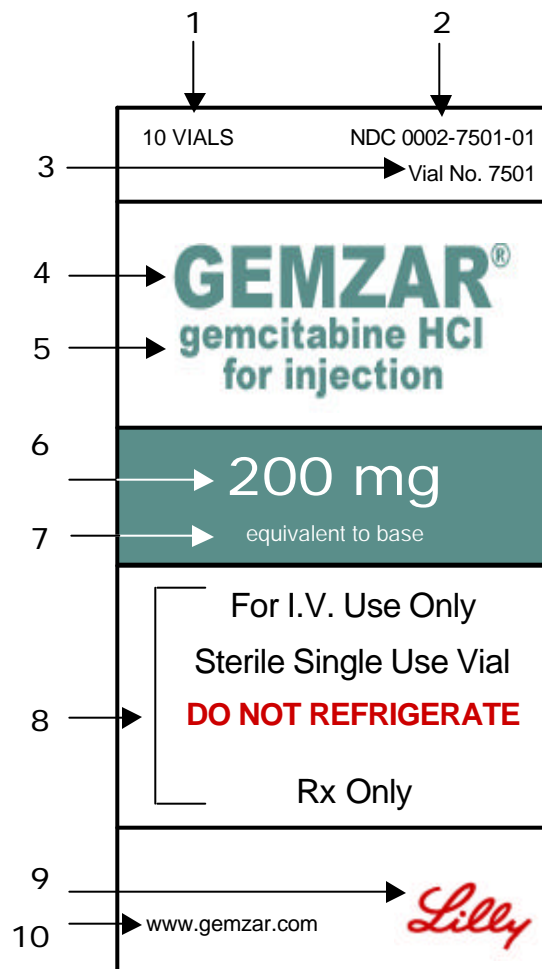
Specific Rules for New Products

- If packaging components have already been submitted for regulatory review, count this as an existing product.
- For new products, use the new Lilly script on tablets and capsules if:
 - No regulatory submissions are affected.
 - No capital has been spent on tooling.
- Branding must not slow down product launches.

Key Elements of Branding

The following are the common elements included on the primary panel of printed components.¹ These elements are located in special areas of the component and are separated as appropriate by horizontal lines. Other elements are to be located on the side panels unless regulatory requirements do not allow this.

1. Quantity, volume, or package size
2. Licensing, registration, or national registry number (if required on front panel)
3. Product number
4. Trade name
5. Generic (common) name
6. Strength or concentration and unit of measure
7. Equivalence statement, if required
8. Additional identifiers or required warning information
9. Lilly signature
10. Web address/URL (see page 5)



¹Printed components are all printed materials used for drug products, such as printed labels, cartons, inserts, trays, devices, user manuals, foils, tubes, caps, bottles, and bags.

Developing Packaging Graphics

The following guidelines describe the applications of Lilly branding standards to packaging materials for drug products. The intent is to provide a unified look for products while maintaining brand identity of the products.

Specific elements unique to the product may be obtained from the individual product teams.

1. Fonts: All text is to be from the Helvetica family of fonts. The Times family of fonts is to be used for packaging inserts and outserts and patient information materials supplied with the product.
2. The Lilly logo is Pantone Matching System 485 (red).
3. The Lilly logo is to be not less than one half (1/2) the height of the trade name, where space permits. It should appear in the lower right corner of the primary panel of the label or carton.
4. In cases where only the Lilly logo is in red and the number of colors on the component exceeds the number the printing supplier can print, the Lilly logo may be printed in black, similar to other text on the component. The most common example of this is for insulin products that include color-coding.
5. All thin horizontal lines should be in black. Exception: If no black text is printed on the component, the horizontal lines may be printed in a dark color that is the same as the text on the component, e.g., dark blue.
6. All strengths of the product are to be differentiated by color. This may be according to a color scheme indicated by the product team, e.g. Zyprexa. In the absence of an established scheme, the strength statements are to be designated as follows: lowest strength, black type; second lowest strength, red type; third lowest strength, white typed reversed from black; fourth lowest strength, white type reversed from red.
7. If the product branding includes a horizontal solid color bar immediately above the Lilly panel, an additional black horizontal line is not required (see Strattera example on page 9.)
8. The common (generic) name of a product is to be not less than one half (1/2) the height of the trade name unless regulations require otherwise.

Examples of Lilly Branding for Promoted Products

