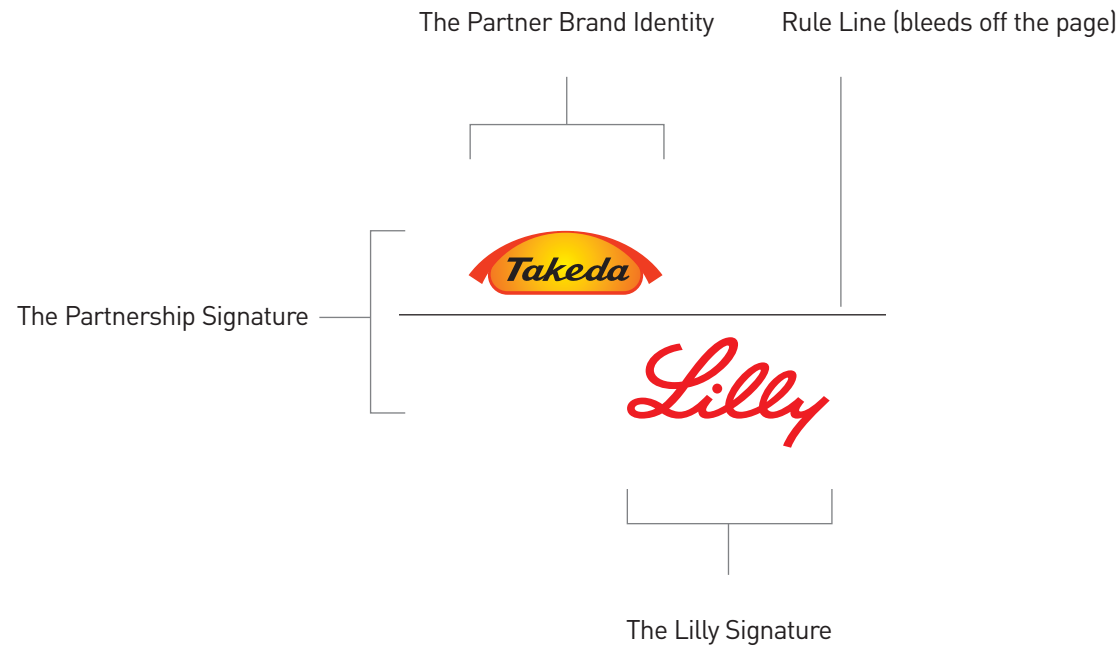


Lilly is allied with more than 100 pharmaceutical partners in pursuit of research and development. Communications are needed to present these innovations, achievements, and products. To effectively copromote these collaborative efforts, a cobranding signature system has been developed. This partnership signature consists of the Lilly signature, the partner brand identity, and a rule line, as shown below. Always observe the clear space and minimum size requirements when placing the signature.



Always maintain a balanced visual relationship between the Lilly signature and the partner brand identity; one should never compete with the other.

A rule line links the partner brand identity with the Lilly signature and bleeds off both sides of the page.

The Lilly brand line signature should not be used in any partnership signature.

For full-color applications, the Lilly signature prints in Lilly red, the partner brand identity prints in its proprietary colors, and the rule line prints in black.

Always use the official electronic artwork to reproduce the partnership signature.

For more information on how to apply a partnership signature, contact the Lilly global brand office.