
Lilly Best Practice review of posters

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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**

Lilly Best Practice review of posters

Recommended but see comments



Comments

A solid layout, yet improvements could be made to the typography. The justified text at the top creates inconsistent word spacing and conflicts with the centered block of flush-left copy at the bottom.

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

D. Typography

- D1. Y Headlines, captions, diagrams: Din font (primarily medium weight)
- D2. N 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. Y 2 - or 4 - column grid
- E2. N 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

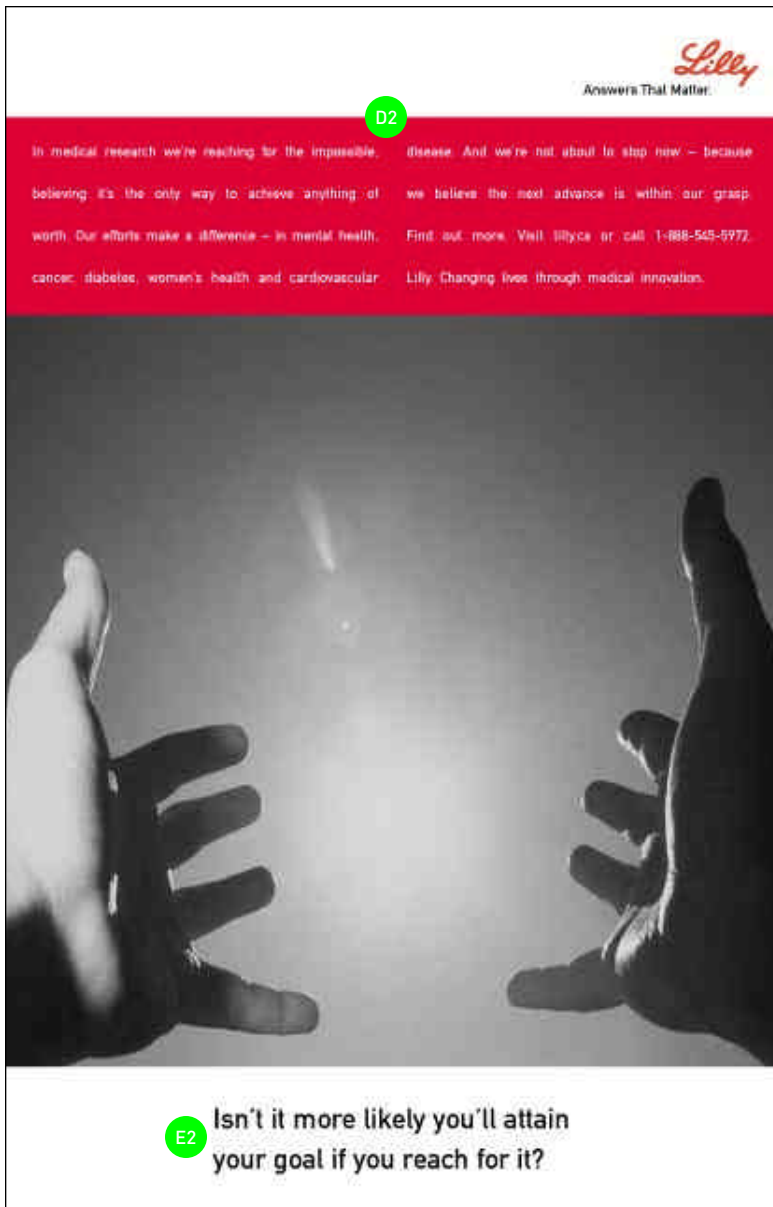
- G1. Y Relevant subject
- G2. Y Correct style: modern, strong, dynamic

H. Voice

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

Lilly Best Practice review of posters

Recommended but see comments



Comments

A solid layout, yet improvements could be made to the typography. The justified text at the top creates inconsistent word spacing and conflicts with the centered block of flush-left copy at the bottom.

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

D. Typography

- D1. Y Headlines, captions, diagrams: Din font (primarily medium weight)
- D2. N 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. Y 2 - or 4 - column grid
- E2. N 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

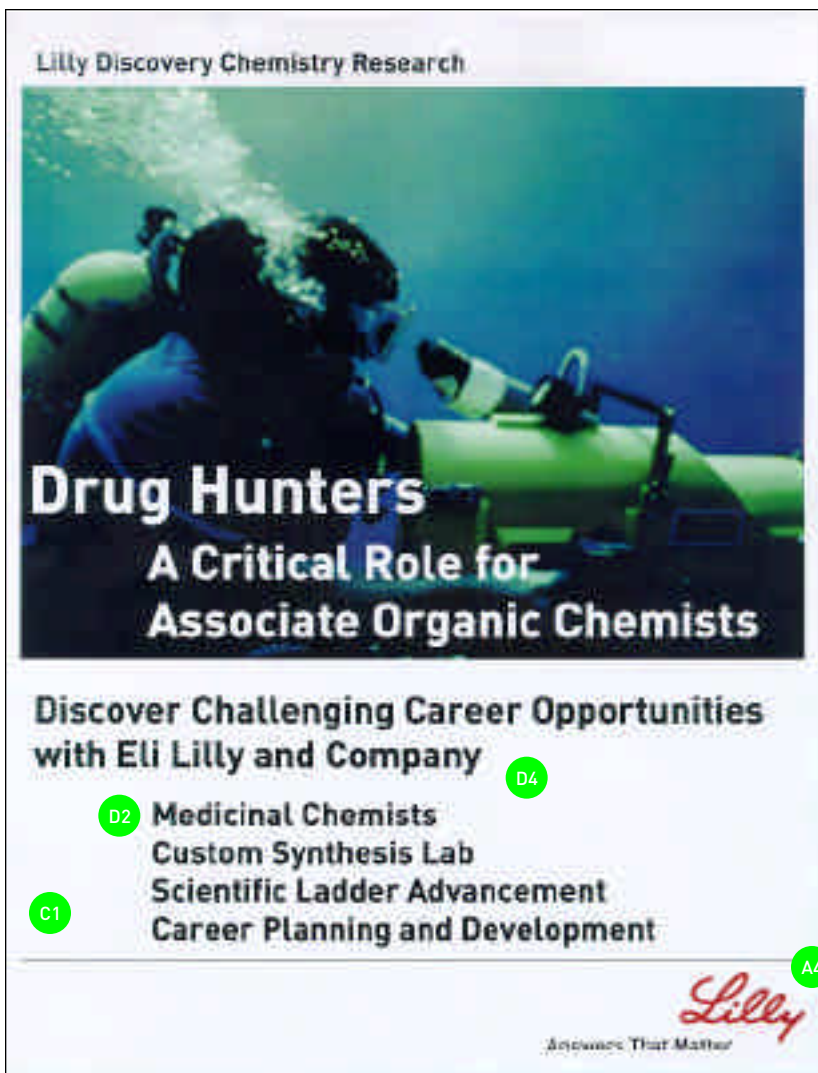
H. Voice

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

Not recommended

Lilly Best Practice review of posters

Not recommended



Comments

There is no balance of weights and sizes in the typography. Rules and imagery should bleed off the page.

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

C. Rule lines

- C1. N 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)
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- D4. N 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

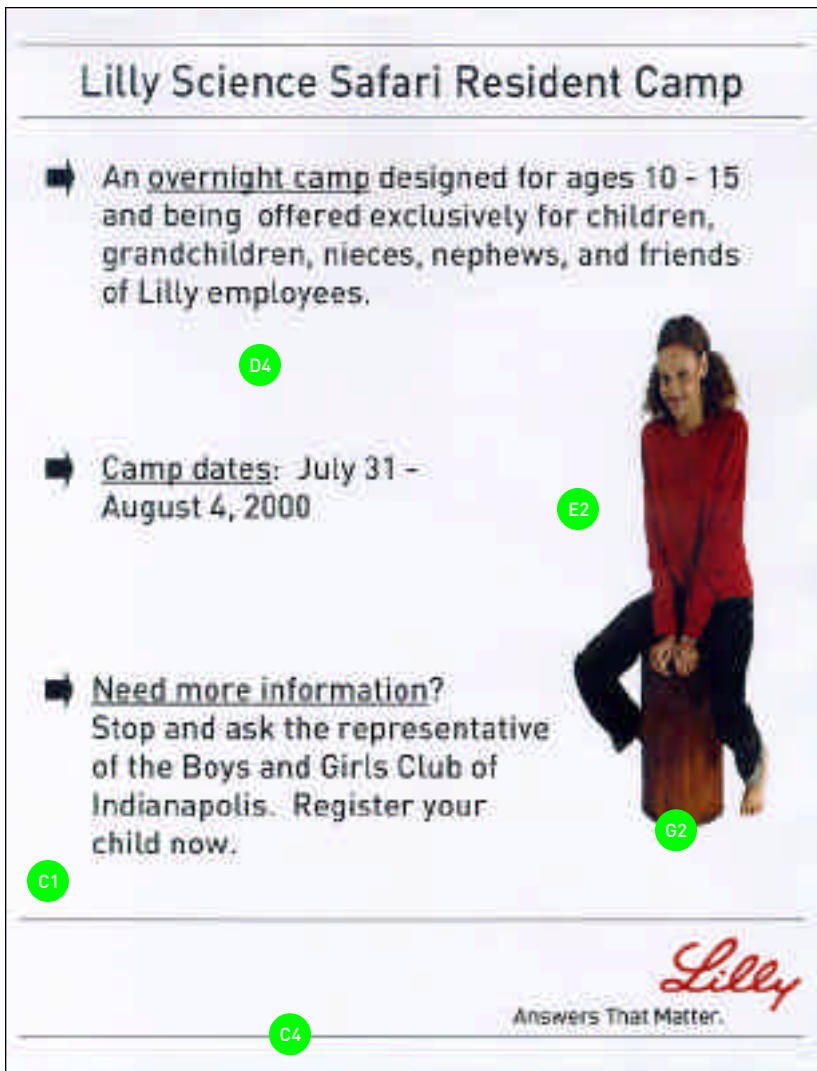
- G1. Y Relevant subject
- G2. Y Correct style: modern, strong, dynamic

H. Voice

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

Lilly Best Practice review of posters

Not recommended



Comments

There is too much leading between paragraphs and no balance of weights and sizes in the typography. Rules, should bleed off the page. The purpose of the rule line below the Lilly brand line and signature is unclear.

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

C. Rule lines

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

D. Typography

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- D4. _N 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. _N 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. _N Correct style: modern, strong, dynamic

H. Voice

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


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Not recommended

Workforce Partnering Initiatives (Diversity)
presents: C1

Midday Summer Jazz Series

Featuring:
Mary Moss
LTC-S Courtyard Café
June 14, 2000
11:00 a.m. - 1:00 p.m.


G2

Join the cookout and enjoy the music!


A4

Answers That Matter.

C4

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E. Grid

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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. _N Correct style: modern, strong, dynamic

H. Voice

- H1. _Y "First things first" organization
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Comments

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Comments

There is no balance of weights and sizes in the typography. Also the large hole after the word "with" is distracting. The images could have been cropped better. The Lilly brand line and signature is too close to the bottom edge.

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G. Imagery

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

H. Voice

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

Comments

The centered solid boxes complicate the simple layout. It would help if the boxes were flush to the rules and bled off the page left and right. The imagery does not fit the Lilly style. Rule lines should bleed off the page.