
Lilly Best Practice review of product marketing

Lilly Best Practice review of product marketing

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

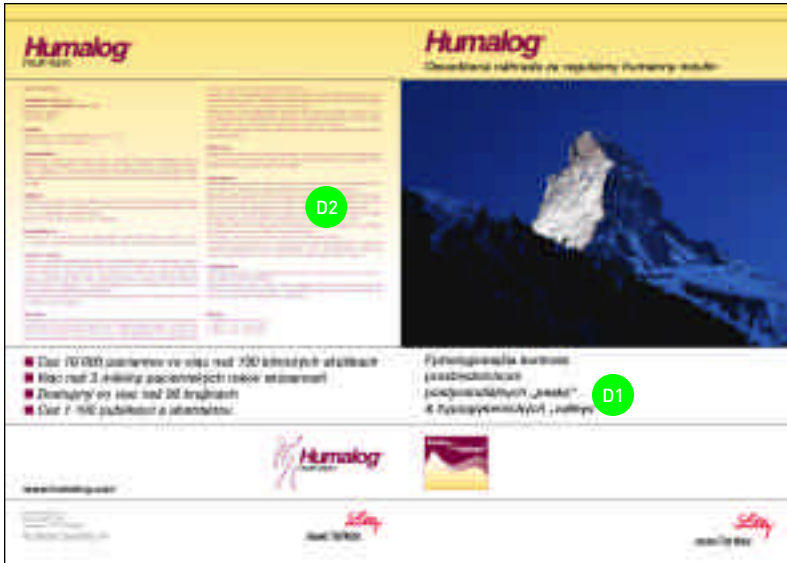
H. Voice

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

**Recommended but
see comments**

Lilly Best Practice review of product marketing

Recommended but see comments



Comments

This is a fine product marketing example. We assume this example shows a back cover on the left and a front cover on the right. Do not use the Lilly brand line on back covers. To help clarify formats, front and back covers should be separated.

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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. 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. Y 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. Y .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. 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. Y Appealing asymmetry

F. Color

- F1. Y Primary palette: Lilly red, black and white
- F2. U 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. U Correct style: clear, direct, succinct

Lilly Best Practice review of product marketing

Recommended but see comments



Comments

Rule lines should be black or white. The layout is solid but static, there is no asymmetry.

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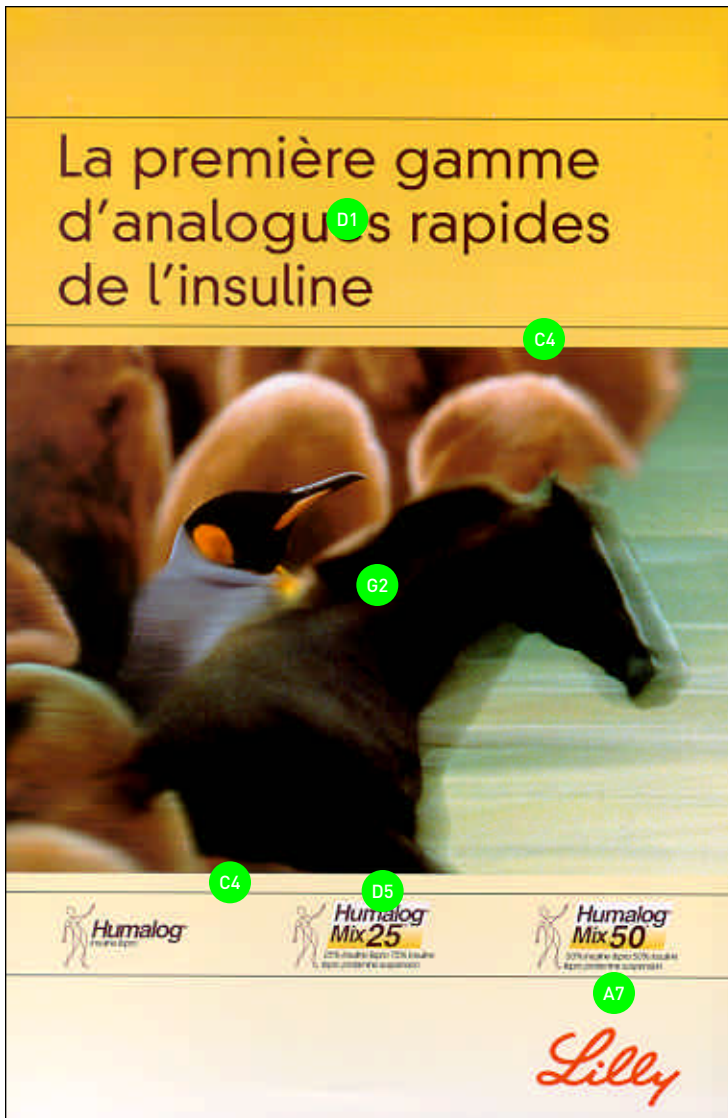
H. Voice

- H1. _Y "First things first" organization
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Not recommended

Lilly Best Practice review of product marketing

Not recommended



Comments

Signature size ratio and clear space guidelines are violated. The space between the rule lines and the image is unnecessary.

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- F1. _U Primary palette: Lilly red, black and white
- F2. _U Secondary palette: Correct match or mix
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G. Imagery

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- G2. _N Correct style: modern, strong, dynamic

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Lilly Best Practice review of product marketing

Not recommended



Comments

Signature size ratio and clear space guidelines are violated. Type and outer edge of example is cropped. The space between the rule lines and the image is unnecessary.

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Lilly Best Practice review of product marketing

Not recommended

POUR UN PATIENT DE TYPE II, QUI PÈSE 80 KG ET QUI A **2** INJECTIONS PAR JOUR

MÉLANGE 30/70 40 UNITÉS LE MATIN

MÉLANGE 30/70 20 UNITÉS LE SOIR

HUMALOG® MIX25™ 40 UNITÉS LE MATIN

HUMALOG® MIX25™ 20 UNITÉS LE SOIR

PEUT ÊTRE NÉCESSAIRE DES DOSES (ENVIRON 10%)

Humalog Mix 25

Pour simplifier l'insuline

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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

Comments

Information in this example appears to be complicated. Type and outer edge of example are cropped. The typography is loose and unbalanced.

Lilly Best Practice review of product marketing

Not recommended

Comments

This example does not use enough branding elements to be considered a Best Practice. Type and outer edge of example are cropped. The typography is loose and unbalanced.

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F. Color

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G. Imagery

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

H. Voice

- H1. _Y "First things first" organization
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Lilly Best Practice review of product marketing

Not recommended

lilly, une gamme d'insulines renouvelée*

Flacons 100 UI/ml 10 ml
Cartouches 100 UI/ml 3 ml
Stylos pré-remplis jetables 100 UI/ml 3 ml

Humalog® Mix26
 Dose d'action : 15 minutes
 Pic d'action : 2 à 4 heures
 Durée d'action : 18 heures

Humalog® Mix50
 Dose d'action : 15 minutes
 Pic d'action : 2 à 4 heures
 Durée d'action : 18 heures

Humalog®
 Dose d'action : 15 minutes
 Pic d'action : 2 à 4 heures
 Durée d'action : 18 heures

Umuline® NPH
 Dose d'action : 1 heure
 Pic d'action : 7 à 8 heures
 Durée d'action : 18 à 20 heures

Umuline® Profil 20
 Dose d'action : 30 minutes
 Pic d'action : 1 à 2 heures
 Durée d'action : 18 à 20 heures

Umuline® Profil 30
 Dose d'action : 30 minutes
 Pic d'action : 1 à 2 heures
 Durée d'action : 18 à 20 heures

Umuline® Rapide
 Dose d'action : 30 minutes
 Pic d'action : 1 à 2 heures
 Durée d'action : 18 à 20 heures

Umuline® Zinc (lenté)
 Dose d'action : 4 à 6 heures
 Pic d'action : 6 à 10 heures
 Durée d'action : 24 à 28 heures

Umuline® Zinc Composé (pré-injection lente)
 Dose d'action : 1 à 3 heures
 Pic d'action : 4 à 7 heures
 Durée d'action : 18 à 20 heures

Stylo réutilisable B-D™ Pen Ultra :
 Pour cartouches Humalog 1,5 ml
 Humalog Cartouche 1,5 ml

Arrêt de commercialisation le 30 mars 2001 des formes suivantes : Lillypen (Rapide, Profil 10, Profil 40), cartouches 1,5 ml (sauf Humalog), Profil 40 en flacons de 10 ml et Profil 40 en cartouches 3 ml.

Rapide **pratique** **humain**

Pour simplifier l'insuline

FRANCE
 Boite de la Chaux
 91230 Ancy-Daoul
 01 48 11 04 34
 Tél. 01 48 11 04 34

Lilly

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

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- C1. Y Horizontal, bleed off sides
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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. U Secondary palette: Correct match or mix
- F3. Y Enhances text and photography

G. Imagery

- G1. Y Relevant subject
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H. Voice

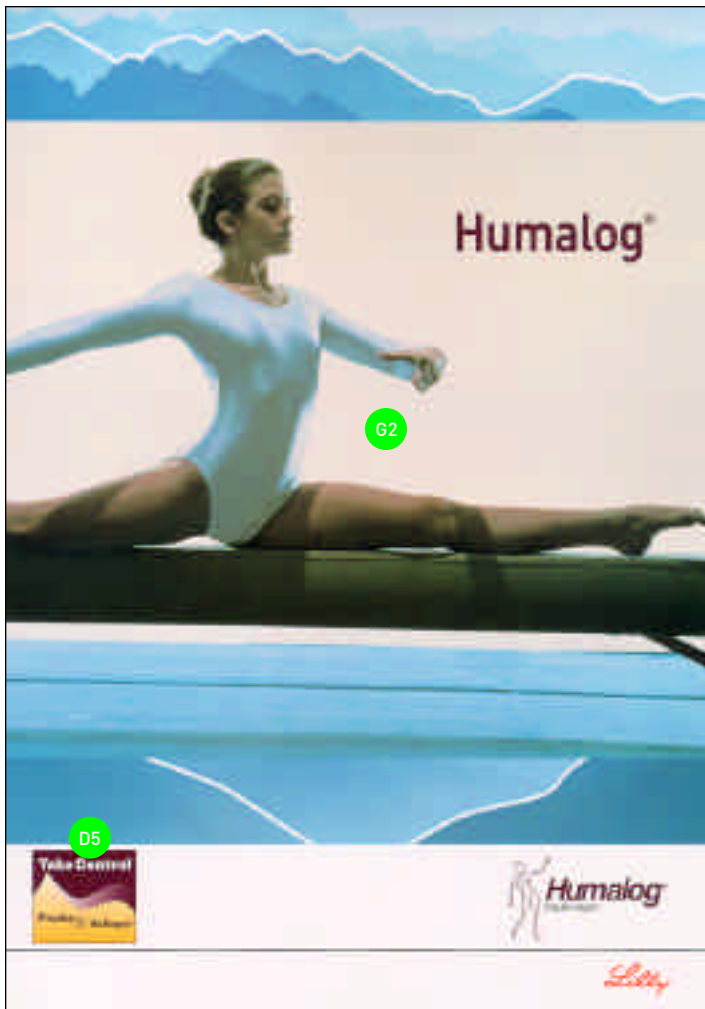
- H1. Y "First things first" organization
- H2. Y Correct style: clear, direct, succinct

Comments

Type and outer edge of example are cropped. The typography is loose and unbalanced. The clear space for the Lilly signature is too tight.

Lilly Best Practice review of product marketing

Not recommended



Comments

The “Take Control” artwork could be reduced in size. The image works conceptually but the execution is unrefined. The balance beam or the blue texture and white band imagery can communicate balance and stability on their own.

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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
- H2. _Y Correct style: clear, direct, succinct

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Not recommended



Comments

Typesetting in this layout is not appealing, there are no defined margins.

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