

To strengthen our brand companywide, we are leveraging the Lilly name. Corporate components—affiliates, therapeutic areas, and functional units—profit from an immediate and obvious association with Eli Lilly and Company. Our new graphic and nomenclature system unifies all our affiliates, therapeutic areas, and functional units and allows each to build a distinctive look without using proprietary logo or sub-brand logo, which would fragment the Lilly brand.

**Note:** Use of the Eli Lilly and Company legal name is not restricted.

Corporate Component



Brochure Cover (U.S. Standard 8.5"x11")

The Lilly Brand Line Signature

Corporate Component



Banner

The Lilly Signature

Corporate component names are preceded by the Lilly name and both are set in DIN Medium.

Use the Lilly brand line signature whenever possible in all communications.

Corporate components that use distinct photographic themes or styles in their communications will build strong recognition.

The example above (Banner) shows the relationship between the corporate component and the signature in an application where it is necessary to bring them close together (e.g., when space is restricted). Do not use the Lilly brand line signature for these applications.

Corporate components with their own brand lines or slogans may recast them into messages from Lilly. Refer to the Lilly voice on pages 37-42 of these standards.



The examples below show how we represent our affiliates in Lilly communications using our new nomenclature system.



Brochure Covers (U.S. Standard 8.5"x11")

Affiliates should use their legal name when necessary but are encouraged to use our new nomenclature system (e.g., Lilly Japan). All legal names must be set in DIN when used as a component name or display text.

In keeping with our new nomenclature system, all affiliate names are preceded by the name Lilly and both are set in DIN Medium.

Affiliates may recast their own brand lines or slogans into messages from Lilly. Refer to the Lilly voice on pages 37-42 of these standards.

Use the Lilly brand line signature whenever possible.

Always observe the clear space and minimum size requirements when placing the signature.