
Web Standards

Building the Lilly Brand Online

The Lilly logo is a red, cursive script font. The word "Lilly" is written in a fluid, handwritten style with a slight upward curve at the end of the word.

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The Internet is a key delivery point of the Lilly brand. To build a strong identity across the entire Lilly Web presence, consistency is critical. The following Web brand standards illustrate how Lilly can achieve a cohesive look and feel across all corporate and affiliate Web sites.

The Lilly Web brand is expressed through a clean and intuitive interface design that allows users to find the information they are looking for easily. Consistent use of typography, color, and page layout are the foundation for the Lilly brand online, and the interface itself is flexible enough to accommodate the needs of individual sites.

Please refer to the Lilly Initial Identity Standards for additional information about the new Lilly brand.

Our Design Elements

The Lilly Signature is a specially drawn script that represents our brand. It has the distinctive, personal expression of a handwritten signature and provides a link to the Lilly heritage. Consistent use of the Lilly Signature builds our brand equity. For the Web, the color of the Lilly Signature is Lilly Red, which conveys warmth, vitality, and boldness.

The Lilly Signature logo is a stylized, cursive script of the word "Lilly" in a vibrant red color. The letters are thick and fluid, with a distinctive dot on the 'i' and a long, sweeping tail on the 'y'. The overall appearance is elegant and personal, reflecting the brand's heritage.

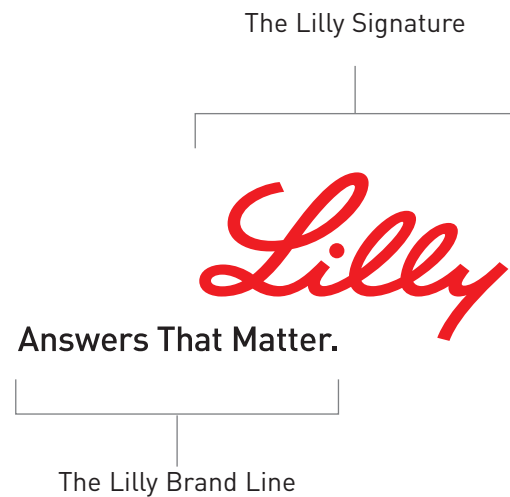
The Lilly Signature always appears in the upper right corner of each page in the same size, position, and color. For positioning of the Lilly Signature, refer to page 11 of these standards.

The Lilly Signature may never be resized, redrawn or altered in any way.

Always use the approved electronic artwork when reproducing the signature.

To obtain the approved electronic artwork, contact the Lilly Global Brand Office.

The Lilly Brand Line —“Answers That Matter.”—is a unique identifier that expresses our values and mission. The Lilly Brand Line Signature consists of the Lilly Signature and the Lilly Brand Line. Together, these two elements form the cornerstone of our corporate brand identity. The Lilly Brand Line Signature is used on the home pages of the corporate and affiliate Web sites. It can also be used on a Lilly sub-site, such as diabetes.lilly.com, which is large enough to have its own primary navigation.



The Lilly Brand Line Signature for Web use

The Lilly Brand Line Signature has been customized exclusively for Web applications and always appears in the configuration shown above. The position, size, proportion and color relationships of the signature elements may never be altered.

Always use the approved electronic artwork for the Web.

The Lilly Brand Line is translated into local languages.

Do not translate the Lilly Brand Line without approval from the Lilly Global Brand Office.

To obtain the approved electronic artwork for translated versions of the Lilly Brand Line Signature for Web use, contact the Lilly Global Brand Office.

Proper use of the Lilly Signature is essential for maintaining and protecting the Lilly brand. The signature should be reproduced according to the specifications in these standards. Do not change or modify these specifications. The examples below illustrate misuse of the Lilly Signature. Always use the approved electronic signature artwork. To obtain the electronic signature artwork, contact the Lilly Global Brand Office.



Do not use the former Lilly logo.

Do not use any color other than Lilly Red.

Do not typeset the signature.

Do not redraw the signature.

Do not outline the signature.

Do not distort the signature.

Do not add additional elements, such as a drop shadow, to the signature.

Do not transform the signature.

Do not animate the signature.

Our typographic style is clean, precise, and easy to read, exemplifying our commitment to share information. Our typeface is DIN. It is a distinctive and highly readable sans serif typeface. Helvetica, Arial, and Sans-Serif are the HTML typefaces to complement DIN.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890.,\$&* ...
AuDdR*

DIN Light
DIN Regular
DIN Medium
DIN Bold
DIN Black

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Sans-Serif
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Use DIN for navigation buttons, page titles, page subtitles, and Messages from Lilly.

DIN Medium and DIN Regular are the preferred weights. DIN Bold is only recommended for text set in smaller type. Font weights for smaller typefaces can be emphasized to accommodate on-screen legibility. DIN Light and DIN Black are not recommended.

For content text, designate the standard sans serif typefaces, Helvetica, Arial, and Sans-Serif in HTML.

To obtain the DIN typeface, contact the Lilly Global Brand Office.

Listed below are the recommended typefaces for affiliates in Asia.

Traditional Chinese

DF Hei Medium

DF Hei Bold

DF Ming Medium

Simplified Chinese

Kai Sho

Kai Sho Bold

DF Song

Kanji

DF Maru Gothic Medium

DF Maru Gothic Bold

DF HS Mincho W5

Alternate typefaces for languages other than English are in development.

Our Design Elements

Our Color Palette

Our primary Web color palette consists of Lilly Red, black, and white.

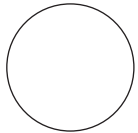
The secondary Web color palette is for Web use only, and includes light gray, medium gray, and dark gray.



Lilly Red

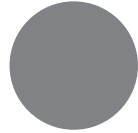


Black

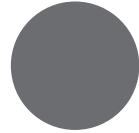


White

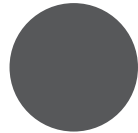
Primary Color Palette



Light Gray



Medium Gray



Dark Gray

Secondary Color Palette

Name	R	G	B	Web Safe Hex Values	Usage
Lilly Red	R:204	G:0	B:0	Hex: CC 00 00	Signature, LINK
Black	R:0	G:0	B:0	Hex: 00 00 00	Navigation, Title, Content Text, Rules
White	R:255	G:255	B:255	Hex: FF FF FF	Background Color
Light Gray	R:102	G:102	B:102	*Not Available	Subtitle
Medium Gray	R:76	G:76	B:76	*Not Available	Messages from Lilly
Dark Gray	*Not Available			Hex: 33 33 33	VLINK

*Note: Light gray and medium gray are used for graphics only; Hex Values are not needed. The dark gray is used only in HTML and should not be used graphically.

The Lilly color palette chart, shown above on the right, contains the primary and secondary colors in RGB and Hexadecimal values. The Usage column displays the intended usage for the colors.

These are the recommended colors for use on the Lilly corporate Web site. For additional on-screen colors, refer to the Initial Identity Standards.

Our Page Layout

To keep our Web sites consistent with other Lilly communications, our Web standards follow the same “First Things First” philosophy: the most relevant information appears most prominently. Our site is characterized by white space, rule lines, photography, DIN typeface, and white as a background. These elements provide clean and uncluttered information that is friendly and easy to understand.

Note: This exhibit shows a sample Web page and is not intended to duplicate actual content.



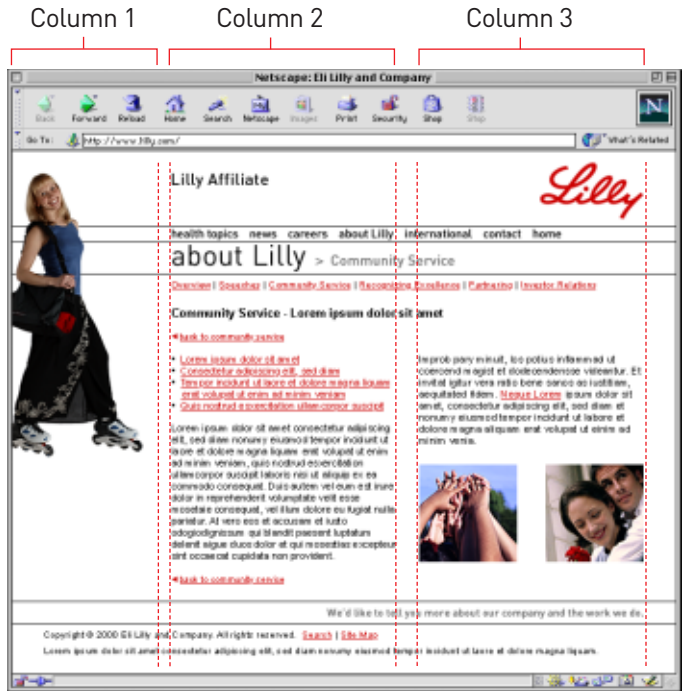
The following pages provide basic structure for the standard and home pages of the Lilly Web site.

The specifications that are provided to you are based on the Lilly corporate Web site and are recommendations only.

To obtain the approved templates, contact the Lilly Global Brand Office.

The basic page of the Lilly Web site is composed of six horizontal areas and three vertical columns, as shown below. These areas are consistent throughout the site. Each horizontal area is delimited by a black rule, 1 pixel thick. The rule lines are used to separate the category areas. Each column, however, is defined by the alignment of text and imagery. The width of column 1 is fixed. Widths of columns 2 and 3 are defined by the amount and importance of the content. The use of more than 3 columns is not recommended.

Header Area
 Navigation Area
 Title Area
 Content Area
 Message Area
 Footer Area



The header area contains the Lilly Signature right aligned to column 3 and the Lilly affiliate or sub-site name, if applicable, left aligned to column 2.

The navigation area contains the main navigation buttons. The buttons are links to major site areas.

The title area contains the title of that section. A subtitle is added on all standard pages.

The content area contains the bulk of the information on the page, including text and imagery.

The message area contains Messages from Lilly and appears right aligned to column 3. Messages from Lilly does not appear on the home page.

The footer area contains the disclaimer copy and links to copyright, search, and site map.

Below are the recommended specifications for the Lilly standard page. Every page but the home page on the Lilly Corporate Web site is based on these specifications.

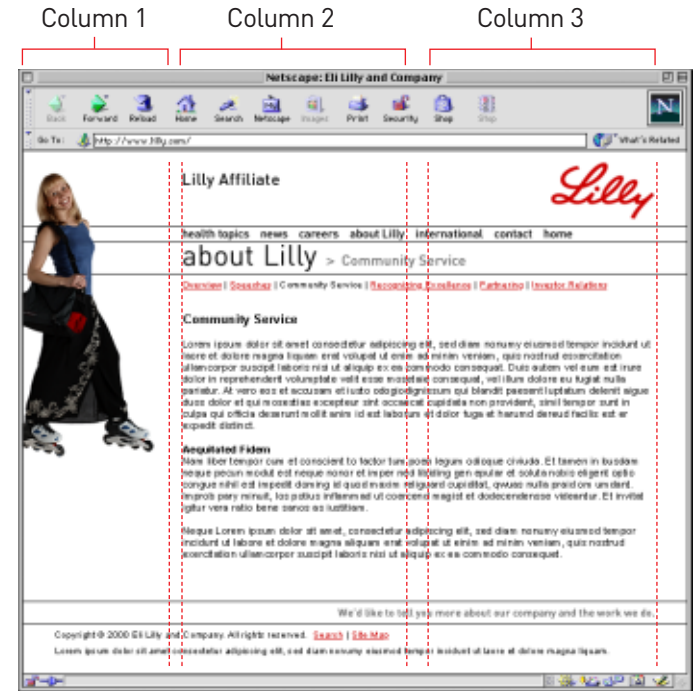
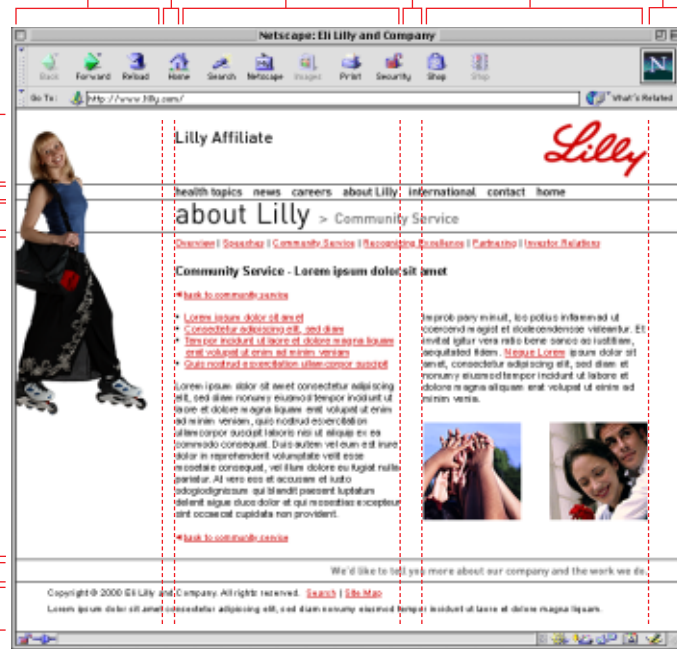
* Note: Gutter and margin specifications are minimum size recommendations.

Column 1 Column 2 Column 3
 179 pixels 15* 241 pixels 28* 241 pixels 36*

Header Area-84 pixels
 Navigation Area-16 pixels
 Title Area-36 pixels

Content Area-Variable
 (300 pixels min.)

Message Area-24 pixels
 Footer Area-Not Specified



The standard page carries the same look and feel as the home page but allows for more content.

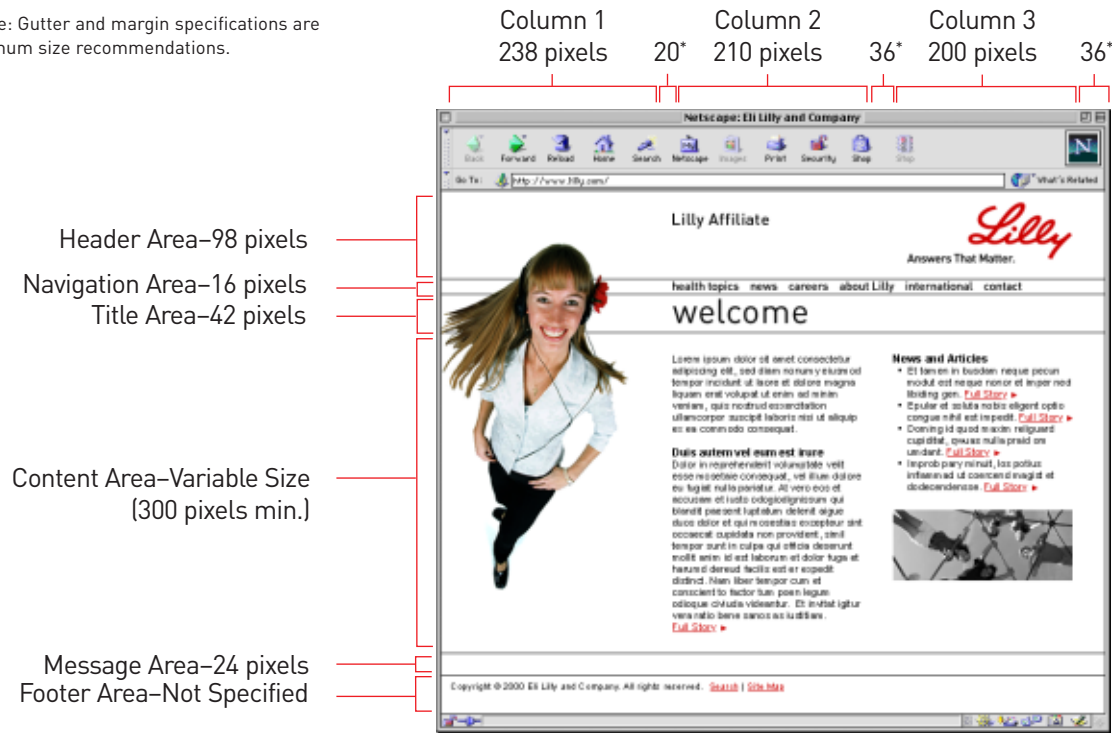
Use The Lilly Signature on all standard pages.

Do not use The Lilly Brand Line Signature.

When desired, copy may span across columns 2 and 3 for easier reading. Imagery can accommodate the copy and should be relevant to the content.

The Lilly home page layout is clean and uncluttered to provide easier access to desired information and to facilitate navigation to other areas of the Web site. Column 1 contains the primary photograph. Column 2 contains the most relevant information and appears most prominently. Secondary information is organized into distinct, separate sections in column 3 and may contain bullet points and links.

* Note: Gutter and margin specifications are minimum size recommendations.



The header area is expanded to accommodate The Lilly Brand Line Signature.

The title area is also expanded to accommodate a larger page title.

The Lilly Brand Line Signature is used only on the home page.

Since the Lilly Brand Line Signature contains the Lilly Brand Line, Messages from Lilly are not recommended.

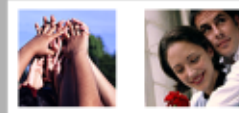
Our Page Elements

Photography is a powerful tool that, when used thoughtfully, supports and enhances our communications. Photography is used to represent Lilly worldwide. It should be culturally sensitive, straightforward, modern, and, most of all, relevant. Illustrations may be used as a supporting visual element. The use of the color red in photography further promotes our corporate color, Lilly Red.

Primary Photograph



Content Imagery



There are two principal image types: the primary photograph and content imagery.

The primary photograph appears in the upper left corner of the page and should remain clear of all page elements other than the horizontal rules. The photograph should be in color, silhouetted with a white background, and should not be more than 450 pixels in height. It may bleed off the top and left side of the page but should not be cropped on the bottom or right side.

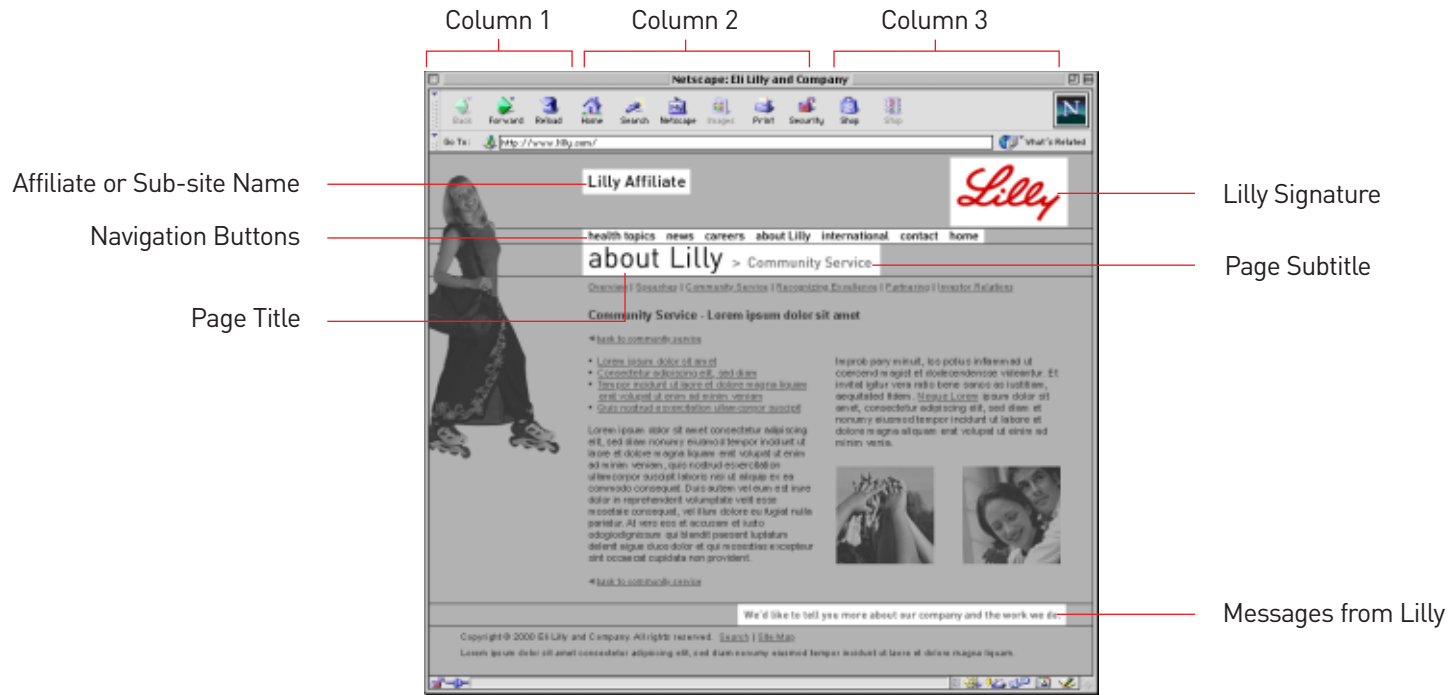
Content imagery appears in the content area and should relate to the content. Imagery may be in color or black and white.

Use illustration as a supporting visual element. It may appear within the content area to represent concepts or provide supplemental information.

To obtain a library of photographs appropriate for use on Lilly Web sites, contact the Lilly Global Brand Office.

All the elements shown below are represented as graphic images and are contained in the Photoshop templates.

To obtain these templates, contact the Lilly Global Brand Office.



Following are the recommended specifications for producing the graphic elements:

The affiliate or sub-site name is DIN Medium, 18 pt., black. Affiliate name should be in its corresponding language.

Use only the Lilly Signature or Lilly Brand Line Signature provided with the Web Standards.

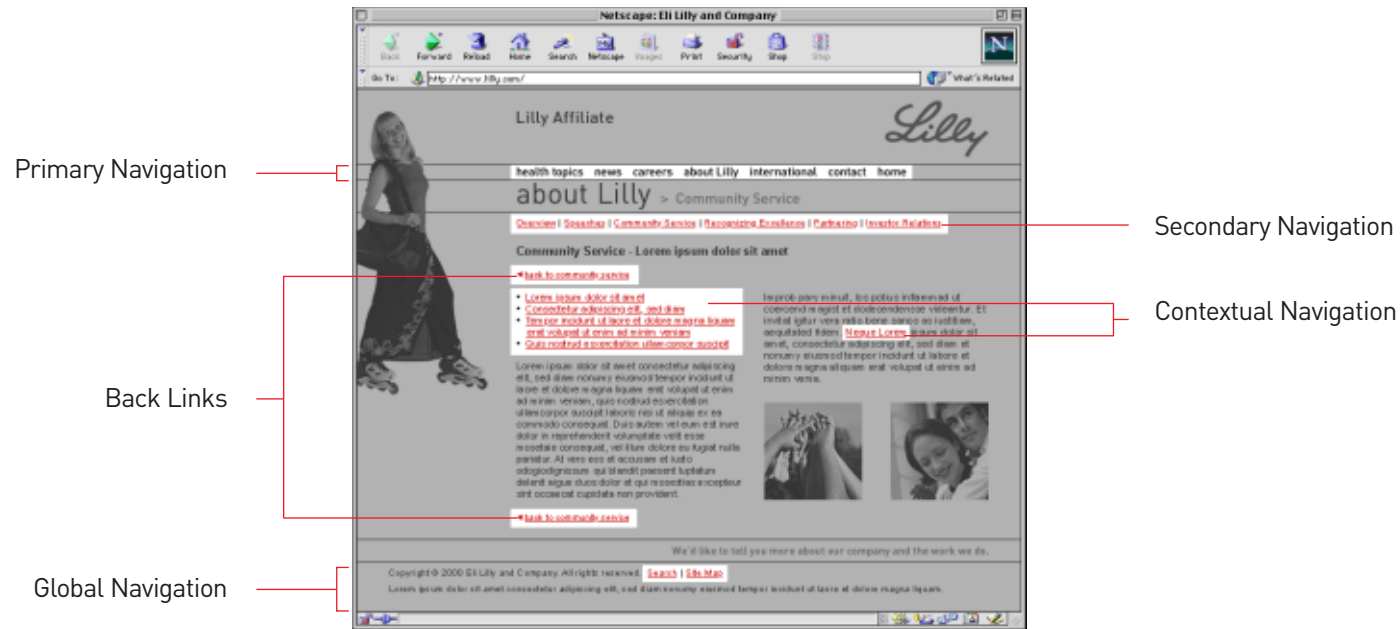
The navigation buttons are DIN Medium, 13 pt., black.

The page title is DIN Regular, 32 pt., black. The title should be no more than 1/2 the width of columns 2 and 3 combined.

The page subtitle is DIN Medium, 16 pt., light gray.

Messages from Lilly are DIN Medium, 12 pt., medium gray.

There are four levels of navigation: primary, secondary, contextual, and global. Primary navigation buttons guide the user through main levels of information and remain the same for each page of the corporate site. Secondary navigation links represent specific topics within the primary level of information. Contextual navigation links relate to the content in a specific page. Back links appear below the content title and at the end of the content text to return the user to a previous level. Global navigation includes links to copyright, search, and site map.



Primary navigation is constructed graphically. Affiliates should determine their own subject areas for main levels of information.

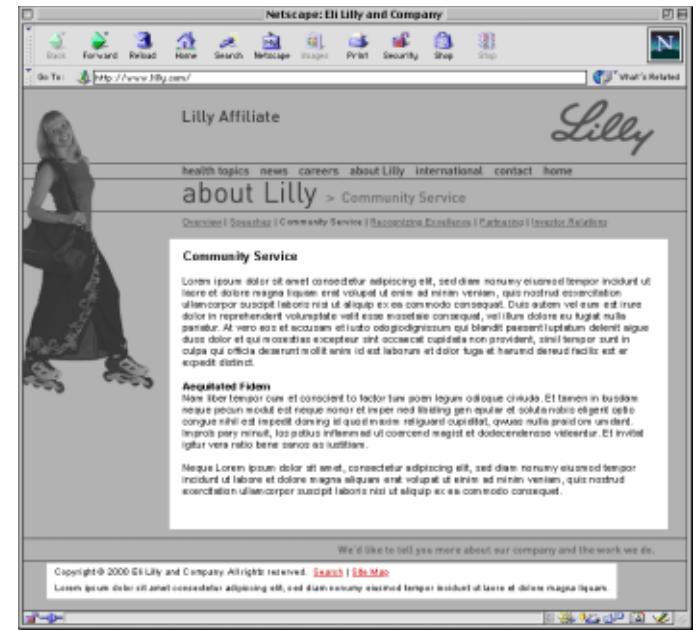
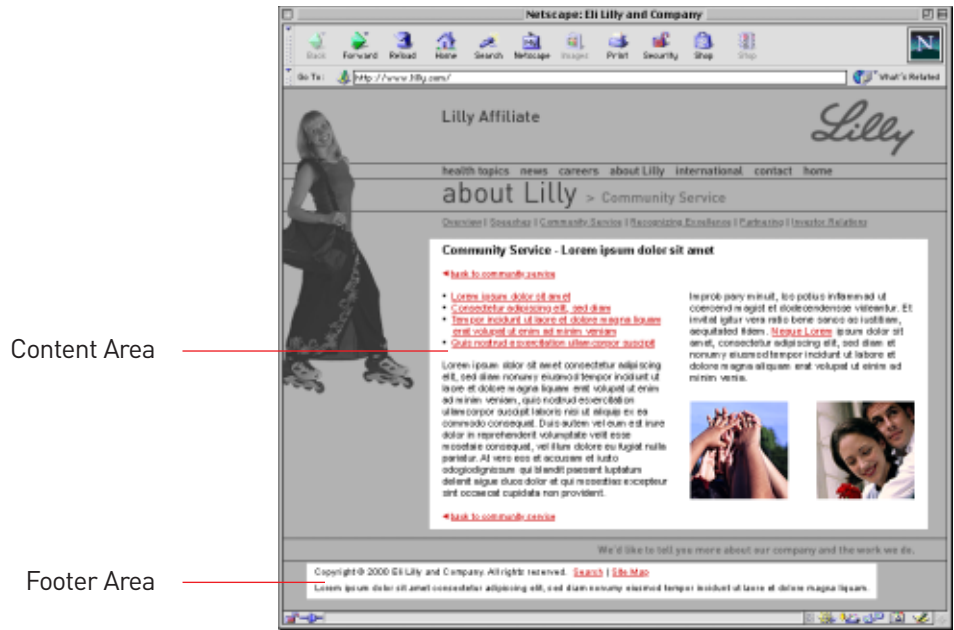
Secondary navigation is created in HTML and appears at the top of the content area, expanding on each main topic. Type is specified as size=1.

Contextual navigation is created in HTML and is used as a link to relevant information. Type is specified as size=2. Back links are created in HTML and the type is specified as size=1.

Global navigation is constructed in HTML and appears in the footer area. Type is specified as size=1.

The content area contains the bulk of the information on the page, including text and imagery. The content should always reflect the tone, manner, and personality of The Lilly Voice.

The footer area contains the disclaimer copy and links to copyright, search, and site map.



The bulk of the content is created in HTML using the standard sans serif typefaces: Helvetica, Arial, and Sans-Serif. Type is specified as size=2.

The content title should be in bold.

The footer is also created in HTML and specified as size=1.

The disclaimer copy is determined by the affiliate needs and is only shown where appropriate.

These basic HTML specifications should be followed throughout the site.

All images, and primary navigation buttons, require `<alt>` tags with relevant descriptions.

Each page requires a `<title>` tag that is relevant to the page content.

All pages should have `<meta>` tags with keywords that include Lilly, Eli Lilly, and Eli Lilly and Company.

To obtain the HTML coding standards, contact the Lilly Global Brand Office.