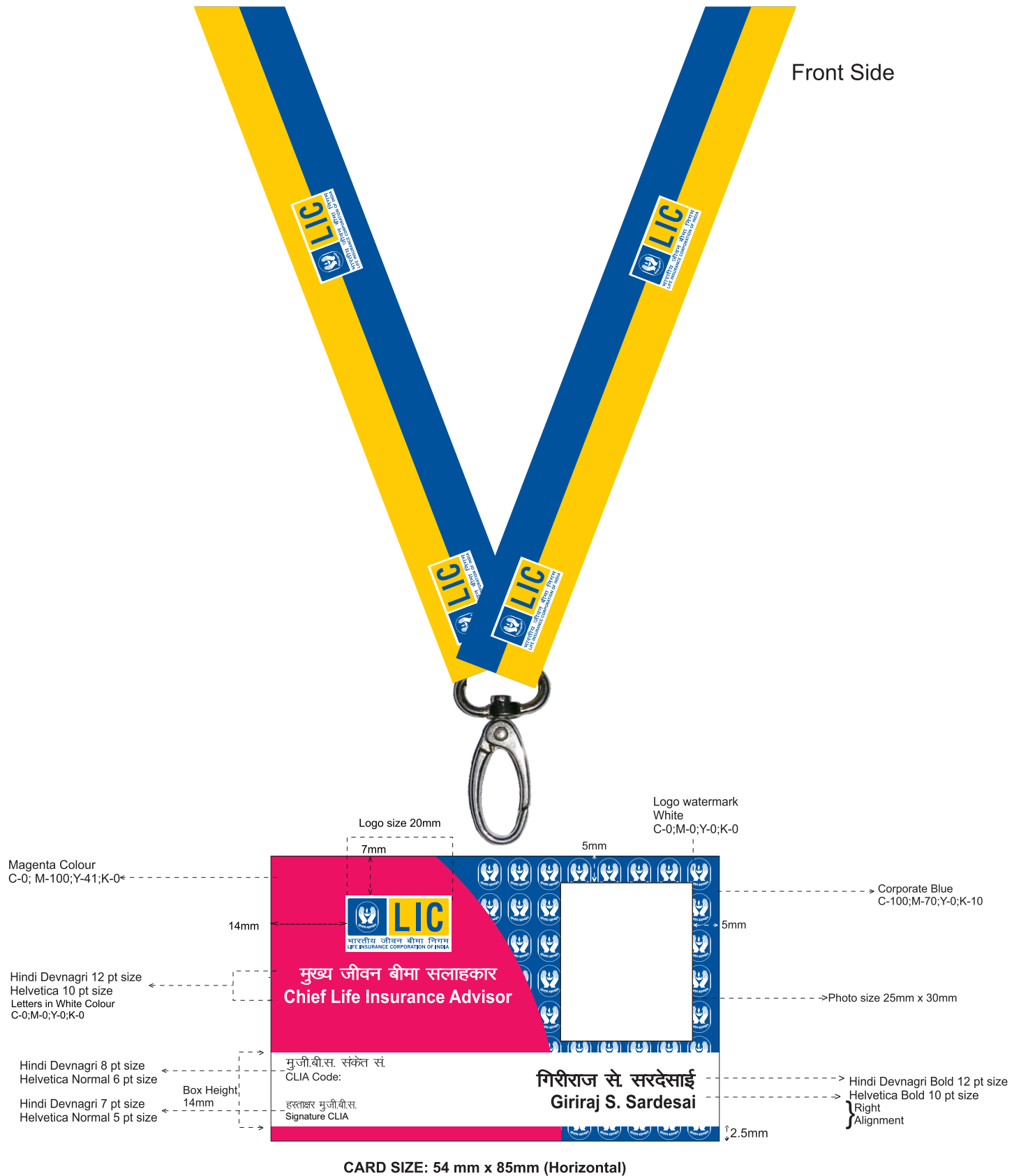# CORPORATE IDENTITY PROGRAMME

Part 12
Identity Card for
Chief Life Insurance Advisor (CLIA)

This is the 12th part of our Corporate Identity Programme guidelines. This part deals with Corporate Identity Cards to our Chief Life Insurance Advisors (CLIAs) who are receiving Training and Mentorship Allowance from the CLIA Scheme, 2008.

Chief Life Insurance Advisor (CLIA) Scheme, 2008 has completed its glorious 14 years and the channel is growing year by year, increasing its share of contribution to the Corporation's New Business and in the number of resources. To further strengthen the Identity of Performing Chief Life Insurance Advisors in the market, the Corporate Identity Card will help them to move in the market with Pride and Dignity. This will also help in increasing their involvement and boost their recruitment activities which will also lead to increase in Visibility of BRAND LIC.

भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

BASIC DESIGN SYSTEM FOR IDENTITY CARDS FOR CLIA

Front Side

Logo watermark
White
C-0;M-0;Y-0;K-0

Logo size 20mm

7mm

5mm

Magenta Colour
C-0; M-100;Y-41;K-0

Corporate Blue
C-100;M-70;Y-0;K-10

14mm

5mm

LIC
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मुख्य जीवन बीमा सलाहकार
Chief Life Insurance Advisor

Hindi Devnagri 12 pt size
Helvetica 10 pt size
Letters in White Colour
C-0;M-0;Y-0;K-0

Photo size 25mm x 30mm

Hindi Devnagri 8 pt size
Helvetica Normal 6 pt size

मु.जी.बी.स. संकेत सं.
CLIA Code:

गिरीराज से. सरदेसाई
Giriraj S. Sardesai

Hindi Devnagri Bold 12 pt size
Helvetica Bold 10 pt size
}Right
Alignment

Box Height
14mm

Hindi Devnagri 7 pt size
Helvetica Normal 5 pt size

हस्ताक्षर मु.जी.बी.स.
Signature CLIA

2.5mm

CARD SIZE: 54 mm x 85mm (Horizontal)

Back Side

Gray Colour
C-0; M-0;Y-0;K-10

Box Height
25mm

पहचान पत्र खो जाने पर जारीकर्ता को तुरन्त सूचित करें।
कार्यालय के निर्देश पर यह पहचान पत्र जारीकर्ता प्राधिकारी को लौटा दिया जायेगा।
Loss of I- Card should be immediately reported to the
issuing authority.The I-Card should be returned to the authority
on instructions from the office

Hindi Devnagri 10 pt size — Right Alignment

Helvetica Normal 8 pt size

हस्ताक्षर प्रबंधक / उप. प्र. (मु.जी.बी.स.)
Signature of Mgr/Dy Mgr (CLIA)

Hindi Devnagri 8 pt size

Helvetica Normal 6 pt size

Hindi Devnagri 8 pt Bold
Hindi Devnagri 8 pt Normal

मु. जी. बी. स. विभाग, भारतीय जीवन बीमा निगम, वडोदरा मंडल कार्यालय
जीवन प्रकाश, तीसरी मंजील, समता पोलीस स्टेशन के नजदीक, शुभनपुरा
वडोदरा— 390 023 दूरभाष : 0265-2306724

Helvetic 6 pt size Bold
Helvetic 6 pt size Normal

CLIA Dept., LIC of India, vadodara Divisional Office
JEEVAN PRAKASH, 3rd Floor, Nr. Samta Police Station, Shubhanpura,
Vadodara-390 023 Ph : 0265-2306724

All Text Matter in Black
C-0;M-0;Y-0;K-100

CARD SIZE: 54 mm x 85mm (Horizontal)

SPECIFICATION

Card Specification

Card Size	:	54mm x 85mm , Thickness 800 Micron
Card Material	:	PVC
Printing Process	:	Digital Printing
Card Holder	:	87 mm x 57 mm., Thickness 4 mm, Plastic.
Card Holder Color	:	Dark Blue
Printing Language	:	Hindi and English, Variable printing on both side

.

Specifications For Multicolor Printed Lanyards

Fabric Type	:	Polyester Satin.
Printing Process	:	Dye Sublimation / Heat Transfer Double sided Printing
Thickness of Fabric	:	0.5 mm.
Length of Lanyard	:	36. ". Inch
Width	:	16 mm.

Attachment

Hook	:	Oval Shaped Steel plated Hook, Suitable for Card Holder

* Photograph should be White background only

Front Side
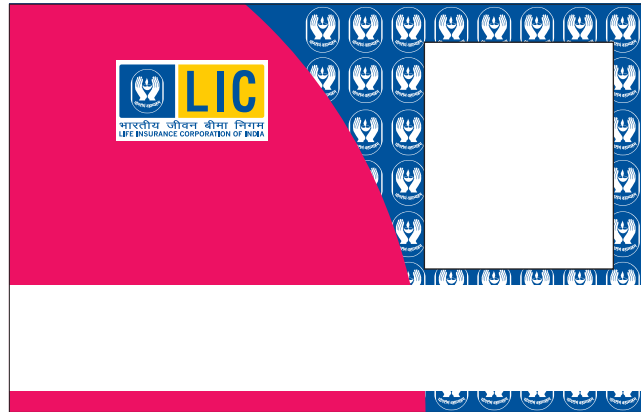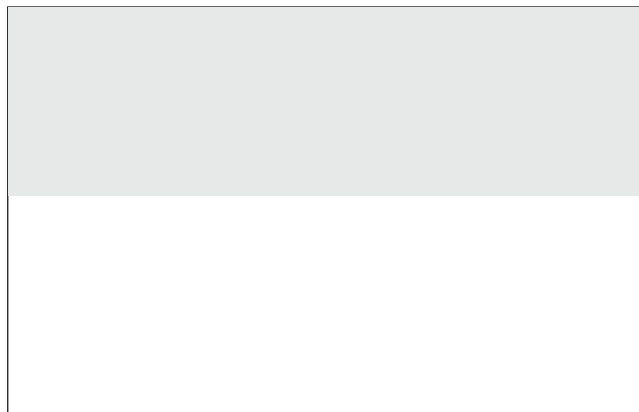
Back Side

Length 36" (inches)
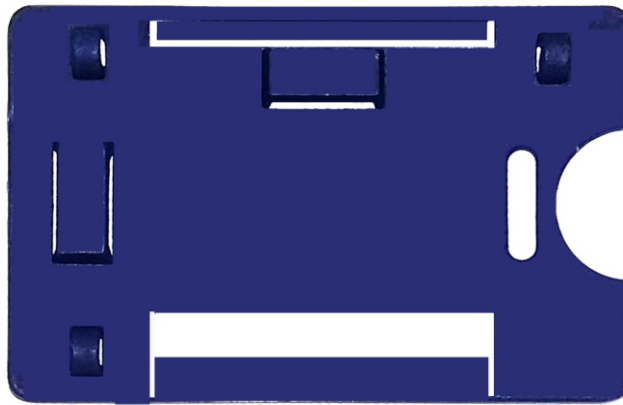
width
16mm

LIC LIC LIC LIC LIC LIC LIC LIC LIC LIC LIC LIC

SAMPLE OF CARD HOLDER AND ATTACHMENT

CARD HOLDER

CARD HOLDER SIZE: 57 mm x87mm (Horizonatal); Depth:4mm
CARD HOLDER COLOUR: Dark Blue,

ATTACHMENT: OVAL SHAPE HOOK

HOOK: Oval Length 40 mm

LANYARD

Length 36" (inches)

width
16mm

भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

LIC CORPORATE COLOUR

CORPORATE BLUE

CMYK(PROCESS COLOUR)
Cyan: 100%
Magenta: 70%
Yellow: 0%
Black: 10%

CORPORATE YELLOW

CMYK(PROCESS COLOUR)
Cyan: 0%
Magenta: 20%
Yellow: 100%
Black: 0%