
CORPORATE IDENTITY PROGRAMME

Part 6 Employees Identity Card

This is the sixth part of the Corporate Identity Programme guidelines. This folder deals with the ID card for employees. A design has been created for the ID cards of employees which will form Part 6 of the Corporate Identity Programme. The specifications for the ID card for employees have been given to ensure uniformity across all our offices.. This will further strengthen our brand appeal and Corporate Identity.

BASIC DESIGN SYSTEM FOR IDENTITY CARD FOR LIC EMPLOYEES

Front Side



BASIC DESIGN SYSTEM FOR IDENTITY CARD FOR LIC EMPLOYEES

Back Side



Hindi Devnagri 8 pt size

Helvetica normal 6 pt size

Hindi Devnagri 8 pt size
Helvetica normal 6 pt size

Hindi Devnagri 11 pt size

Helvetica normal 9 pt size

15mm

Hindi Devnagri 8 pt size
Helvetica normal 6 pt size

निवास पत्ता: (as per Office Record)
2,सुयोग सोसायटी, एम.जी.रोड, दादर,(पुरब),पिन: 400014

Res. Address (as per Office Record)
2, Suyog society, M.G.Road,Dadar, (East), Pin 400014

मोबाईल / Mobile:917654221

पहचान पत्र खो जाने पर जारीकर्ता केन्द्रीय कार्यालय/
क्षेत्रीय कार्यालय/मंडल कार्यालय को तुरन्त सूचित किया जाए।

Loss of I- Card should be immediately reported to
Central Office/Zonal Office/Divisional Office

Box Height
18mm
K-10

→ जारीकर्ता प्राधिकारी / Issuing Authority

सचिव(का.से.) / प्रबंधक(का.से.)
Secretary (OS) / Manager (OS)

Hindi Devnagri 8 pt size
Helvetica normal 6 pt size

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
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*** Photograph should be White background only**

BASIC DESIGN SYSTEM FOR IDENTITY CARD FOR LIC EMPLOYEE
ARTWORK PURPOSE

Front Side



Back Side



LANYARD ARTWORK PRINTING PURPOSE

Length 36” (inches)

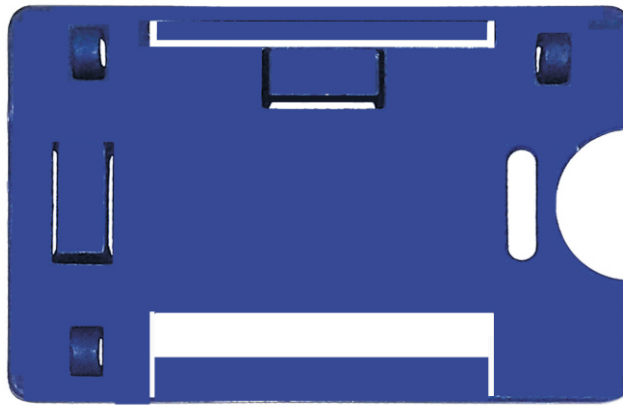
width
16mm



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



LIC CORPORATE LOGO BILINGUAL



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%

