
CORPORATE IDENTITY PROGRAMME

Part 7 Identity Card for Retired Employees

This is the seventh part of the Corporate Identity Programme guidelines. This folder deals with the ID card for Retired employees. A design has been created for the ID cards of Retired employees which will form Part 7 of the Corporate Identity Programme. The specifications for the ID card for Retired employees have been given to ensure uniformity across all our offices. This being extended to Retired employees will further strengthen our brand appeal and Corporate Identity.

BASIC DESIGN SYSTEM FOR IDENTITY CARD FOR RETIRED LIC EMPLOYEES

WITHOUT DESIGNATION

Front Side



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%



CARD SIZE: 54 mm x 85mm (Horizontal)

BASIC DESIGN SYSTEM FOR IDENTITY CARD FOR RETIRED LIC EMPLOYEES

WITH DESIGNATION

Front Side

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%



CARD SIZE: 54 mm x 85mm (Horizontal)

BASIC DESIGN SYSTEM FOR IDENTITY CARD FOR RETIRED LIC EMPLOYEES

Back Side



Hindi Devnagari 11 pt size

Helvetica normal 9 pt size

Hindi Devnagari 10 pt size

Helvetica normal 8 pt size

Hindi Devnagari 8 pt size

Helvetica normal 6 pt size

Hindi Devnagari 8 pt size
Helvetica normal 6 pt size

जारीकर्ता प्राधिकारी को पहचान पत्र खो जाने पर तुरन्त सूचित करें।

Loss of I- Card should be immediately reported to
issuing authority.

केन्द्रीय कार्यालय : 'योगक्षेम', जीवन बीमा मार्ग, मुंबई - 400021.
Central Office : 'Yogakshema' Jeevan Bima Marg, Mumbai 400021.

जिस कार्यालय से सेवा-निवृत्त हुए नाम:
Name of the Office from which retired:

जन्म तिथि / Date of Birth:

संपर्क / Contact No.:

पता / Resi. Address:

जारी किए जाने की तारीख:

Date of Issue:

सचिव(का.से.) / Secretary (OS)

Box Height
17mm
K-10

Hindi Devnagari 8 pt size

Helvetica normal 6 pt size

Hindi Devnagari 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**

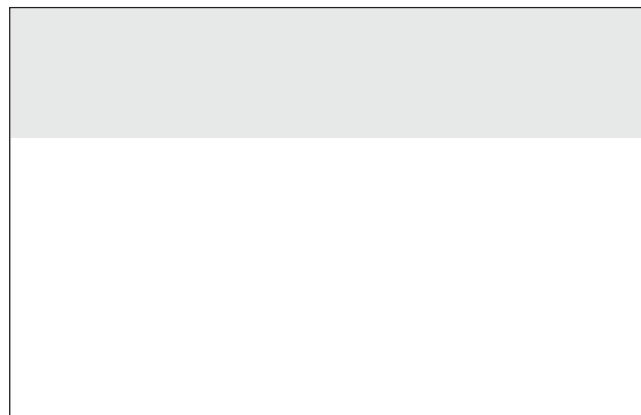
BASIC DESIGN SYSTEM FOR IDENTITY CARD TO RETIRED EMPLOYEES ARTWORK PURPOSE

WITHOUT DESIGNATION

Front Side



Back Side



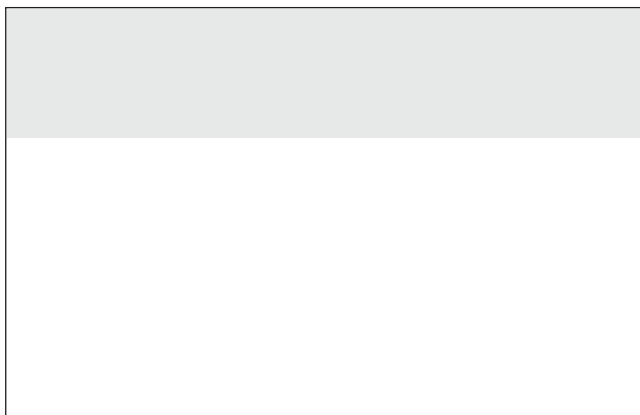
BASIC DESIGN SYSTEM FOR IDENTITY CARD TO RETIRED EMPLOYEES ARTWORK PURPOSE

WITH DESIGNATION

Front Side



Back Side



LANYARD ARTWORK PRINTING PURPOSE

Length 36” (inches)

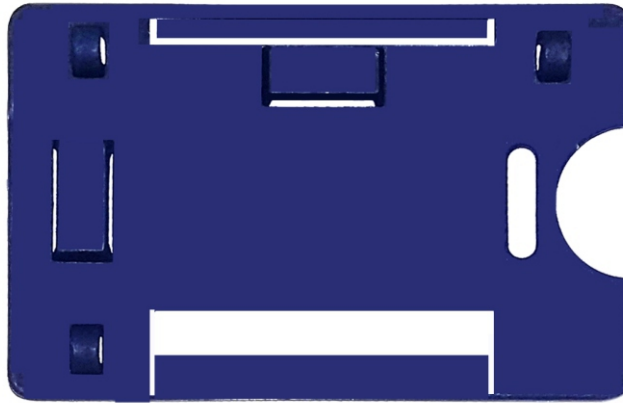
width
16mm



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

(Corporate colour)

Length 36" (inches)

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

width
16mm



Corporate Yellow
C-0;M-20;Y-100;K-0

LIC CORPORATE LOGO BILINGUAL



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%

