

CORPORATE IDENTITY PROGRAMME 2006

Part 4
Wall Paintings, Hoardings,
Banners & Signages
(This has to be read in conjunction with Part 1)

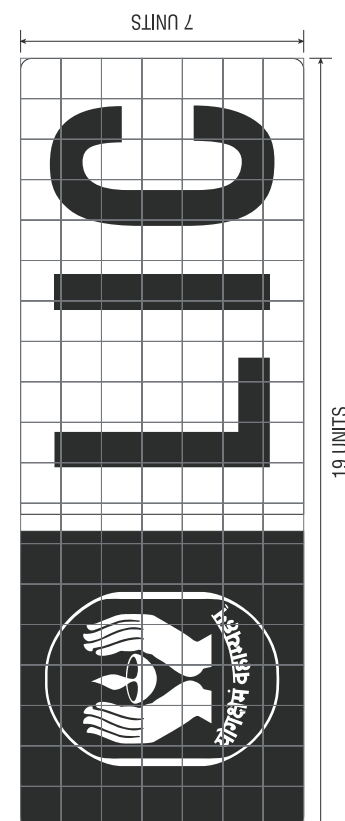


This is the fourth step in developing our Corporate Identity. This folder deals with some of the more visible means of projecting our organisation -Wall Paintings, Hoardings, Banners and Signages. While it is not desirable to have strict regimentation in all our activities, which may lead to curtailing creativity, it is felt that broad guidelines as given here will certainly go a long way in presenting a better and unified image of the organisation, which is the ultimate aim of our Corporate Identity Programme.

LIC CORPORATE LOGO



SCALE FOR LIC CORPORATE LOGO



GENERAL INSTRUCTIONS FOR WALL PAINTINGS & HOARDINGS

• SIZE

Cannot be standardised

• BACKGROUND COLOUR

Wall Paintings - White / **Corporate Blue**
(as depicted on the right)

Hoardings - Will depend upon creative (design)

• MESSAGE COLOUR

Wall Paintings - On White - **Corporate Blue**
On **Corporate Blue** - **White / Yellow**
(as depicted on the right)

Hoardings - Will depend upon creative (design)

• CORPORATE LOGO

Wall Paintings - **Corporate Blue & Corporate Yellow** only
Positioning of Logo & Emblem will be
as shown at 'A' or 'B' only depending
upon message length / Visual (if any)

Hoardings - The Logo and Emblem should be
preferably in **Corporate Blue &**
Corporate Yellow.

• CORPORATE LOGO

Logo will be in the same language as the message. Logo
in Hindi, English and Major Indian languages is depicted
on the back page of this folder.

• VISUALS

As far as possible, the visuals for product messages should
match with the ones used in the product brochure and
press ad 3

Wall Paintings - Visual should be used only if an artist /
painter of proven skill is available.

Hoardings - Visual will depend upon creative (design)

WALL PAINTINGS (Suggested Colour Scheme)

INSURE AND BE SECURE



A

INSURE AND BE SECURE



B

(Corporate Logo to be surrounded with white casing)

BANNERS

RECOMMENDED COLOUR FOR BACKGROUND AND MESSAGE WITH CORPORATE LOGO

Background Colour of Cloth	Corporate Logo	Colour for Main Message	Colour Combination for Larger Messages
White / Off White	As per original	Corporate Blue	Corporate Blue
Navy Blue	As per original (Logo to be surrounded with white casing)	White / Yellow	White / Yellow

FOR WALL PAINTINGS (LIC CORPORATE LOGO)

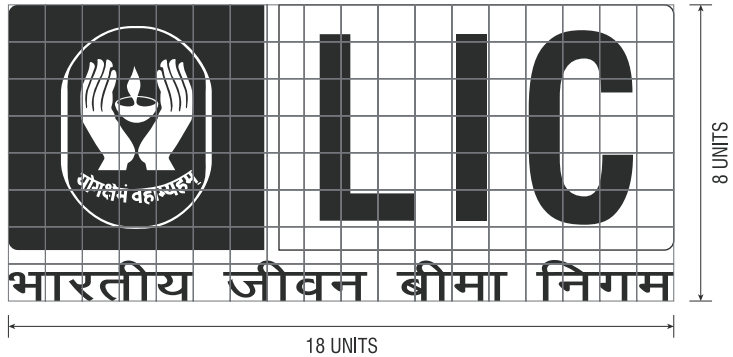
LIC CORPORATE LOGO - HINDI



(For Artwork & Printing)



भारतीय जीवन बीमा निगम



LIC CORPORATE LOGO - ENGLISH



(For Artwork & Printing)



LIFE INSURANCE CORPORATION OF INDIA

LIC CORPORATE LOGO - REGIONAL



(For Artwork & Printing)





SIGNAGES : PAINTED SIGN BOARDS AND GLOW SIGNS TRILINGUAL



SCALE



ARTWORK



* In Trilingual Logo for sign boards, LIC in English, Hindi and Regional language is a mandatory. The logos for regional to be taken from page no. 8 only. Use of any other typeface is prohibited.

GENERAL INSTRUCTIONS

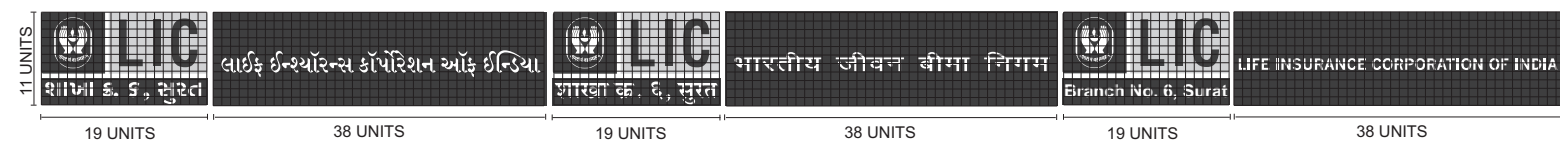
- All new signages should confirm strictly to the above design and colour combination.
- Size of the Emblem and Logo to be used on the signage will depend upon the frontage available viz the office facade.
- New signages should depict Logo and Emblem in Corporate Blue and Corporate Yellow colours on a White Background. The Corporate Blue and Corporate Yellow colours have been printed separately on the right leaf of this folder.
- The sign age should be trilingual (Regional language, Hindi and English). **The use of languages should be in accordance with the OLI Act.** The Corporate logo in Hindi, English and other major Indian languages should be exactly as depicted on the back page of this folder.
- Emblem should be exactly in correct geometrical proportion as depicted on the outside of left leaf.
- Under no circumstances should the Logo be broken.



TRILINGUAL



SCALE



ARTWORK



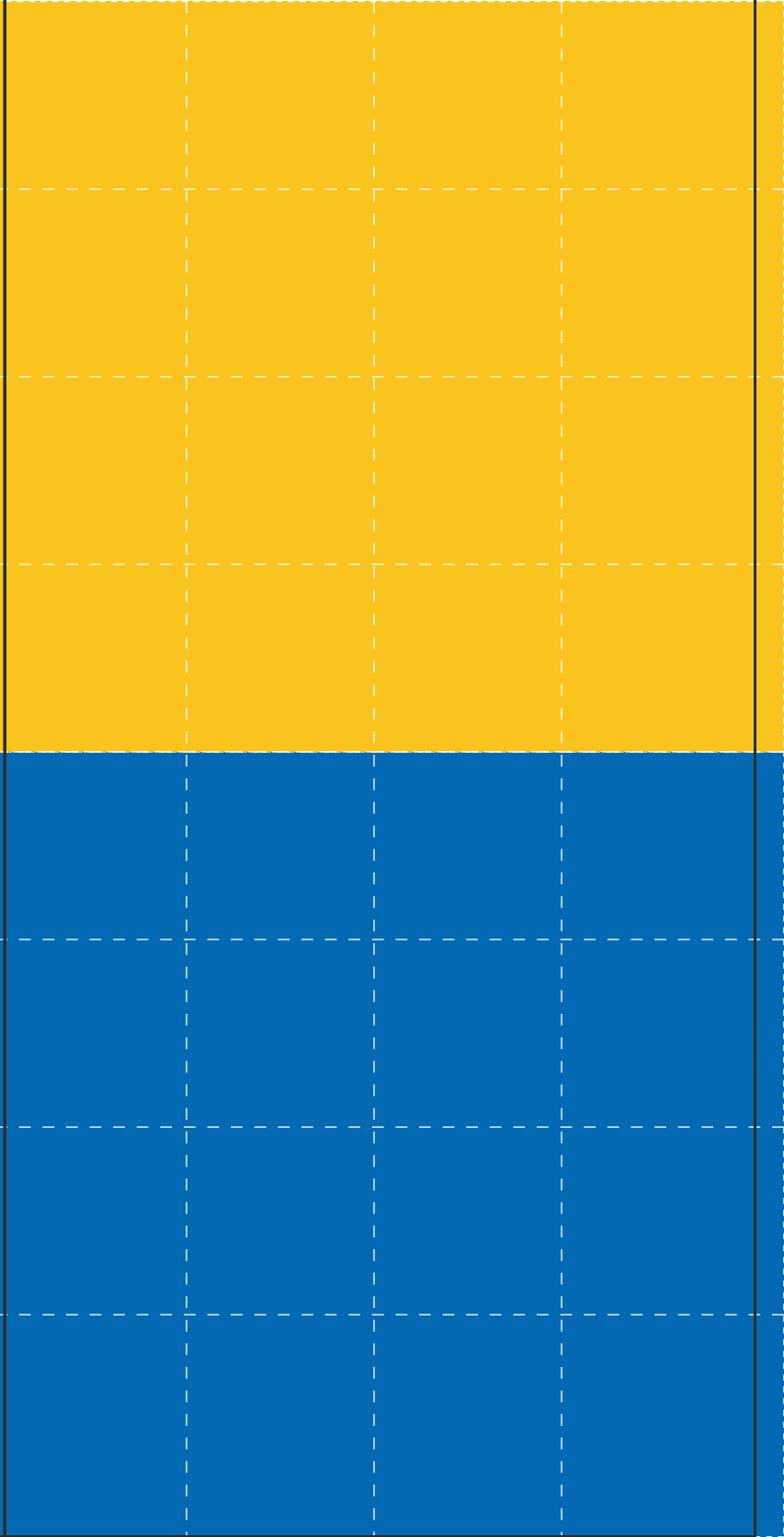


WRAP UP SPECIMEN



CORPORATE BLUE
Pantone shade -DS197-1C
CMYK(PROCESS COLOUR)
Cyan: 100%
Magenta: 70%
Yellow: 0%
Black: 10%

CORPORATE YELLOW
Pantone shade -DS5-1C
CMYK(PROCESS COLOUR)
Cyan: 0%
Magenta: 20%
Yellow: 100%
Black: 0%



CORPORATE COLOURS -

CORPORATE BLUE

Pantone shade -DS197-1C
CMYK(PROCESS COLOUR)
Cyan: 100%
Magenta: 70%
Yellow: 0%
Black: 10%

CORPORATE YELLOW

Pantone shade -DS5-1C
CMYK(PROCESS COLOUR)
Cyan: 0%
Magenta: 20%
Yellow: 100%
Black: 0%

LIC CORPORATE LOGOS - REGIONAL (FOR SCANNING AND PRINTING FACILITY)

ভাৰতীয় জীৱন বীমা নিগম

Assamese

লাইফ ইন্সিওরেন্স কর্পোরেশন অফ ইণ্ডিয়া

Bengali

LIFE INSURANCE CORPORATION OF INDIA

English

લાઈફ ઇન્શ્યૂરન્સ કોર્પોરેશન ઓફ ઇન્ડિયા

Gujarati

भारतीय जीवन बीमा निगम

Hindi

ಭಾರತೀಯ ಜೀವ ವಿಮಾ ನಿಗಮ

Kannada

ലൈഫ് ഇൻഷുറൻസ് കോർപ്പറേഷൻ ഓഫ് ഇന്ത്യ

Malayalam

भारतीय आयुर्विमा महामंडळ

Marathi

ଲାଇଫ ଇନ୍ସୁରାନ୍ସ କର୍ପୋରେଶନ ଅଫ ଇଣ୍ଡିଆ

Oriya

ਲਾਈਫ ਇਨਸ਼ੈਰੈਂਸ ਕਾਰਪੋਰੇਸ਼ਨ ਆਫ ਇੰਡੀਆ

Punjabi

லைப் இன்ஷ்யூரன்ஸ் காஃப்ஹேஷன் ஆஃப் இந்தியா

Tamil

లైఫ్ ఇన్సూరెన్స్ కార్పొరేషన్ ఆఫ్ ఇండియా

Telugu

لائف انشورنس کارپوریشن آف انڈیا

Urdu