
CORPORATE IDENTITY PROGRAMME 2006

Part 5

Visiting Cards & Stationery For Club Member Agents

(This has to be read in conjunction with Part 1)

This is the fifth in the series of guidelines issued in the development of our Corporate Identity. This folder deals with the stationery provided to various club member agents. As with earlier guidelines issued in Part 1 to 4, it is envisaged that this will bring about a consistency and uniformity in the stationery used by our agents and help in positioning the organisation with a strong Corporate Identity.



It is very essential to follow the standard designs portrayed in this folder for the visiting cards and the stationery for the club member agents. In particular, the following points need to be specifically adhered to :

- **UNIFORMITY IN SIZE**

For each item of stationery, permitted sizes are specified in the table printed with the standard design. No other size should be used. The exact dimensions for the standard sizes specified in this brochure are as follows :

Visiting Cards : American Size - 5.4 Cms (Height) x 9.2 Cms (Width)

	Size	Width	Height
Letterhead	A4	210 mm	297 mm
	1/8	145 mm	227 mm
Envelope	-	9"	4"
	-	6"	3.5"

- **UNIFORMITY IN DESIGN**

Standard designs are specified for the visiting cards and the stationery items in use. For Letterheads and Envelopes, standard designs have also been differentiated on the basis of printing to be done in two languages (bilingual) or three languages (trilingual). Wherever printing is to be done in Hindi and English only, the bilingual standard design should be used. Wherever the third language (regional language) is used, trilingual standard design should be used. The use of the language should be in accordance with the OLI Act.

- **UNIFORMITY IN COLOUR**

Except for Club Membership, MDRT logo, all other text including Corporate Logo and Emblem on Visiting Cards, Letterheads & Envelopes is to be printed in CORPORATE BLUE only.

P.S.: For ready references of the printers, the colour patches for the Corporate colours and the various Club Membership logo colours are printed separately on the right leaf of this brochure. These Colour Patches can be given to the printer for proper colour matching, wherever required.

- **UNIFORMITY IN USAGE OF TYPEFACES**

- Corporate Logo in Hindi, English and other Major Indian languages should be exactly as depicted on Page 11 of this folder.
- Emblem should be exactly in the same geometrical proportion as given on Page 12 of this folder
- Type family to be used for the other matter:
 - English - Helvetica
 - Hindi - Devnagri (or any other matching Hindi Font)
 - Regional Languages (RL) - An appropriate matching font that fits with the design should be selected.
- Application in terms of point size - As specified in the table printed with each standard design.

- **UNIFORMITY IN USAGE OF PAPER**

Please refer to the front right leaf of this brochure.

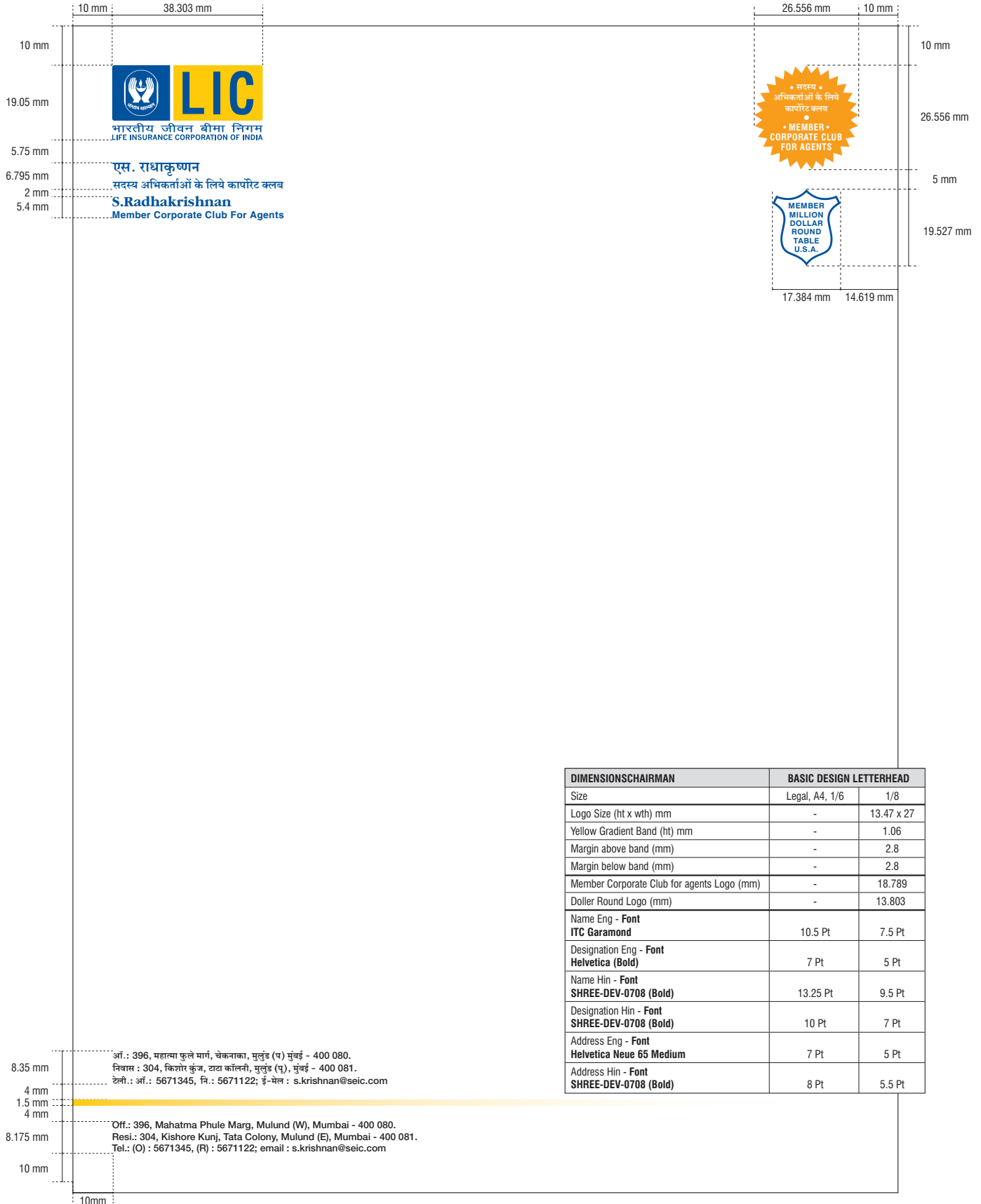
- **UNIFORMITY IN PRINTING**

Depending upon quantity and keeping the cost - effectiveness and the quality of printing in mind, the printing process may be **SCREEN** or **OFFSET**.

BASIC DESIGN SYSTEM FOR LETTERHEADS

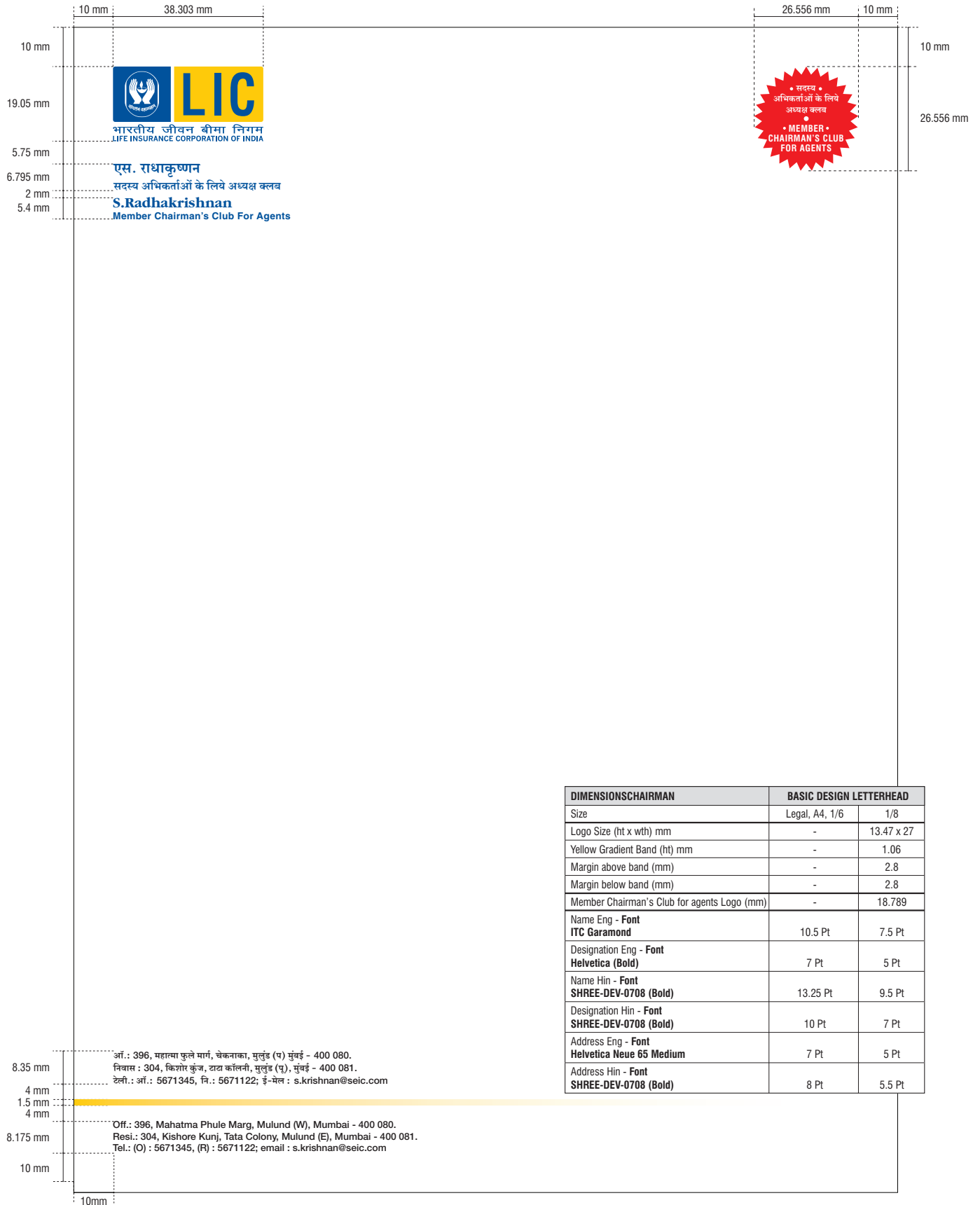
FOR THOSE WHO ARE CORPORATE CLUB MEMBERS

(Bilingual)



DIMENSIONS	CHAIRMAN	BASIC DESIGN LETTERHEAD
Size	Legal, A4, 1/6	1/8
Logo Size (ht x wth) mm	-	13.47 x 27
Yellow Gradient Band (ht) mm	-	1.06
Margin above band (mm)	-	2.8
Margin below band (mm)	-	2.8
Member Corporate Club for agents Logo (mm)	-	18.789
Doller Round Logo (mm)	-	13.803
Name Eng - Font	ITC Garamond	10.5 Pt
Designation Eng - Font	Helvetica (Bold)	7 Pt
Name Hin - Font	SHREE-DEV-0708 (Bold)	13.25 Pt
Designation Hin - Font	SHREE-DEV-0708 (Bold)	10 Pt
Address Eng - Font	Helvetica Neue 65 Medium	7 Pt
Address Hin - Font	SHREE-DEV-0708 (Bold)	8 Pt

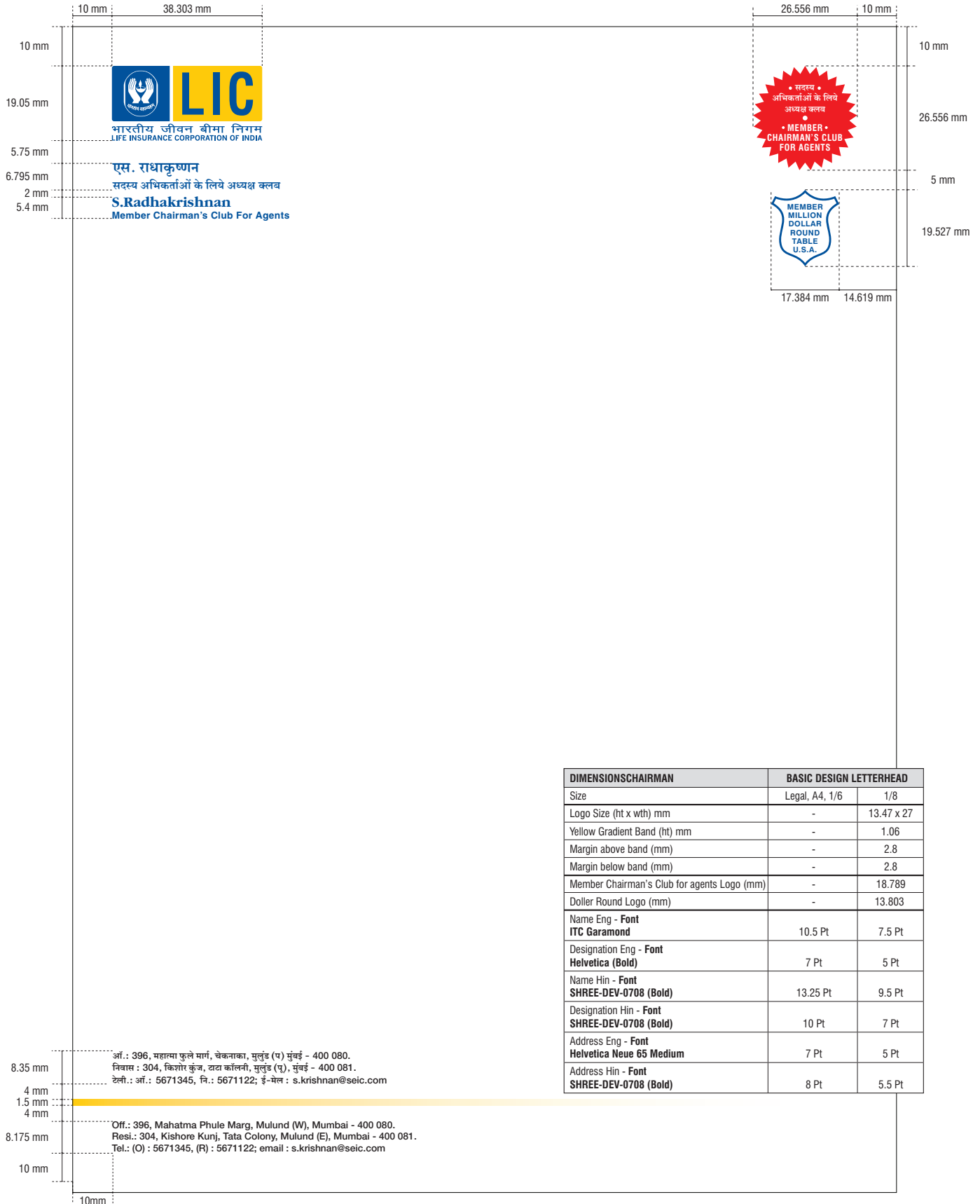
BASIC DESIGN SYSTEM FOR LETTERHEADS (Bilingual)



BASIC DESIGN SYSTEM FOR LETTERHEADS

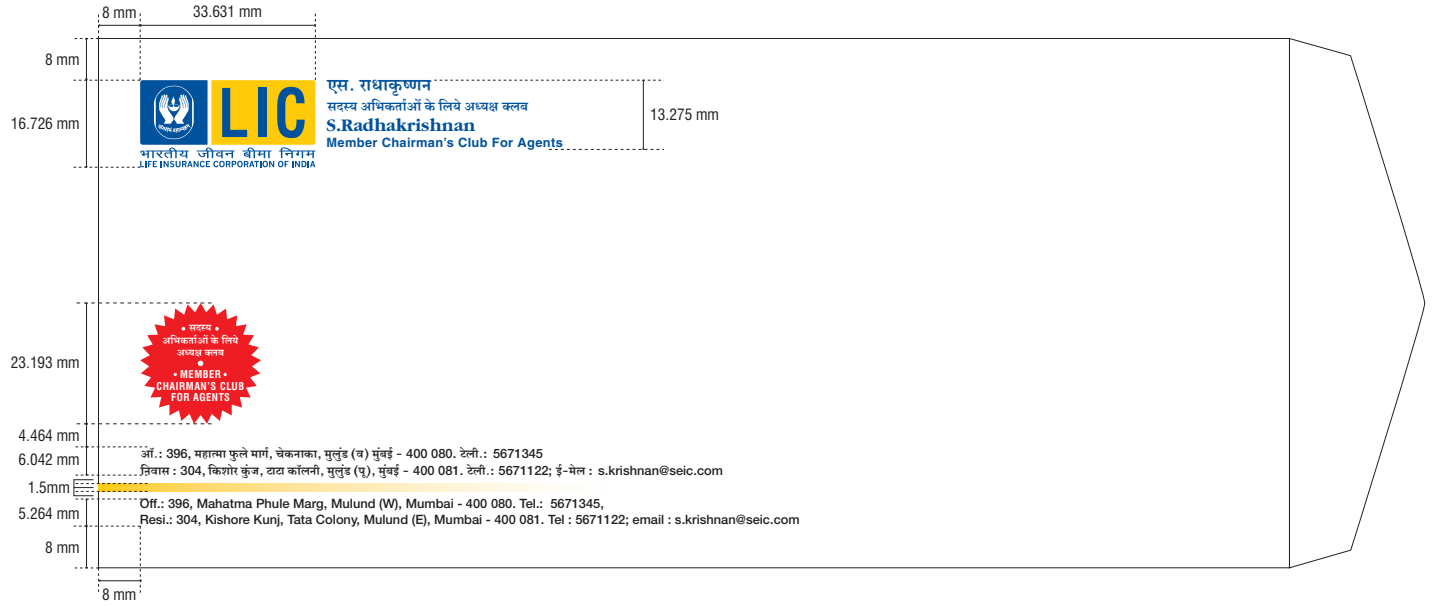
FOR AGENTS WHO ARE ALSO MDRT MEMBERS

(Bilingual)



DIMENSIONSCHAIRMAN	BASIC DESIGN LETTERHEAD	
Size	Legal, A4, 1/6	1/8
Logo Size (ht x wth) mm	-	13.47 x 27
Yellow Gradient Band (ht) mm	-	1.06
Margin above band (mm)	-	2.8
Margin below band (mm)	-	2.8
Member Chairman's Club for agents Logo (mm)	-	18.789
Doller Round Logo (mm)	-	13.803
Name Eng - Font ITC Garamond	10.5 Pt	7.5 Pt
Designation Eng - Font Helvetica (Bold)	7 Pt	5 Pt
Name Hin - Font SHREE-DEV-0708 (Bold)	13.25 Pt	9.5 Pt
Designation Hin - Font SHREE-DEV-0708 (Bold)	10 Pt	7 Pt
Address Eng - Font Helvetica Neue 65 Medium	7 Pt	5 Pt
Address Hin - Font SHREE-DEV-0708 (Bold)	8 Pt	5.5 Pt

BASIC DESIGN SYSTEM FOR ENVELOPES OF CLUB MEMBER AGENTS (Bilingual)

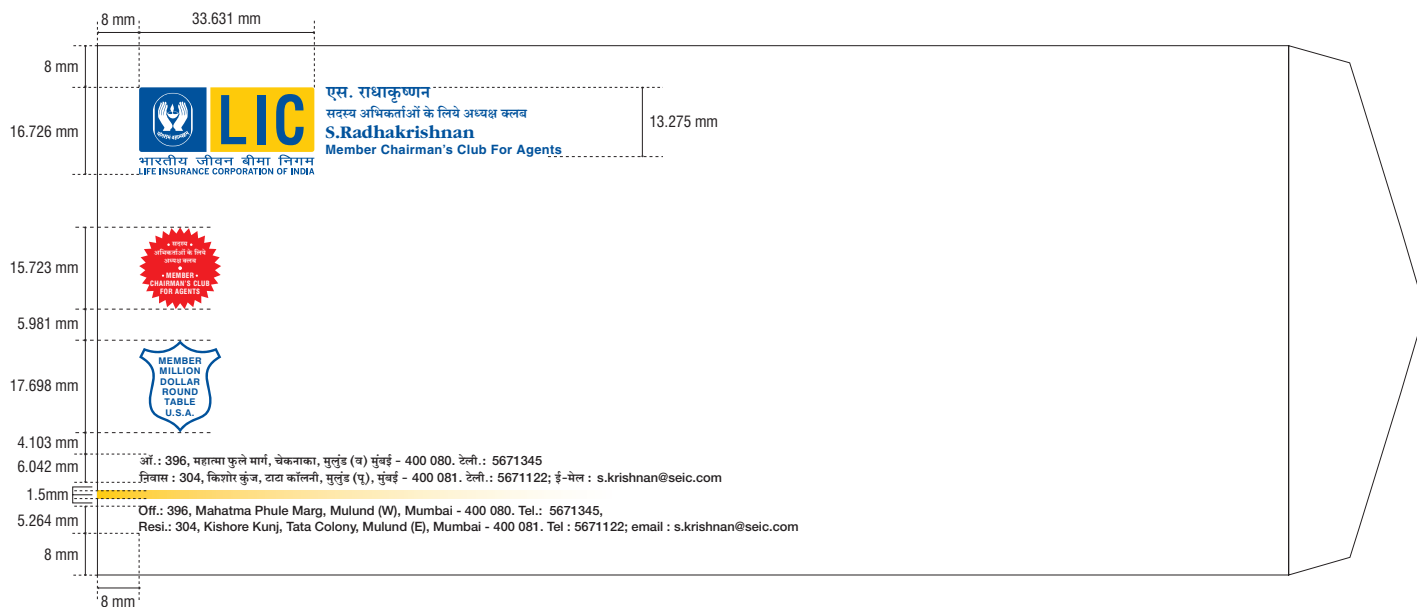


DIMENSIONS	ENVELOPE	ENVELOPE
Size	6" X 3½"	9" X 4"
Name Eng - Font ITC Garamond	8 Pt	10 Pt
Designation Eng - Font Helvetica (Bold)	5.5 Pt	7 Pt
Name Hin - Font SHREE-DEV-0708 (Bold)	9.5 Pt	12 Pt
Designation Hin - Font SHREE-DEV-0708 (Bold)	7.25 Pt	9 Pt
Address Eng - Font Helvetica Neue 65 Medium	5.5 Pt	7 Pt
Address Hin - Font SHREE-DEV-0708 (Bold)	6.5 Pt	8 Pt

BASIC DESIGN SYSTEM FOR ENVELOPES

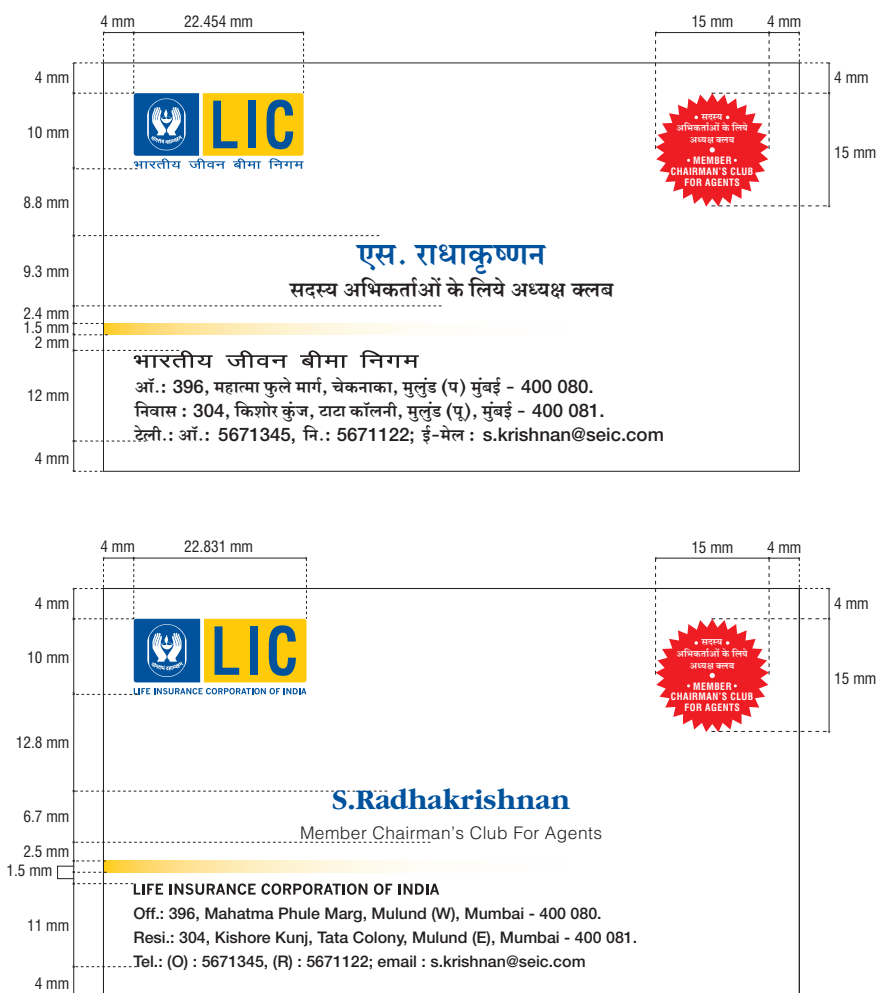
FOR AGENTS WHO ARE ALSO MDRT MEMBERS

(Bilingual)



DIMENSIONS	ENVELOPE	ENVELOPE
Size	6" X 3½"	9" X 4"
Name Eng - Font ITC Garamond	8 Pt	10 Pt
Designation Eng - Font Helvetica (Bold)	5.5 Pt	7 Pt
Name Hin - Font SHREE-DEV-0708 (Bold)	9.5 Pt	12 Pt
Designation Hin - Font SHREE-DEV-0708 (Bold)	7.25 Pt	9 Pt
Address Eng - Font Helvetica Neue 65 Medium	5.5 Pt	7 Pt
Address Hin - Font SHREE-DEV-0708 (Bold)	6.5 Pt	8 Pt

BASIC DESIGN SYSTEM FOR VISITING CARDS



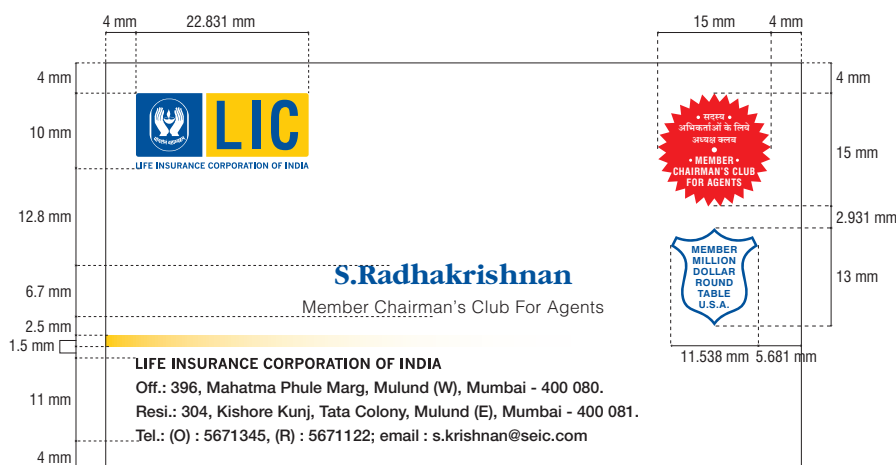
DIMENSIONS

(Placement/Size of Emblem & Logo; Typefaces & Point Sizes for other matter)

DIMENSIONS	VISITING CARDS FOR CHAIRMAN CLUB
Size	54H mm X 92W mm
Name Eng - ITC Garamond	11 Pt
Designation Eng - HelvLight (Light)	6.5 Pt
Name Hin - SHREE-DEV-0708 (Bold)	15 Pt
Designation Hin - SHREE-DEV-0708 (Bold)	10 Pt
Address Eng - Helvetica Neue 65 Medium	6 Pt
Address Hin - SHREE-DEV-0708 (Bold)	8 Pt

P.S.: Visiting Card has to be printed essentially in both Hindi and English.
The matter for the same viz Hindi and English will be printed back to back.

BASIC DESIGN SYSTEM FOR VISITING CARDS FOR AGENTS WHO ARE ALSO MDRT MEMBERS



DIMENSIONS

(Placement/Size of Emblem & Logo; Typefaces & Point Sizes for other matter)

DIMENSIONS	VISITING CARDS FOR CHAIRMAN CLUB
Size	54H mm X 92W mm
Name Eng - ITC Garamond	11 Pt
Designation Eng - HelvLight (Light)	6.5 Pt
Name Hin - SHREE-DEV-0708 (Bold)	15 Pt
Designation Hin - SHREE-DEV-0708 (Bold)	10 Pt
Address Eng - Helvetica Neue 65 Medium	6 Pt
Address Hin - SHREE-DEV-0708 (Bold)	8 Pt

P.S.: Visiting Card has to be printed essentially in both Hindi and English.
The matter for the same viz Hindi and English will be printed back to back.

**CORPORATE LOGO
FOR CLUB MEMBERS - LETTER HEAD**



**भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA**

FOR SCANNING & PRINTING PURPOSE



**भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA**



**भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA**

**CORPORATE LOGO - HINDI
FOR CLUB MEMBERS VISITING CARD**



भारतीय जीवन बीमा निगम

FOR SCANNING & PRINTING PURPOSE



भारतीय जीवन बीमा निगम



भारतीय जीवन बीमा निगम

**CORPORATE LOGO - ENGLISH
FOR CLUB MEMBERS VISITING CARD**



LIFE INSURANCE CORPORATION OF INDIA

FOR SCANNING & PRINTING PURPOSE



LIFE INSURANCE CORPORATION OF INDIA



LIFE INSURANCE CORPORATION OF INDIA

ARTWORK FOR SCANNING FACILITY



QUALITY OF PAPER TO BE USED FOR STATIONERY AND VISITING CARDS

A) VISITING CARDS

Paper Quality - Sinar Art Cards - 330 GSM

- PS.: 1) Use of non - tearable paper for printing of Visiting Cards is STRICTLY FORBIDDEN, as they are not environmental - friendly.
- 2) Same quality paper will be used for all the club member agents.

B) LETTERHEADS

Paper Quality

105 GSM Executive Bond

Preferred Printing Process

Offset / Screen

C) ENVELOPES

Colour - White

Paper Quality - 80 GSM Ballarpur

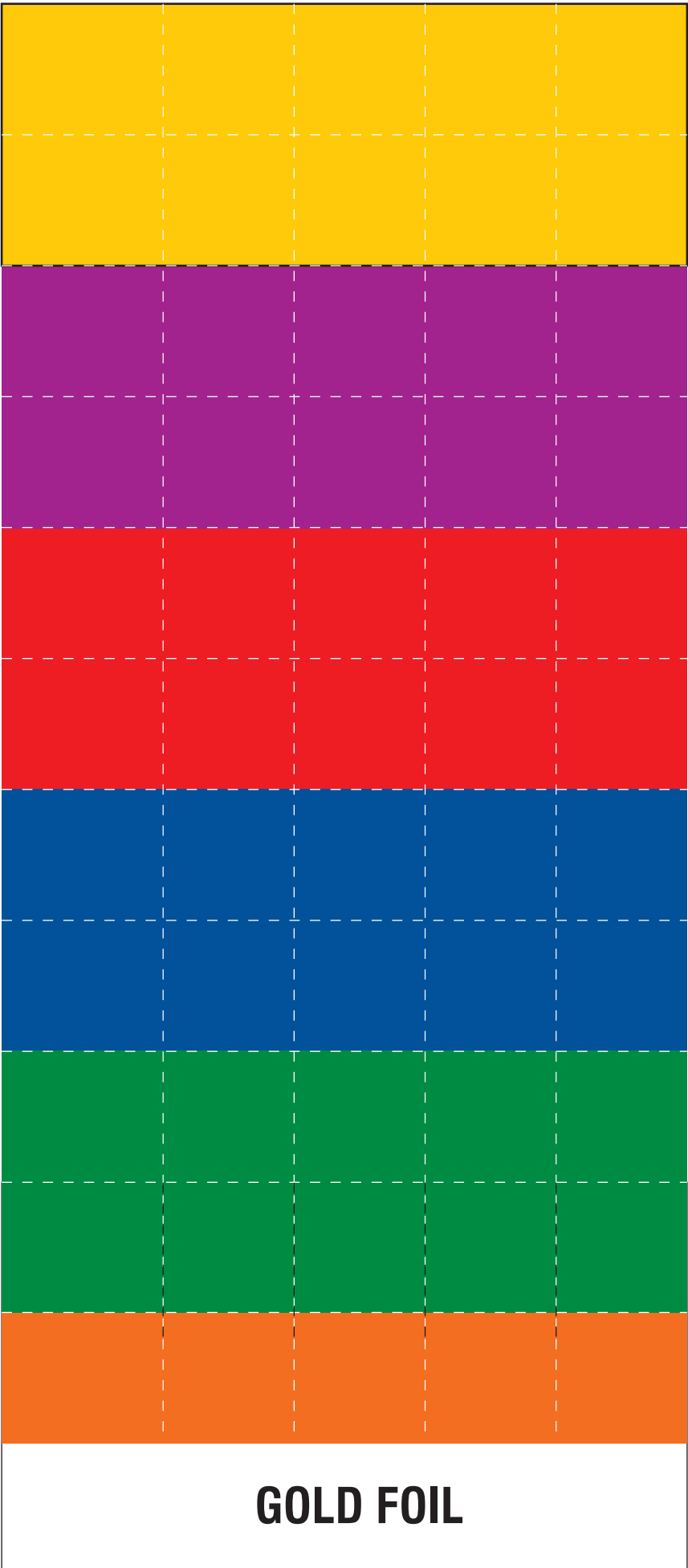
Preferred Printing Process ## - Offset / Screen

In case the exact quality of paper as specified above is not available, paper of similar quality of an 'A' grade Mill may be used.

Printing Process will depend upon the design, the quantity and quality required.

CORPORATE COLOURS FOR AGENTS' CLUBS
(Yellow, Magenta, Red, Blue, Green, Orange)

	C	M	Y	K
YELLOW	0	20	100	0
MAGENTA	40	100	0	0
RED	0	100	100	0
BLUE	100	70	0	10
GREEN	100	0	100	20
ORANGE	0	70	100	0
GOLD FOIL	(FOR CORPORATE CLUB)			



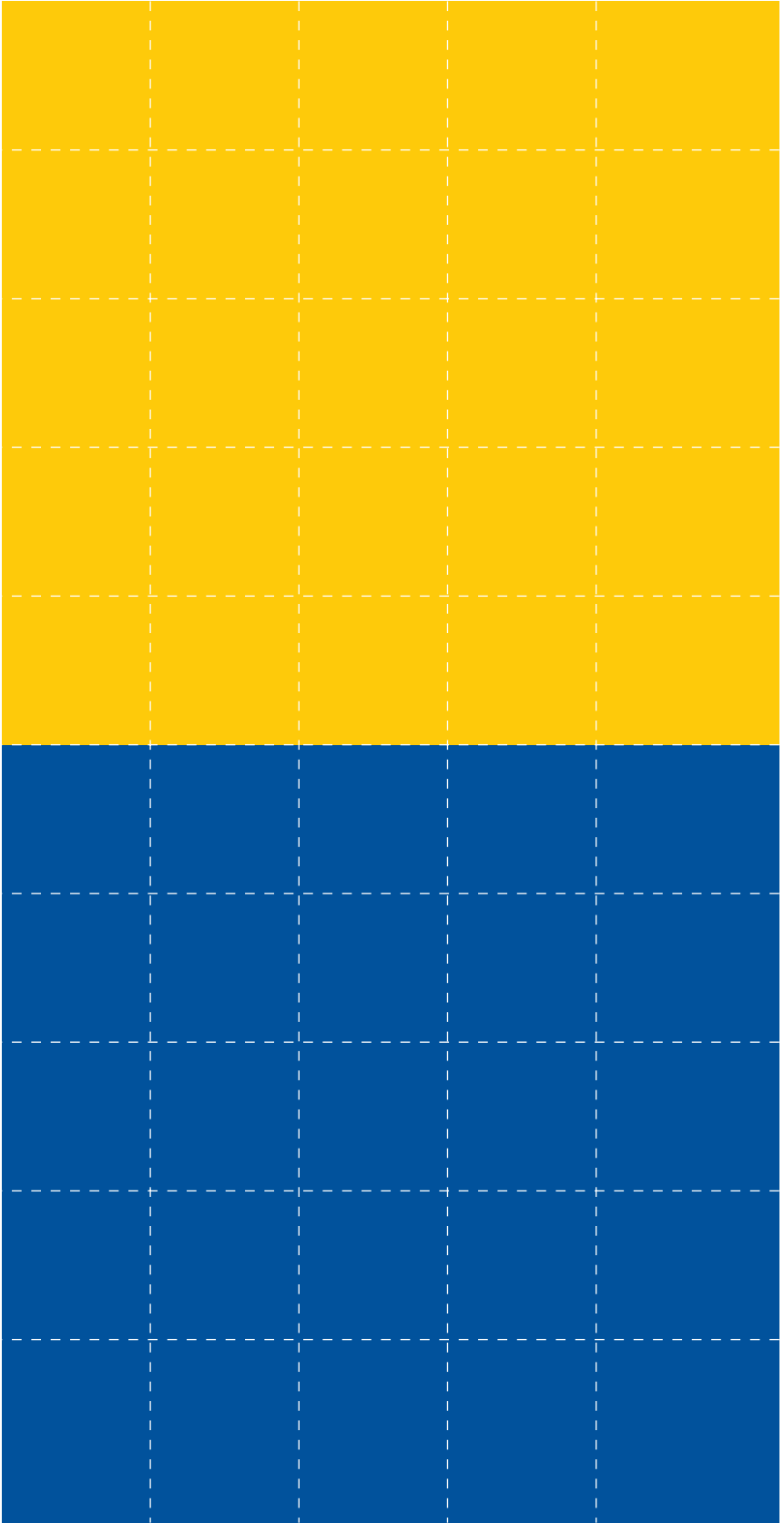
CORPORATE COLOURS -

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%



1. The logo identifying the club in the colour prescribed below shall occupy the top right side of the card.

LOGO	COLOUR	NAME OF THE CLUB
	GOLD FOIL	Corporate Club
	MAGENTA	Galaxy Club
	RED	Chairman's Club
	BLUE	Zonal Manager's Club
	GREEN	Divisional Manager's Club
	ORANGE	Branch Manager's Club
	YELLOW	Distinguished Agents Club

2. The legend, “Member of the* for Agents” will be printed below the name of the Agent in the visiting cards.

3. For those Club Member Agents maintaining an office, the address and telephone number/s of the office should be incorporated in the respective spaces provided. Wherever the agents do not maintain an office, the address and telephone numbers of the LIC Branch office to which the Agent is attached should be given.

4. When an agent is a MDRT member MDRT Logo should be printed. Needless to say, the Logo for the club membership should invariably occupy the top-position. No Logo/Name of any other institution except MDRT is to be printed on the visiting cards and the letterheads.

5. The sequence of logos to be printed in various forms of stationery should be observed as depicted from Page 3 to 10. No interchange of these positions should be made.

6. This folder gives designs and layouts for visiting cards, letterheads and envelopes for the club member agents. As regards quantity and eligibility of various stationery types, circulars issued by Marketing Department Central office are to be followed.

*The name of the club is to be mentioned.