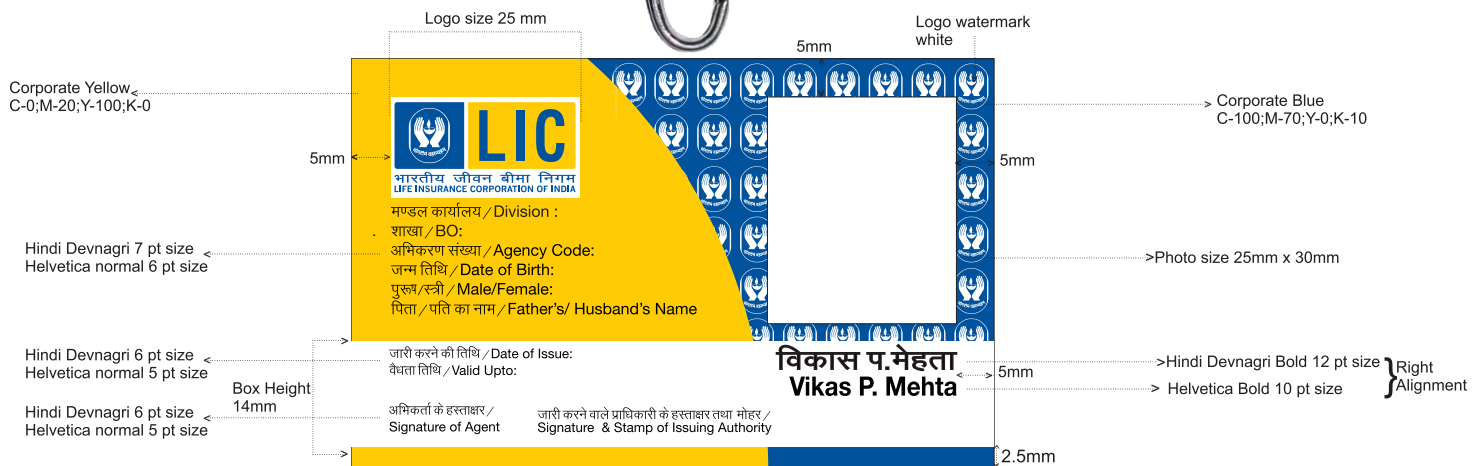

CORPORATE IDENTITY PROGRAMME

Part 9 Identity Card for Agents

This is the 9th part of the Corporate Identity Programme guidelines. This folder deals with the ID Card for Agents. A design has been created for the ID cards of our Agents who are our first brand ambassadors and the face of our Organisation. The specifications for the ID Card for Agents have been given to ensure uniformity across all our Branches/Offices. Henceforth, Agents would be able to display their association with LIC with great pride which would enhance our brand appeal and Corporate identity.

BASIC DESIGN SYSTEM FOR IDENTITY CARD FOR LIC AGENTS

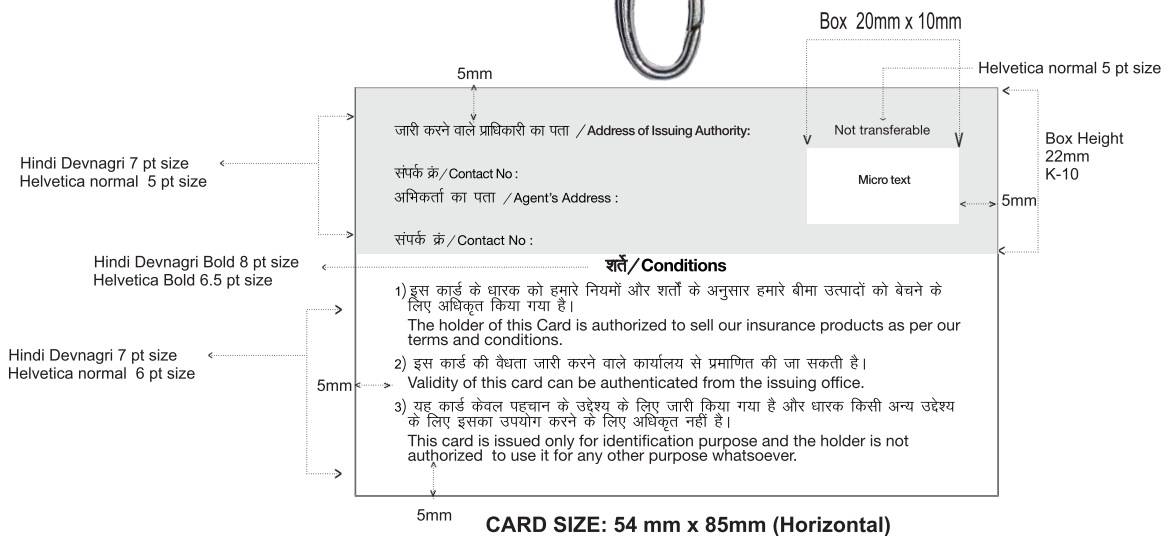
Front Side



CARD SIZE: 54 mm x 85mm (Horizontal)

BASIC DESIGN SYSTEM FOR IDENTITY CARD FOR LIC AGENTS

Back Side



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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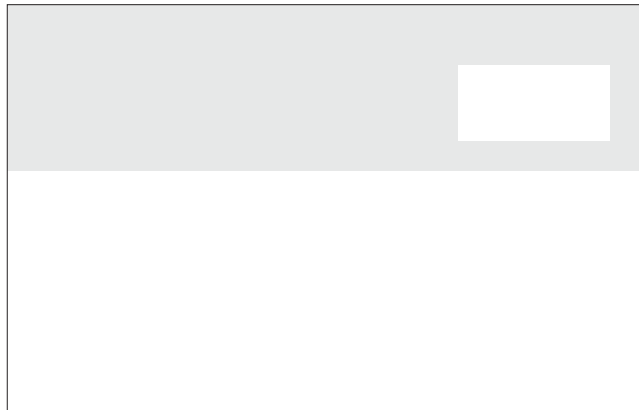
* Photograph should be White background only

BASIC DESIGN SYSTEM FOR IDENTITY CARD FOR LIC AGENTS ARTWORK PURPOSE

Front Side



Back Side



LANYARD ARTWORK PRINTING PURPOSE

Length 36" (inches)

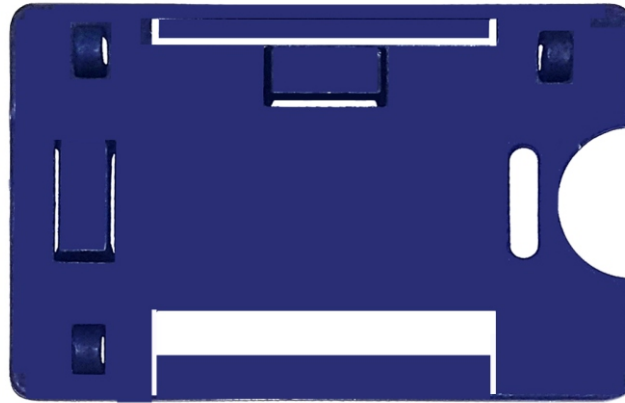
width
16mm



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%

