

Lilly

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Eli Lilly is an American pharmaceutical company famous for being first to mass-produce insulin in the 1920s and the polio vaccine in the 1950s. Today it is the largest psychiatric drug manufacturer and continues to lead the field in diabetes medications. Their products are distributed in 125 countries.

Eli Lilly's logo is a loopy cursive font in pure red on a white background. The first letter is capitalized and the rest are lowercase.

In thinking of how I would change the logo I came up with the following qualities I think a pharmaceutical company should represent - safety, stability, health, integrity, morality, caring, innovation, knowledge and creativity. In trying to come up with a replacement color, I felt it had to be a vibrant color to represent these strong qualities.

Primary blue and dark blue appealed to me because of their association with stability and safety - you don't want to worry about your medication. However, I think these cooler colors are missing the important element of life and vitality. Green appealed to me because I think of life and nature and it's also associated with health and tranquility but I also found it lacking in a feeling of humanity and warmth. Deep purple appealed to me because of its association with wisdom. I discarded this idea though because in combination with the cursive font, it didn't feel strong enough. I also tried to reverse the colors and put the red in the background with the white font. The red was too much though. It was overpowering and hard to look at.

Ultimately, I think the designer hit on a great combination of strength, caring, know-how and humanity in the design. Red is an appropriate color for a pharmaceutical company because it symbolizes health, life, blood, vitality, strong emotions like love and passion but also danger, anger and aggression so the loopy script helps to soften it and feel more human. The white background is clean and symbolizes purity and sterility. The color combination also strongly reminds me of the Red Cross which lends it a noble humanitarian feel, an association a profit focused company such as a pharmaceutical company can benefit from.