

# CLINIQUE

# Typography Guidelines.

# Clinique's typography system.

Typography is a foundational element of our brand. Our type system brings a sense of wonder and authority that makes our visuals highly recognizable.

**Clarity** drives our typography—everything we make is universally understood. Our typography is infused with a daily dose of **optimism**, creating a sense of possibility and personal agency. We cut through the noise with **bravery** by using bold, graphic headlines.

This document will help to show and explain how to use our type system.

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## TYPE BASICS

Browse helpful reminders to ensure your type is the best it can be against industry standards and Clinique-specific typesetting.

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# Type styles.

# Type styles.

Understanding how to use Clinique's Helvetica Neue and Clinique's Nitti across all Clinique creative channels.

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## Primary font.

Clinique's Helvetica Neue.

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## Secondary font.

Clinique's Nitti.

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**SUBSTITUTIONS** pg 33  
What font(s) to use across different applications.

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# Primary font.

[DOWNLOAD CLINIQUE'S HELVETICA NEUE](#)

# Clinique's Helvetica Neue is our highest level of brand visualization.

Clinique's Helvetica Neue is a guiding source of communication and remains clear and bold, always acting as the primary typeface used across our communications.

Our version of Helvetica is uniquely named—Clinique's Helvetica Neue. It's undeniably us and no other version of Helvetica should be used in its place.

CLINIQUE'S HELVETICA NEUE TYPE SPECIMEN

---

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
0123456789**

THE WEIGHTS OF CLINIQUE'S HELVETICA NEUE WE USE

---

<b>Bold</b>	<b>Nullam facilisis posuere venenatis.</b>
Regular	Nullam facilisis posuere venenatis.
Light	Nullam facilisis posuere venenatis.



# Primary font type styles.

As our primary font, all primary and dominant type styles are set in Clinique's Helvetica Neue. This guide helps these styles remain clear, prominent, and the highest-order style and visualization of our brand.

TYPE STYLE	TYPE SETTING
Headlines <i>Clinique's Helvetica Neue Bold</i> <i>Sentence Case</i>	<b>Our smartest wrinkle fighter— now for eyes.</b>
Subheads <i>Clinique's Helvetica Neue Bold</i> <i>Sentence Case</i>	<b>Meet life's daily dehydrators with stabilizing hydration.</b>
Body Copy <i>Clinique's Helvetica Neue Regular</i> <i>Sentence Case</i>	With CL1870 Peptide Complex to help support your dermal structure for smoother, younger-looking skin.
Setting Lists & Product Benefits <i>Clinique's Helvetica Neue Regular</i> <i>Sentence Case</i>	<ul style="list-style-type: none"><li>• Silky lotion delivers 8-hour hydration.</li></ul>
Disclaimers & Fine Print <i>Clinique's Helvetica Neue Regular</i> <i>Sentence Case</i>	*Consumer testing on 150 women. **Suggested retail price.

Our **HEADLINES** are big, bold, dynamic, and clear. For maximum impact, they should be limited to 3 lines max and should not exceed 40 characters.

**FONT**

Clinique's  
Helvetica  
Neue

**WEIGHT**

Bold

**CASE**

Sentence  
Case

**CHAR LIMIT**

40 Characters

**LINE LIMIT**

3 Lines

Our **SUBHEAD STYLE** provides support for our headlines, creating a clear hierarchy with its bold, dynamic appearance. To evenly balance the headline and subhead, do not exceed 100 characters.

**FONT**

Clinique's  
Helvetica  
Neue

**WEIGHT**

Bold

**CASE**

Sentence  
Case

**CHAR LIMIT**

100 Characters

Our **BODY COPY STYLE** style is for longer paragraphs where extensive copy is needed. To encourage high readability and legibility, do not exceed paragraphs of 10 lines.



**Outsmart wrinkles.**

The trailblazer of our most advanced de-aging line yet.

Our cutting-edge formula is concentrated with anti-aging specialists, including our peptide-rich blend plus potent retinoid and hyaluronic acid.

**FONT**

Clinique's  
Helvetica  
Neue

**WEIGHT**

Regular

**CASE**

Sentence  
Case

**LINE LIMIT**

10 lines per  
paragraph

**SETTING LISTS & PRODUCT BENEFITS** should nest within body copy, aligning to the left-most margin, and should always use a midpoint.

**FONT**

Clinique's  
Helvetica  
Neue

**WEIGHT**

Regular

**CASE**

Sentence  
Case

**DISCLAIMERS & FINE PRINT** should remain below the primary content, often at the bottom of the creative, and should not be distracting.

# Don't call it makeup.

86% SKINCARE FORMULA\*

\*14% makeup ingredients.



## FONT

Clinique's  
Helvetica  
Neue

## WEIGHT

Regular

## CASE

Sentence  
Case

# Primary font typesetting.





We adhere to specific typesetting standards when using Clinique's Helvetica Neue.

CASES

Text is always set as sentence case. It is never set in caps, lowercase, or title case. Proper nouns are capitalized as normal.



SENTENCE CASE

We have lash lift-off.



ALL CAPS

WE HAVE LASH LIFT-OFF.



TITLE CASE

We Have Lash Lift-Off.



LOWER CASE

we have lash lift-off

TRACKING

All uses of Clinique's Helvetica Neue must be set to **zero tracking except in areas of very large type, i.e., a retail environment**. This helps to ensure readability and legibility across its applications.



GOOD

Serum

*0 Tracking  
Good*



TOO TIGHT

Serum

*-10 Tracking  
Too tight*



TOO LOOSE

Serum

*+10 Tracking  
Too loose*



# Primary font substitutions.

In programs that do not allow the usage of Clinique's Helvetica Neue, *i.e.*, *PowerPoint*, you may use the standard version of Helvetica that is available.

**PowerPoint**

*Use standard Helvetica*

**Keynote**

*Use standard Helvetica*



# Secondary font.

[DOWNLOAD CLINIQUE'S NITTI](#)



# Clinique's Nitti brings creative efficacy to our typography.

As our secondary typeface, Clinique's Nitti helps us create informative, hierarchy-based structures. It gives a sense of technological efficaciousness that is particularly well suited for our products, editorial storytelling, and other scientific callouts.

Clinique's Nitti helps create balance a between being informative and optimistic, adding a sense of excitement to Clinique's Helvetica Neue's more direct tone.



CLINIQUE'S NITTI TYPE SPECIMEN

---

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
0123456789

THE WEIGHTS OF CLINIQUE'S NITTI WE USE

---

<b>Bold</b>	<b>Vestibulum convallis nulla at.</b>
Medium	Vestibulum convallis nulla at.
Regular	Vestibulum convallis nulla at.

# Secondary font type styles.



As our secondary font, Clinique's Nitti helps cue visual efficacy and clarity for Clinique's science and technology communications. Clinique's Nitti is meant only for short copy and should never extend across paragraphs or multiple lines of copy unless it's for editorial science storytelling.

TYPE STYLE	TYPE SETTING
<b>Callout</b> <i>Clinique's Nitti Bold</i> All Caps	<b>NEW</b>
<b>Product Name</b> <i>Clinique's Nitti Regular</i> All Caps	CLINIQUE SMART CLINICAL REPAIR™ WRINKLE CORRECTING SERUM
<b>Claims</b> <i>Clinique's Nitti Regular</i> All Caps	99% SAY SKIN FEELS DEEPLY HYDRATED.*
<b>Price</b> <i>Clinique's Nitti Regular</i> All Caps	00*
<b>Eyebrows, Hashtags, &amp; Calls to Action</b> <i>Clinique's Nitti Medium</i> All Caps	<b>#EVENBETTER</b>
<b>Editorial Science Storytelling</b> <i>Clinique's Nitti Regular</i> Sentence Case	This moisture-binding ingredient helps create a "moisture reservoir" for ideal hydration.





We use **CALLOUTS** as playful elements that, while informative, also attract the eye. They should be mapped to the environment around them and should have interconnectivity with product and people.

**FONT**Clinique's  
Nitti**WEIGHT**

Bold

**CASE**All  
Caps**CHAR LIMIT**

15 Characters

**PRODUCT NAMES** should be set slightly larger and should only be broken at natural break points in the product name. <sup>TM</sup> in the product names should be set in superscript.

**FONT**

Clinique's  
Nitti

**WEIGHT**

Regular

**CASE**

All  
Caps

**PRICE** should be set separately in Clinique's Nitti in a position that help give it prominence.



**We have  
lash lift-off.**

HIGH IMPACT ZERO GRAVITY™ MASCARA

STARTING AT  
00.00

**FONT**

Clinique's  
Nitti

**WEIGHT**

Regular

**CASE**


All  
Caps

**EYEBROWS, HASHTAGS, & CALLS TO ACTION** should be relative in size and location to all Clinique information (product, price).

LIMITED TIME ONLY

# Take \$10 off foundation.

Get your ideal foundation match in  
your favorite: liquid or powder.



FONT	WEIGHT	CASE	CHAR LIMIT	LINE LIMIT
Clinique's Nitti	Medium	All Caps	30 Characters	2 Lines

**EDITORIAL SCIENCE STORYTELLING** should only be used in short paragraphs showcasing efficacious storytelling, helping to separate the content in a visually narrative way.

## Hyaluronic acid.

### Why it's the key to hydration.

As we age, supplies of hyaluronic acid diminish. Replenishing your skin's reservoir helps maintain a plump, dewy, and healthy condition.

**FONT**

Clinique's  
Nitti

**WEIGHT**

Regular

**CASE**

Sentence  
Case

**CHAR LIMIT**

300 characters

**LINE LIMIT**

10 lines

**EDITORIAL SCIENCE STORYTELLING** should only live in the following scenarios:

## Hyaluronic acid.

### Why it's the key to hydration.

As we age, supplies of hyaluronic acid diminish. Replenishing your skin's reservoir helps maintain a plump, dewy, and healthy condition.



#### RETAIL

- Editorial storytelling units
- Trending now tables
- Discovery tables
- Newness storytelling kits
- Editorial moodboard layouts

#### DIGITAL

- Editorial social
- Site assets

# Secondary font typesetting.

## We adhere to specific typesetting standards when using Clinique's Nitti.

### CASES

Our secondary font uses all caps for different type styles to achieve maximum impact and to help vary hierarchy. *The only exception is the Editorial Science Storytelling Style which should only be used in appropriate scenarios. (See pg. 30)*



ALL CAPS

**BLUE LIGHT**

*All type should be set in all caps.*



LOWER CASE

**blue light**

*We do not set Clinique's Nitti in lower case.*



SENTENCE CASE

*...soothes and stabilizes.*

*The only exception is within the **Editorial Science Storytelling Style.***

### TRACKING

All usages of Nitti must be set to **zero tracking**. This helps to ensure readability and legibility across its applications. Clinique's Nitti is also a naturally monospaced font and already achieves optimal tracking.



GOOD

**#EVENBETTER**

*0 Tracking  
Good*



TOO TIGHT

**#EVENBETTER**

*-10 Tracking  
Too tight*



TOO LOOSE

**#EVENBETTER**

*+10 Tracking  
Too loose*





# Secondary font substitutions.

In programs that do not allow Clinique's Nitti, *i.e., PowerPoint*, you may use Courier New.

**PowerPoint**

*Use "Courier New"*

**Keynote**

*Use "Courier New"*



# Type scale.

# Type scale.

Clinique has specific type styling rules depending on the channel. This chapter further explains how to successfully apply our type scale.

*Please note that when channel-specific rules do not take precedence, as shown in the preceding slides, we default to a 4-point system for consistency.*

---

## 4-point grid system.

### THE SYSTEM

When in doubt, x4 it out.

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### 4-POINT GRID SYSTEM EXAMPLE

Applying the system to leading.

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---

## Channel-specific type scale.

### INTRODUCTION

How to apply type scale by channel.

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---

### THE SYSTEM

View a breakdown of type scale by channel.

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# 4-point grid system.

# The 4-point grid system.

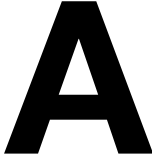


We default to a 4-point grid system for our type **when channel-specific rules do not take precedence**. When in doubt, four it out!

All type sizes occur in multiples of 4 (*i.e.*, 16, 24, 32, 48, 64, 80, 100, and so on) and are strategically built for ease of use and to encourage legibility.

Increments of 4 can be sized up or down depending on layout.

## 4-point grid system leading.

Leading is sized according to digital and print best practices.

4-POINTS ACROSS TYPE STYLES		
		
HEADLINE STYLE	SUBHEAD STYLE	BODY COPY STYLE
4*32 (128pt)	4*8 (32pt)	4*4 (16pt)

### LEADING IN DIGITAL

Leading should be set at +4pt the type size, unless it is set in body copy size, which should be set at +8pt type.

### LEADING IN PRINT

Leading should be set at +1pt the type size, unless it is over 200pt, in which case it should be set to 0pt.

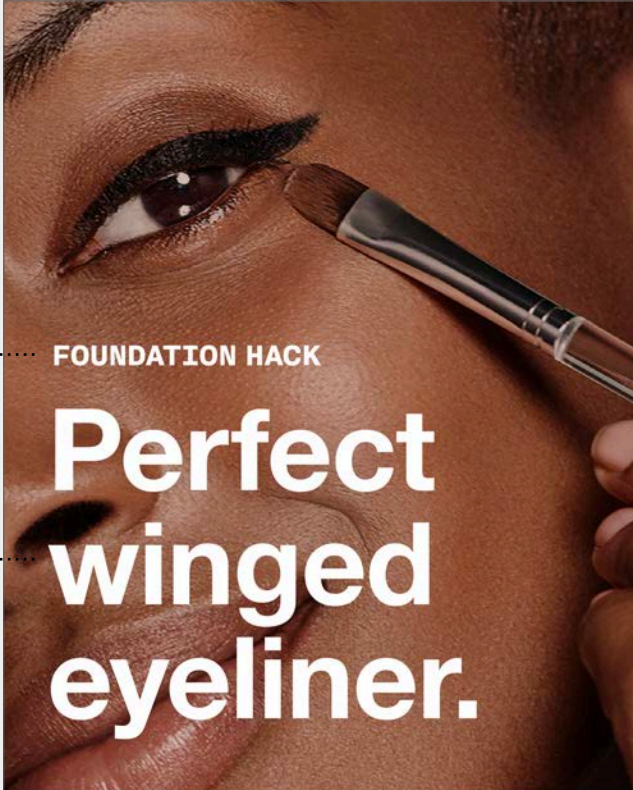
# The 4-point grid system.

An example chart of the 4-point grid system across type styles.

As seen in the chart, type styles are determined by increments of 4, going down in number until body size copy, which should generally not go below 16pt, although exceptions may apply. **Subheads should always be noticeably smaller than headlines, with the recommendation being dividing the headline by 4.**

TYPE STYLE EXAMPLES	FONT SIZE	LEADING
CALLOUT	32pt (4*8)	36pt (+4)
Head lines.	80pt (4*20)	80pt
Subheads.	20pt (4*5)	24pt (+4)
Body copy.	16pt (4*4)	24pt (+8)
PRODUCT NAMES	16pt (4*4)	20pt (+4)

Here is an example of how the 4-point grid system looks in context.



**FOUNDATION HACK**

**Perfect winged eyeliner.**

**Beyond foundation.**

Five genius foundation hacks to change your makeup game, starring the ultimate multi-tasker: Beyond Perfecting™ Foundation + Concealer.

**CALLOUT**  
24 PT TYPE (4\*6)  
28 PT LEADING

**HEADLINE**  
80 PT TYPE (4\*20)  
80 PT LEADING

**SUBHEAD**  
28 PT TYPE (4\*7)  
32 PT LEADING

**BODY COPY**  
16 PT TYPE (4\*4)  
20 PT LEADING



Here is an example of how the 4-point grid system looks in context.

.....

**HEADLINE**  
48 PT TYPE (4\*12)  
48 PT LEADING

# Our most brilliant de-aging serum yet.

With Clinique Smart Clinical Repair™ Serum, even deep wrinkles start to look reduced in just 10 days\*, thanks to a trifecta of powerhouse technologies.

**NEW**

CLINIQUE SMART CLINICAL REPAIR™  
WRINKLE CORRECTING SERUM

00.00\*

**Repair.**  
Boost natural collagen with CL1870 Complex

**Resurface.**  
Smooth skin with potent retinoid

**Replump.**  
Hydrate fine wrinkles with hyaluronic acid.

**CLINIQUE**

.....

**BODY COPY**  
16 PT TYPE (4\*4)  
20 PT LEADING

**CALLOUT**  
20 PT TYPE (4\*5)  
24 PT LEADING



# Channel- specific type scale.

# Channel-specific type scale.

We defer to channel-specific type scale to ensure maximum impact, consistency, and ease of use across our content.

The channels are broken across 5 categories and may be further broken down into subcategories if the specificity across those channels is required for content creation. The following pages will give an overview of type scale per channel.

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## Channels.

**PRINT** *pg 44*  
Advertising

---

**RETAIL** *pg 51*  
2D Graphics

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**DIGITAL** *pg 56*  
Email

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**SOCIAL** *Coming soon*

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**VIDEO** *Coming soon*

---

# Print.

ADVERTISING	SINGLE PAGE	DOUBLE PAGE
-------------	-------------	-------------

TYPE STYLE	FONT SIZE	LEADING
CALLOUTS	10 pts	-
<b>Headlines.</b>	Determined by the number of words, length and/or by the composition of layout + imagery.	Equal to type size
<b>Subheads.</b>	15 pts	16 pts
CLAIMS	15 pts	16 pts
<b>Celebrity name (Clinique's Helvetica Bold)</b>	10 pts	11 pts
Clinique Global Brand Ambassador (Clinique's Helvetica Light)	10 pts	11 pts
PRODUCT NAME	9 pts	10 pts
PRICE	8 pts	9 pts
Disclaimers + Fine Print	6 pts	7 pts

ADVERTISING

SINGLE PAGE

DOUBLE PAGE

# Don't call it makeup.

Built with serum technology,  
it's skincare in just your shade.

86% SKINCARE FORMULA\*

**HEADLINE**

DETERMINED BY THE NUMBER OF WORDS, LENGTH AND/OR BY THE COMPOSITION OF LAYOUT + IMAGERY.

**CLAIM**

15 PT TYPE  
16 PT LEADING

**FINE PRINT**

6 PT TYPE  
7 PT LEADING

**PRODUCT NAME**

9 PT TYPE  
10 PT LEADING

**SUBHEAD**

15 PT TYPE  
16 PT LEADING

©2022 Clinique Laboratories, LLC

EVEN BETTER CLINICAL™ SERUM FOUNDATION . 00.00\*\*

\*14% makeup ingredients.  
\*\*Suggested retail price.

CLINIQUE

**DISCLAIMER**

6 PT TYPE  
7 PT LEADING



ADVERTISING

SINGLE PAGE

DOUBLE PAGE



Meet life's daily dehydrators with stabilizing hydration.

**SUBHEAD**  
15 PT TYPE  
16 PT LEADING

# Life-proof hydration.

**HEADLINE**  
DETERMINED BY THE NUMBER OF WORDS AND LENGTH OF HEADLINE.



99% SAY SKIN FEELS DEEPLY HYDRATED.\*

**CLAIM**  
15 PT TYPE  
15 PT LEADING

©2021 Clinique Laboratories, LLC

**FINE PRINT**  
6 PT TYPE  
7 PT LEADING

**Emilia Clarke**  
Clinique Global Brand Ambassador  
MOISTURE SURGE™ 100H AUTO-REPLENISHING HYDRATOR, 00.00\*\*

**PRODUCT NAME**  
8 PT TYPE  
9 PT LEADING

CLINIQUE

**CELEBRITY NAME**  
10 PT TYPE  
11 PT LEADING

**CLINIQUE GLOBAL BRAND AMBASSADOR**  
10 PT TYPE  
11 PT LEADING

**DISCLAIMER**  
6 PT TYPE  
7 PT LEADING

**PRICE**  
8 PT TYPE  
9 PT LEADING

ADVERTISING	SINGLE PAGE	DOUBLE PAGE
-------------	-------------	-------------

TYPE STYLE	FONT SIZE	LEADING
CALLOUTS	12 pts	-
<b>Headlines.</b>	Determined by the number of words, length and/or by the composition of layout + imagery.	Equal to type size
<b>Subheads.</b>	16 pts	17 pts
CLAIMS	16 pts	17 pts
<b>Celebrity name (Clinique's Helvetica Bold)</b>	10 pts	11 pts
Clinique Global Brand Ambassador (Clinique's Helvetica Light)	10 pts	11 pts
PRODUCT NAME	9 pts	10 pts
PRICE	8 pts	9 pts
Disclaimers + Fine Print	6 pts	7 pts



ADVERTISING

SINGLE PAGE

DOUBLE PAGE

CLAIM

16 PT TYPE  
17 PT LEADING

CELEBRITY NAME

10 PT TYPE  
11 PT LEADING

86%  
SKINCARE  
FORMULA\*

Built with serum technology,  
it's skincare in just your shade.

SUBHEAD

16 PT TYPE  
17 PT LEADING

# Don't call it makeup.

HEADLINE

DETERMINED BY THE  
NUMBER OF WORDS,  
LENGTH AND/OR BY  
THE COMPOSITION  
OF LAYOUT +  
IMAGERY.

## CLINIQUE

Emilia Clarke  
Clinique Global Brand Ambassador  
is wearing shade 24.5.



EVER BETTER CLINIQUE® SERUM FOUNDATION, 44.89\*\*

PRODUCT NAME

9 PT TYPE  
10 PT LEADING

CLINIQUE GLOBAL  
BRAND AMBASSADOR

10 PT TYPE  
11 PT LEADING

DISCLAIMER

6 PT TYPE  
7 PT LEADING

ADVERTISING

SINGLE PAGE

DOUBLE PAGE

**HEADLINE**  
 DETERMINED BY THE NUMBER  
 OF WORDS, LENGTH AND/OR  
 BY THE COMPOSITION OF  
 LAYOUT + IMAGERY.

**CALLOUT**  
 12 PT TYPE

**SUBHEAD**  
 16 PT TYPE  
 17 PT LEADING

**CLAIM**  
 16 PT TYPE  
 17 PT LEADING

**PRODUCT NAME**  
 9 PT TYPE  
 10 PT LEADING

# Life-proof hydration.

Meet life's daily dehydrators with stabilizing hydrators.

99% SAY SKIN FEELS DEEPLY HYDRATED.\*

MOISTURE SURGE™ 100H AUTO-REPLENISHING HYDRATOR. 99-99%\*  
 \*Clinical studies performed on 100 women who used the product for 14 days.  
 †Suggested retail price.

**DISCLAIMER**  
 6 PT TYPE  
 7 PT LEADING

**PRICE**  
 8 PT TYPE  
 9 PT LEADING



CLINIQUE

# Retail.

TYPE STYLE	FONT SIZE	LEADING
<b>Headlines.</b>	<p>Size of headline is determined by headline length and composition with image.</p> <p>Increase headline size in increments of +4pts.</p>	<p>For type sizes under 200pts, leading equals the type size.</p> <p>For type sizes over 200pts, leading equals the type size minus 20.</p>
<b>Subheads.</b>	Headline size divided by 4	Leading equals the type size +1pt.
CLAIMS	Headline size divided by 4	Leading equals the type size +1pt.

RETAIL

LIGHTBOX

# Life-proof hydration.

Meet life's daily dehydrators with stabilizing hydration.

99% SAY SKIN FEELS DEEPLY HYDRATED.\*

\*Consumer testing on 110 women after using the product for 1 week.



.....

**HEADLINE**

420 PT TYPE  
400 PT LEADING

.....

**SUBHEAD**

105 PT TYPE  
105 PT LEADING

.....

**CLAIM**

105 PT TYPE  
105 PT LEADING

**HEADLINE**

**SIZE** Based on asset and imagery

**LEADING** Over 200pts: Leading equals type size minus 20

**SUBHEAD + CLAIM**

**SIZE** Headline divided by 4

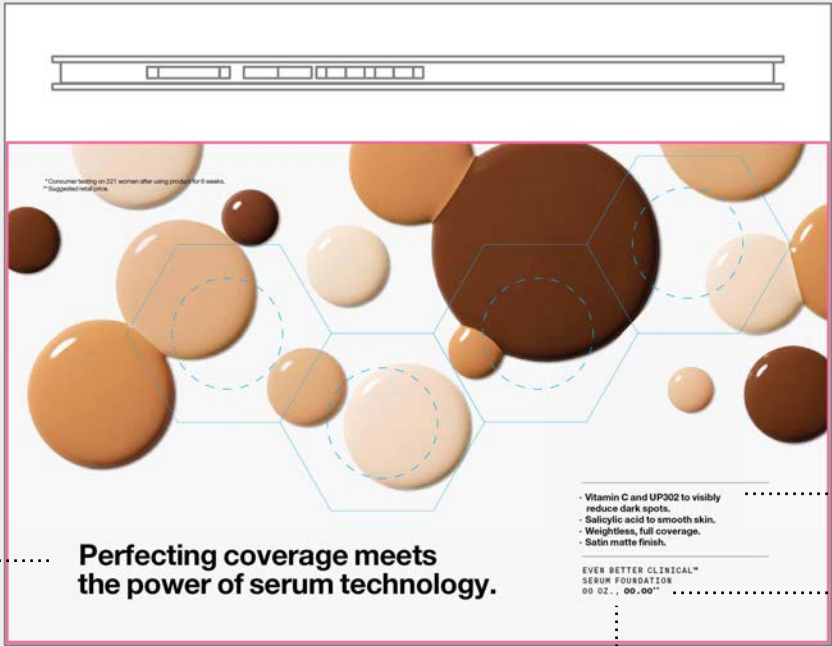
**LEADING** Equals type size + 1pt

TYPE STYLE	FONT SIZE	LEADING
<b>Headlines.</b>	<p>Size of headline is determined by headline length and composition with image.</p> <p>Increase headline size in increments of +4pts.</p>	<p>For type sizes under 200pts, leading equals the type size.</p> <p>For type sizes over 200pts, leading equals the type size minus 20.</p>
<b>Subheads.</b>	Headline size divided by 4	Leading equals the type size +1pt.
CLAIMS	Headline size divided by 4	Leading equals the type size +1pt.
Product Benefit information	12 pts	13 pts
PRODUCT NAME	12 pts	13 pts
PRICE	12 pts	13 pts
Disclaimers + Fine Print	6 pts	7 pts

**Note:** Clinique's Nitti copy is always BELOW Clinique's Helvetica Neue copy.

RETAIL

TESTER



DISCLAIMERS  
6 PT TYPE  
7 PT LEADING

HEADLINE  
DETERMINED BY THE  
NUMBER OF WORDS,  
LENGTH AND/OR BY  
THE COMPOSITION OF  
LAYOUT + IMAGERY.

\*Consumer testing on 211 women after using product for 6 weeks.  
\*\*Suggested retail price.

**Perfecting coverage meets  
the power of serum technology.**

- Vitamin C and UP302 to visibly reduce dark spots.
- Salicylic acid to smooth skin.
- Weightless, full coverage.
- Satin matte finish.

EVER BETTER CLINICAL™  
SERUM FOUNDATION  
00.02, 00.00\*

PRODUCT BENEFIT INFO  
12 PT TYPE  
13 PT LEADING

PRICE  
12 PT TYPE  
13 PT LEADING

PRODUCT NAME  
12 PT TYPE  
13 PT LEADING

**Digital.**



DIGITAL


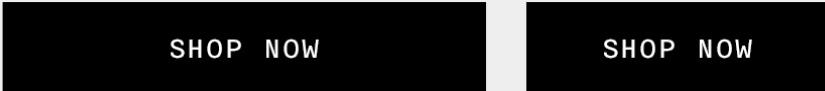

EMAIL

TYPE STYLE	FONT SIZE	LEADING
CALLOUTS	24 pts	28 pts
<b>Headlines.</b>	Size of headline is determined by headline length and composition with image.	Equal to type size.
<b>Subhead, hero.</b>	36 pts	40 pts
<b>Subhead, content.</b>	24 pts	28 pts
Body copy, <u>in line link.</u>	16 pts	24 pts
PRODUCT NAME	16 pts	24 pts
PRICE, OFFER CODE, CLAIM	16 pts	24 pts
<u>SHOP NOW</u>	16 pts	1 line max
Legal, disclaimers.	12 pts	16 pts



DIGITAL

EMAIL

BUTTON STYLES	FONT SIZE	LEADING
<p><b>2PT BLACK OUTLINE</b></p> 	16 pts	1 line max
<p><b>BLACK</b></p> 	16 pts	1 line max
<p><b>WHITE</b></p> 	16 pts	1 line max



DIGITAL

EMAIL

CLINIQUE



Meet life's daily dehydrators with stabilizing hydration.

99% SAY SKIN FEELS DEEPLY HYDRATED.\*

**Life-proof hydration.**

SHOP NOW

CLAIM

16 PT TYPE  
24 PT LEADING

HEADLINE

54 PT TYPE  
54 PT LEADING

BUTTON

16 PT TYPE

BODY COPY

16 PT TYPE  
24 PT LEADING

Your environment can dry out your skin. Moisture Surge™ 100H helps get your moisture levels back. For hydrated, more resilient skin—no matter what life throws at you.



MOISTURE SURGE™ 100H

\$00

SHOP NOW

PRICE

16 PT TYPE  
24 PT LEADING

PRODUCT NAME

16 PT TYPE  
24 PT LEADING

\*Consumer testing on 110 women after using the product for 1 week.

SHOP NOW

16 PT TYPE

LEGAL

12 PT TYPE  
16 PT LEADING

# Type align- ment.

# Type alignment.

Type should always be flush left in layouts except for the stated exceptions outlined below.

Adhering to type alignment rules and guardrails helps us to provide clear structure in hierarchy across all of our content.

---

## The details.

### FLUSH LEFT

Our standard.

*pg 62*

---

### EXCEPTIONS

Where variance might occur.

*pg 64*

---

### HANG PUNCTUATION

Properly setting hanging punctuation.

*pg 65*

---

# We always set flush left.

To ensure consistency across all of our layouts and to create the most engaging and readable experience possible, we always set our copy flush left, barring the few exceptions listed ahead.

## FLUSH LEFT TYPE



### FLUSH LEFT

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

*Flush left provides easy-to-read and easy-to-track copy.*



### FLUSH RIGHT

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

*Flush right creates hard-to-read and hard-to-track copy.*



### CENTERED

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

*Centered creates hard-to-read and hard-to track copy.*

# We always set flush left.

To ensure consistency across all of our layouts and to create the most engaging and readable experience possible, we always set our copy flush left, barring the few exceptions listed below.

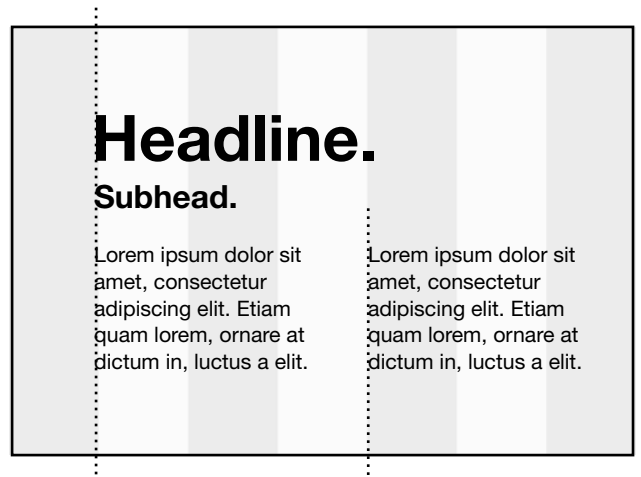
## FLUSH LEFT IN LAYOUTS

### STANDARD LAYOUT



Headline copy and body copy are flush left.

### STANDARD LAYOUT WITH STACKED BODY COPY



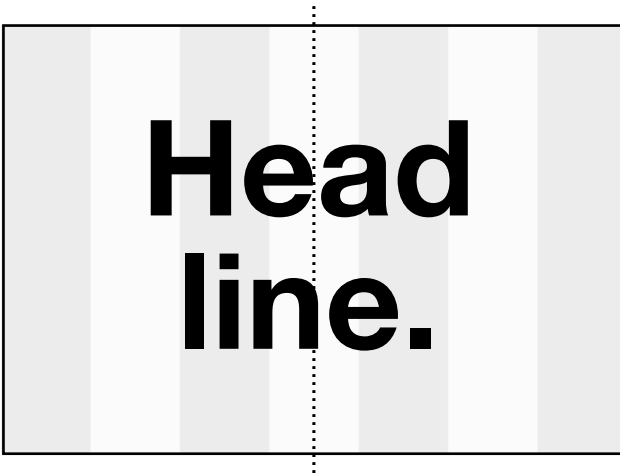
Headline, subhead, and body copy broken into two paragraphs all remain flush left.

# A few exceptions to flush left copy.

For maximum impact or for layout purposes, there are a few exceptions to flush left copy.

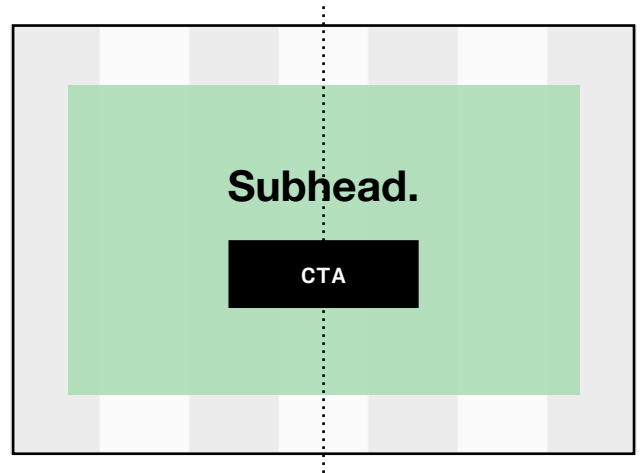
## EXCEPTIONS TO FLUSH LEFT TYPE

EXAMPLE:  
SINGLE-LINE  
LARGE HEADLINES



**Large Headlines** are an exception to our flush left type where type should be center aligned to maximum impact.

EXAMPLE:  
BOX PROMPTS



**Call-to-Action Buttons and Prompts** are an **exception** to our flush left type, where type should be center aligned to the bounding box.



# When punctuation hangs.

We set our type to include punctuation that hangs to maintain the most visually appealing appearance and to avoid breaking up pieces of copy.

## HOW TO HANG PUNCTUATION



### HANGING QUOTATION

“Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.”

*Quotation mark set to hang outside of paragraph.*



### NOT HANGING

“Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.”

*Quotation mark set to hang inside of the paragraph.*



# Type basics.

# Type basics.

We follow standard type rules to help create consistency across our content. The following type basics are a series of general industry-standard practices and specific brand-related rules to help guide how we set our type.

---

## The details.

### RAGS, WIDOWS, & ORPHANS

Best practices.

*pg 68*

---

### PUNCTUATION

Being direct and clear.

*pg 71*

---

### ASTERISKS

Denoting information properly.

*pg 72*

---

### SETTING LISTS AND MIDPOINTS

Properly setting lists.

*pg 73*

---

### PRODUCT NAMES AND <sup>TM</sup>

Setting product names.

*pg 75*

---

# Ragging copy.

It is our best practice to avoid instances of rags, widows, and orphans when we typeset in our primary font, particularly in body copy, though it can also apply to headlines. These rules do not apply to our website, where content is responsive.

## RAGGING COPY DO'S AND DON'TS



### NO RAGS

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

*Correctly ragging copy shows consistency within the paragraphs making it easy to read.*



### RAGS

Transparent pigment  
glides on a sheer, glossy slip  
of lightweight  
color. Emollient-rich  
formula gives lips a sleek,  
moist finish.

*A rag creates inconsistent gaps across sentences, making paragraphs harder for the eye to track and read.*



# Widows.

It is our best practice to avoid instances of rags, widows, and orphans when we typeset in our primary font, particularly in body copy, though it can also apply to headlines. These rules do not apply to our website, where content is responsive.

## WIDOWS DO'S AND DON'TS



### NO WIDOWS

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

*Fixed paragraph avoids a hanging word.*



### WIDOWS

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist **finish.**

*A widow leaves one word hanging at the end of a paragraph, creating an inconsistent experience.*



# Orphans.

It is our best practice to avoid instances of rags, widows, and orphans when we typeset in our primary font, particularly in body copy, though it can also apply to headlines. These rules do not apply to our website, where content is responsive.

## ORPHANS DO'S AND DON'TS



### NO ORPHANS

Transparent pigment glides on a sheer, glossy slip of lightweight color.

*When we correctly typeset our text orphan lines are avoided.*



### ORPHANS

Transparent pigment glides on a sheer, glossy slip of lightweight color.

**Emollient-rich formula gives**

*An orphan leaves one sentence from a paragraph either on the next page, or starting on a previous page.*



# Punctuation.

All that we say is clear and direct. Our punctuation aligns with the clarity of our statements and we should always use meaningful and concise punctuation.



**We have  
lash lift-off.**

*Headlines, subheads, body copy, setting lists, and fine print should always end in a period.*



**We have  
lash lift-off!**

*We do not use exclamation points in headlines, subheads, or body copy.*

# Asterisks.

Asterisks are used in copy to denote information that needs more clarification, but would otherwise interrupt the flow of the main copy. This information is footnoted elsewhere on the space, usually at the bottom of the page as fine print.

Asterisks appear in main copy, at the end of the word or phrase needing clarification. They can be set in Clinique’s Helvetica Neue or Clinique’s Nitti, depending on type style, **and should always be set in superscript**.

**The clarifying footnote should begin with an asterisk and should only be set in our Disclaimer type style.**



## ASTERISK AFTER COPY

Free with purchase\*

*Set after the main copy in the Body Copy type style.*



## ASTERISK AFTER COPY

PRODUCT NAME™ LOREM IPSUM.  
00.00\*\*

*Set after the main copy in the Product and Price type styles.*



## AS A FOOTNOTE

\*Disclaimer one  
\*\*Disclaimer two

*Asterisks appear first in footnotes set in the Disclaimer type style.*



# Setting lists and midpoints.

When creating a list, we use midpoints (·), not bullet points (•). The midpoint is a period that is centered on the x-height of the type. It is accessed by pressing [shift + option + 9].

Lists should be set after a hard return following the preceding text, list items should be separated by hard returns (not spaces), should include a normal space after the midpoint, and should not hang nor indent punctuation.

## MIDPOINT SIZE



### RIGHT SIZE

- Natus error sit voluptatem accusantium.
- Doloremque laudantium, totam rem aperiam  
  eaque ipsa quae ab illo inventore veritatis et.
- Architecto beatae vitae dicta sunt explicabo.

*This list is set with a midpoint.*



### TOO LARGE

- Natus error sit voluptatem accusantium.
- Doloremque laudantium, totam rem aperiam  
  eaque ipsa quae ab illo inventore veritatis et.
- Architecto beatae vitae dicta sunt explicabo.

*This list is set with a bullet.*

# Setting lists and midpoints.

When creating a list, we use midpoints (·), not bullet points (•). The midpoint is a period that is centered on the x-height of the type. It is accessed by pressing [shift + option + 9].

Lists should be set after a hard return following the preceding text, list items should be separated by hard returns (not spaces), should include a normal space after the midpoint, and should not hang nor indent punctuation.

## LIST ALIGNMENT AND SPACING



### LINING UP WITH TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Natus error sit voluptatem accusantium.
- Doloremque laudantium, totam rem aperiam eaque ipsa quae ab illo inventore veritatis et.
- Architecto beatae vitae dicta sunt explicabo.



### SPACING

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2X

- Natus error sit voluptatem accusantium.
- Doloremque laudantium, totam rem aperiam.

2X

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



# Product names and ™.

Product names should always be set in the Product Type Style, should always be all caps, and should be aligned to the top of the last letter.

When breaking up product names, they should have single ideas separated line by line.

## PRODUCT NAMES



### CONNECTED PHRASES

DRAMATICALLY DIFFERENT™  
HYDRATING JELLY

*Keep connected phrases together. In this case, “Dramatically Different™” is one connected phrase and “Hydrating Jelly” is another.*



### CONNECTED PHRASES

CLINIQUE SMART CLINICAL REPAIR™  
WRINKLE CORRECTING EYE CREAM

CLINIQUE SMART  
CLINICAL REPAIR™  
WRINKLE CORRECTING  
EYE CREAM

*Keep connected phrases together. In this case, “Clinique Smart Clinical Repair” is one connected phrase and “Wrinkle Correcting Eye Cream” is another.*



### UNCONNECTED PHRASES

EVEN BETTER CLINICAL™  
SERUM FOUNDATION BROAD  
SPECTRUM SPF 25

*This represents broken connected phrases. “Even Better” is one connected phrases, while “Clinical™ Serum Foundation” and “Broad Spectrum SPF 25” are other connected phrases.*



# Product names and ™.

Product names should always be set in the Product Type Style, should always be all caps, and should be aligned to the top of the last letter.

When setting ™ in Clinique’s Helvetica Neue, superscript should be used with the ™ glyph. When setting ™ in Clinique’s Nitti, the ™ glyph should be used without superscript.

## TMS IN CLINIQUE’S HELVETICA NEUE



SETTING ™

Repair<sup>™</sup>

*The ™ glyph should be superscript and aligned to the top of the last letter.*



™ GLYPH

TM vs ™

*Always use the “™” glyph and do not typeset “T” and “M” individually.*

## TMS IN CLINIQUE’S NITTI



SETTING ™

REPAIR™

*The ™ glyph should be inserted **without** superscript.*

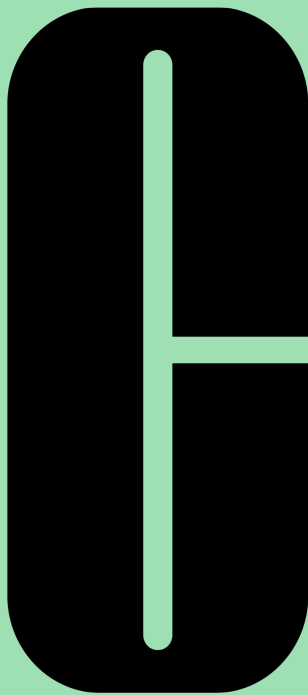


™ GLYPH

TM vs ™

*Always use the “™” character and do not typeset “T” and “M” individually.*





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