

CLINIQUE

BRAND ICON STYLE GUIDE

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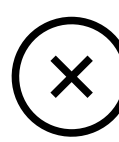

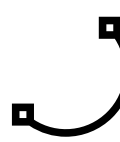





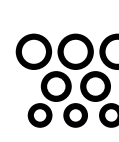
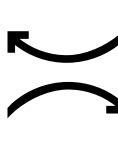








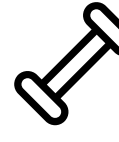







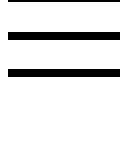














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GLOSSARY

 Add buildable color	 Clear	 Dissolve makeup Dissolve long-wearing makeup Visibly correct redness	 Line	 Repair
 Add color Add color + depth Tint	 Control oil	 Energize	 Mattify	 Retexturize
 Add flexible control	 Calm Cushion Soothe	 Even skin tone	 Nourish Treat	 Smudge
 Add matte color Add rich color Add sheer color	 Color correct	 Exfoliate	 Perfect	 Strengthen
 Add nourishing color	 Comfort Soften	 Fill in	 Plump	 Unify skin tone
 Add glow Boost radiance Highlight	 Condition	 Firm	 Prevent	 How to recycle
 Add sun-kissed glow Add bronzed glow Awaken	 Contour Define Shape	 Help speed cell turnover Refresh	 Protect	
 Brighten	 Defend against odor	 Hydrate	 Purify	
 Clean	 Depuff Prime Smooth	 Lift	 Refine	

GLOSSARY / MASCARA-ONLY



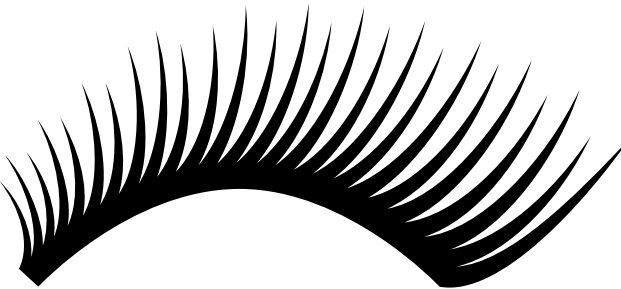
Lengthen

i.e. Lash Power,
Lash Doubling, or
Naturally Glossy



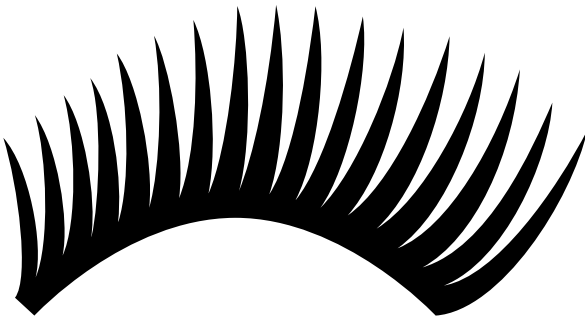
Add volume

i.e. Chubby Lash



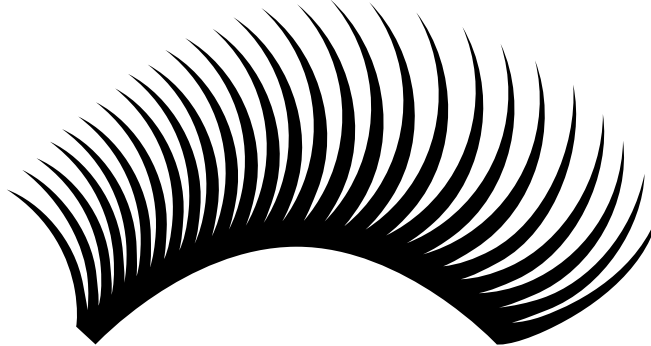
Add volume + curl

i.e. High Impact Curling



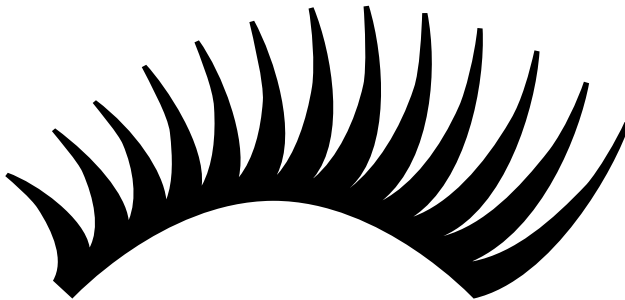
Add volume + definition

i.e. High Impact,
High Impact Extreme, or
High Impact Waterproof



Lift + hold

i.e. HILE



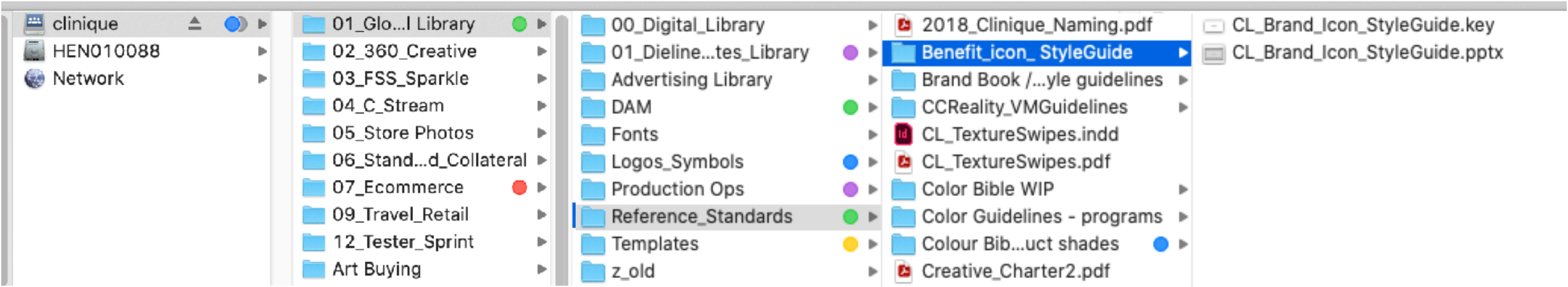
Add definition

i.e. Lash Doubling,
Naturally Glossy, or
Bottom Lash

SERVER LOCATION

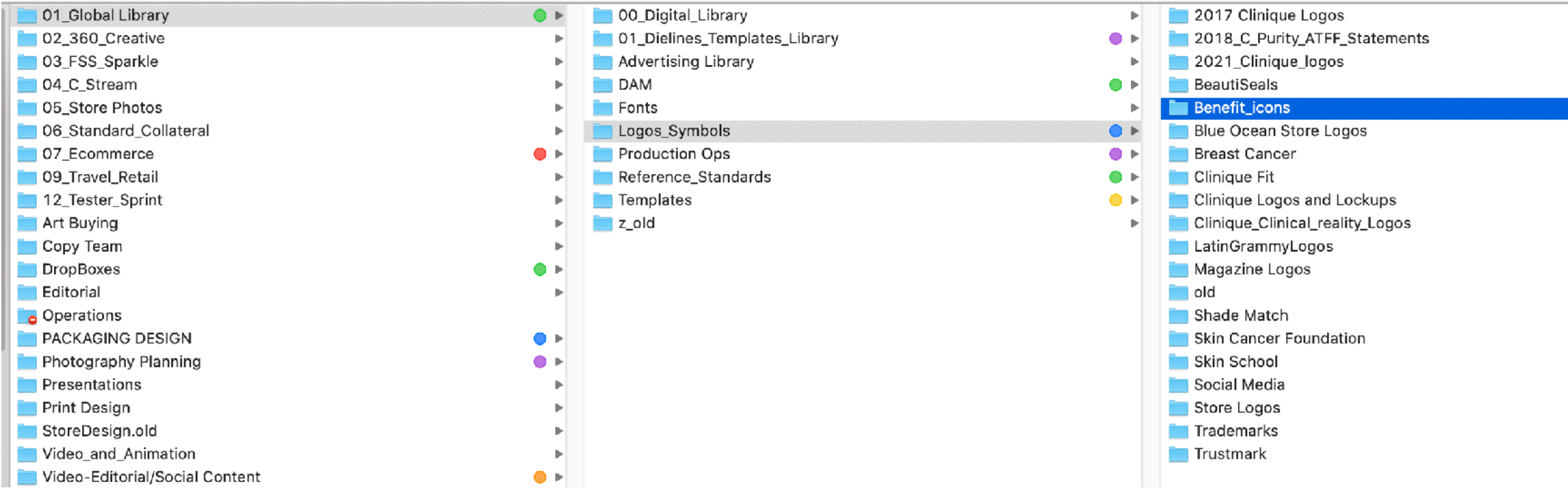
This style guide will live on the Clinique Global Creative server here:

Clinique > 01_Global Library > Reference_Standards > Benefit_Icon_StyleGuide



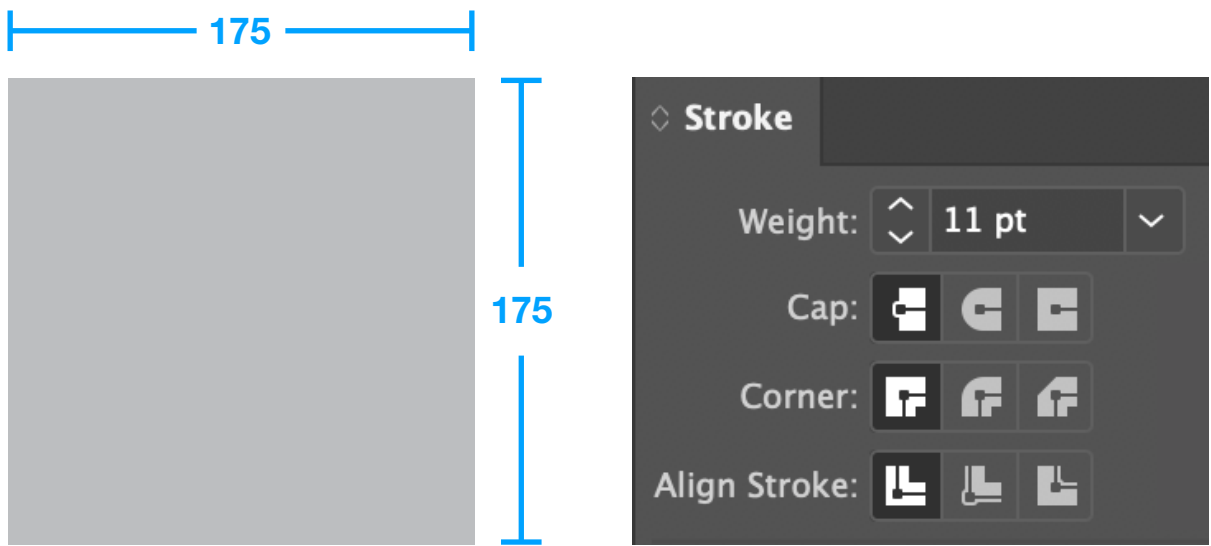
The vector icons will live on the Clinique Global Creative server here:

Clinique > 01_Global Library > Logos_Symbols > Benefit_Icons



*Anytime there is a new icon, please make sure to update the .ai file as well as the Glossary page in the style guide Keynote.

ICON / HOW TO CREATE



1. Start with a 175x175 pixel square.

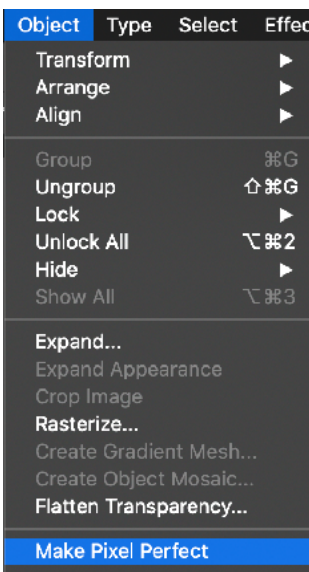
Please match stroke settings to the above:

11 point stroke weight;

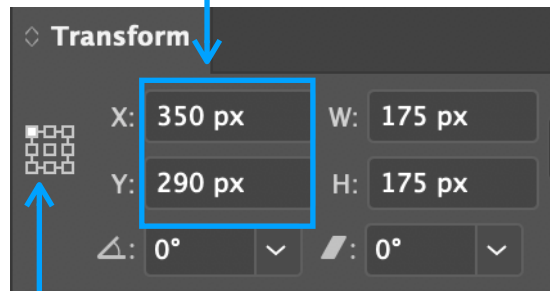
Butt cap, not round or projecting;

Miter join, not round or bevel;

Align stroke to center, not inside or outside



Make sure the coordinates are whole numbers.

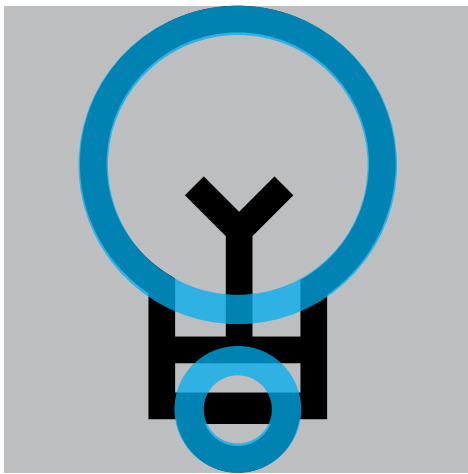


TIP: It helps to check multiple coordinates / edges!

4. Make sure all paths that make up the icons are pixel perfect. This can be found under the navigation: **Object > Make Pixel Perfect**

Icons with curves cannot be pixel perfect, but alternatively you can make sure the major coordinates are snapping to a whole pixel number.

Curves made from circles.



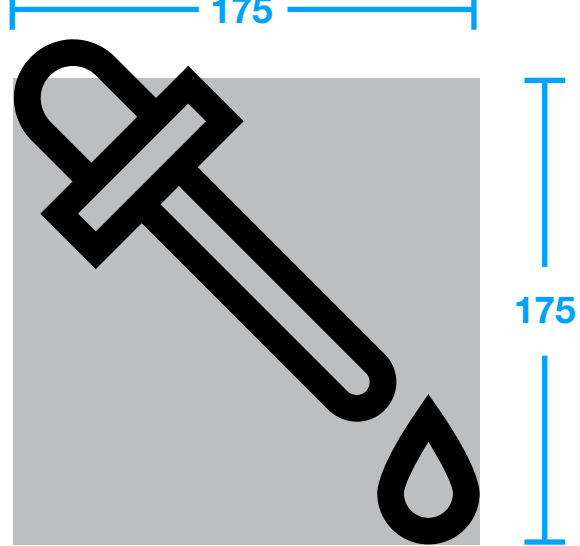
Lines should be straight or at a 45° angle.



2. Curves should be based on perfect circles and lines should either be straight or at a 45° angle.

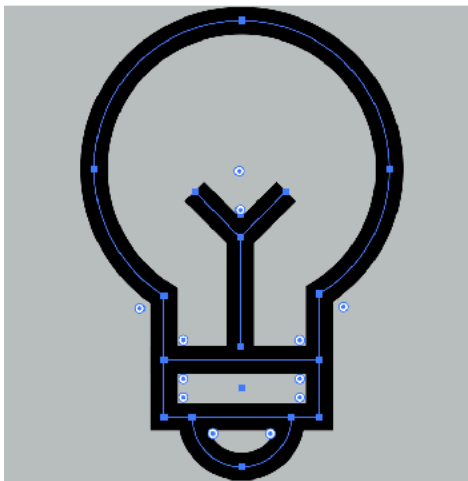
There are some instances where you can break this rule.

Icons that break the frame:

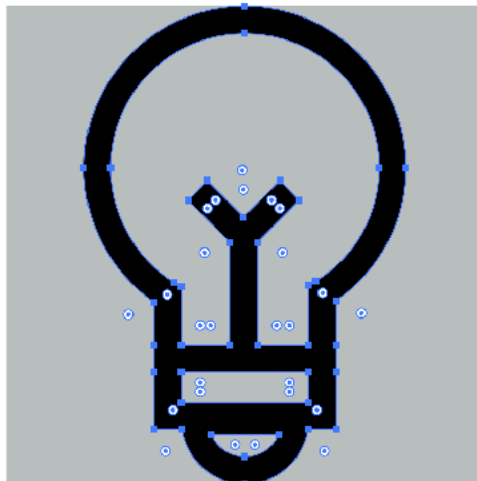


3. Generally, all icons should stay within the 175x175 pixel square frame, but above are examples where it needed to extend to match the size of the icons optically.

Stroked path:

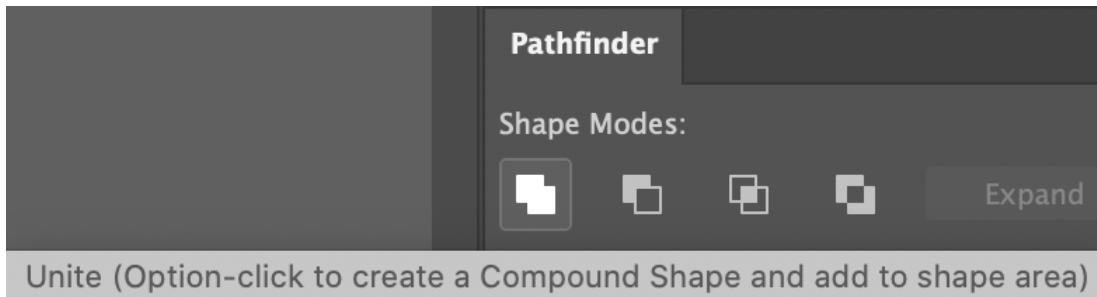


Outlined stroke:



5. Finally, outline the stroked path to make it into a solid shape. This can be found under the navigation: **Object > Path > Outline Stroke**

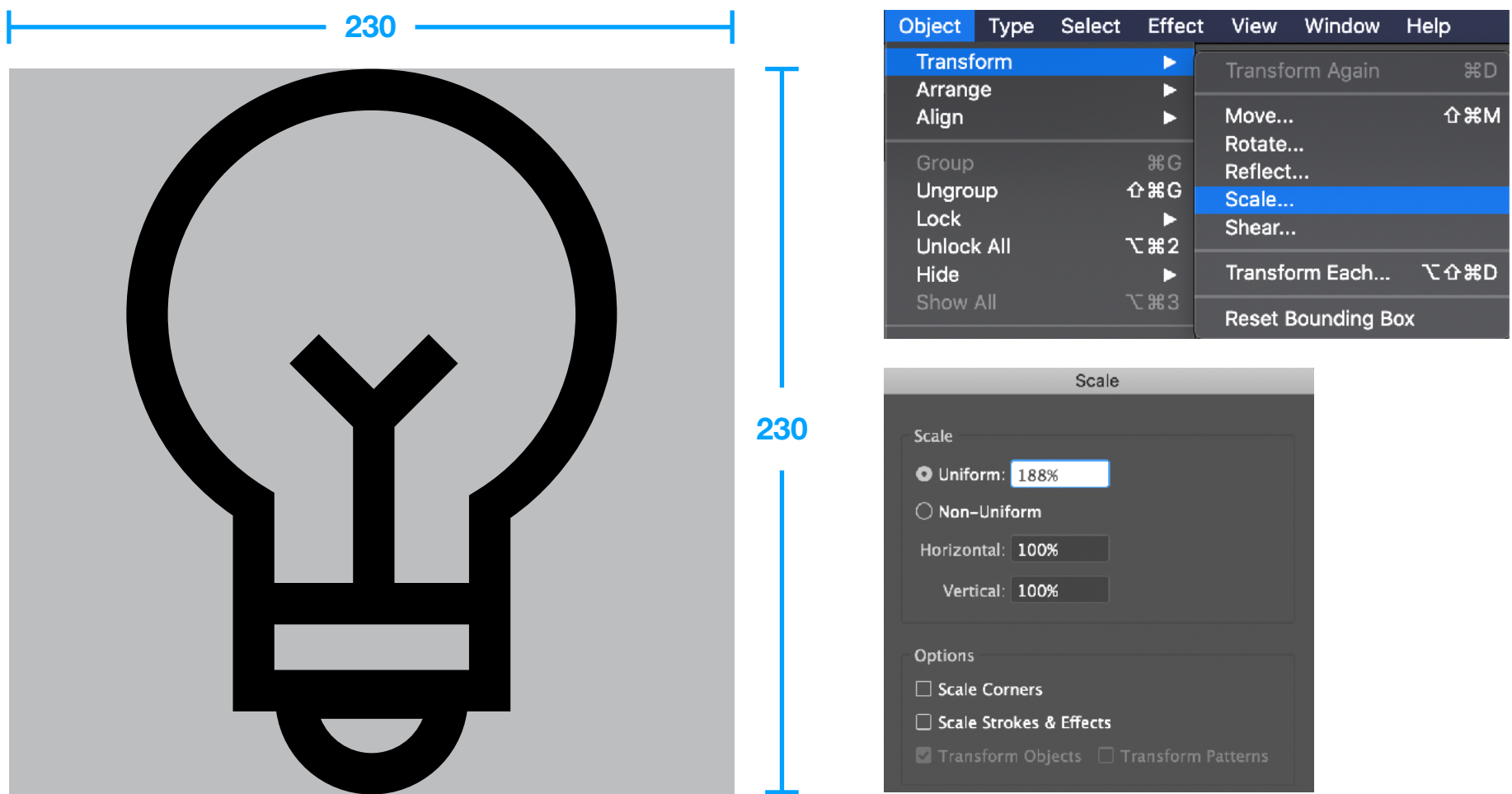
This will ensure that the stroke can scale proportionately with the icon.



6. After outlining the stroked paths, join them together to create a singular shape.

To do this, select all outlined paths and in the **Pathfinder** panel, click the **Unite** shape mode. If you cannot find the Pathfinder panel, go to **Window > Pathfinder**.

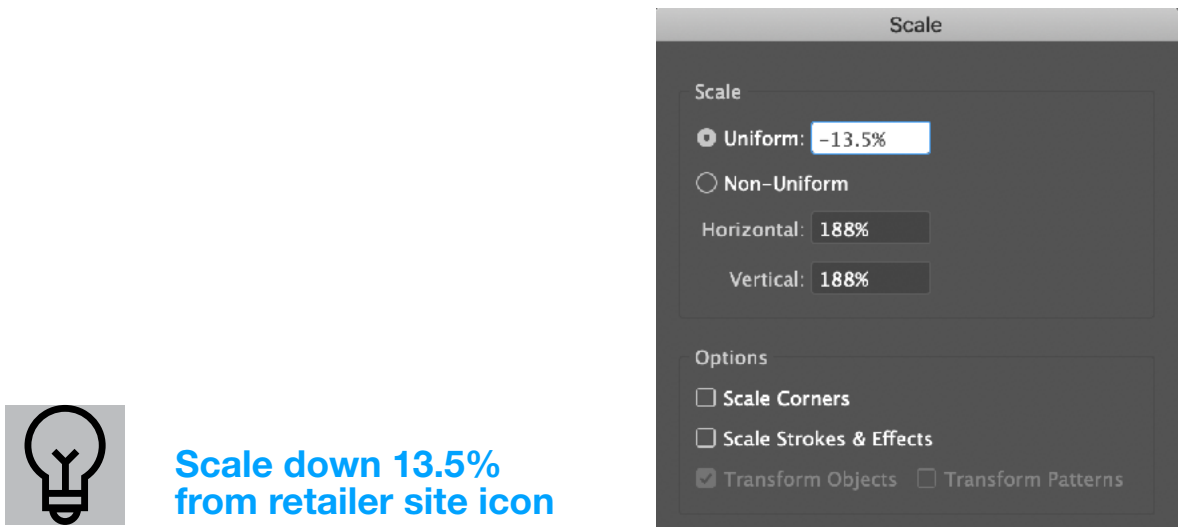
ICON / HOW TO RESIZE



1. After creating a new icon, please make a retailer site version as well (230x230 pixel square).

Use the formula below for the resizing:
Retailer site: Scale up 188% from **original icon**

Take the original icon and change the scale.
This can be found under the navigation:
Object > Transform > Scale
Change the Uniform scale to **188%** and do not scale corners or strokes and effects.



2. After resizing to the retailer site icon, please make a print version (45x45 pixel square).

Print: Scale down 13.5% from **retailer site icon**

Take the retailer site icon and change the scale.
This can be found under the navigation:

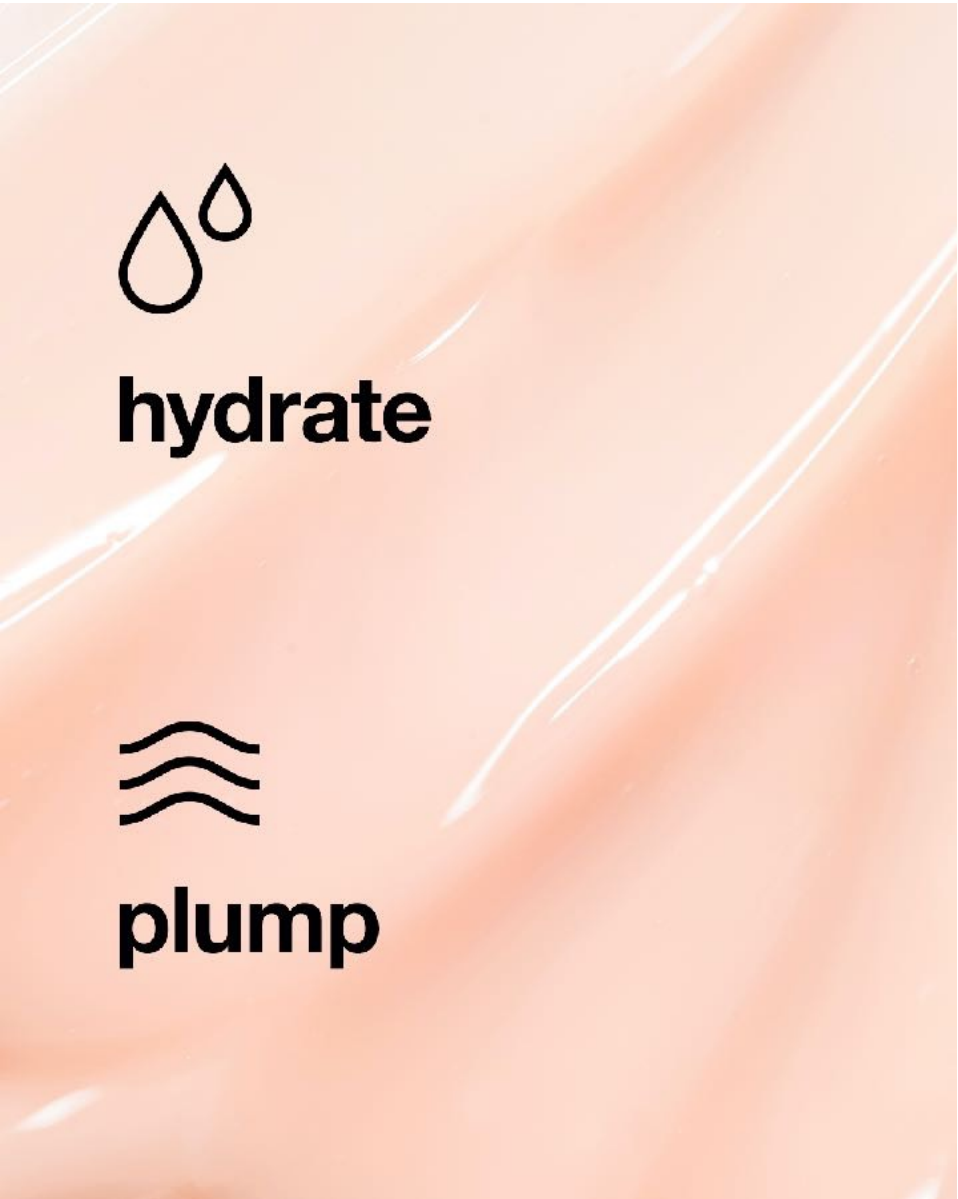
Object > Transform > Scale
Change the Uniform scale to **-13.5%** and do not scale corners or strokes and effects.

ICON / DO'S + DON'T'S

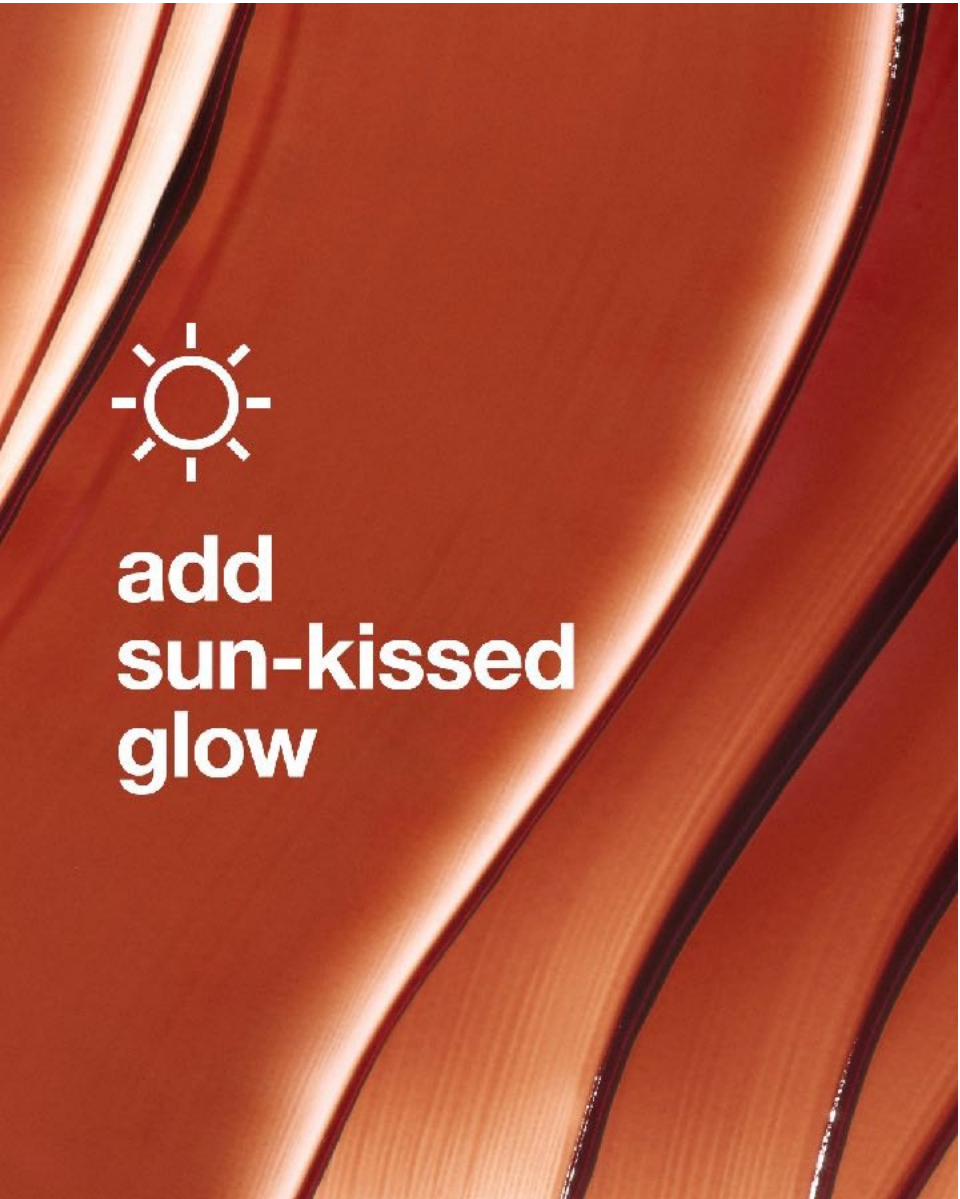


Do pair icons with benefit words.

*If using in social, please reach out to the Global Copy team for rules on caption copy.

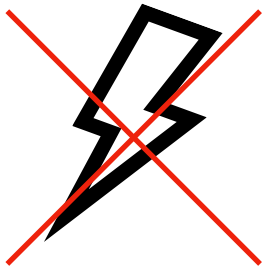


Do make sure icons are the same size when used together.

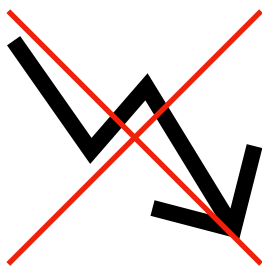


Do use icons in black or white.

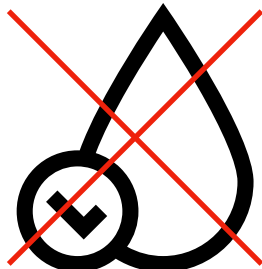
ICON / DO'S + DON'T'S



Do not
angle icons.



Do not
rotate icons.



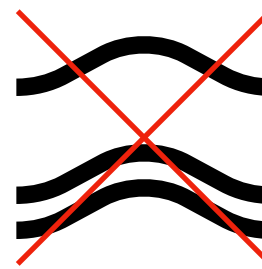
Do not
reflect icons.



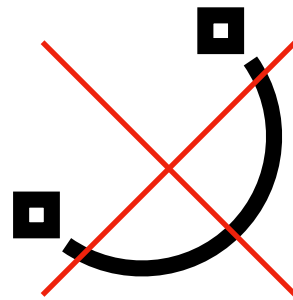
Do not apply
color to icons.



Do not place
icons in a circle.

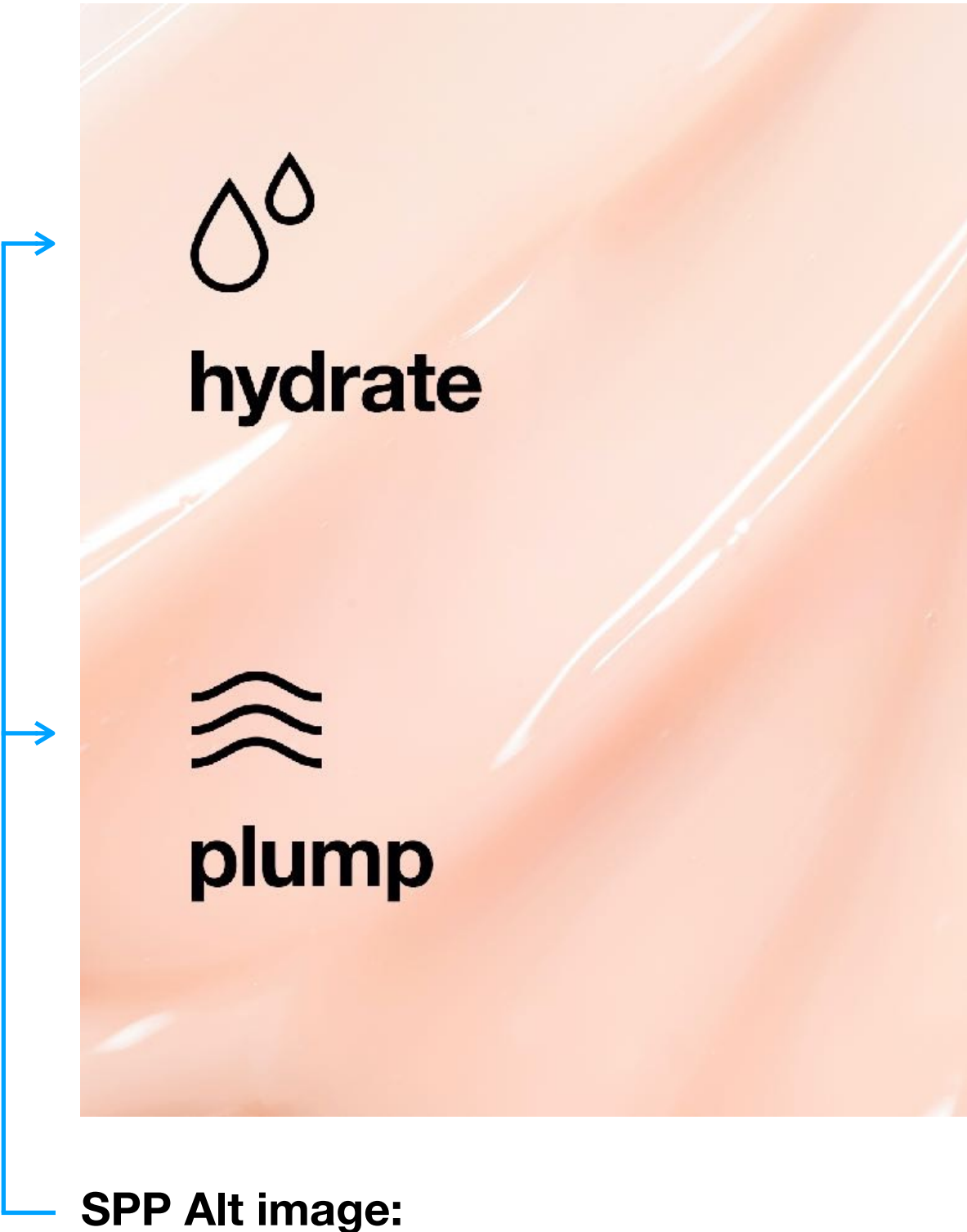


Do not edit
spacing of
shapes that
make up icons.



Do not separate
shapes that
make up icons.

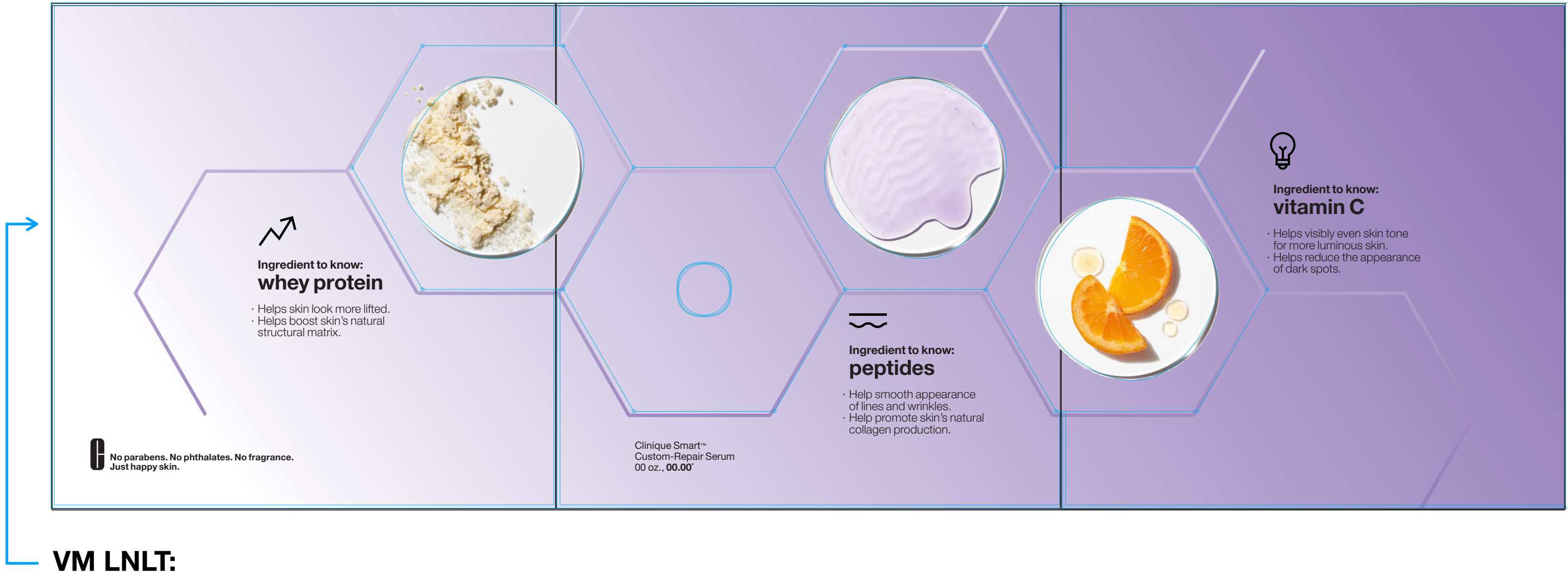
ICON / TYPOGRAPHY



SPP Alt image:

The icon should always sit above the benefit copy.

Pair the SPP alt image icon (175x175px) with **115pt / 110pt** type specs.



VM LNLT:

The icon should always sit above the benefit copy.
The icon can pair with a single benefit word (like the SPP example), as well as with a longer benefit description (above).

Pair the print + VM icon (45x45px) with **12pt / 13pt** type specs.

Please note, new icons illustrating product benefit will need to go through **Product Development** and **Legal approval**.

All new icons will need to be reviewed with the **Global Creative Design team** and **Copy team**.
Please contact the team below with any questions.

Global Creative Design:

Jenn McManus
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Global Copy and Brand Strategy:

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Manager
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Laura Fitzgerald
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lfitzger@clinique.com