

CLINIQUE

Logo Guidelines.

**We use our logo to
create consistent and
inspiring brand
experiences.**



Our logo drives brand recognizability in all that we do, creating an iconic and distinguished brand experience.

When used meaningfully and sparingly, our logo creates visual impact and drives prestige. It should never be locked up with the C icon and should occur only once within layouts.

This document will help to illustrate how to use our logo.





TIP

Click the chapters to
jump to them.

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View our updated logo, learn how to apply our logo, and understand how our logo acts across different content.

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Our logo.





Our logo, reimagined.

Learn about our updated logo and understand
how to apply it to different applications.

Logo update.

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- New versus old
- Color
- Misuse
- Orientation
- Clear space

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Our iconic logo is taking center stage.



DOWNLOAD OUR LOGO

We've given it an optimization update to help with legibility on digital devices, making it clearer, sharper, and even easier to read.

In the process of giving it this uplift, we have also removed the lines above and below it, giving it room to really shine.

Learn how to spot the difference and ensure you're using the correct logo.



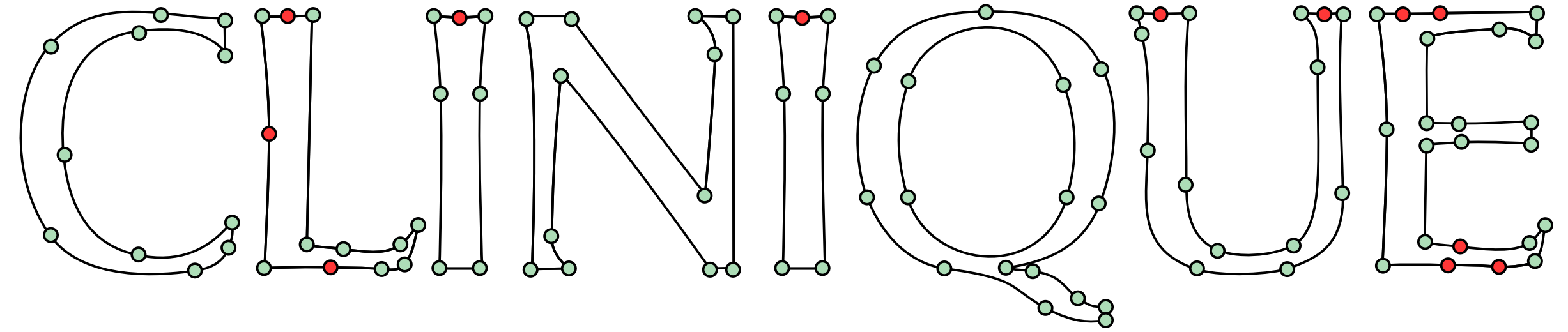
New versus old.



Cleaning up points.

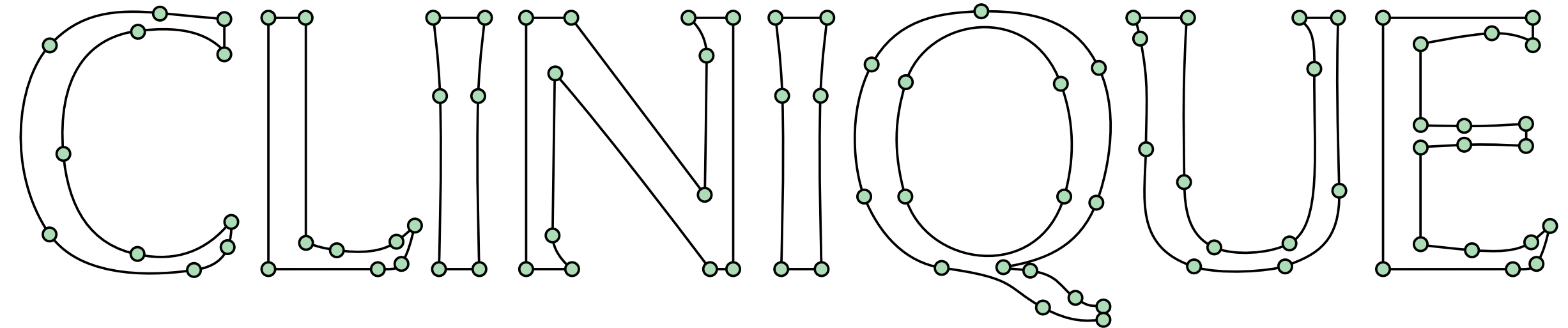
To avoid wobbly lines at smaller sizes, we have removed excess points to make our logo more sharp, especially on digital devices.

OLD LOGO



With excess points – points that were removed are highlighted in red.

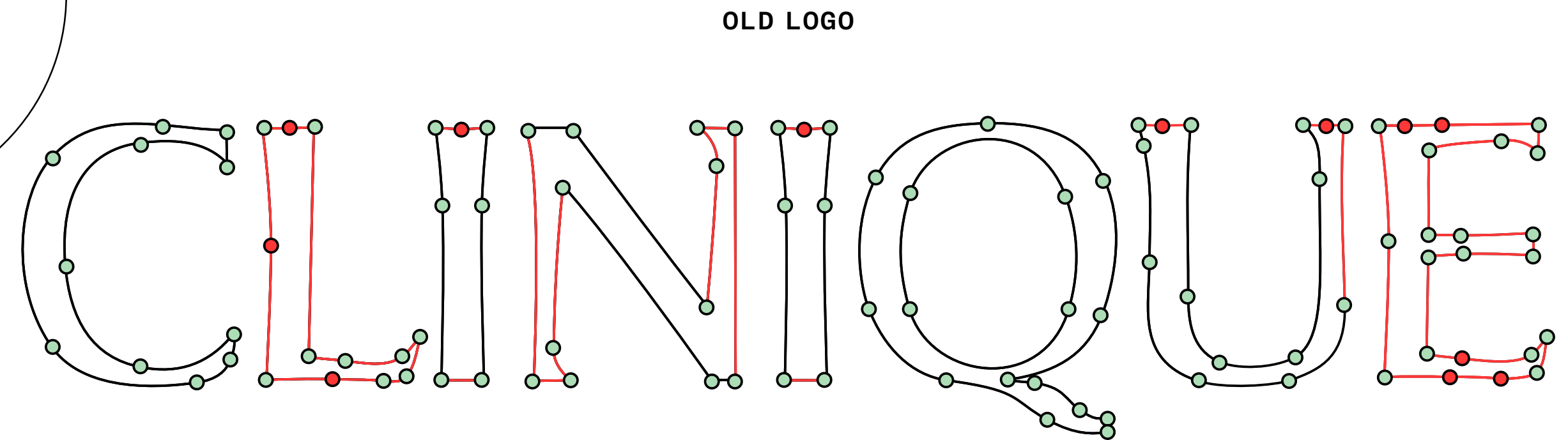
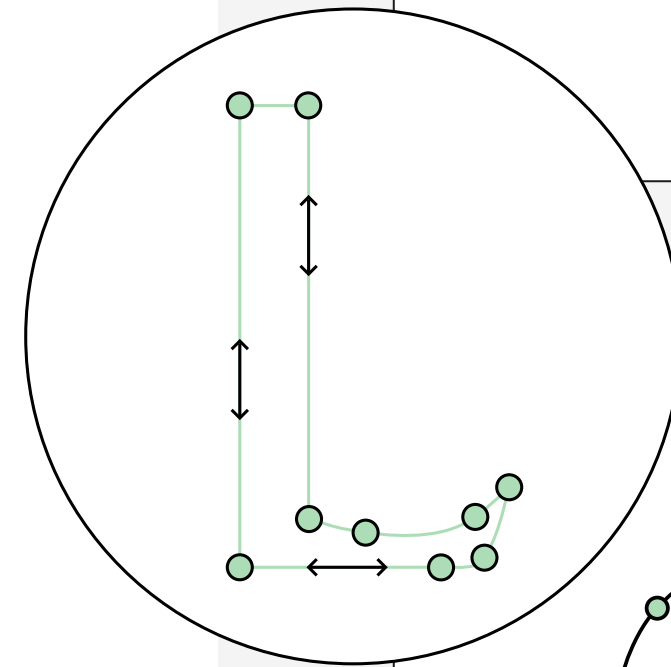
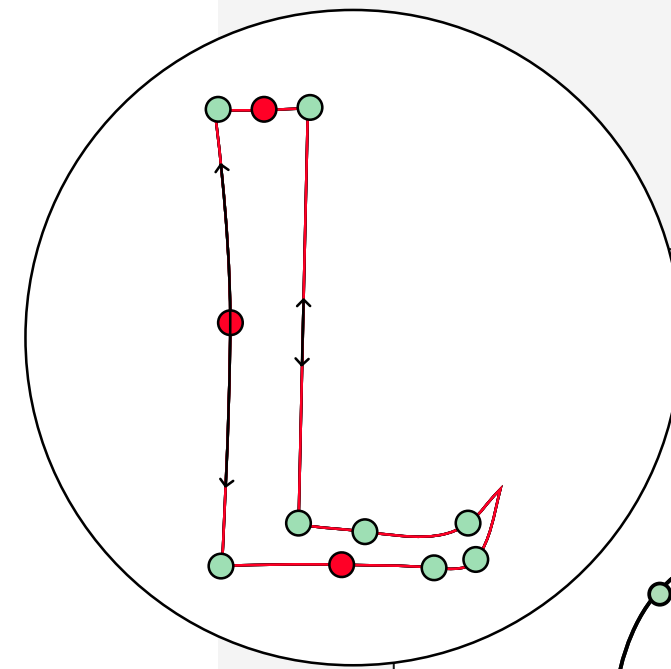
UPDATED LOGO



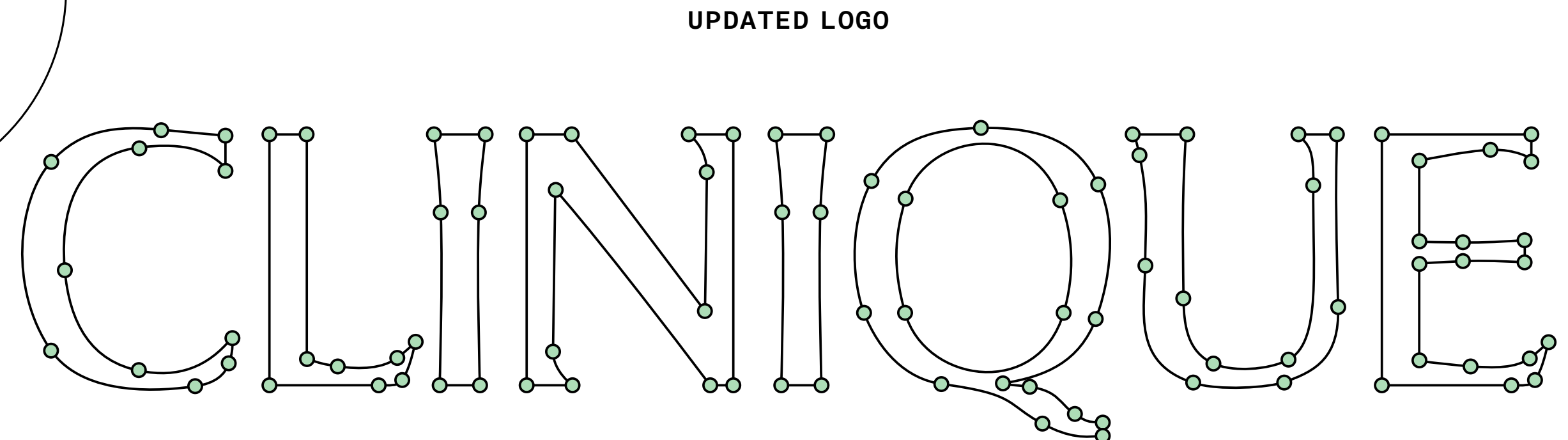
With excess points removed.

Straightening lines.

With excess points removed, the stems of the logo were then straightened to ensure the highest quality optimization for digital devices.



With curved lines – lines that were straightened are highlighted in red.

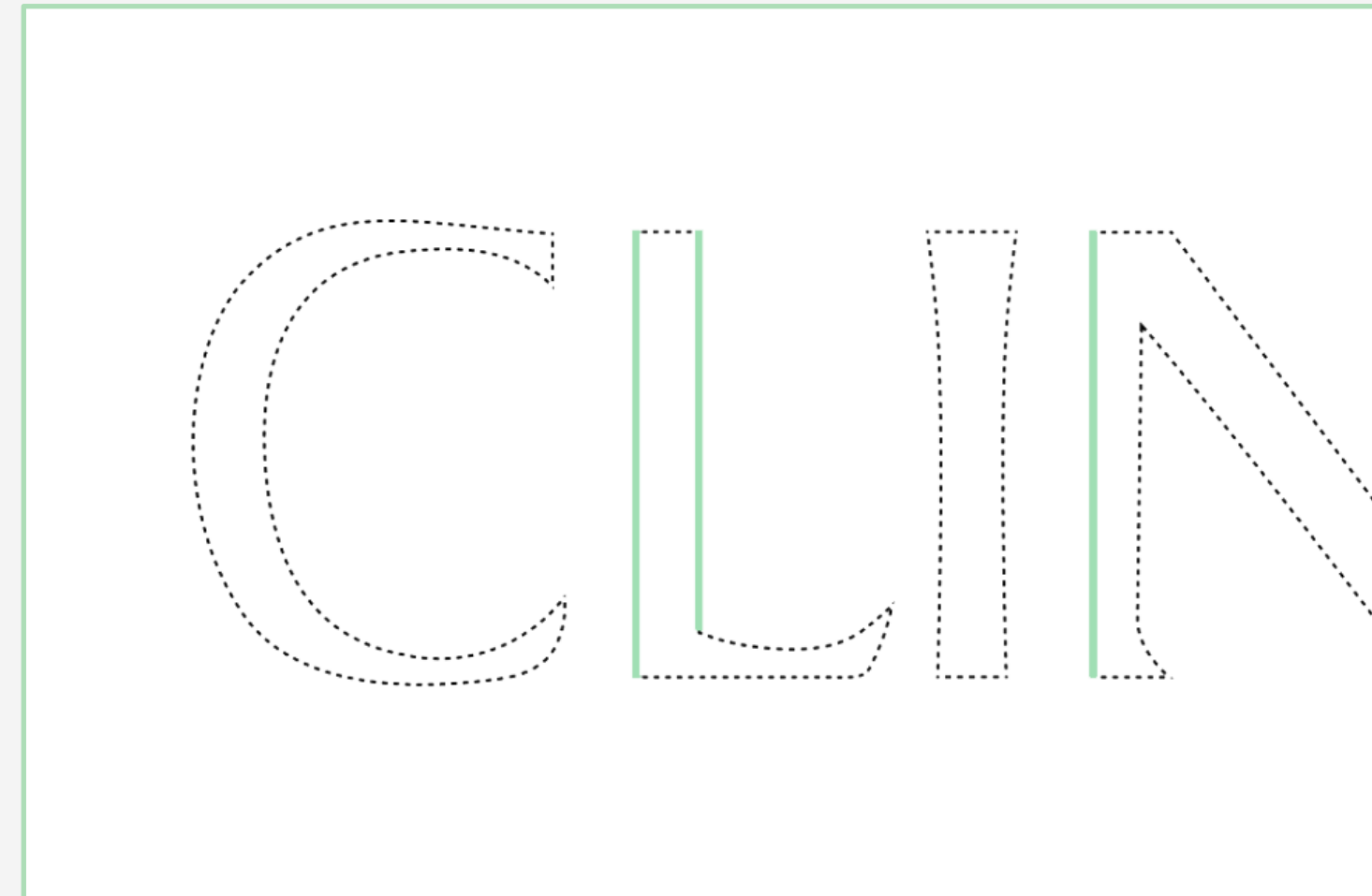


Lines are now straight across the stems.

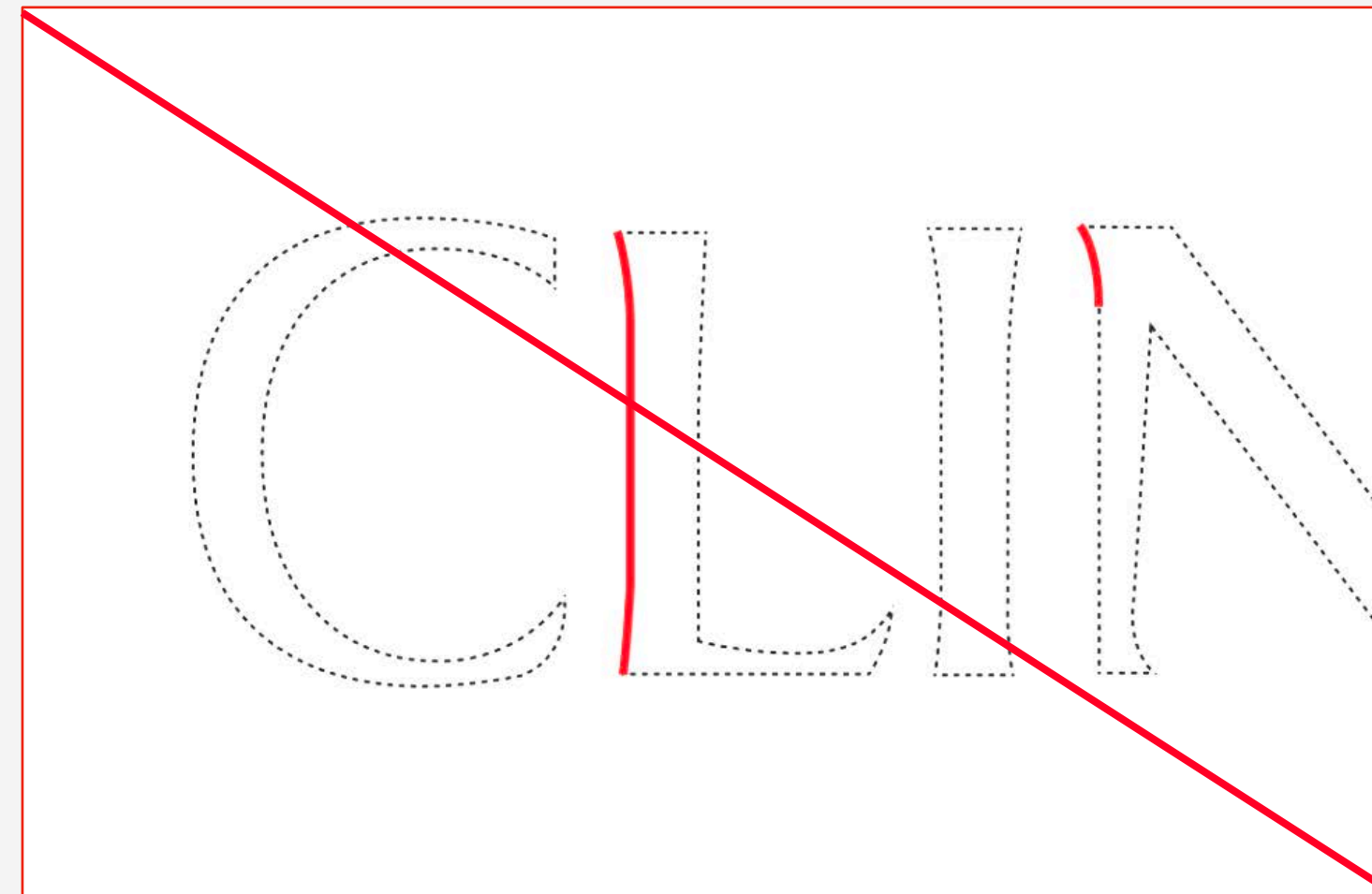


How to ensure you're using the correct version of the logo.

When in doubt, look for the straightened stems to ensure you're using the updated version of the logo.



CORRECT VERSION
Straight stems.



INCORRECT VERSION
Curved stems.

Color.

Black and white versions.

There are two color options to use across platforms. These options are used to ensure readability within layouts.

BLACK LOGO

The black logo should be used on lighter backgrounds.



CLINIQUE

WHITE LOGO

The white logo should be used on darker backgrounds.



CLINIQUE

Black and white versions.

Here are examples of actual usage for each of our logo options.



BLACK LOGO

Example of black logo in use on a lighter background.



WHITE LOGO

Example of white logo in use on a darker background.

Misuse.



The logo should not use taglines.

Our logo cannot be locked up with any type, including taglines.

Our logo must never be locked up with any additional type, including older versions that included taglines. The only exceptions to this rule are for approved sub-branded logos, partnerships, and Clinique Laboratories.



DON'T

Do not use lock up ATFF with the logo.



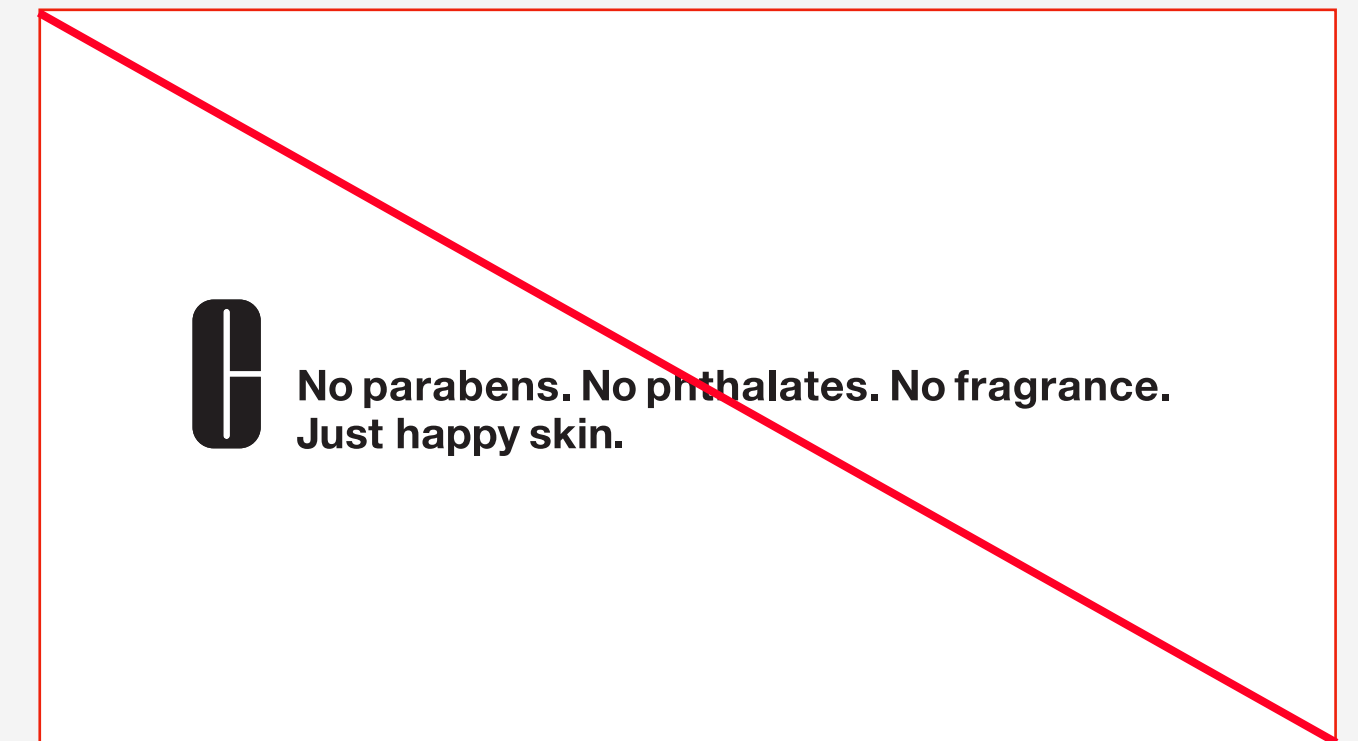
Why it doesn't work:

To raise recognizability and prestige, and to ensure absolute consistency across our brand and to avoid clutter, we have removed all type and tagline lockups from our logo.



DON'T

Do not lock up No No No with the logo.



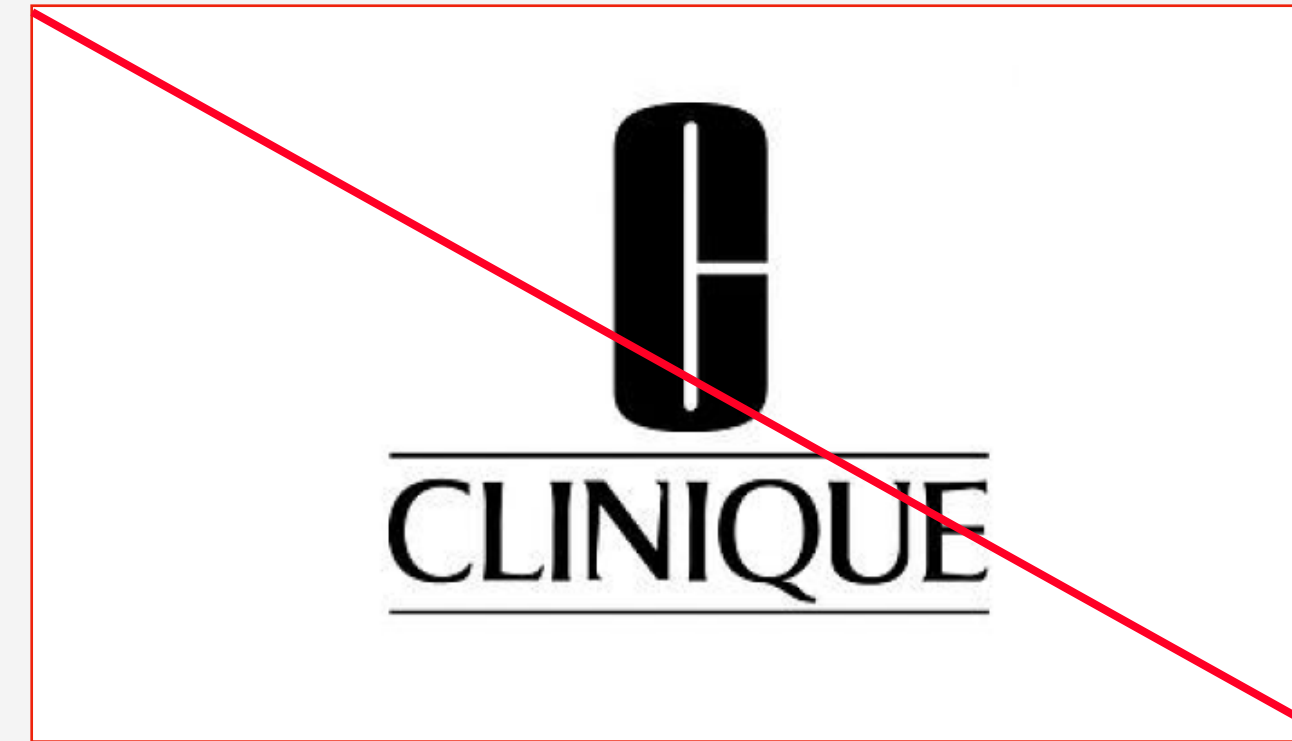
Additionally, we no longer lock up type or taglines with the C icon.

The logo should not be locked up.

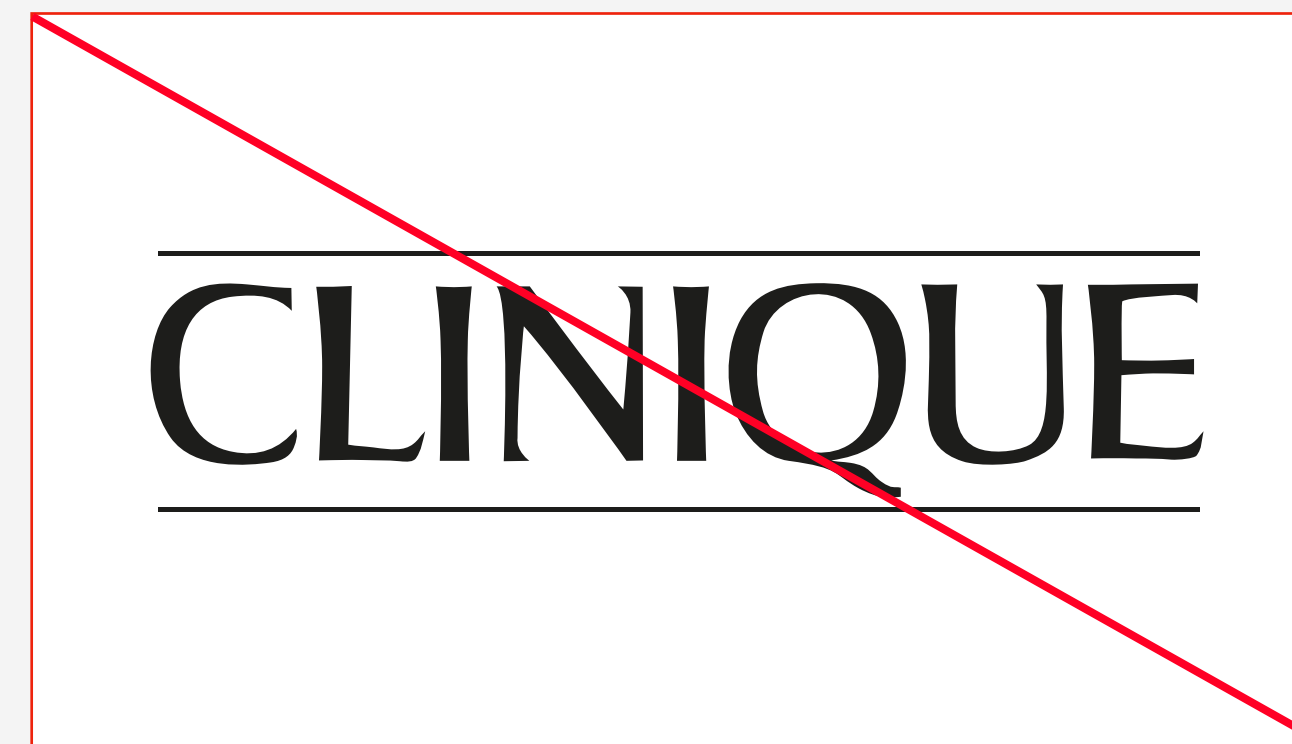
No previously released versions of our logo should be used. Only the one currently available on The Foundation may be used. Please use the visual references described on [pages 9-11](#) to ensure you are using the correct logo.



Do not lock the logo up with the C icon.



Do not lock the logo up with lines.

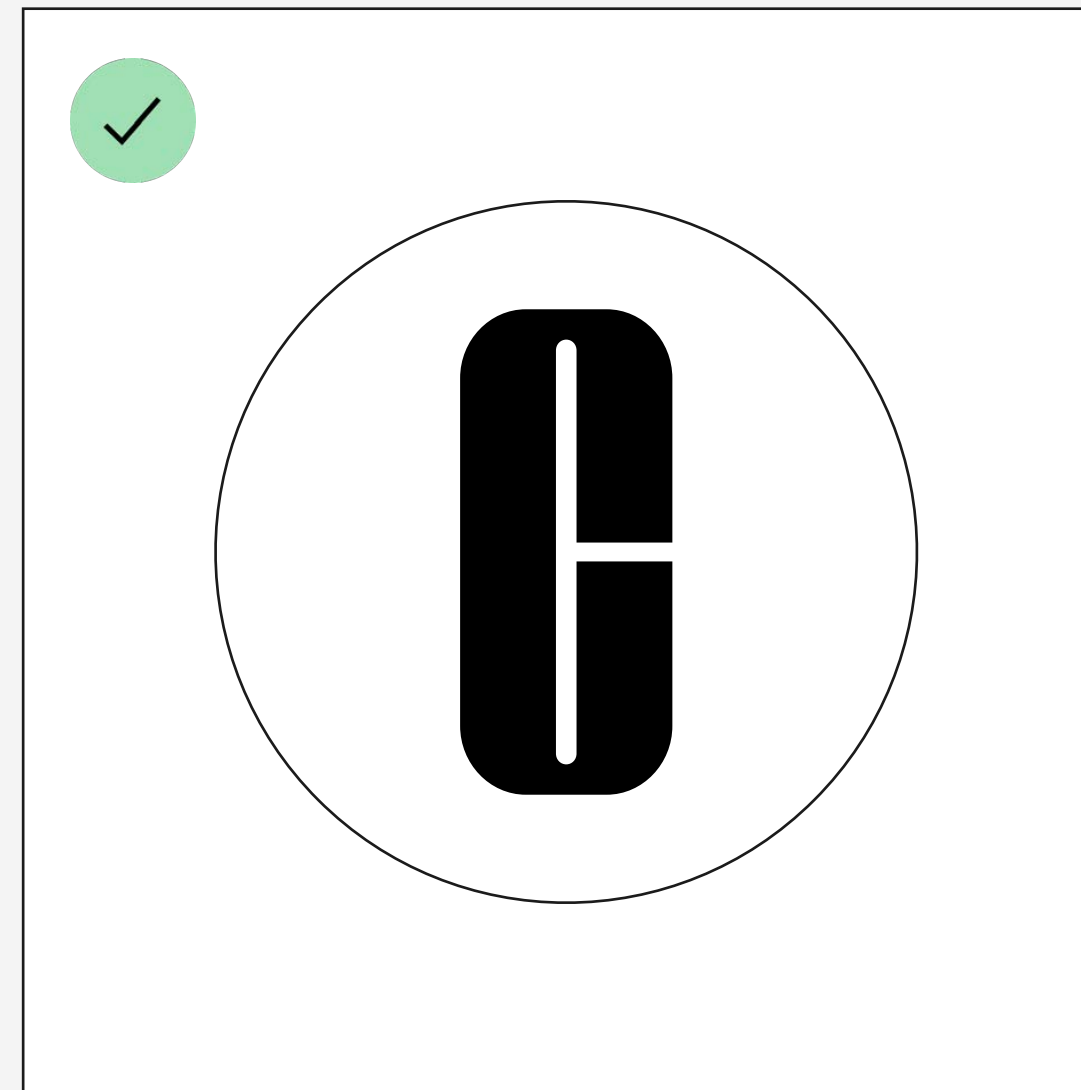


Why it doesn't work:

To make our logo clear, prominent, and uncluttered, we have moved away from using any lockups that include lines or the C icon.

The logo should not be used as an avatar.

To ensure readability and brand equity, our logo cannot be used as an avatar on social media. Only the C icon can be used in this space.

**Why it doesn't work:**

Our logo does not work well in small spaces and lowers legibility and brand recognizability.

Additionally, we no longer lock the logo up with lines and do not apply non-branded colors to our logo.

Orientation.

Orientation.

The primary orientation for our logo should be horizontal; however, when the need to apply it vertically does occur, ensure that the 'C' in 'Clinique' is at the bottom, so that **the open part of the C is facing up.**

✓ DO Face up.



When placing the logo vertically, ensure that the open part of the C is facing up.

✗ DON'T Face down.



When placing the logo vertically, you should not have the open part of the C facing down.

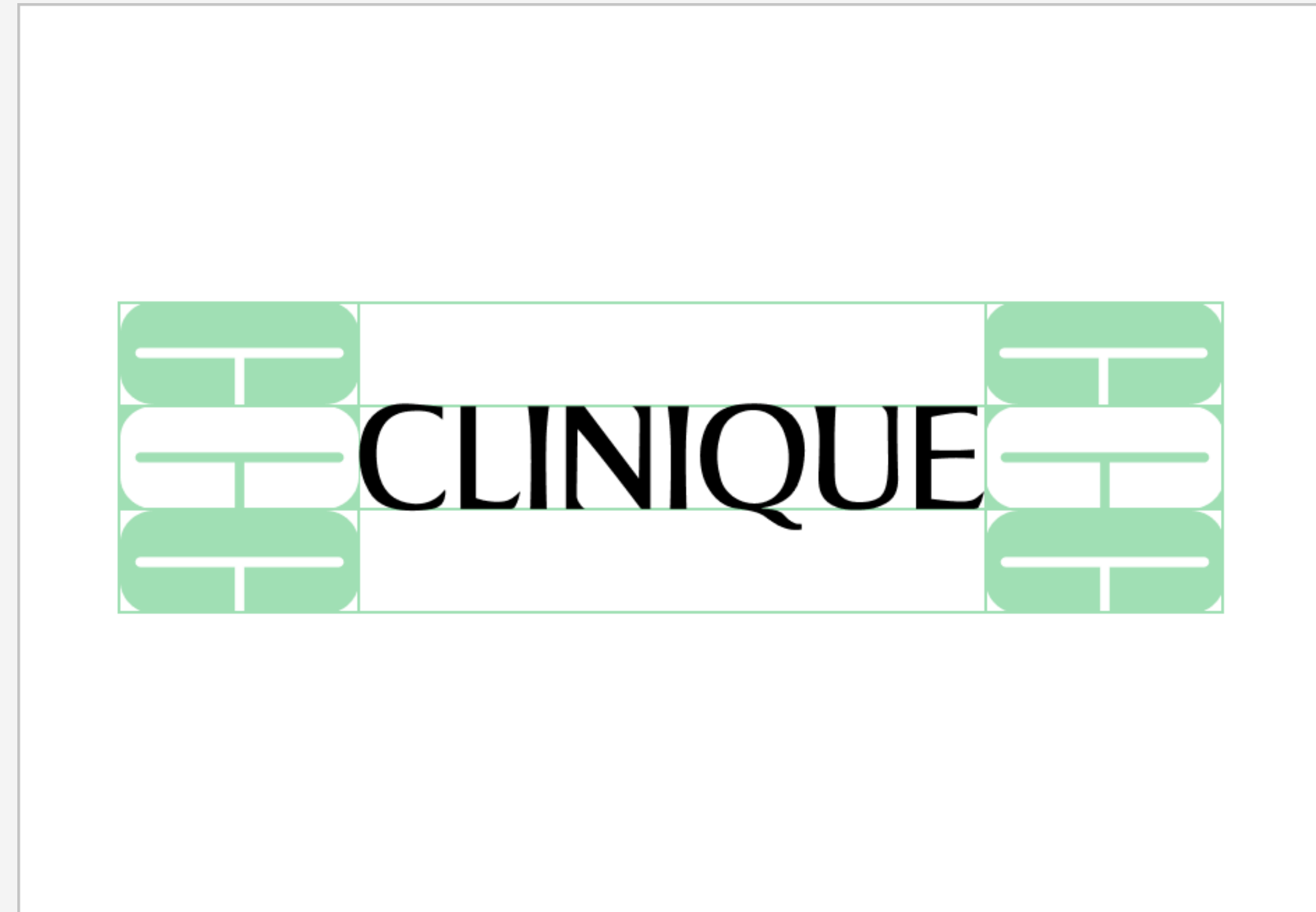
Clear space.

Clear space.

We use our C icon as reference. The width of the icon should be the same as the height of the logotype; we use it as a ruler to maintain equal white space around all four sides of the logo.

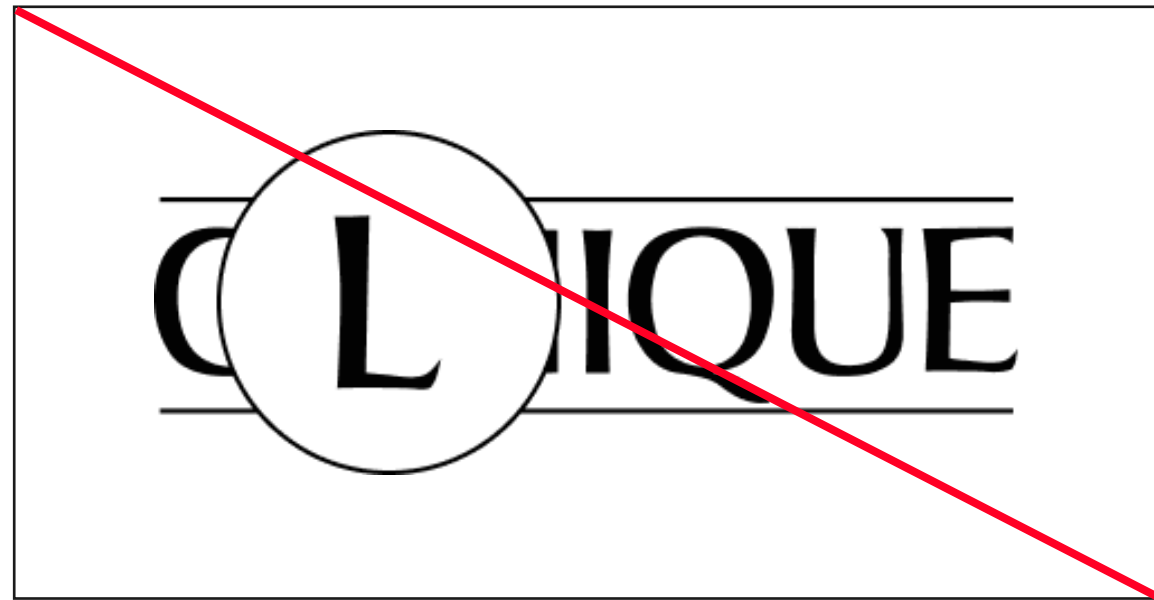
DETERMINING SIZE

To determine the size of the clear space, please view the The Grid section of our [Layout Guidelines](#).



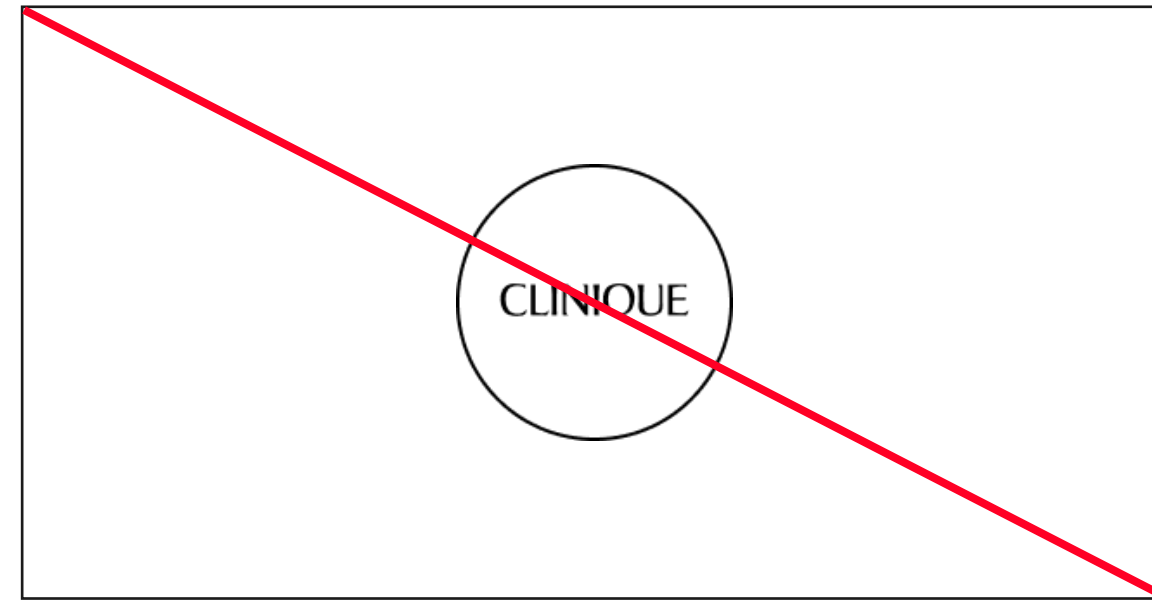
Don'ts.

✘ DON'T Do not use outdated logos.



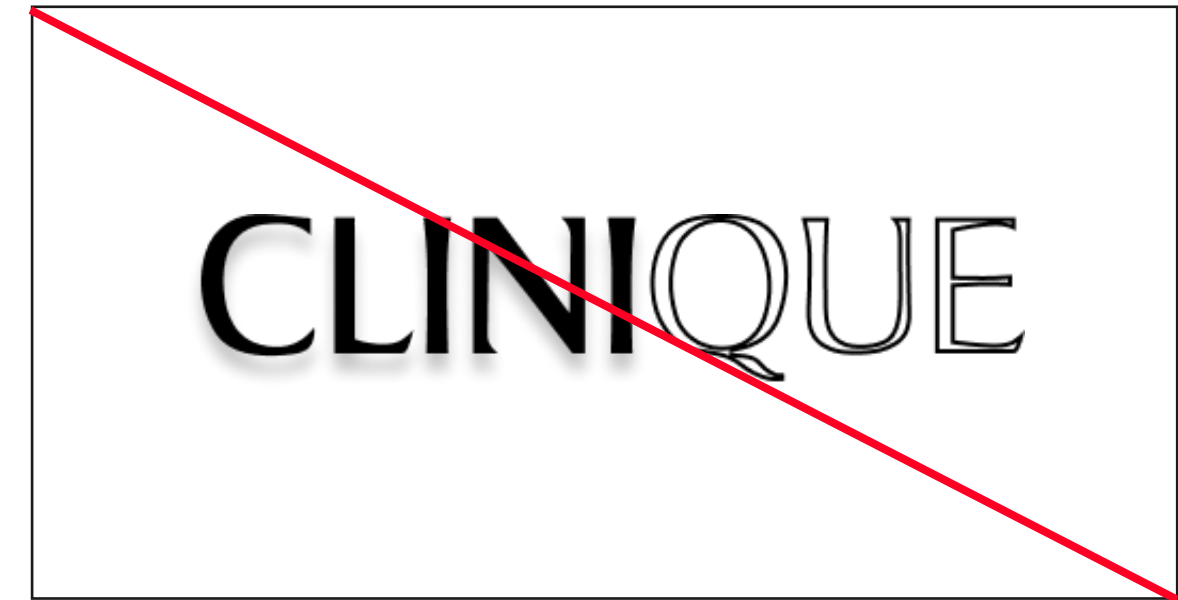
Do not use any of the previous logotypes. Make sure to look for the straight lines of our updated logo.

✘ DON'T Do not use the logo at icon size.



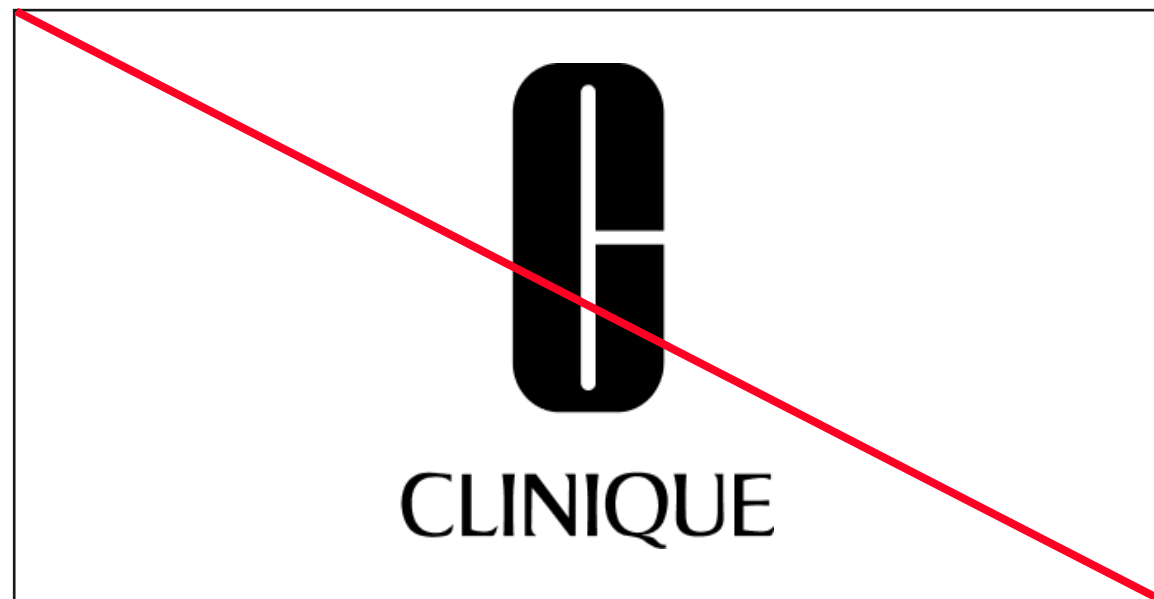
Do not use it at icon size (e.g., on social media) – only the C Icon should be used at icon size.

✘ DON'T Do not add effects to the logo.



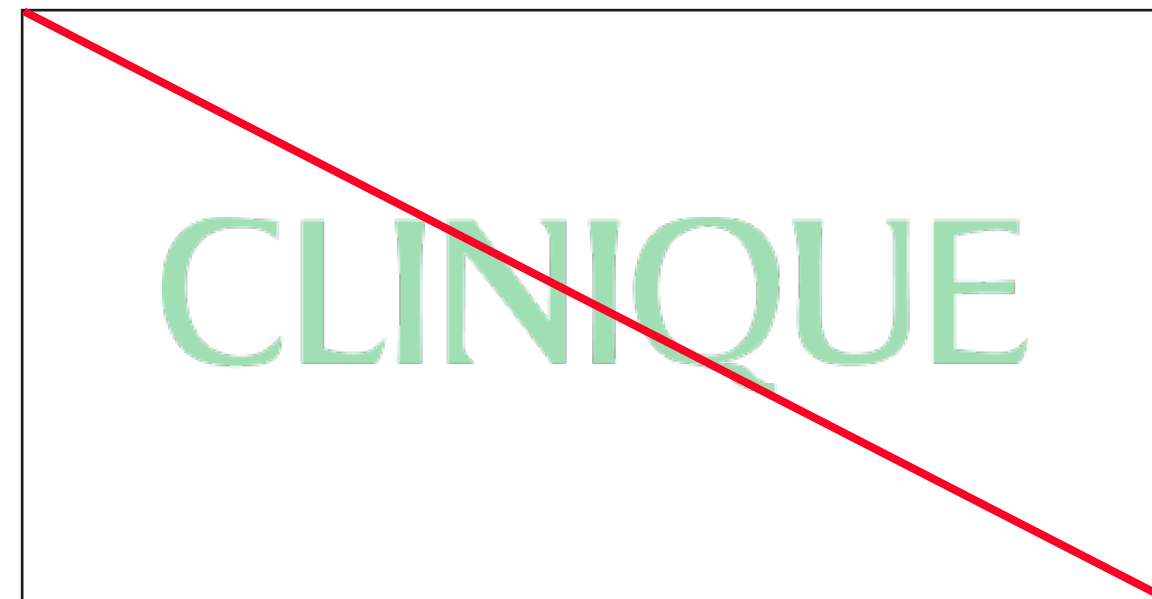
Do not use any effects or outline the logo.

✘ DON'T Do not lock up the logo.



Do not lock it up with the C icon - this combination can exist on packaging only.

✘ DON'T Do not add color to the logo.



The logo should not appear in colors other than black and white.

✘ DON'T Do not obscure the logo.



Avoid using the logo within saturated backgrounds, where the legibility of the logo might be compromised.

**Packaging-
only lockup.**



Packaging- only lockup.

This lockup is reserved for packaging only.

In an effort to reduce logo overuse across Clinique creative, our revised brand lockup is now reserved for packaging only.



**Sub-
branded
logos.**



Sub-branded logos.

Sub-branded logolock ups may only be used in conjunction with their branded content.

Do not create sub-branded logo lock-ups without express permission.

 [DOWNLOAD SUB-BRANDED LOGOS](#)

CLINIQUE
ClinicalReality™

CLINIQUE
skin
school

CLINIQUE
LABORATORIES



CLINIQUE
SMART REWARDS



In store: Clinique Laboratories.

The Laboratories design of the logo can only be used with permission and can only appear as principal exterior signage (unless otherwise specified).

Free Standing Store:

- Do use as principal exterior signage
- Do repeat at POS fixture as accent

Department Store:

- Do use as main signage in pelmet
- Do not repeat as secondary signage in focal wall if already used as main logo
- Do repeat at POS fixture as accent
- Do use as principal main signage(s) in DS back wall if no pelmet is allowed
- Do not use beyond these scenarios without prior approval
- Do not mix or change color or material finish of “Clinique” and “Laboratories.” Both should be consistent

For more information on gaining permission to use this logo, please contact Clinique Global Store Design leads.



Brand partner- ships.



Brand partnerships.

When locking the logo up for partnerships, equal weight should be given to both brands in terms of logo size, with our brand being the first appearance in order of brands listed.

Setting partnerships.

pg 32 – pg 35

- Sizing and spacing
- Collaboration lockups



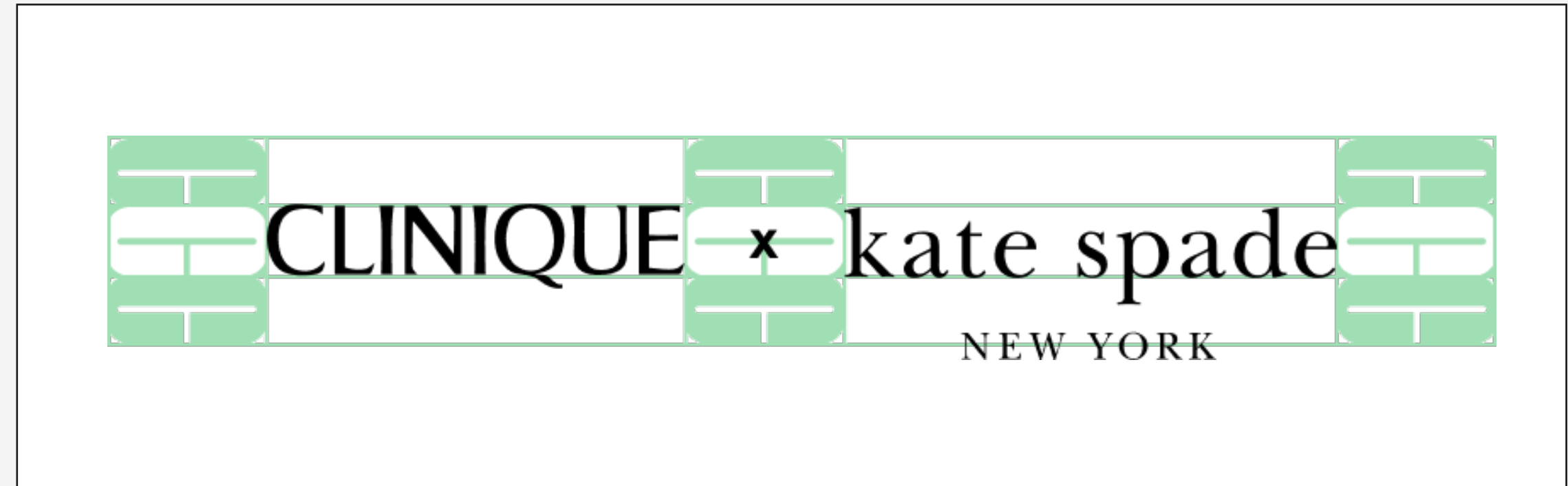
Sizing and spacing.



Sizing and spacing.

Depending on the partnership, you may include collaboration identifiers such as 'x' as the connecting text between brands.

STACKED LOCKUP



Clear space around the logo for horizontal partnership is equal to the height of our logo.

UNSTACKED LOCKUP



Clear space around the logo for vertical partnership is equal to the height of our logo.

Collaboration lockups.



Collaboration lockups.

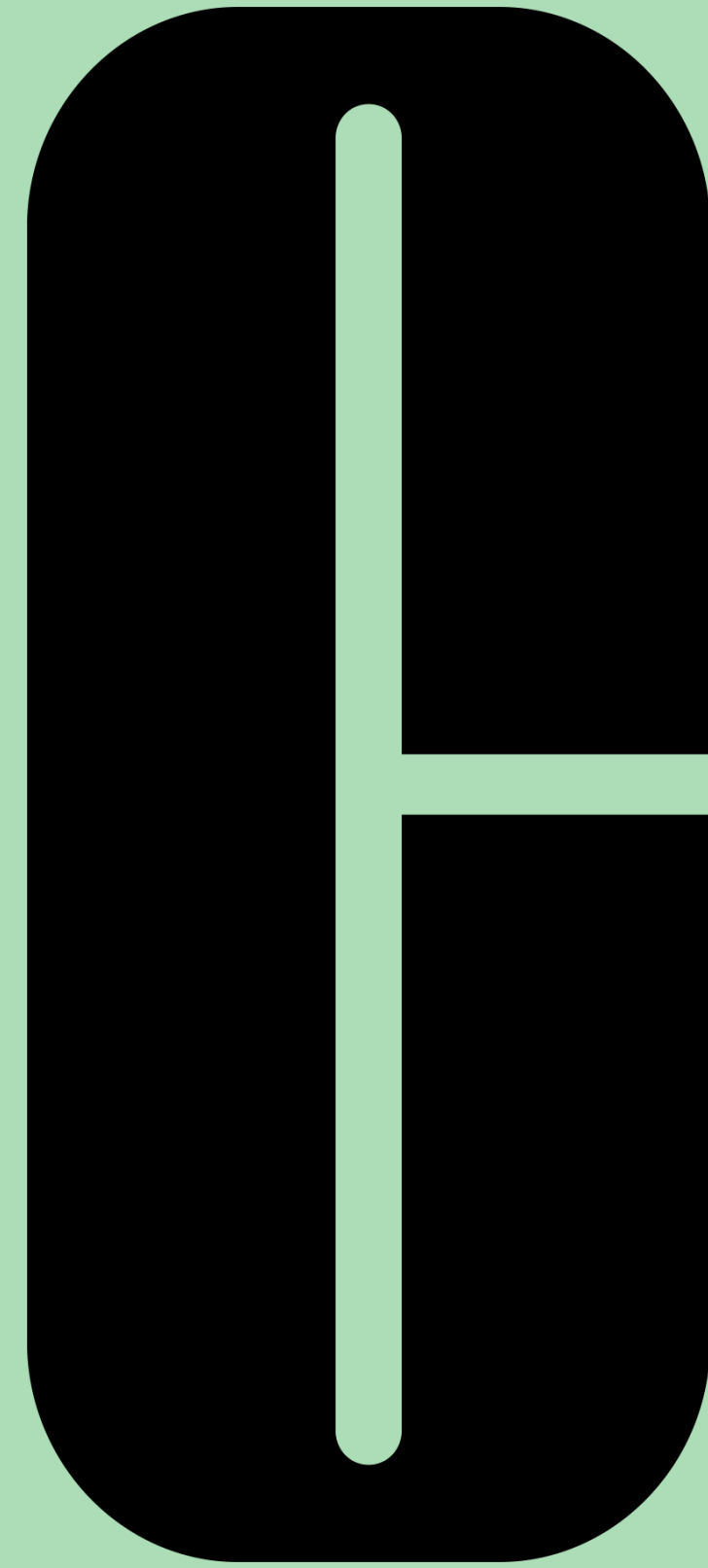
Identifiers such as ‘x’ should be set in **Clinique’s Helvetica Neue Bold** and should be centered to the C icon’s sizing and spacing.

UNSTACKED LOCKUP

CLINIQUE x kate spade
NEW YORK

STACKED LOCKUP

CLINIQUE
x
kate spade
NEW YORK



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