

CLINIQUE


The C Icon Guidelines.



We use our icon boldly and as a signature visual representation of our brand.

Timeless and iconic to the brand, the C icon brings prestige, bold design, and instant recognizability when used in our brand experiences.

Pivotal to its success is its strategic and meaningful placement, allowing it to really shine as a statement piece within our brand economy.

 [DOWNLOAD THE C ICON](#)





TIP

Click the chapters to
jump to them.

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OUR ICON

View the C icon, learn how to apply the C icon, and understand how the C icon acts across different content.

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Our icon.





Our C icon —iconic in every way.

Learn where and how the C icon best shows up and how to apply it across different applications.

The C icon.

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- Using the right C icon
- Color
- Misuse

Application.

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- In store
- As a pattern
- As an avatar
- In media



Using the right C icon.

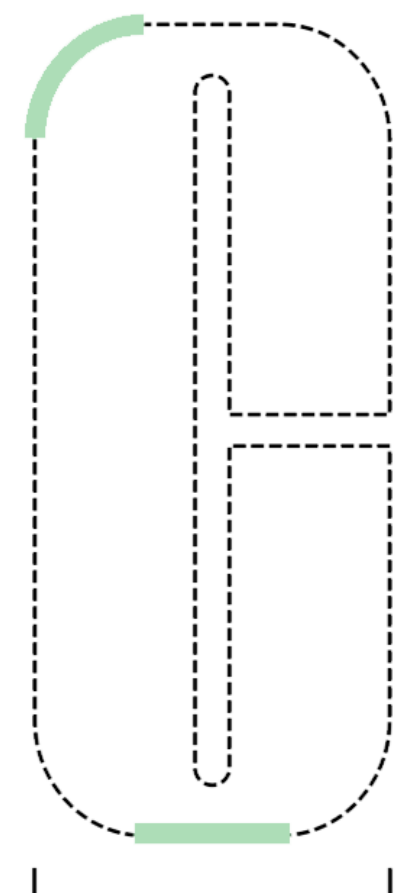


Icon update.

To avoid using the wrong version of our C icon, use this helpful guide to spot the differences between the versions.

Correct version.

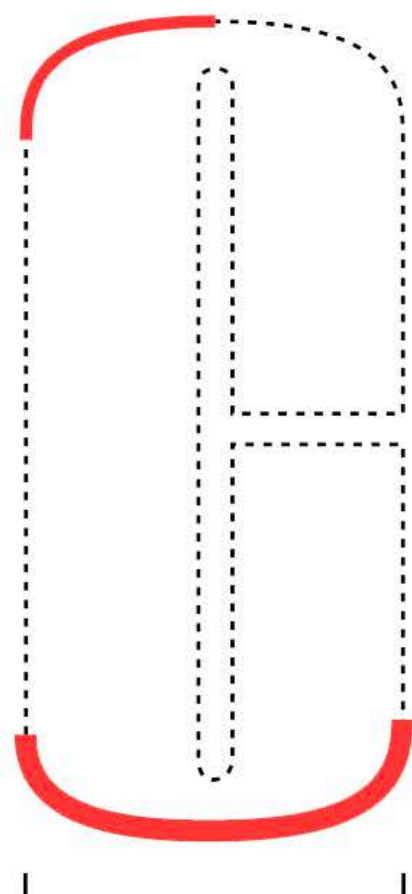
✓ **Circular curves**



Flat bases Narrow width

Incorrect version.

✗ **Non-circular curves**



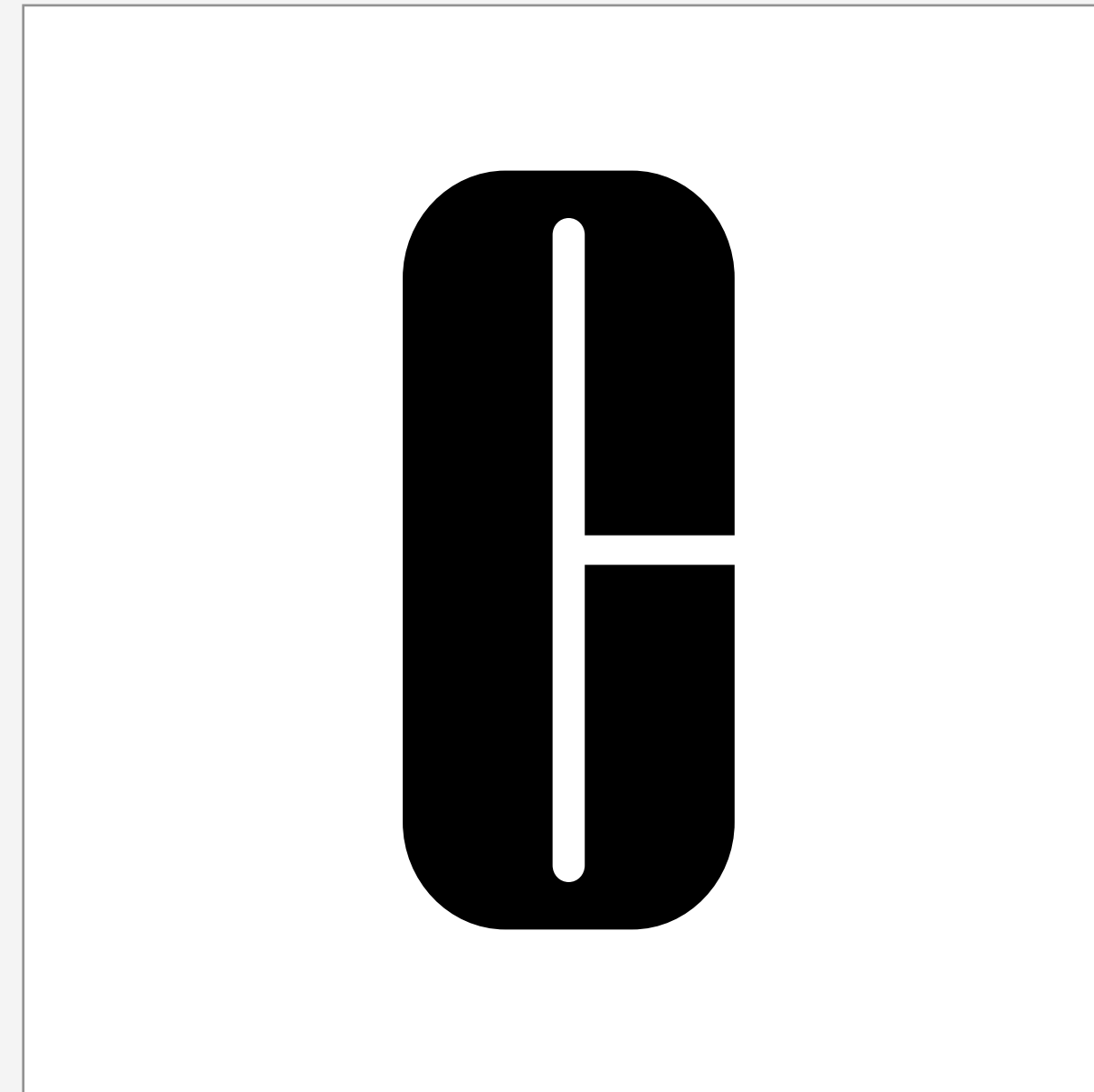
Rounded bases Wide width

Color.

Black and white versions.

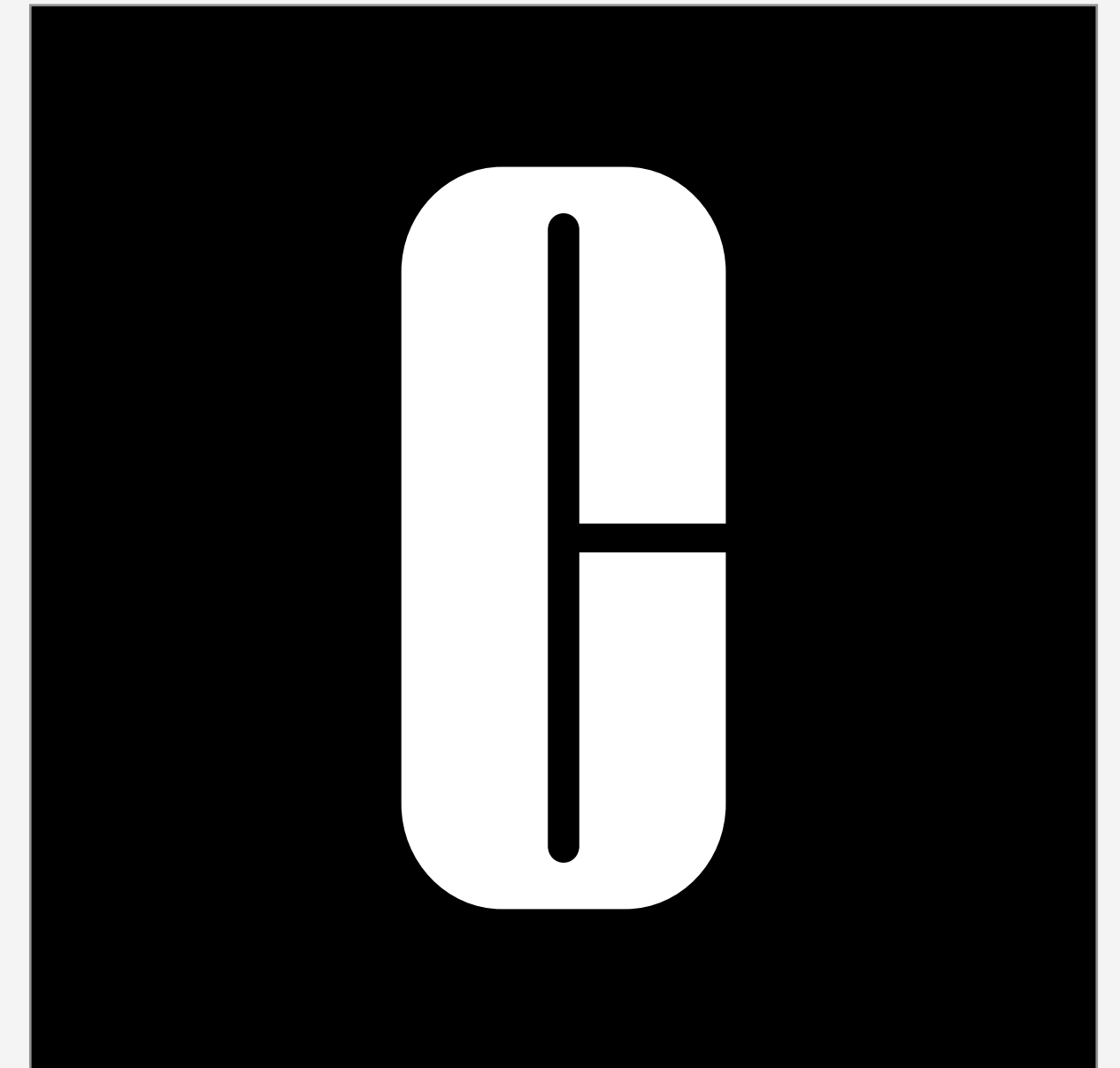
There are two color options to use across platforms. These options are used to ensure readability within layouts.

BLACK ICON



The black icon should be used on lighter backgrounds.

WHITE ICON



The white icon should be used on darker backgrounds.



Misuse.



How to avoid misuse of the C icon.

To ensure its prestige and recognizability within the brand, it must **always exist in conjunction with other defining imagery of our brand world**. This includes being nested within other recognizable pieces of the brand to ensure that our brand is easy to see and engage with.



The C icon cannot be used in layouts or as the primary logo for our brand.

✘ DON'T Do not use the C icon as a primary logo.



Why it doesn't work:

To avoid overuse of logos and visual clutter, we no longer allow the C icon to be used as a logo within layouts.

The C icon cannot appear in layouts, including print, digital, or other layout-oriented brand assets.



The C icon cannot appear without brand context.

✘ DON'T The C icon cannot appear without brand context.



Why it doesn't work:

There are no visual clues for our brand here, including on the packaging.

The C icon cannot be used as the first visual signifier of our brand—it must appear within the context of our already-established brand identity.

The only exception to this rule would be in retail experiences.



The C icon serves as a brand accent across channels.

From large-scale signage to artist collaborations to details on our packaging, our C icon can be used in exciting new ways. As our C icon takes stage as an accent, our primary logo continues to be used in highly branded applications, such as in the storefront signage, branded lightboxes and point of purchase.

The C icon should only be used as a secondary visual device within our brand's visual economy.



In store.

The C icon's bold design can be used creatively within our stores' physical environments and can be used as a statement piece in architectural elements and furniture.

⚠ USING THE C ICON

While the C Icon can be used in store design, it should be used **only once**.

AS FURNITURE



ARCHITECTURAL PIECES



As a pattern.

The C icon can be used creatively as a decorative piece within patterns.

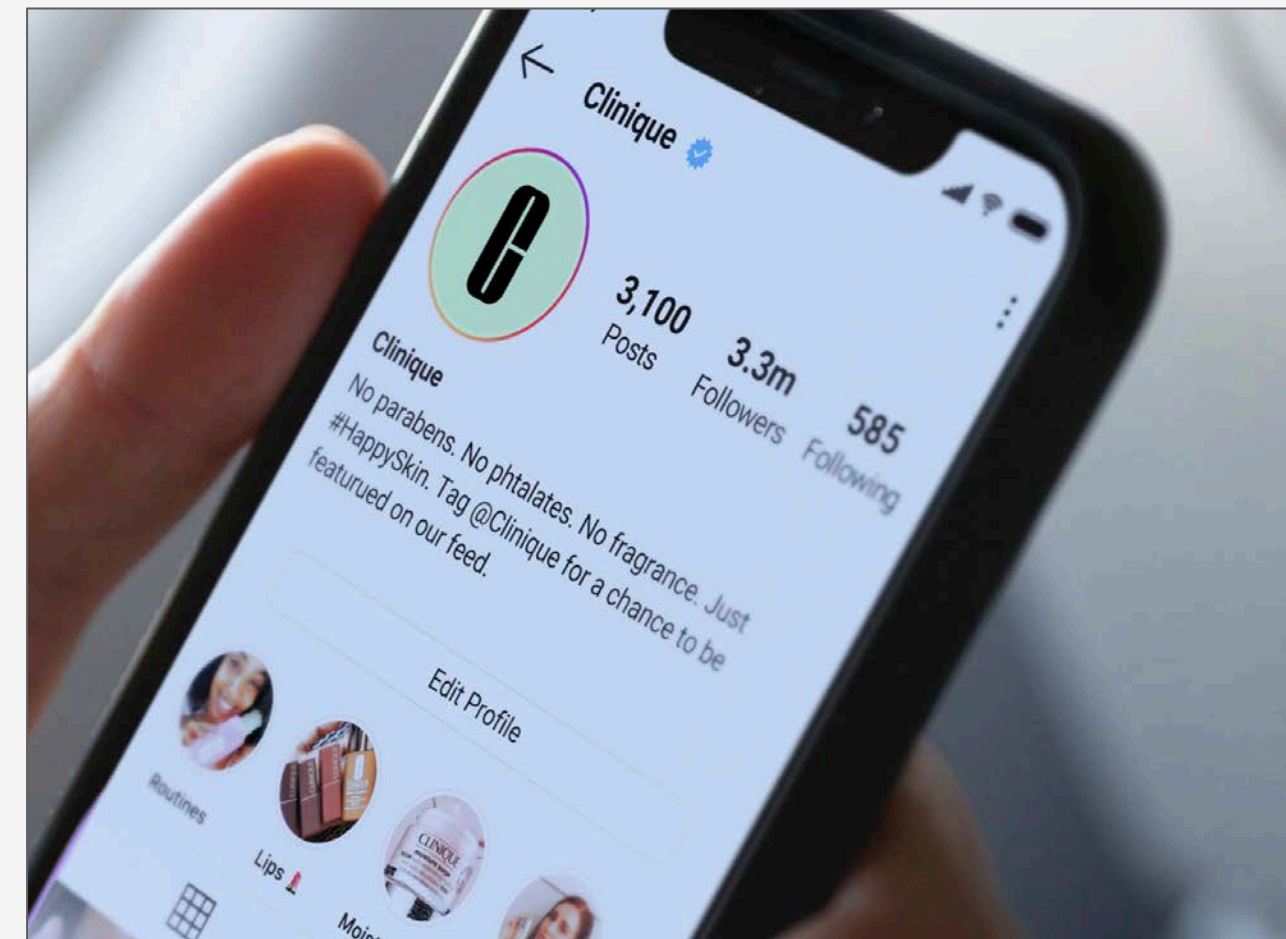
AS A 3D RENDER



As an avatar.

When using the C icon as an avatar, please follow global guidance and usage rules around look, feel, and application of the avatar, particularly when using a custom avatar.

STANDARD AVATAR



Across our social media channels, we aim for recognizability and legibility, which makes the C icon the perfect visual for our brand. It should always be used as our profile picture.

CUSTOM AVATAR



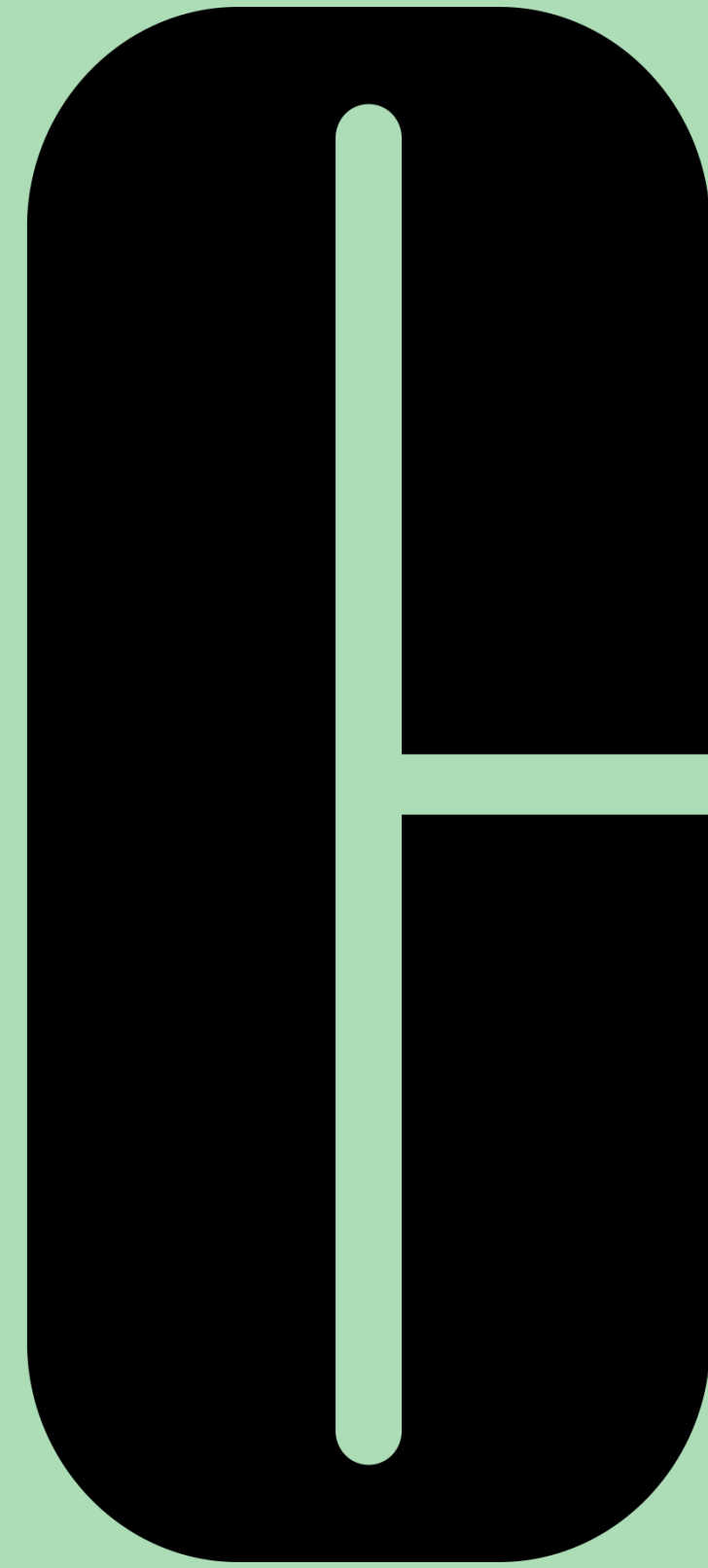
Campaigns, seasons, holidays, and special events are the perfect time to get creative with the C icon across our social media channels.



In media.

We're excited to roll out our rules around the C icon in media usage soon!

COMING SOON • COMING SOON



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