

# CLINIQUE

CREATIVE AUDIT

**Alt Images: Guides + Templates**

JUNE 2023

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01

# Design Basics

Asset ratios

Image layouts

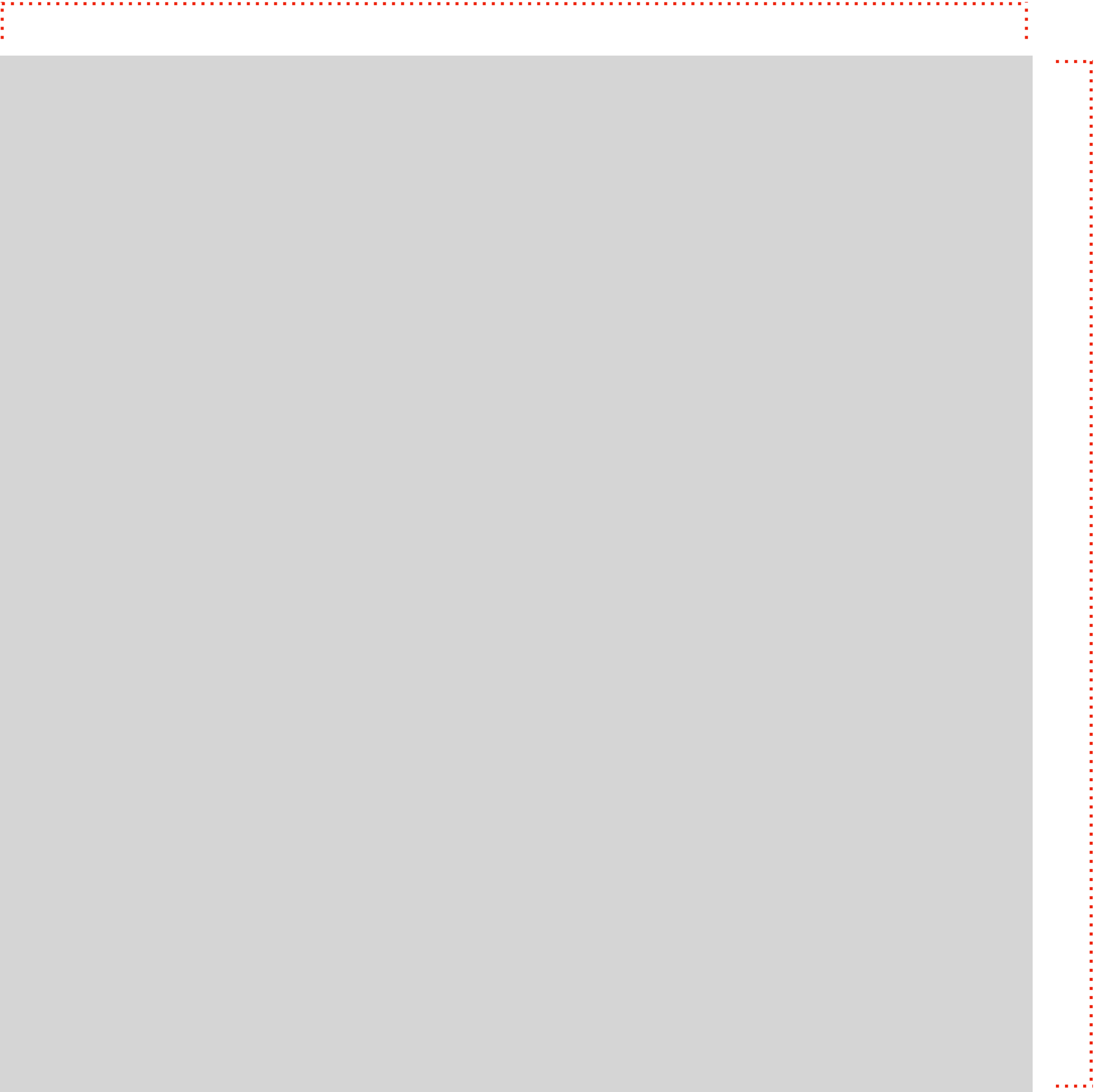
The 4-point grid

Typography

# Asset Ratios

Alt images are created in two standard sizes: 3000x3000 for retailers and 1200x1500 for Clinique. Any subsequent resizes are based on this initial ratio.

Retailer  
3000x3000



Clinique  
1200x1500

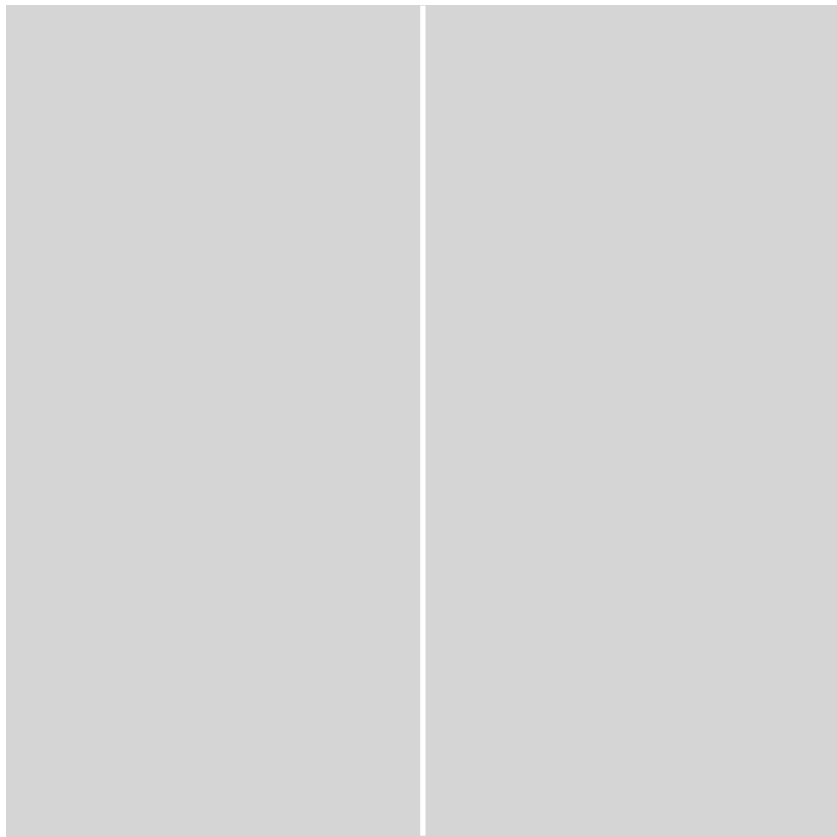




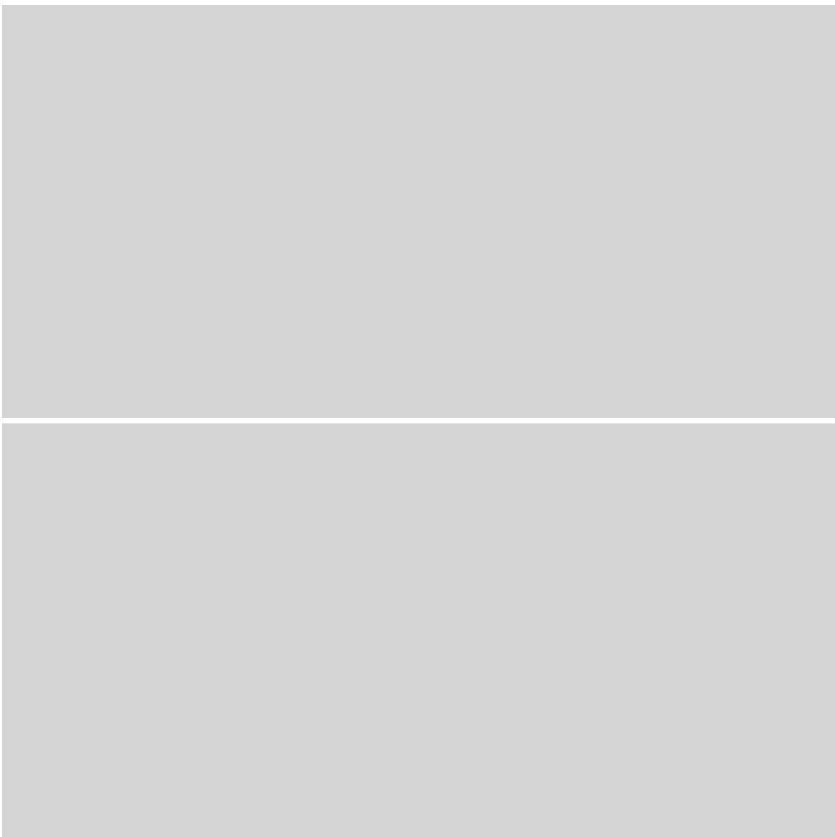
# Image Layouts

Alt images can feature up to 9 separate images using a standardized set of grids. All 3000x3000 image grids use a white 3px line to separate imagery.

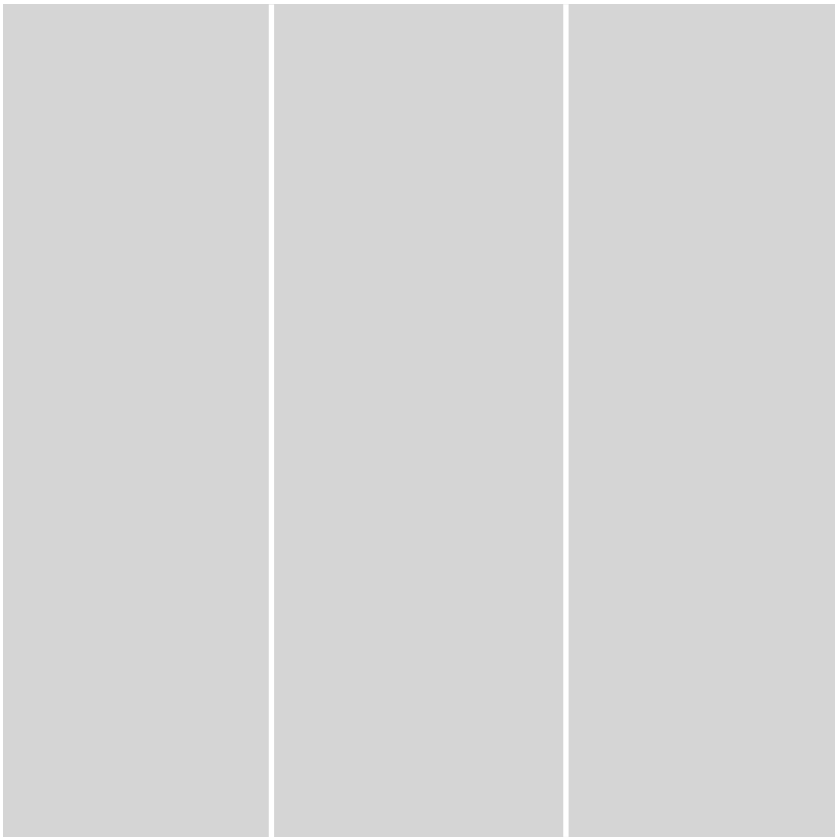
2-Image vertical



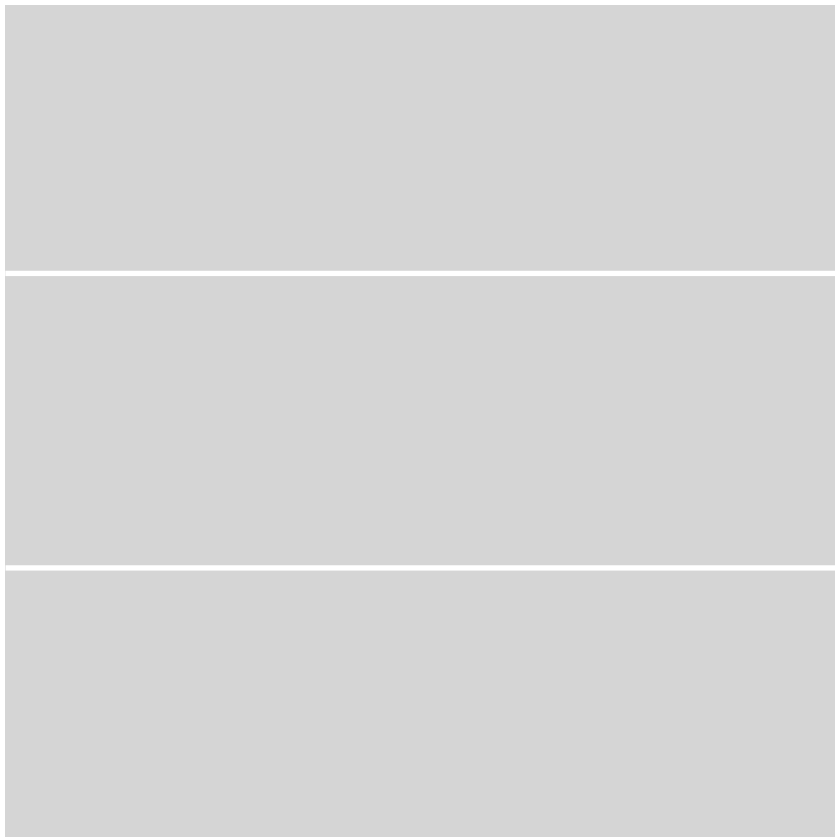
2-Image horizontal



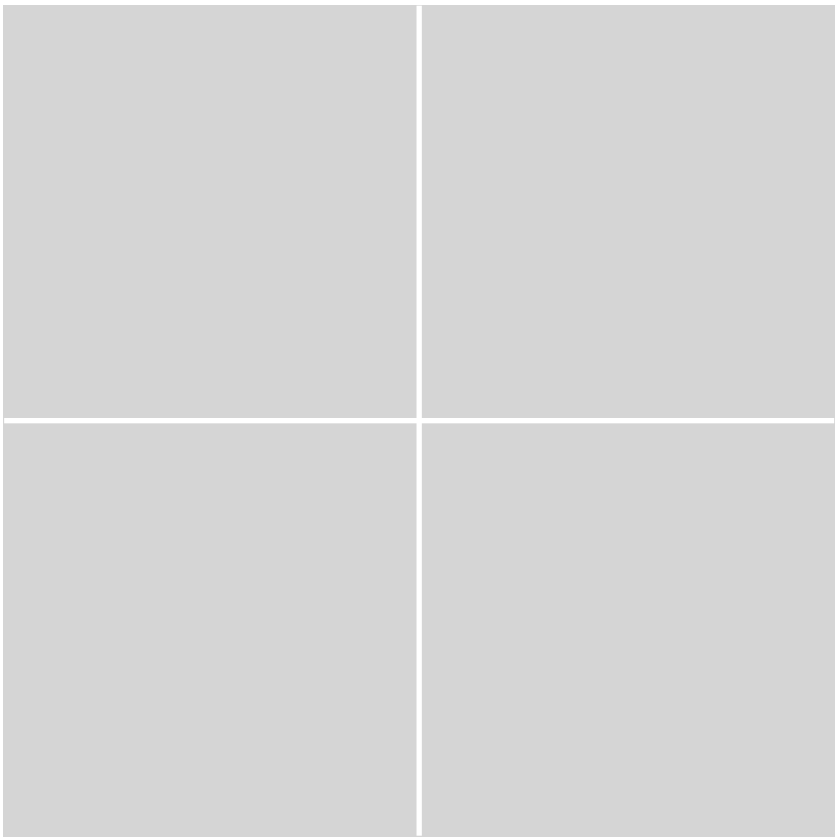
3-Image vertical



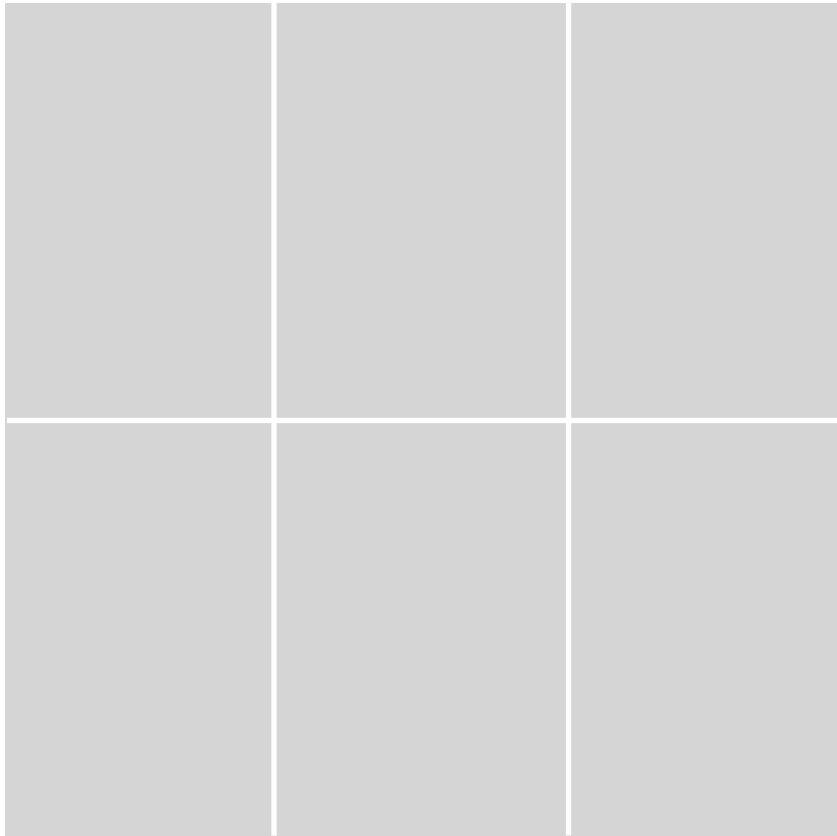
3-Image horizontal



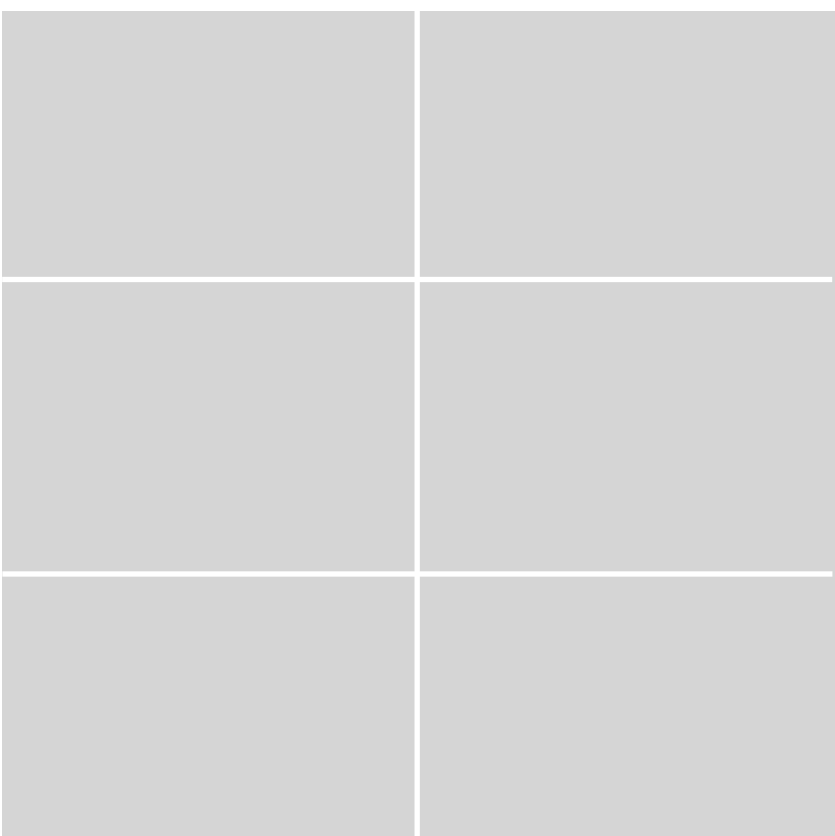
4-Images



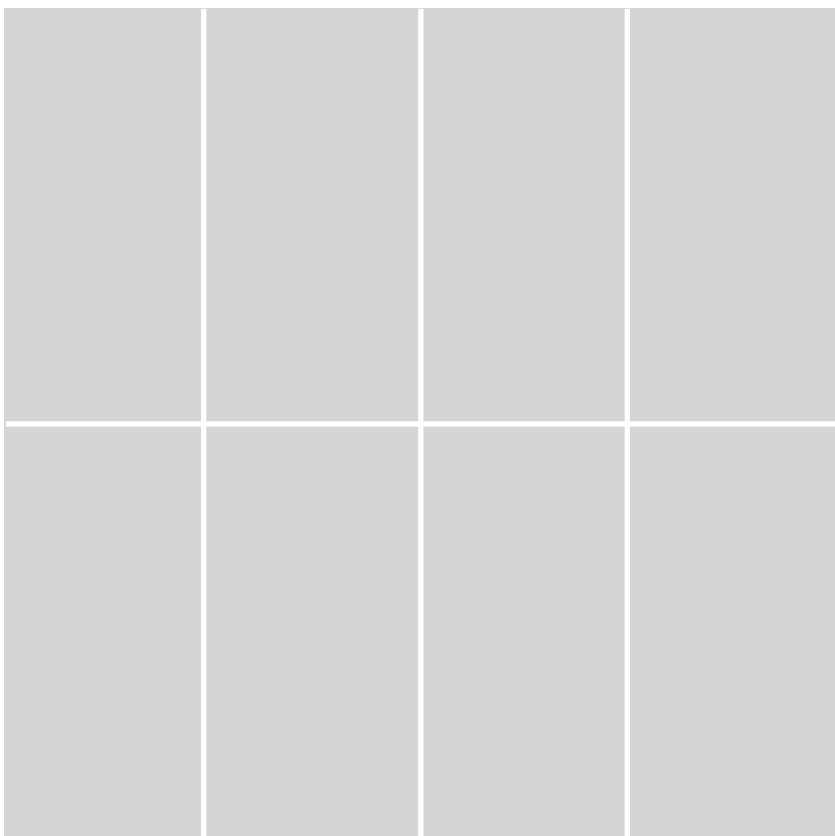
6-Image vertical



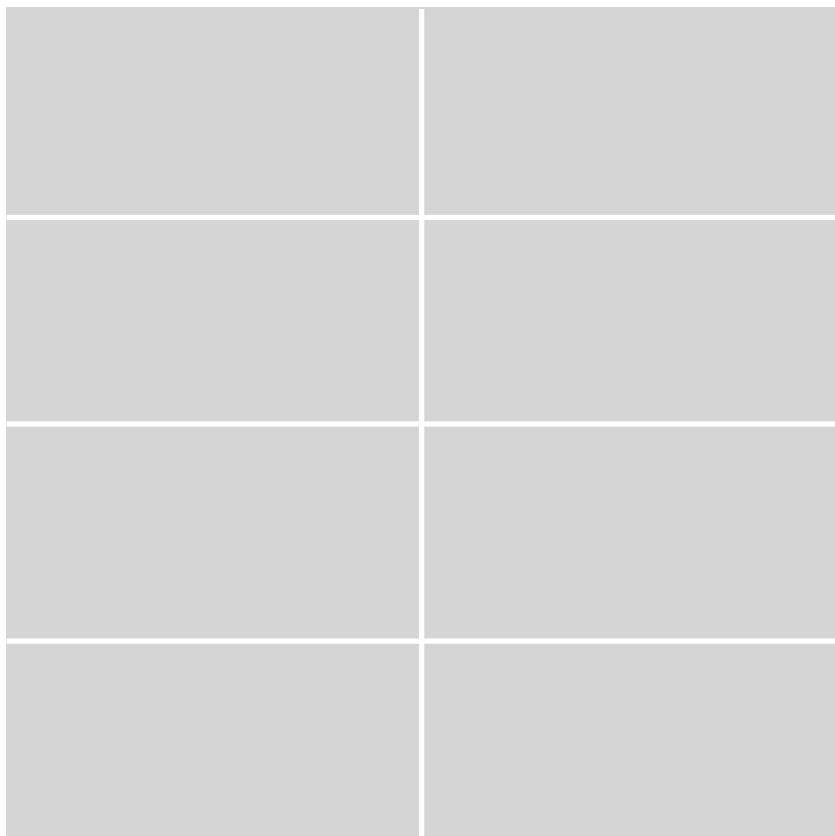
6-Image horizontal



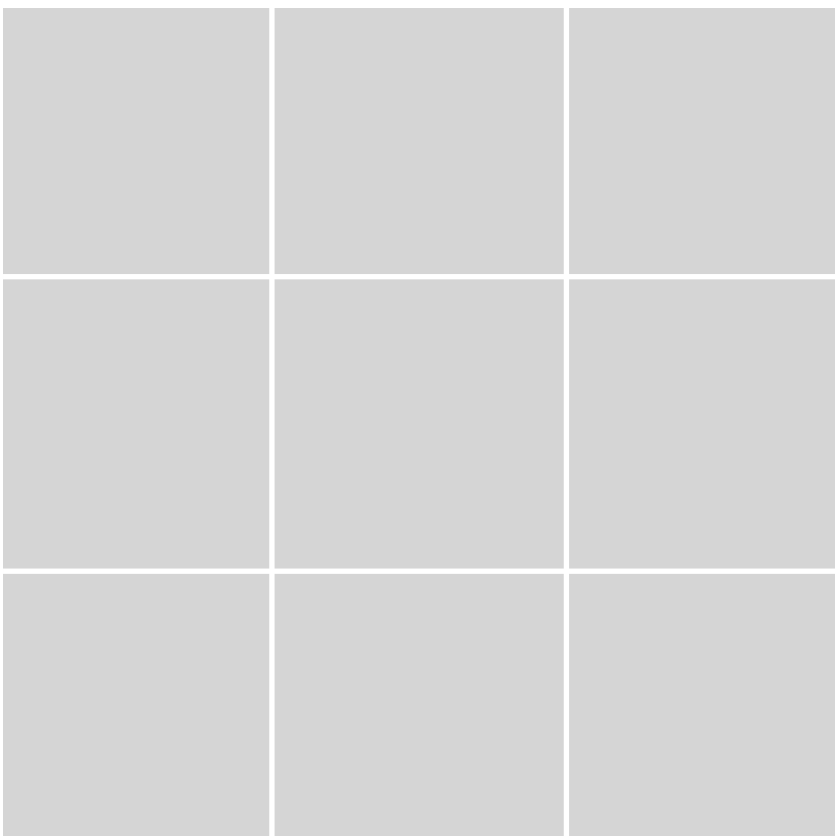
8-Image vertical



8-Image horizontal



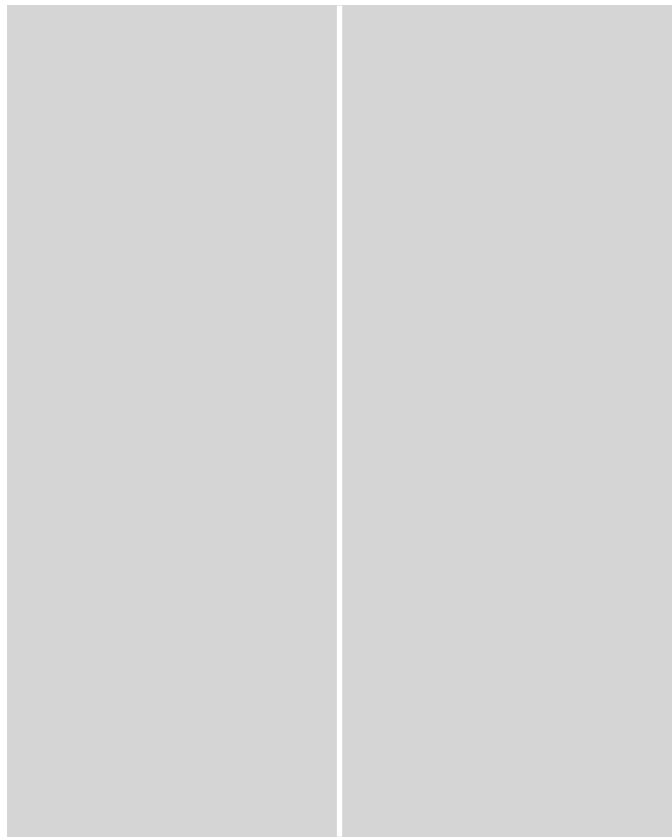
9-Images



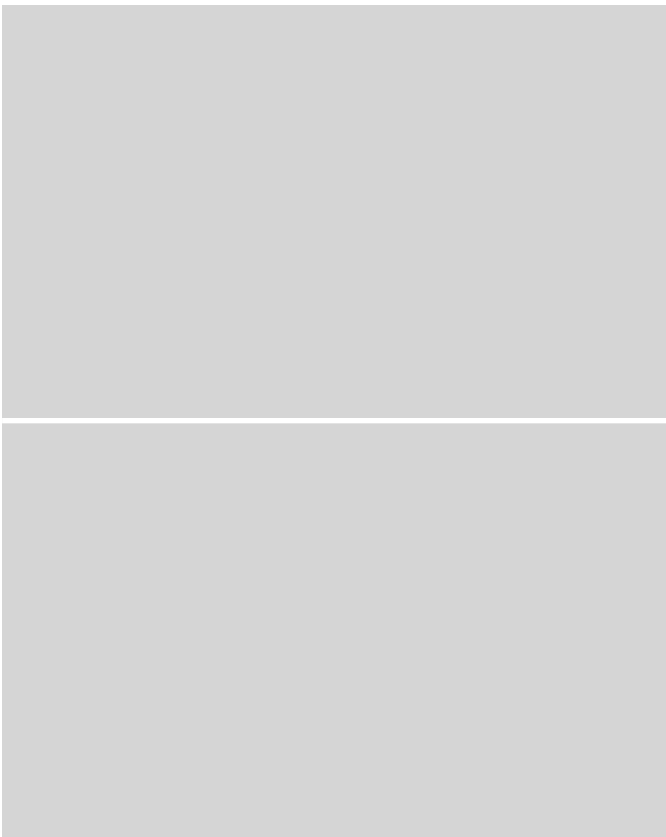
# Image Layouts

Alt images can feature up to 9 separate images using a standardized set of grids. All 1200x1500 image grids use a white 2px line to separate imagery.

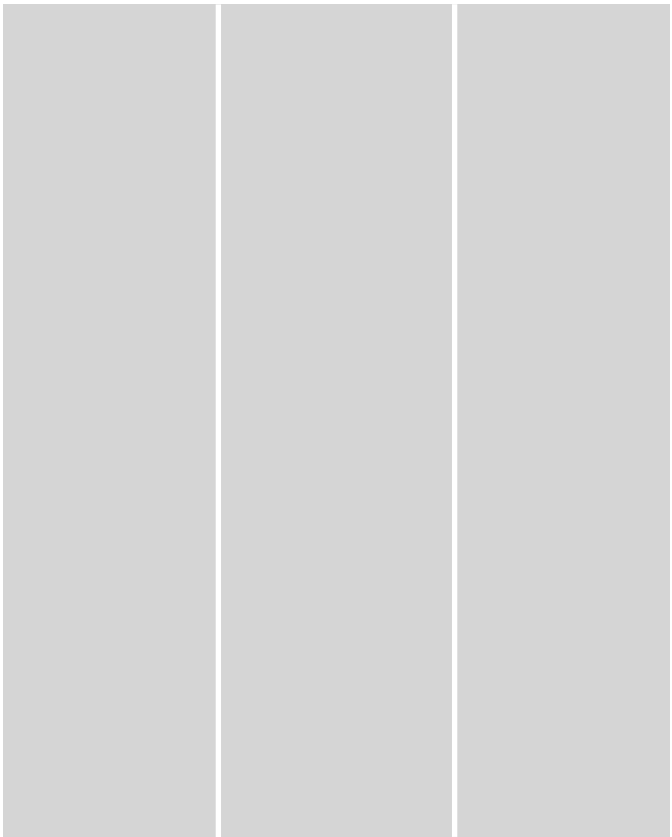
2-Image vertical



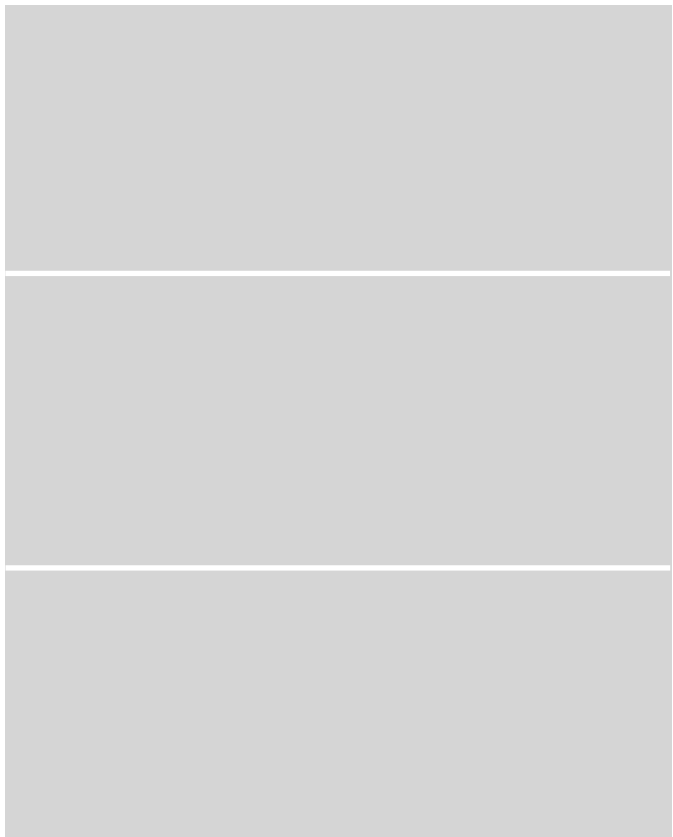
2-Image horizontal



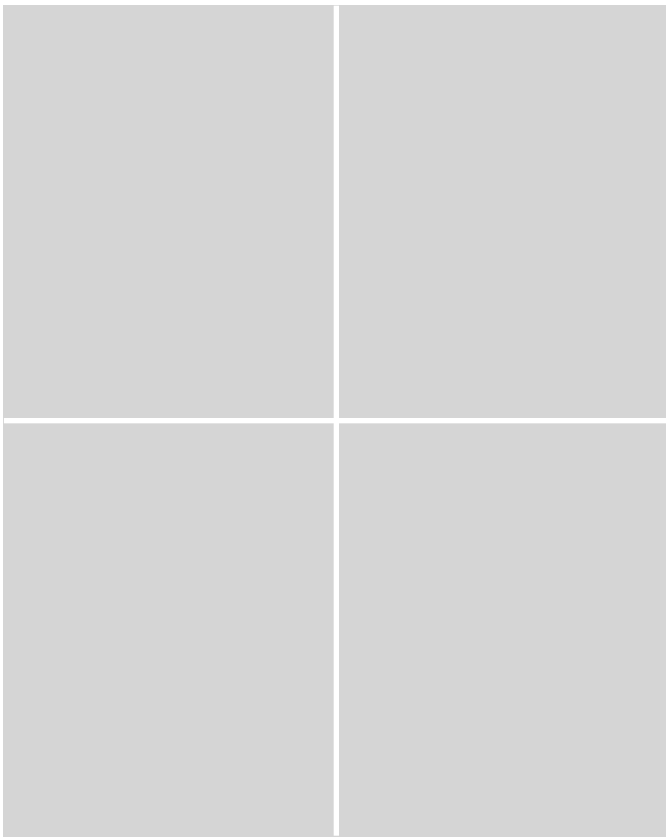
3-Image vertical



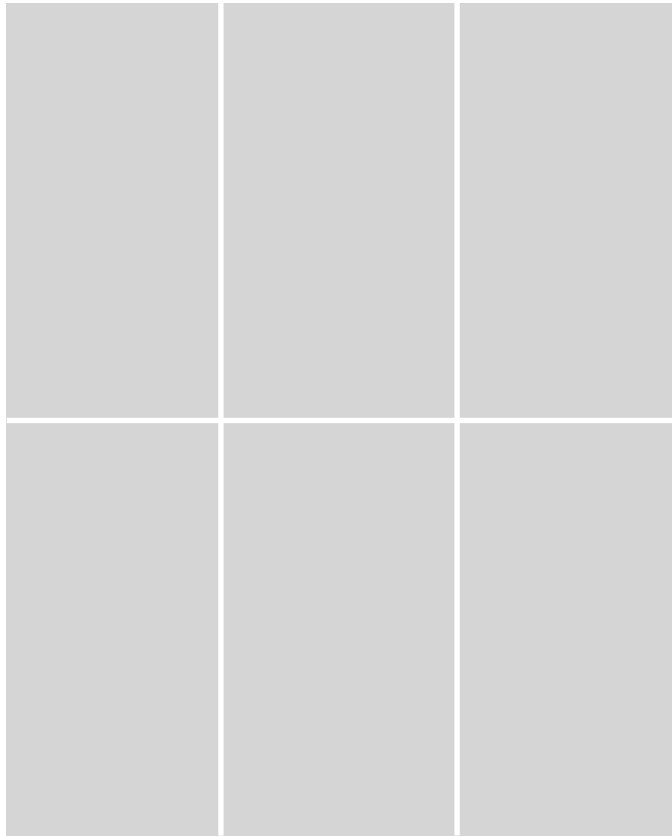
3-Image horizontal



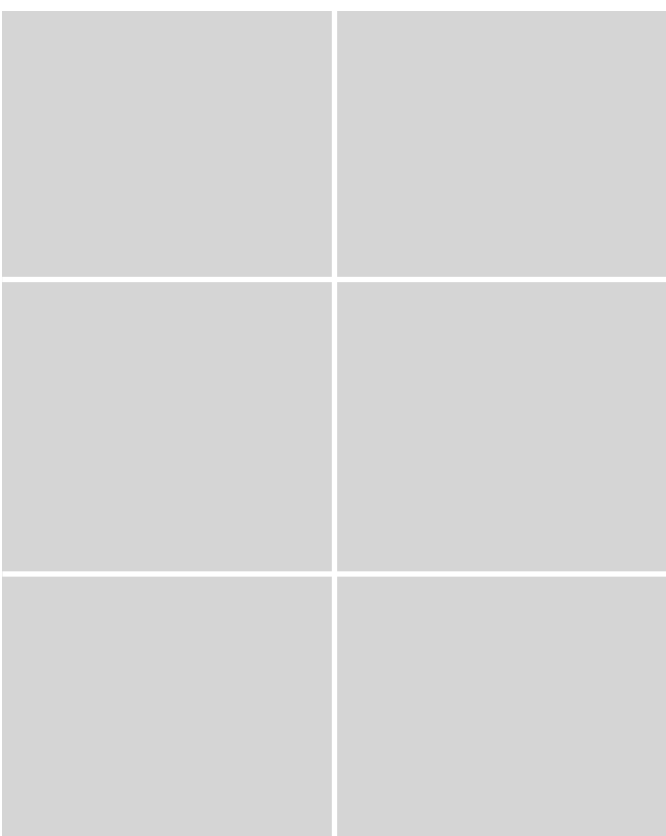
4-Images



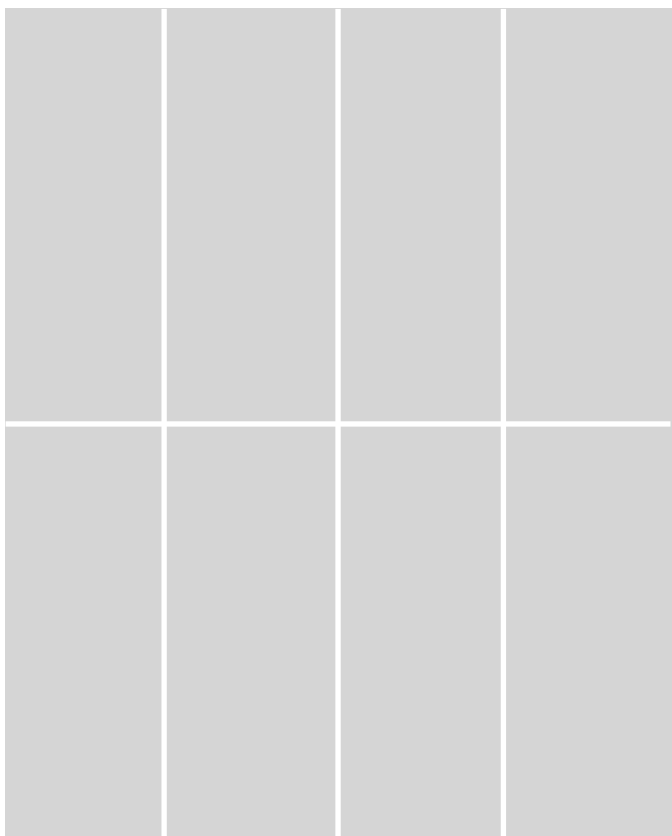
6-Image vertical



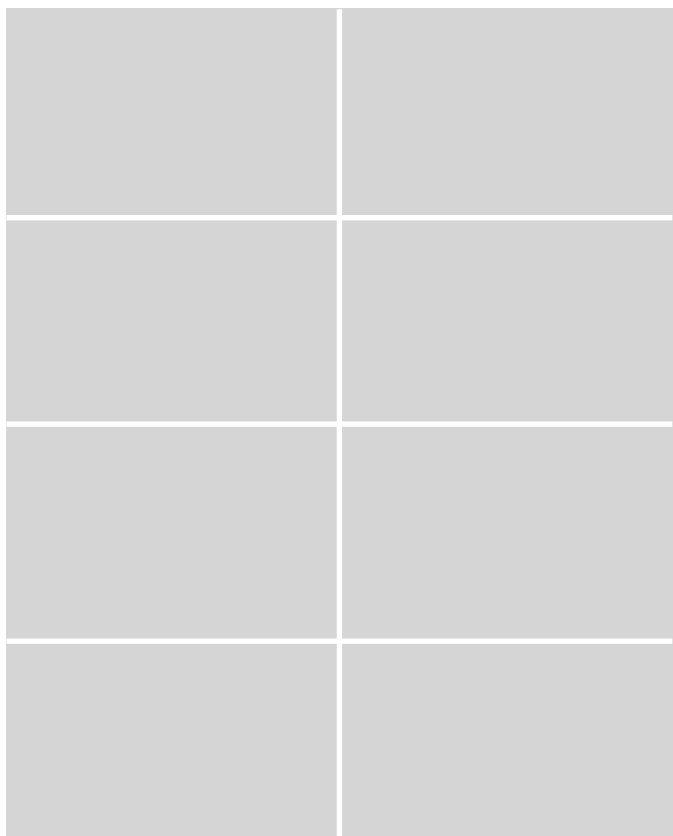
6-Image horizontal



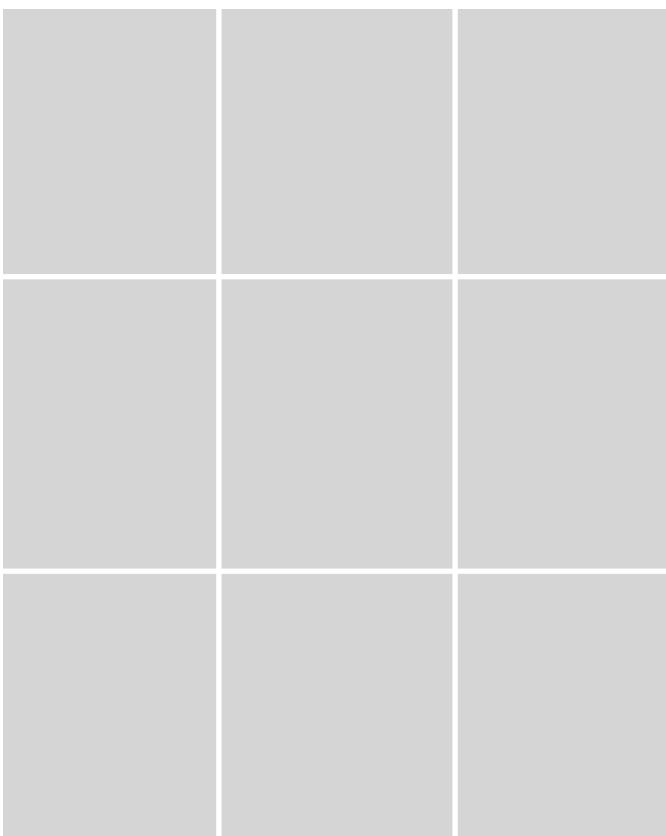
8-Image vertical



8-Image horizontal



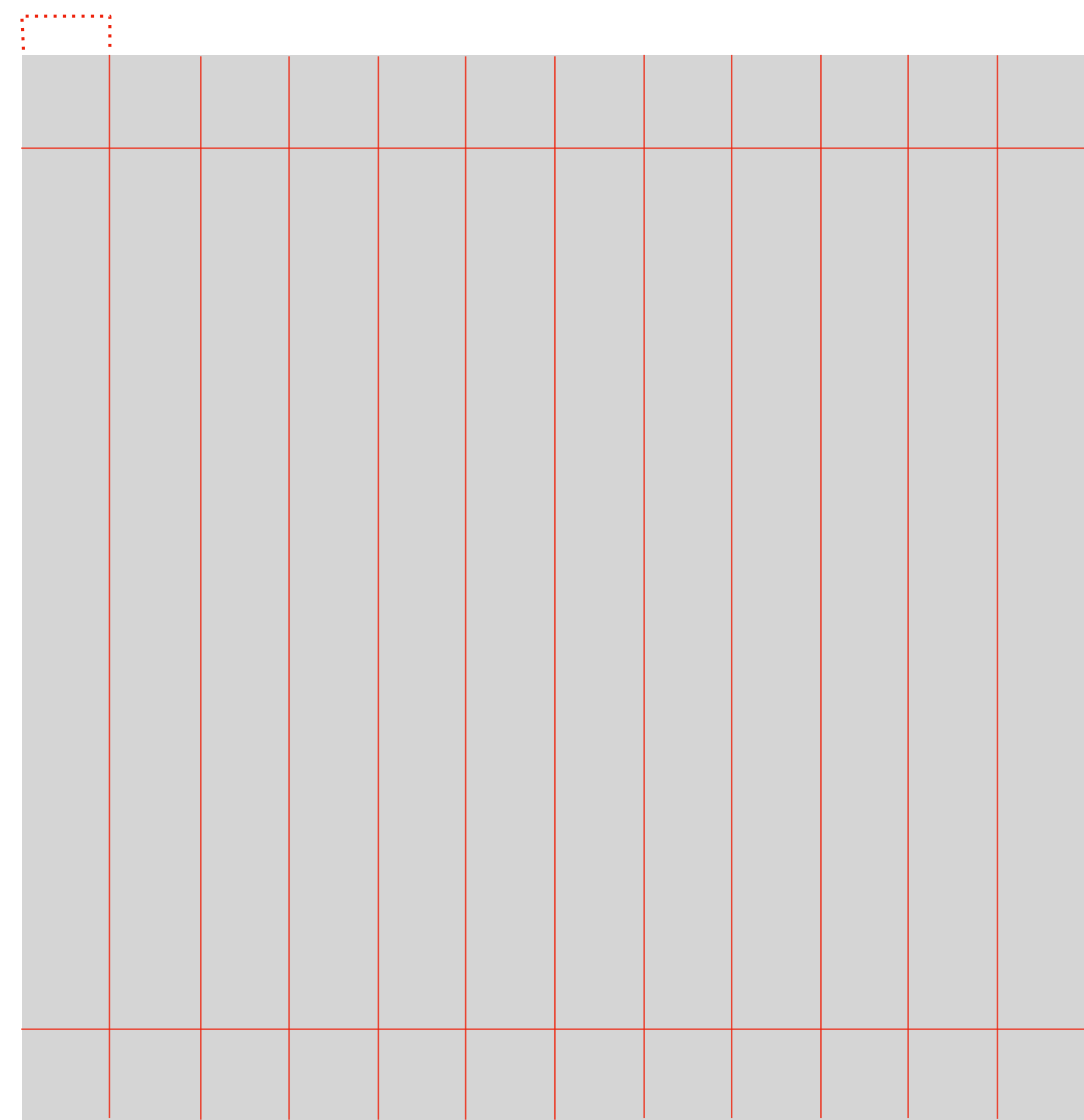
9-Images



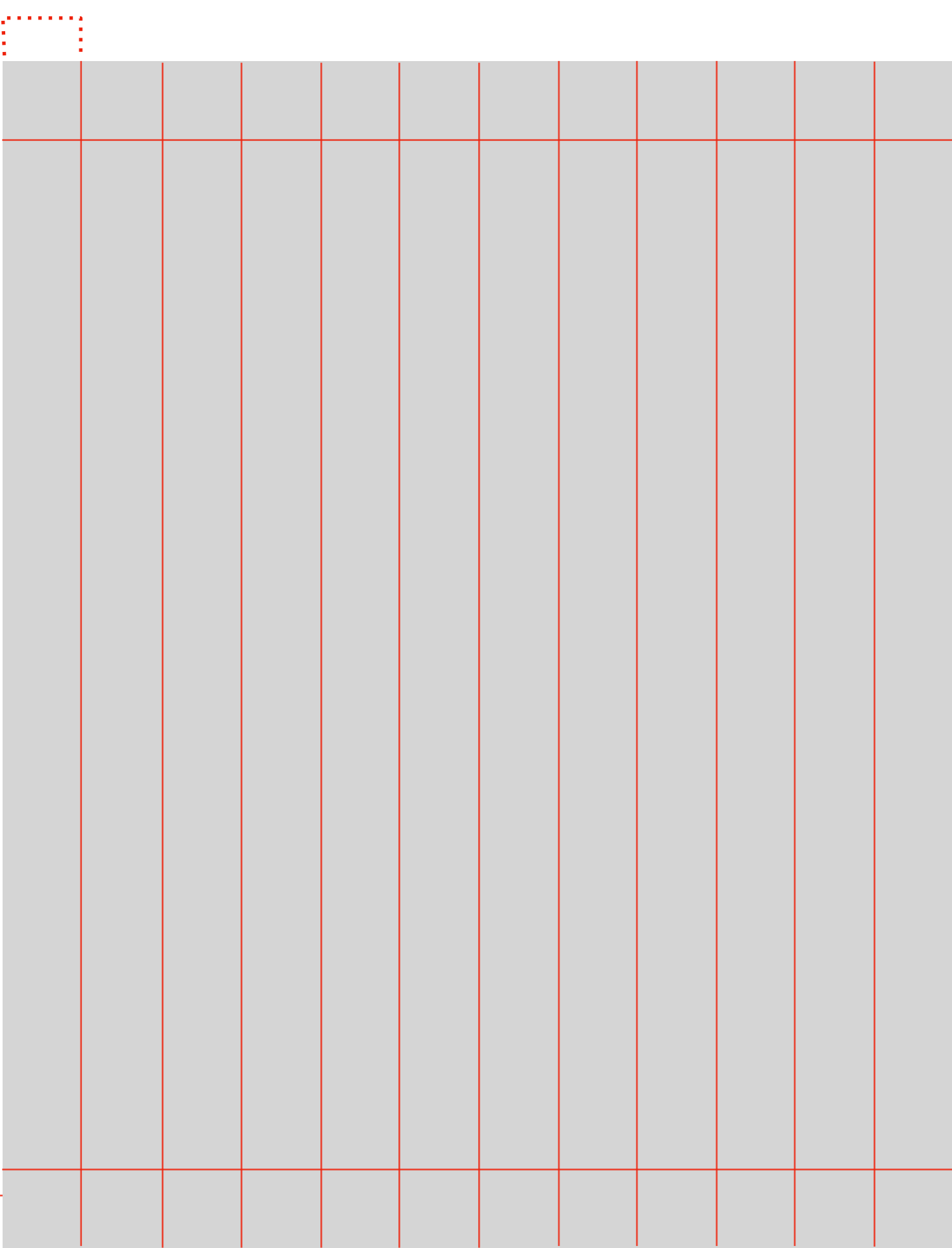
# The 4-point grid

All alt images with a single image or color background use a 12-column grid, moving up to a 24-column grid for layouts with increased content.

Grid:  
12 Columns (250px wide)



Grid:  
12 Columns (100px wide)

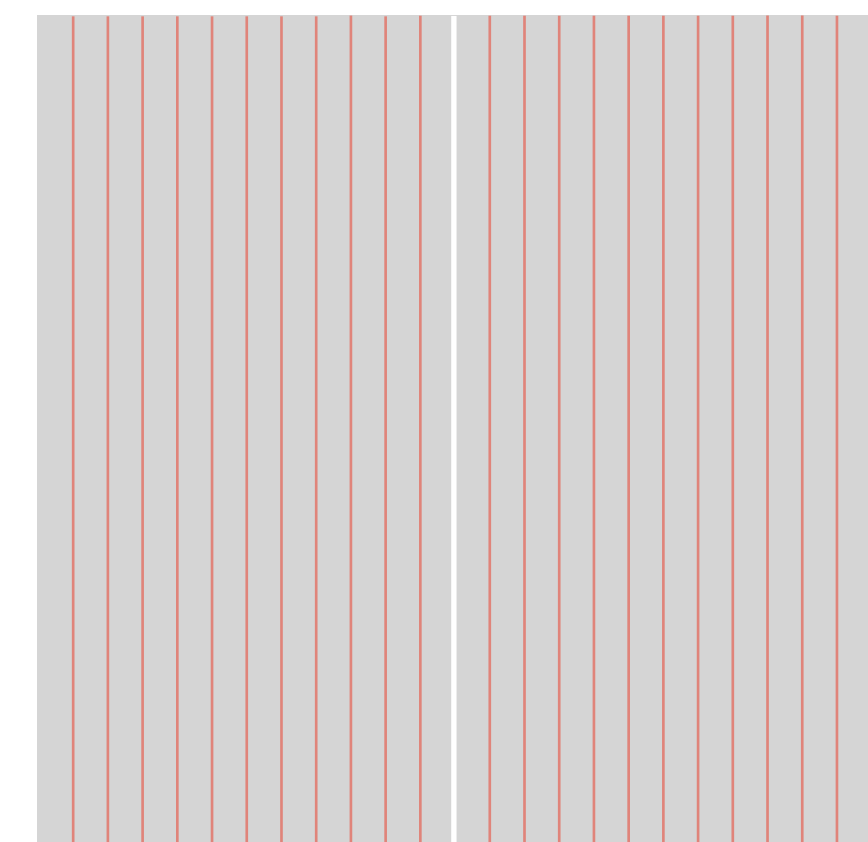


# The 4-point grid

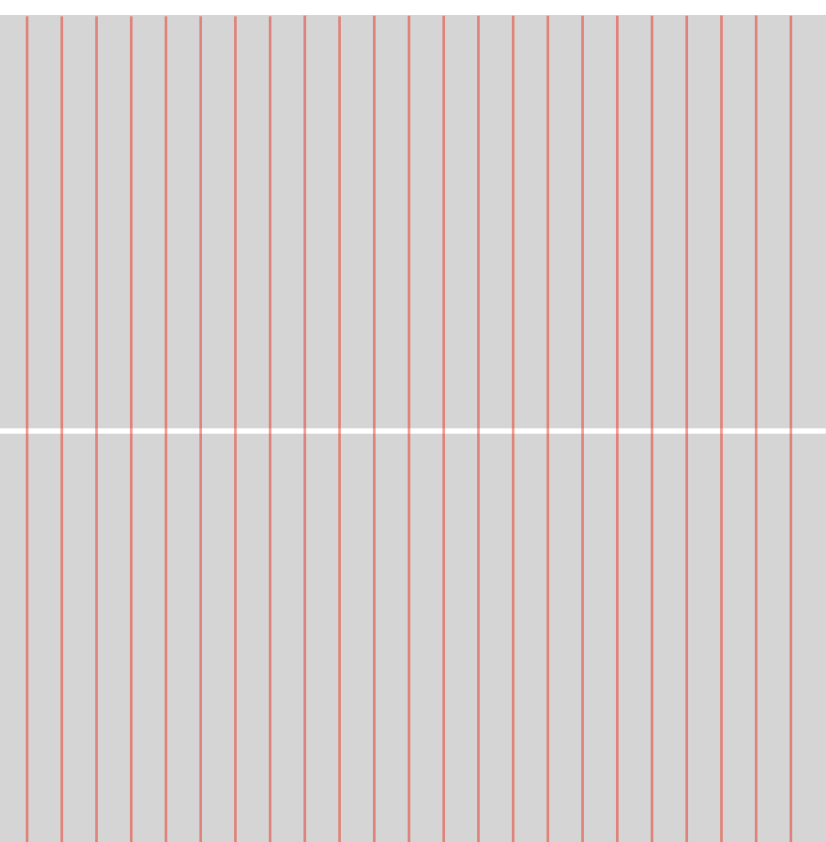
The 4-point grid flexes to accommodate varying different layouts within alt images. Layouts using 2-4 images should use a 24-column grid. Layouts using 6-9 images should use a 36-column grid.

## 24-column grid

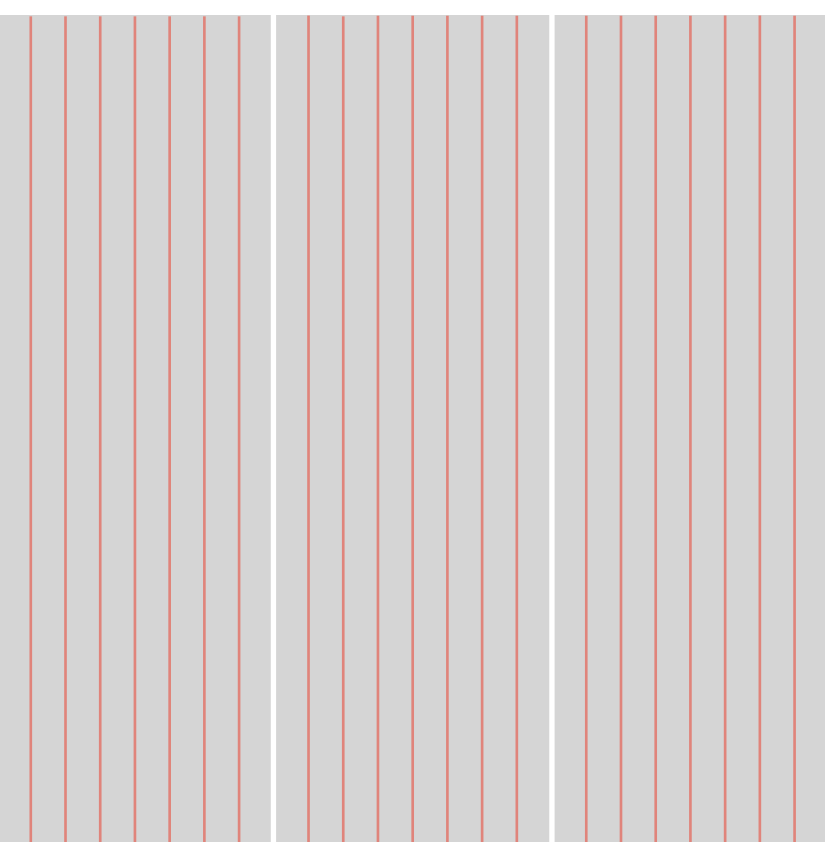
2-Image vertical



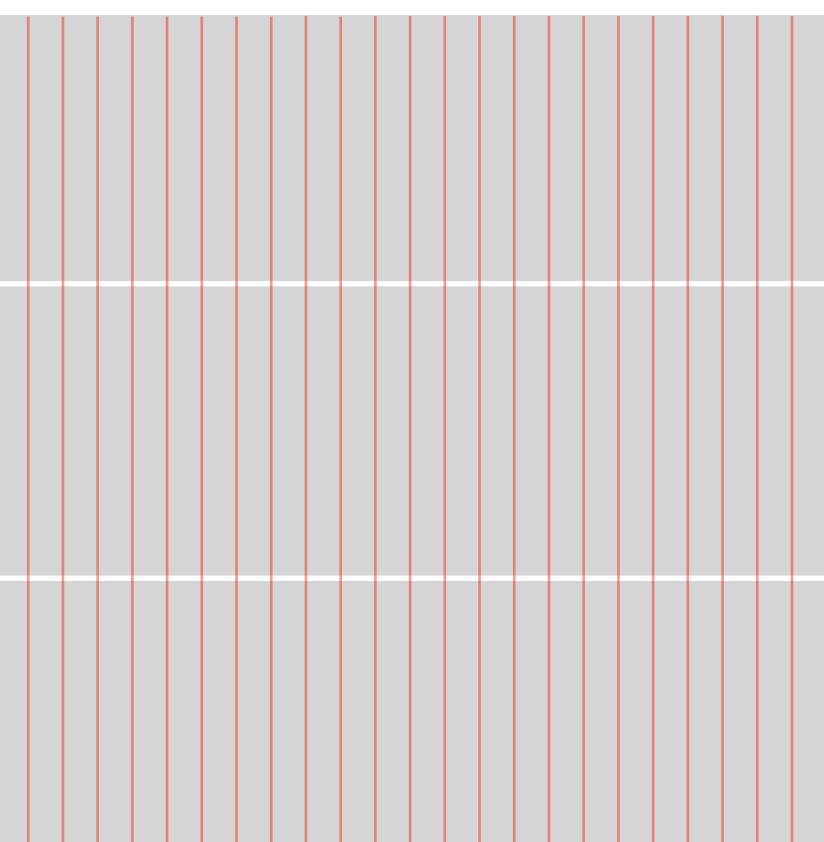
2-Image horizontal



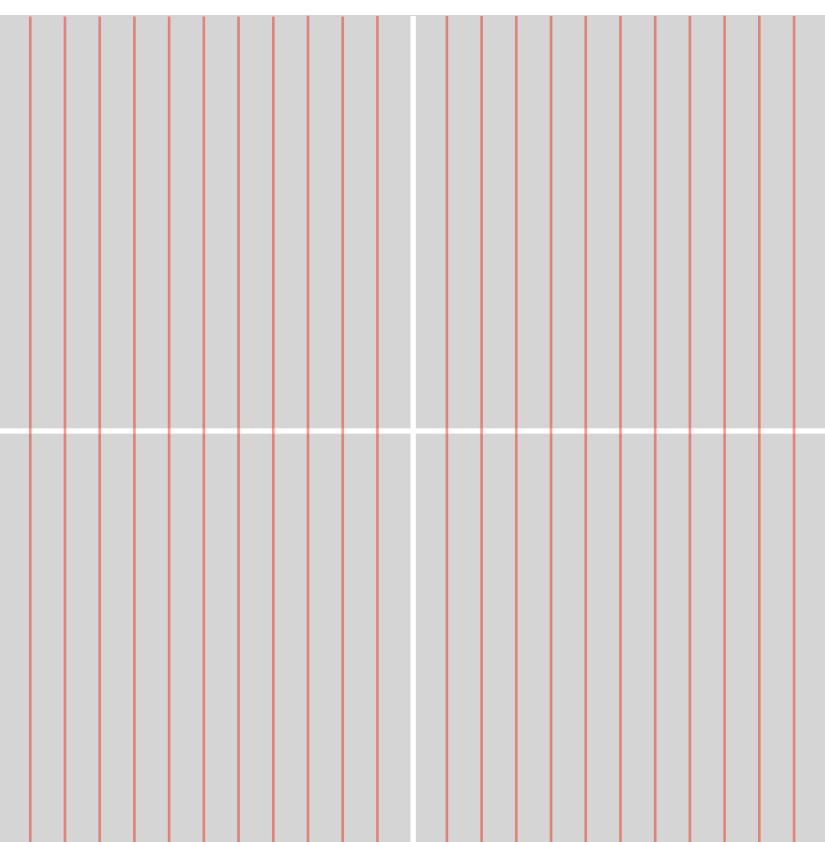
3-Image vertical



3-Image horizontal

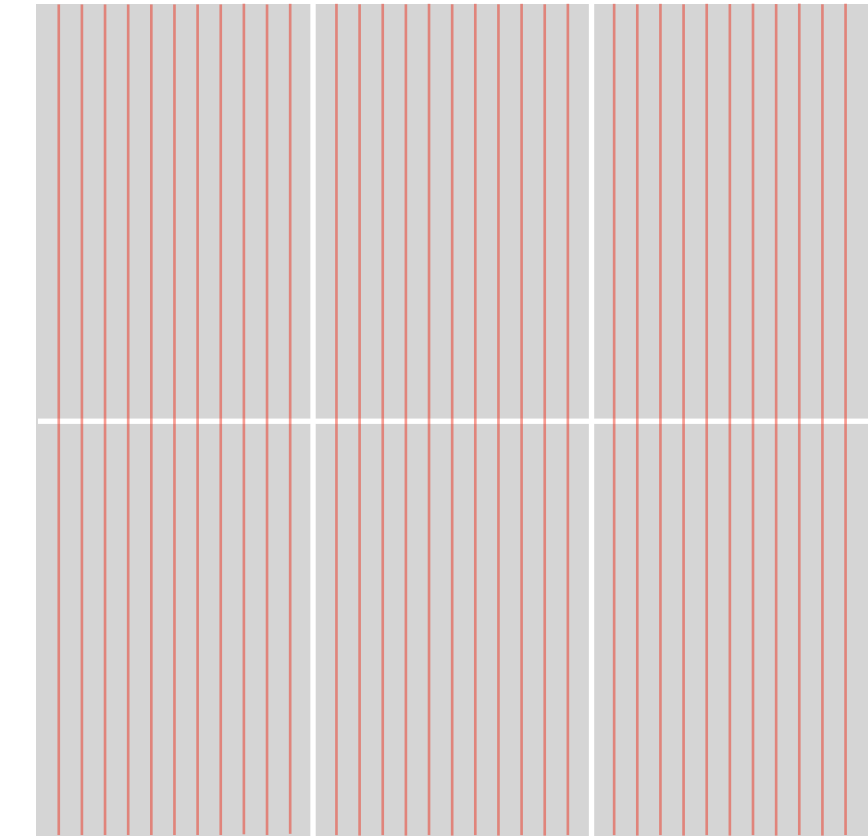


4-Images

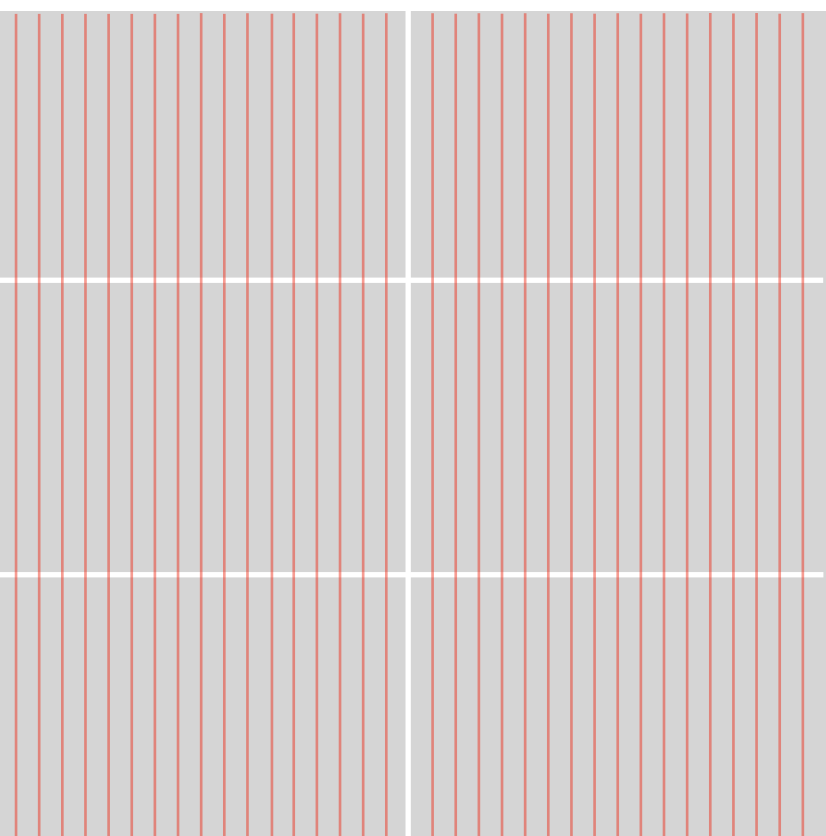


## 36-column grid

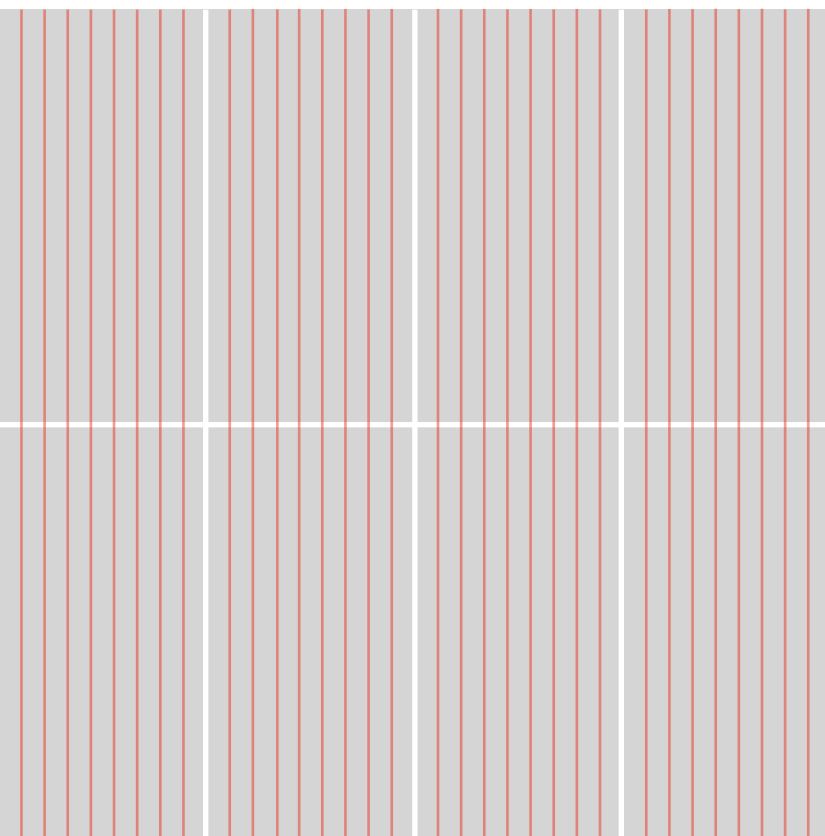
6-Image vertical



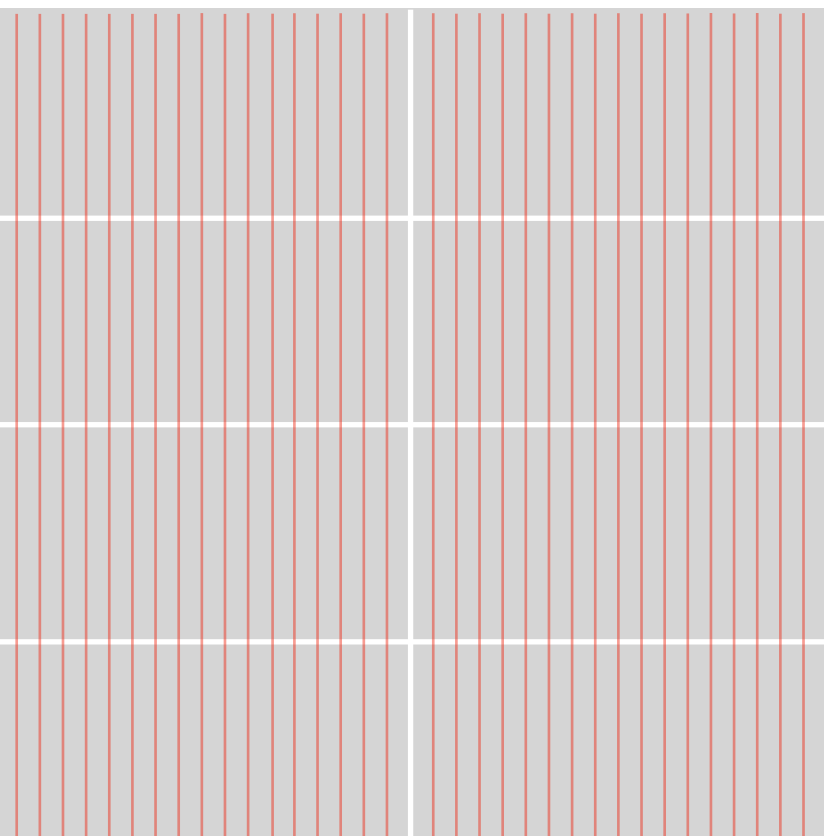
6-Image horizontal



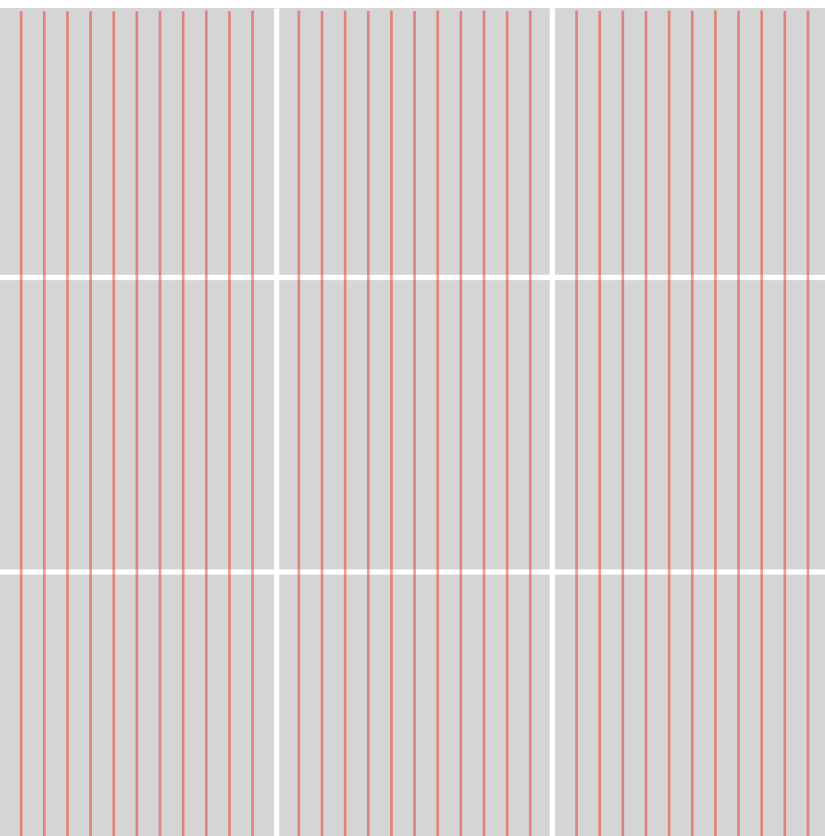
8-Image vertical



8-Image horizontal



9-Images

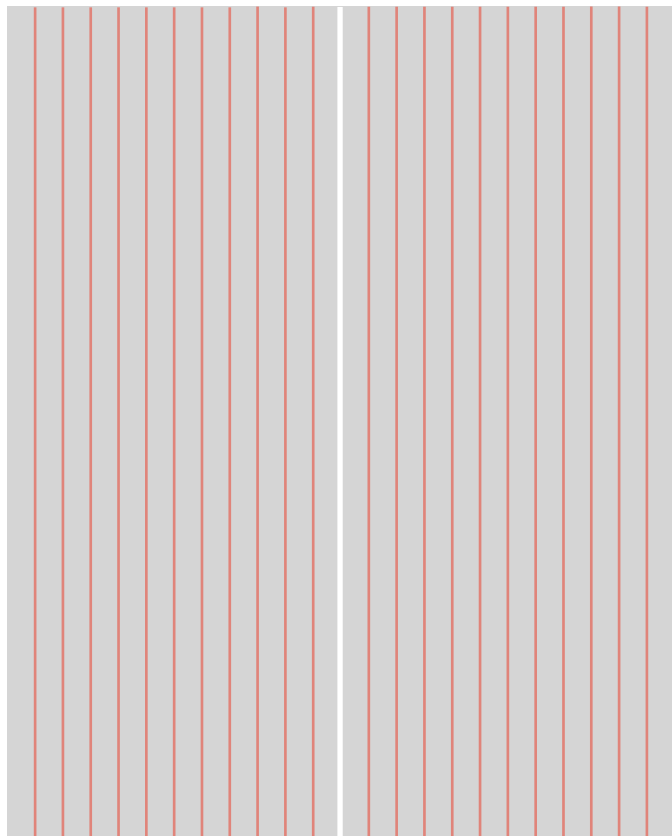


# The 4-point grid

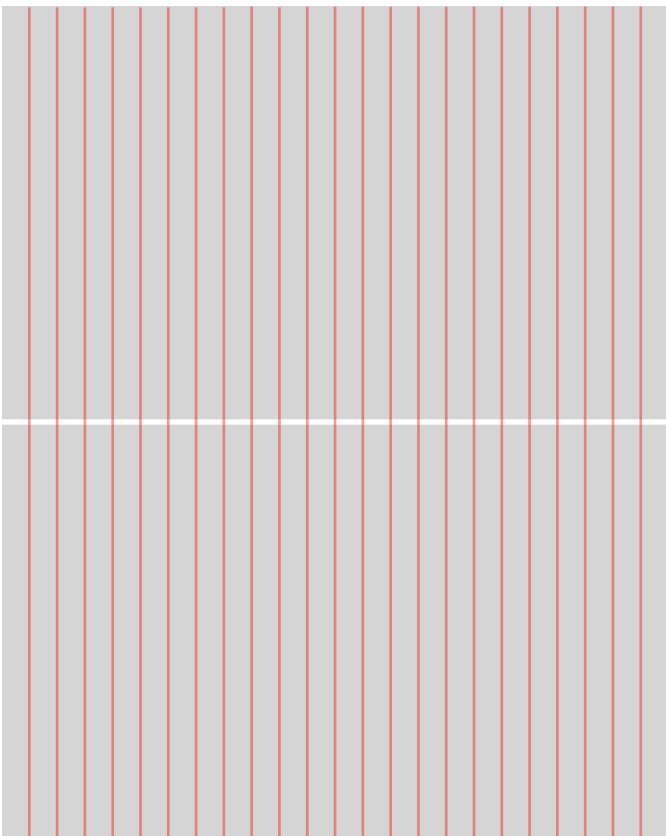
The 4-point grid flexes to accommodate varying different layouts within alt images. Layouts using 2-4 images should use a 24-column grid. Layouts using 6-9 images should use a 36-column grid. This is consistent across both 1x1 and 4x5 image ratios.

## 24-column grid

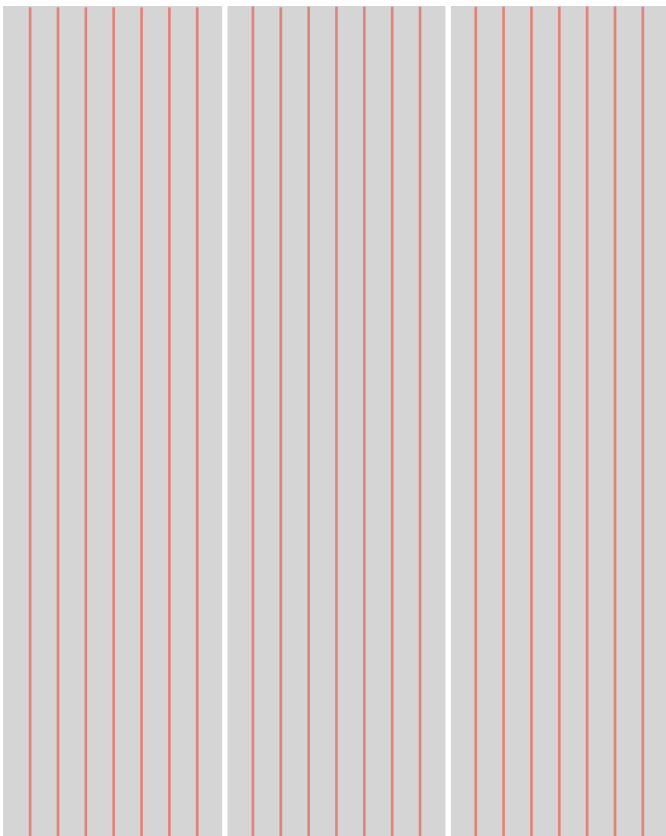
2-Image vertical



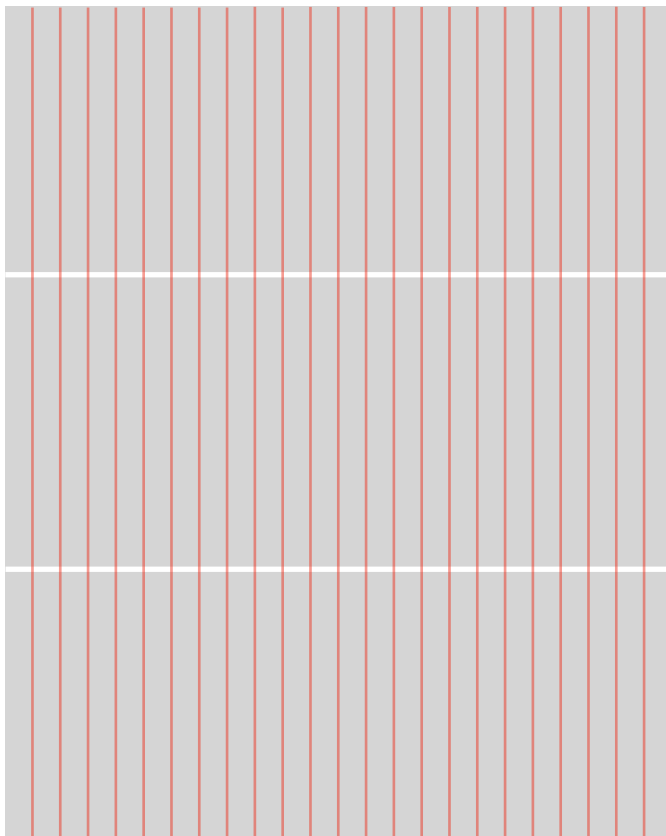
2-Image horizontal



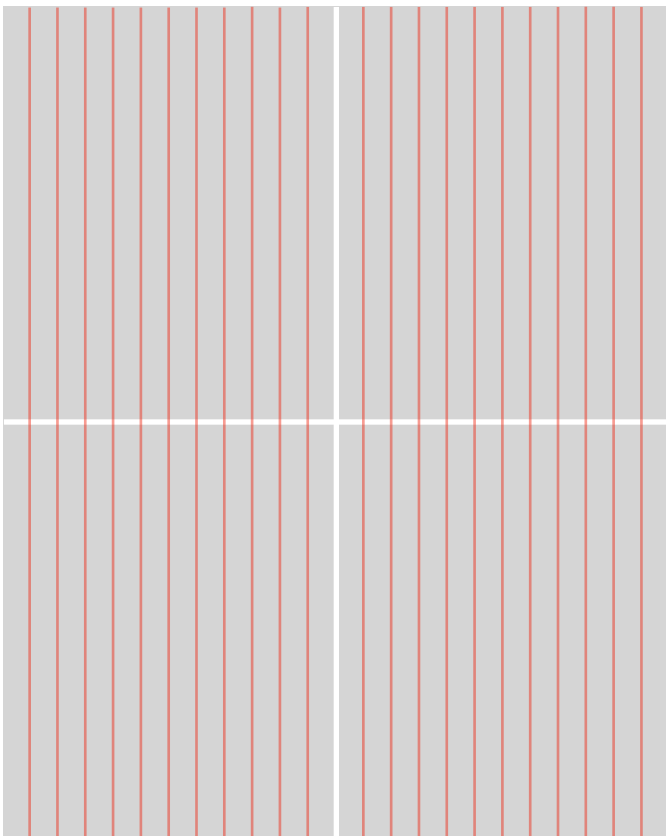
3-Image vertical



3-Image horizontal

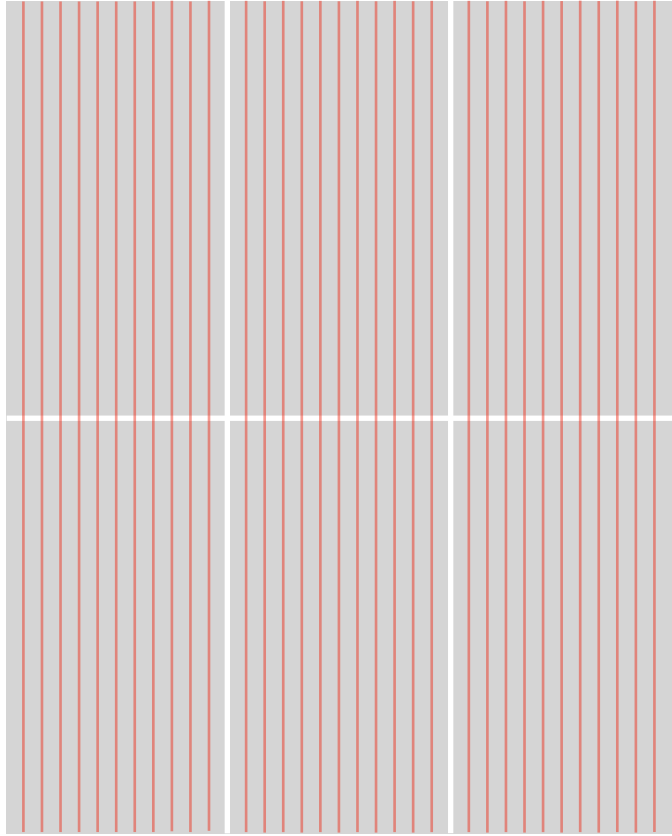


4-Images

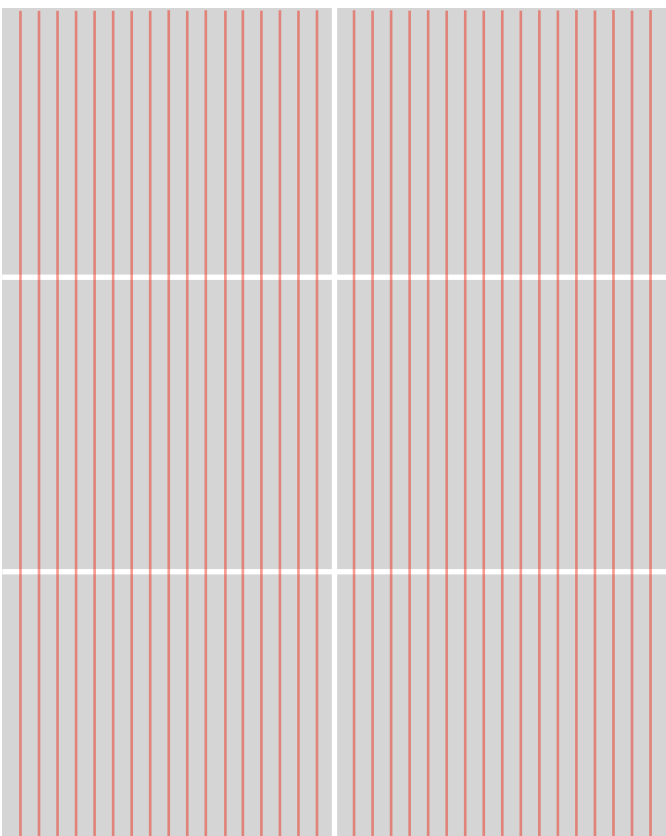


## 36-column grid

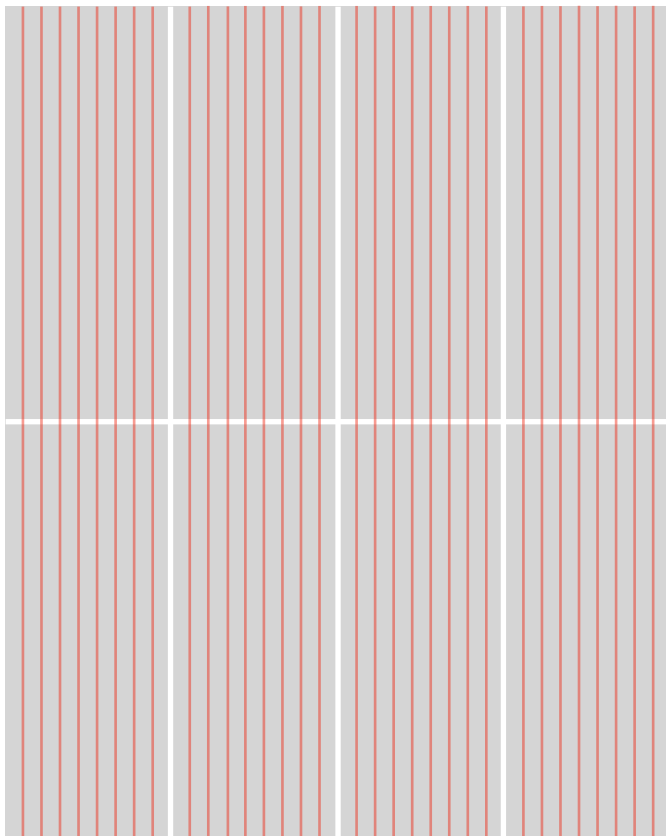
6-Image vertical



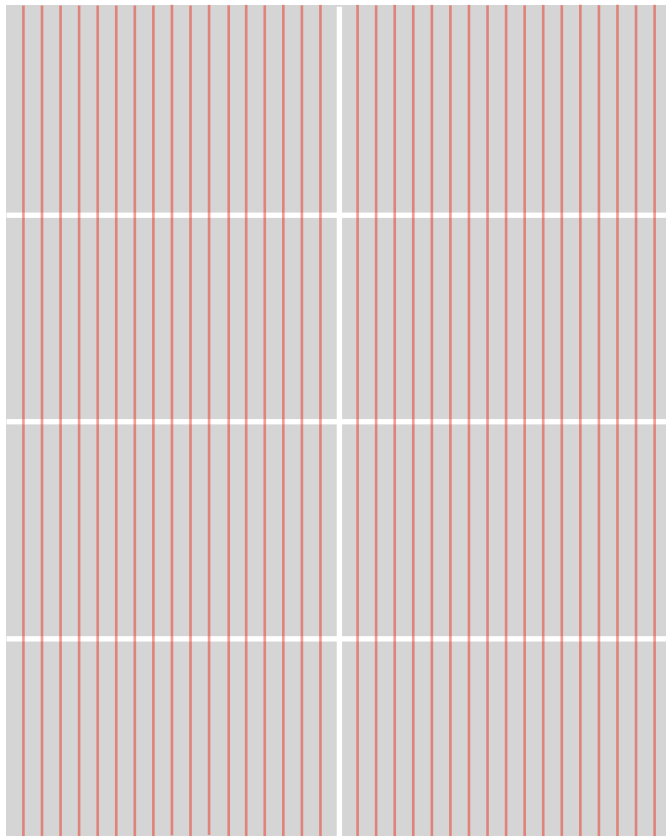
6-Image horizontal



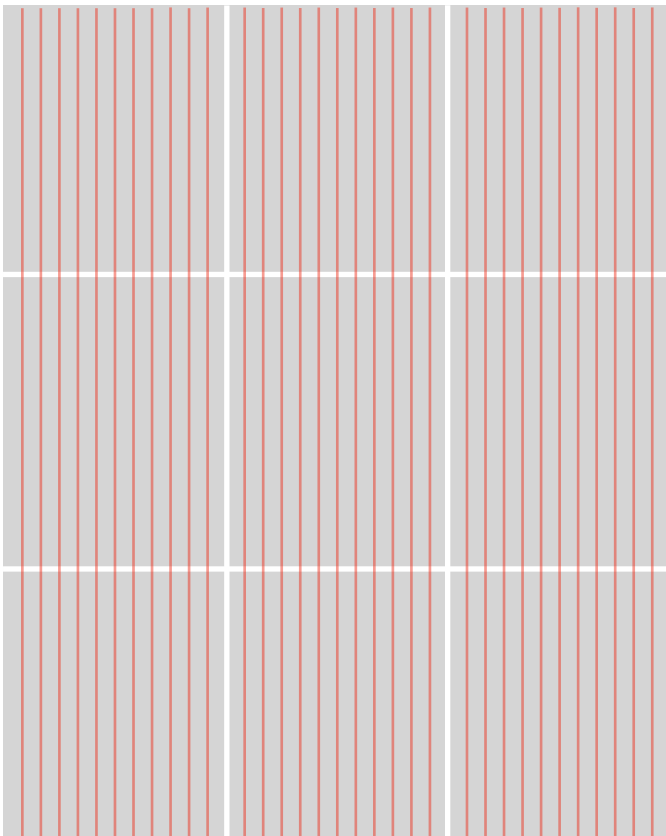
8-Image vertical



8-Image horizontal



9-Images



Type Styles

All alt images use Clinique’s brand fonts: Clinique’s Helvetica Neue and Clinique’s Nitti.

Clinique’s Helvetica Neue

AaBbCc

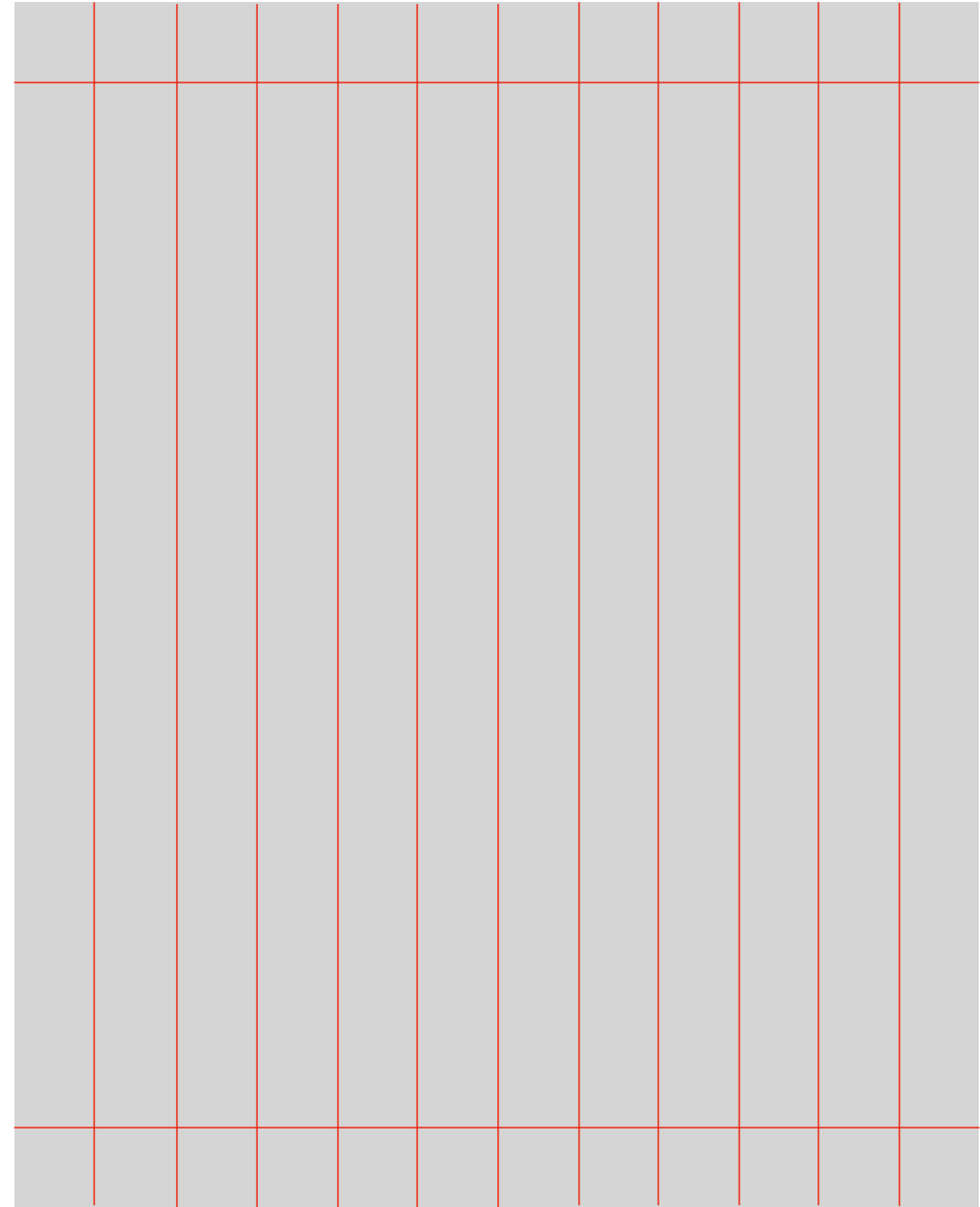
Clinique’s Helvetica Neue Bold  
Clinique’s Helvetica Neue Regular

Clinique’s Nitti

AaBbCc

CLINIQUE’S NITTI BOLD  
Clinique’s Nitti Regular

# 1200x1500 Type Styles

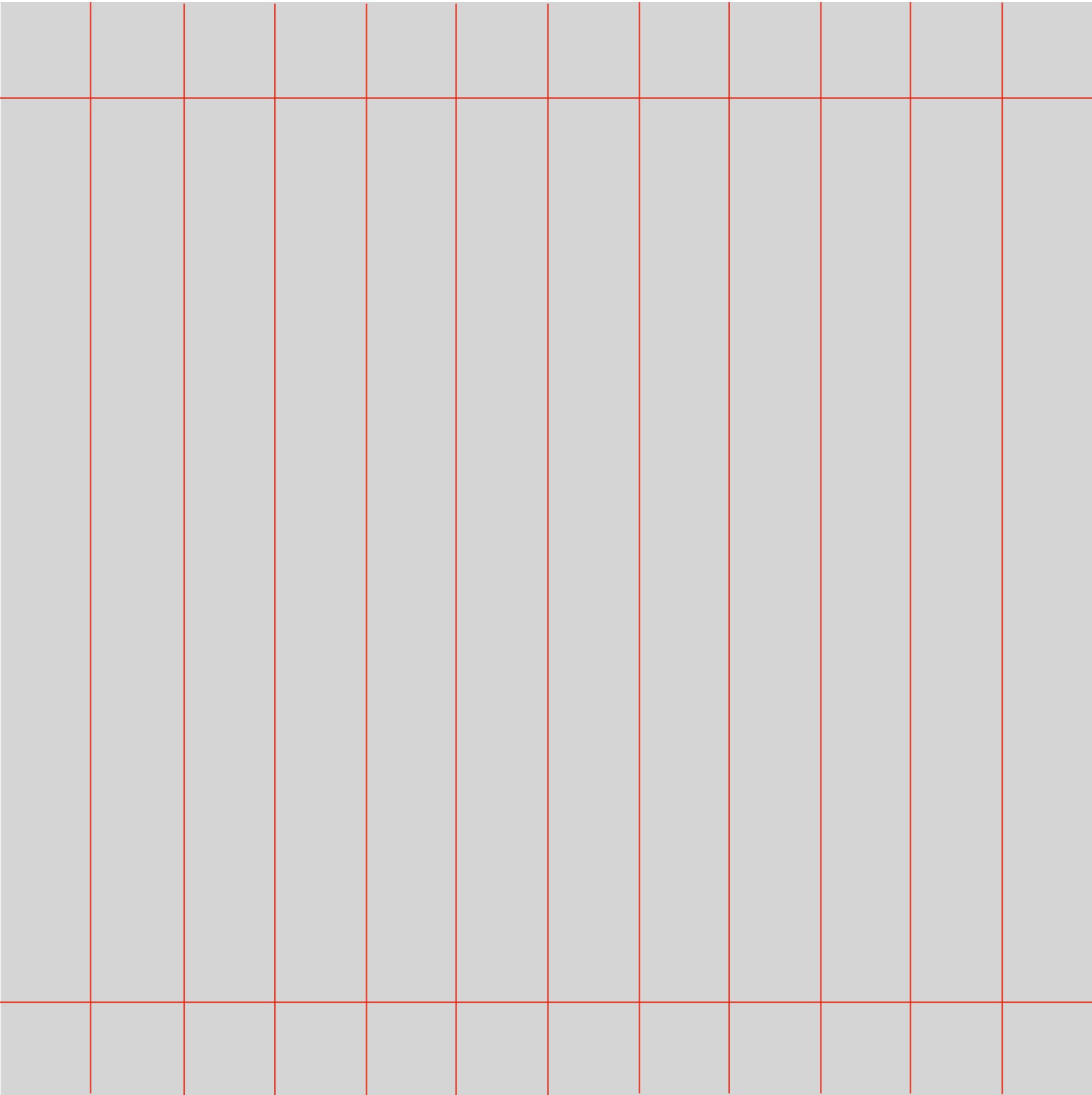


1200x1500 Type Styles

260/200	Clinique’s Nitti Bold; uppercase	CLAIM DISPLAY	
112/116	Clinique’s Helvetica Neue Bold; lowercase	Clinique’s Nitti Regular; uppercase	Clinique’s Nitti Bold; uppercase
benefit		CLAIM REGULAR/BOLD	
72/76	Clinique’s Helvetica Neue Bold; sentence case	Large Headline	
56/60	Clinique’s Helvetica Neue Bold; sentence case	Small headline	
44/48	Clinique’s Helvetica Neue Regular; sentence case	Clinique’s Nitti Bold; uppercase	Clinique’s Nitti Regular; sentence case
Large body		LIST BULLET	
Large body		LARGE CAPTION	
Large body		Large description	
36/40	Clinique’s Helvetica Neue Regular; sentence case	Clinique’s Nitti Bold; uppercase	Clinique’s Nitti Regular; sentence case
Small body		SMALL CAPTION	
Small body		Small description	
24/28	Clinique’s Helvetica Neue Regular; sentence case	Legal	



**3000x3000 Type Styles**



Type Styles

184/188	Clinique’s Helvetica Neue Bold; sentence case	680/540	Clinique’s Nitti; uppercase	
Large Headline		DISPLAY CLAIM		
148/152	Clinique’s Helvetica Neue Bold; sentence case	216/220	Clinique’s Nitti Regular; uppercase	Clinique’s Nitti Bold; uppercase
Small headline		CLAIM REGULAR / BOLD		
		112/116	Clinique’s Nitti Bold; uppercase	
		LIST BULLET		
92/96	Clinique’s Helvetica Neue Regular; sentence case	92/96	Clinique’s Nitti Bold; uppercase	Clinique’s Nitti Regular; sentence case
Large body		LARGE CAPTION Large description		
72/76	Clinique’s Helvetica Neue Regular; sentence case	72/76	Clinique’s Nitti Bold; uppercase	Clinique’s Nitti Regular; sentence case
Small body		SMALL CAPTION Small description		
60/64	Clinique’s Helvetica Neue Regular; sentence case			
Legal				



02

Before  
& After

- Type styles
- Image grids
- Design anatomy



# Typesetting

When showing a “Before & After” sequence, captions should be typeset in Nitti all caps Bold. These callouts include any words describing the sequence of events shown in the adjacent images: Before, During, After etc. All descriptive copy is set in Nitti sentence case Regular.

TYPE STYLE SHEET

**LARGE CAPTION**  
Large description

OR

**SMALL CAPTION**  
Small description





Updated example



CURRENT TREATMENT



NEW TREATMENT

← Updated grid

← Updated line weights separating images in grid.

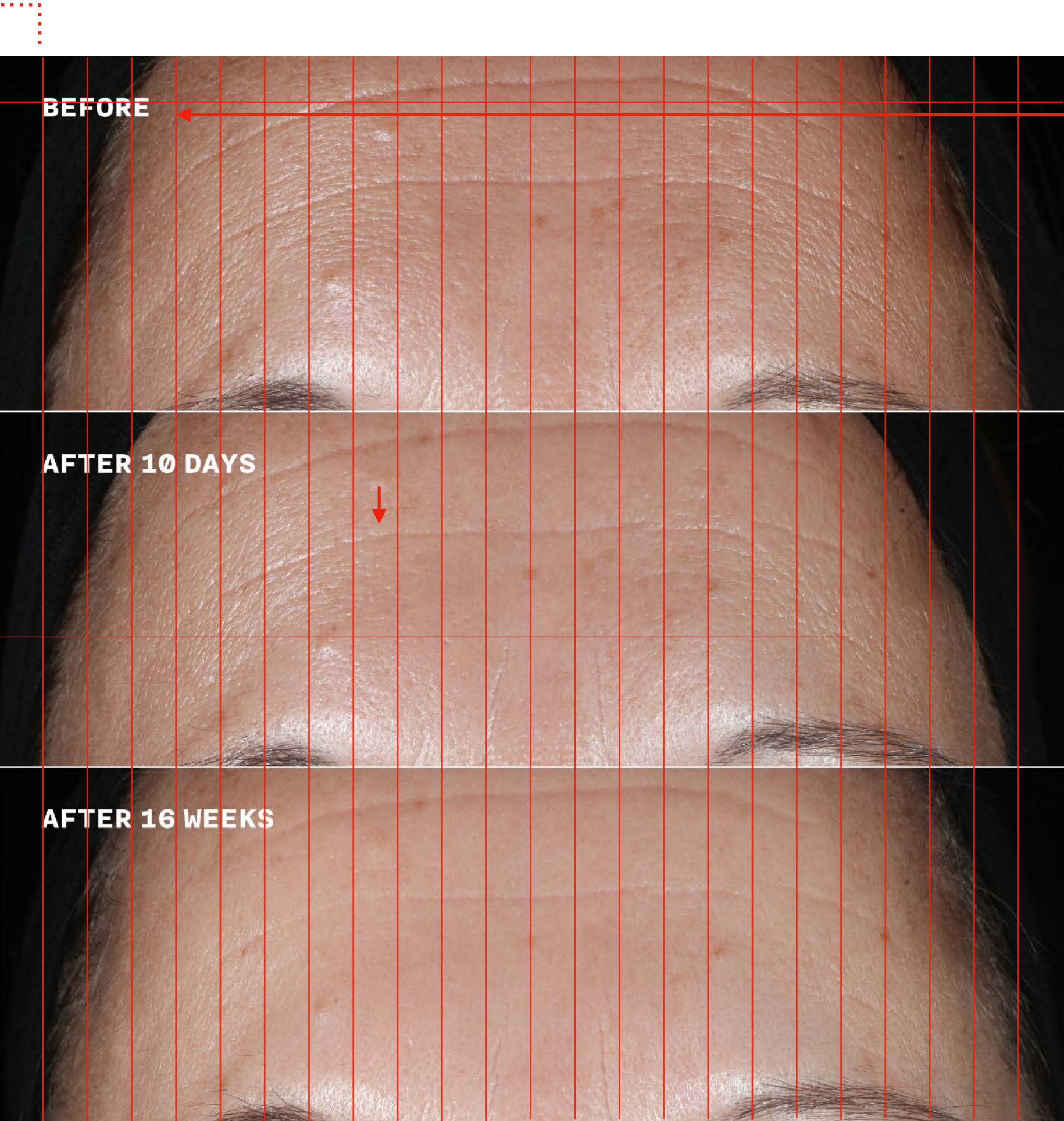
← Change all primary copy to Cliniques Nitti Bold All caps



# Design Anatomy

Multi-image layouts use a range of 4-pt grids to determine copy placement.  
See pages 15-19 for a full list of multi-image grid layouts and corresponding 4-pt grids.

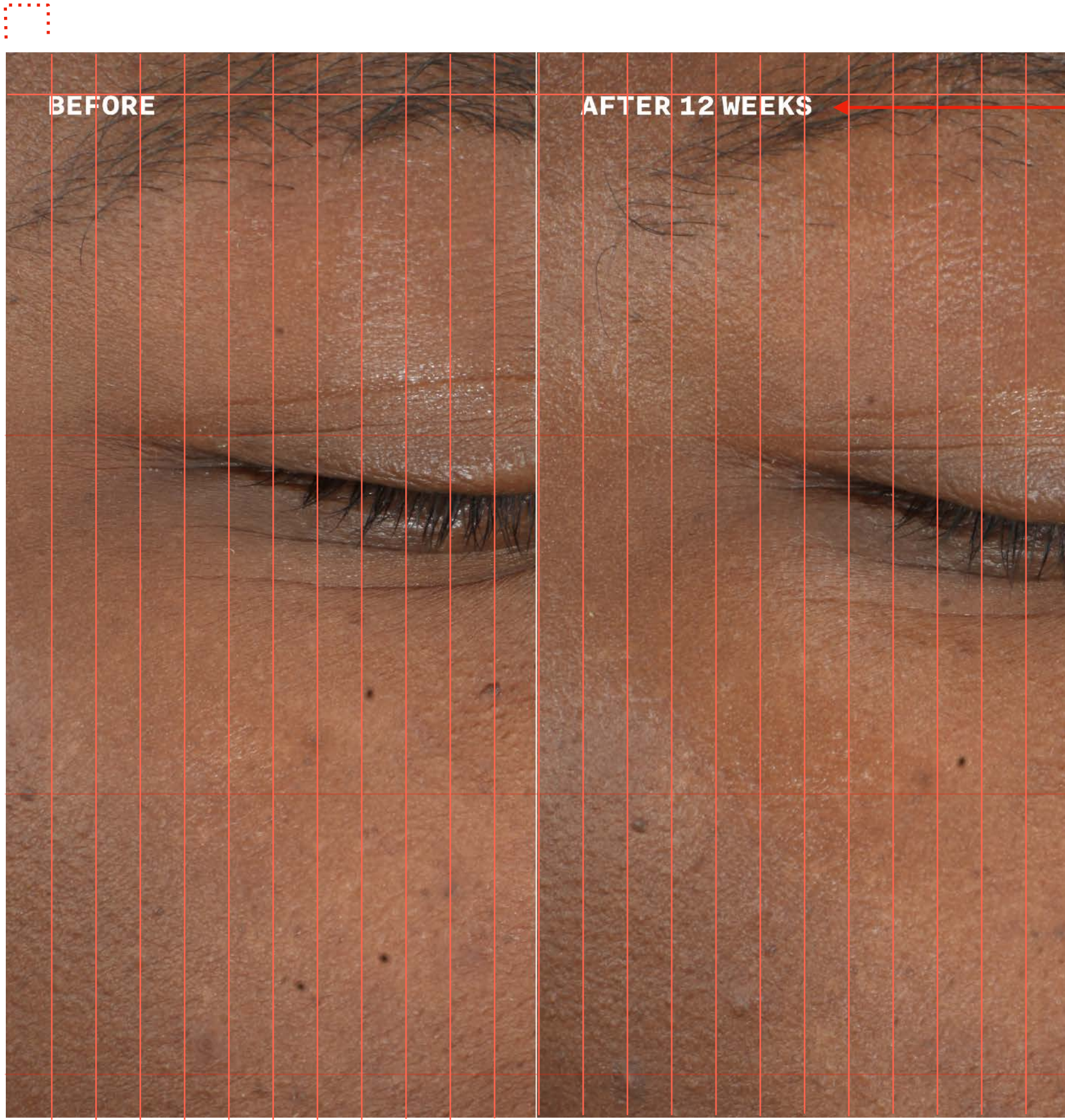
**Grid:**  
24 columns (125px wide)



**Text style:**  
Caption large

..... **Grid lines:**  
White; 3px

**Grid:**  
24 columns (125px wide)



**Text style:**  
Caption large

..... **Grid lines:**  
White; 3px



# Design Anatomy

Multi-image layouts use a range of 4-pt grids to determine copy placement. See pages 15-19 for a full list of multi-image grid layouts and corresponding 4-pt grids.

**Grid:**  
24 columns (125px wide)

APRICOT SHADE

For Medium to Deep skin tones

BEFORE

BEFORE

AFTER COLOR CORRECTOR

AFTER COLOR CORRECTOR + CONCEALER

Text style:

Description small

Grid lines:

White; 3px

Text style:

Caption small

**Grid:**  
36 columns (83px wide)

BEFORE

DURING

AFTER

BEFORE

DURING

AFTER

BEFORE

DURING

AFTER

Text style:

Caption small

Grid lines:

White; 3px

Text style:

Caption small



03

# Benefits

Usage

Type styles

Design anatomy

Icons



Overview

Benefit alt images are exclusively featured on clinique.com as both alt images and product hover images. They are the one exception to the standard 1x1 ratio - they are created at 1200x1500 px.

Love your skin with our bestsellers.

hydrate

plump

Moisture Surge™ 100H Auto-Replenishing Hydrator

BESTSELLER

CLINIQUE

dramatically different moisturizing lotion +  
émulsion hydratante tellement différente

Dramatically Different Moisturizing Lotion+™

BESTSELLER

CLINIQUE

even better clinical

radical dark spot corrector + interrupter  
anti-tache radical correcteur + interrupteur

CL302 EQUALIZER TECHNOLOGY  
TECHNOLOGIE CL302 ÉGALISSEUR

Even Better Clinical™ Radical Dark Spot Corrector + Interrupter

BESTSELLER

allure

THE BEAUTY EXPERT

2021

AWARD WINNER

CLINIQUE

take the day off

cleansing balm / baume démaquillant

Take The Day Off™ Cleansing Balm



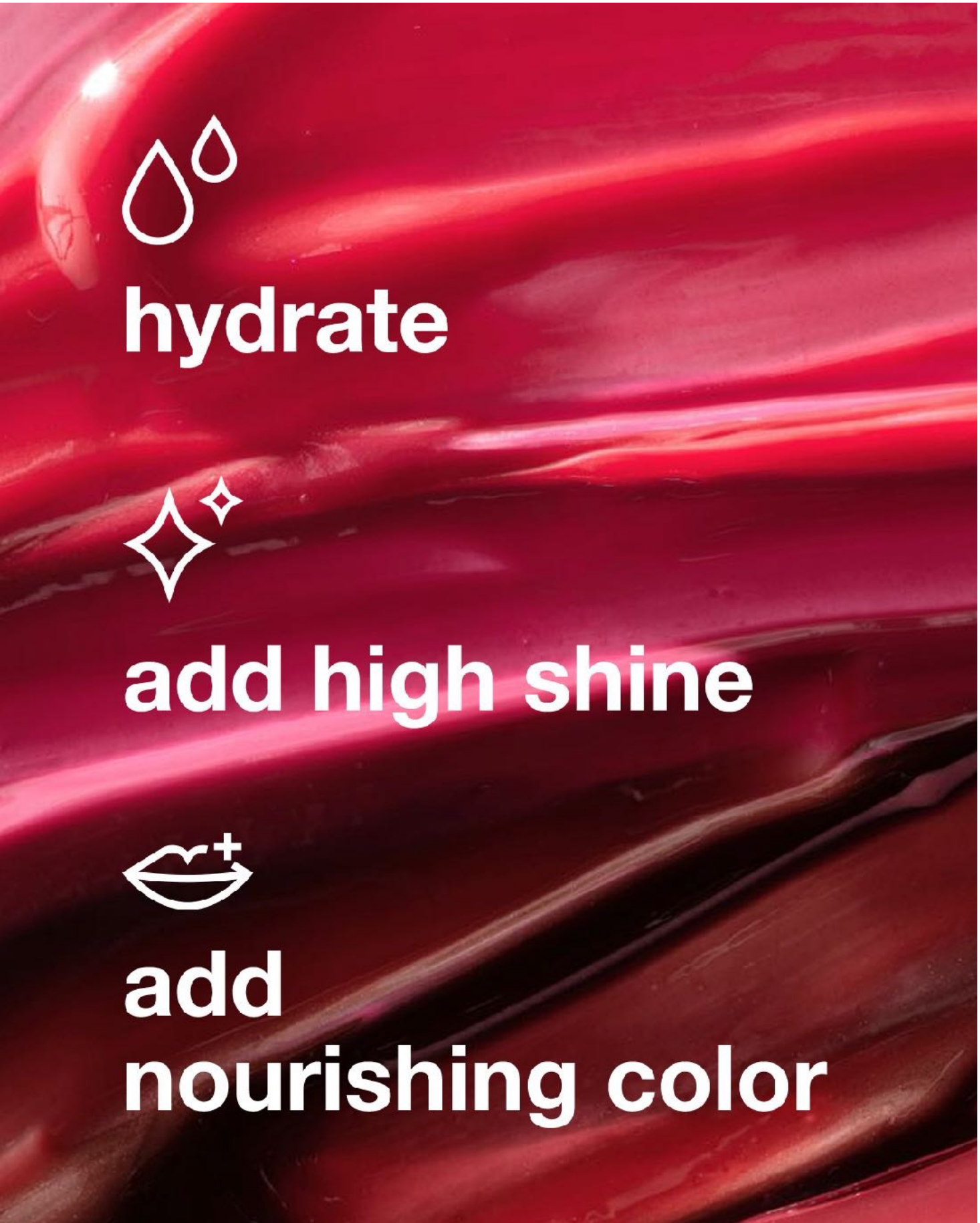
Typesetting

All benefit images use the benefit type style alongside benefit icons.

TYPE STYLE SHEET

benefit

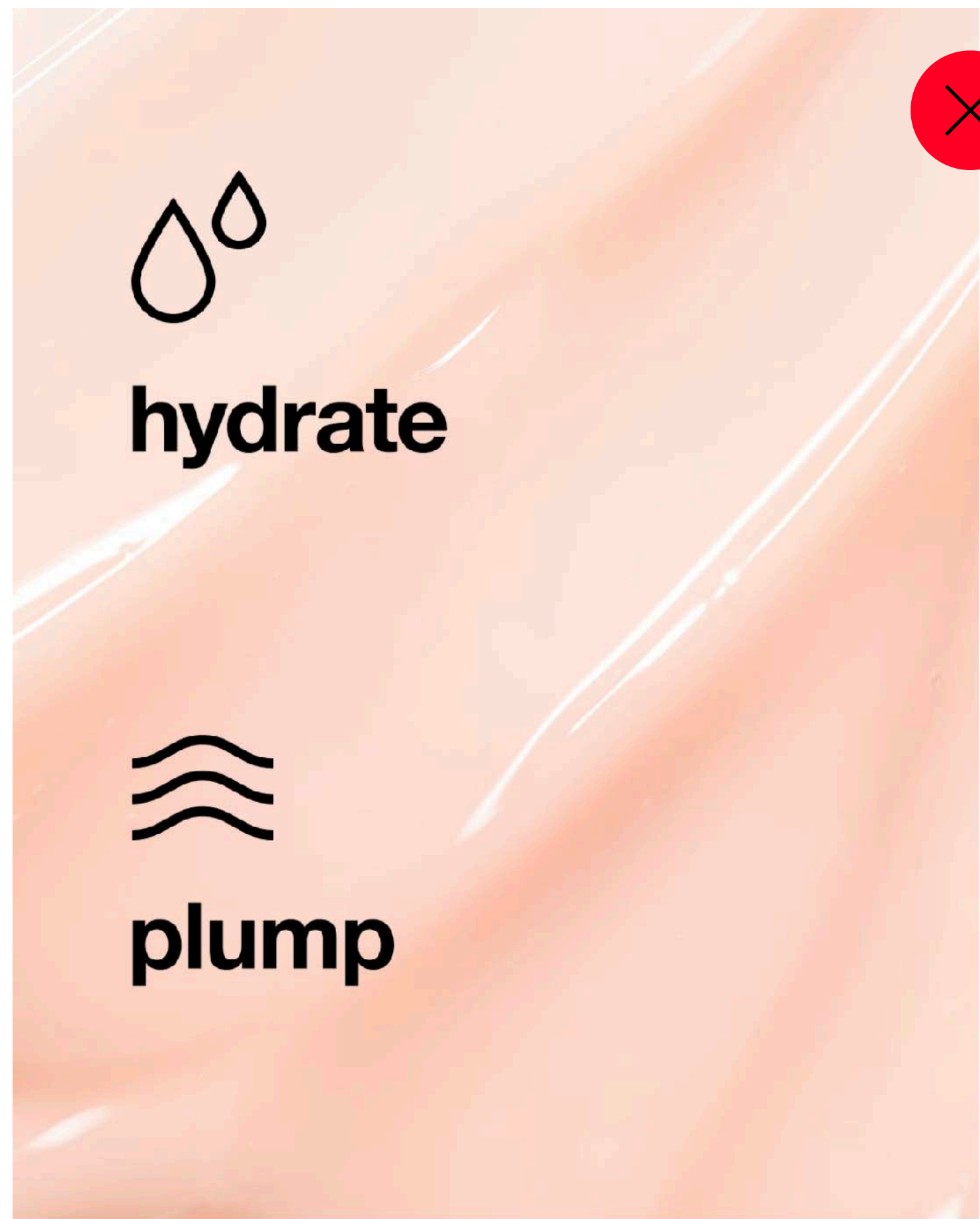
**NOTE:**  
Benefits alt images are only created  
in a 1200x1500 ratio



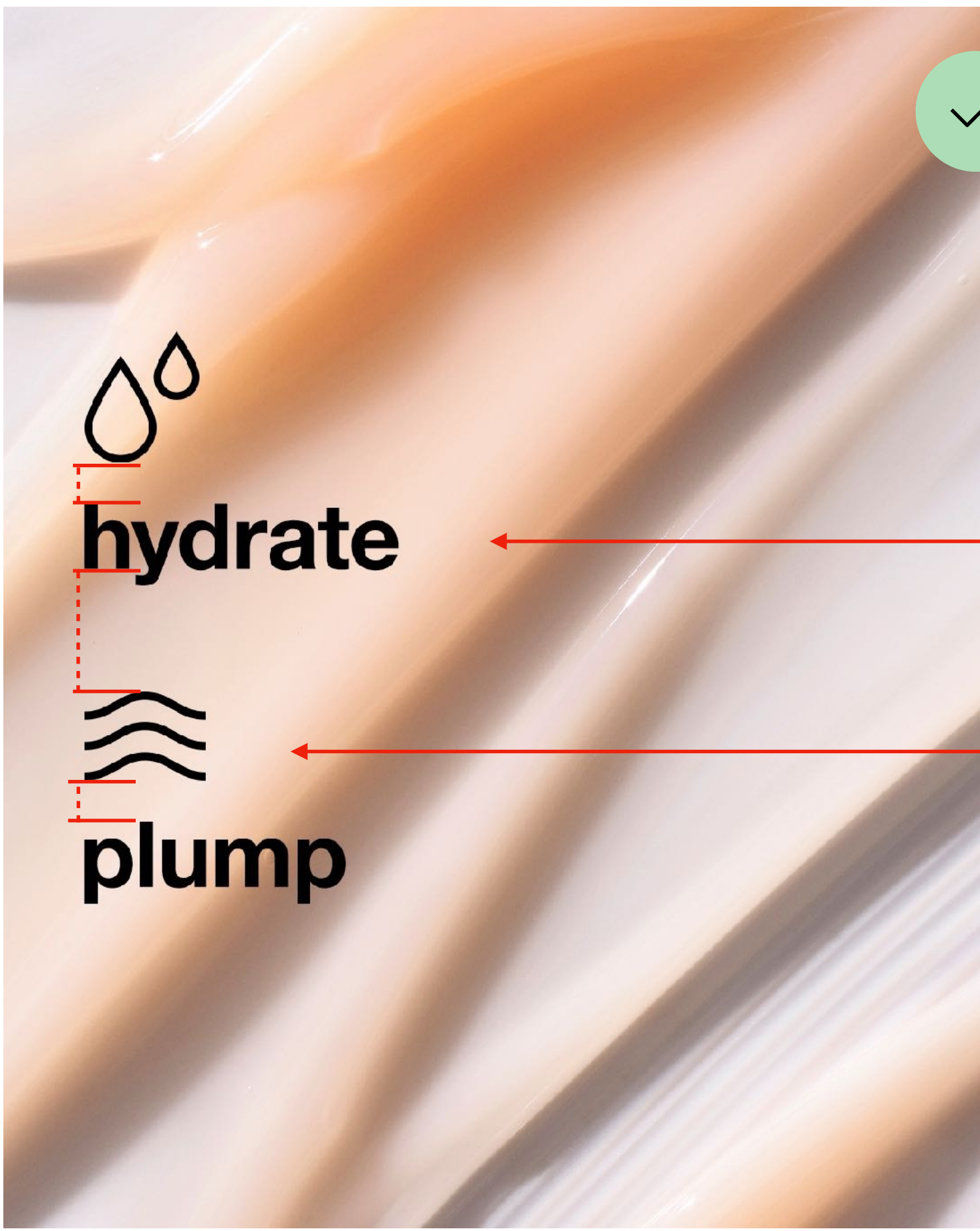


Updated example

Background images should feature a full-bleed crop of the product texture.  
Where available, benefit alt images should use updated product texture swipes.



CURRENT TREATMENT



NEW TREATMENT

Updated background image featuring new brand photography

Benefits vertically centered within frame, aligned to 100px left margin

Updated type size

Icons scaled consistently



# Design Anatomy

Benefit images use the standard 12-column grid to inform copy and icon placement. Copy is limited to a maximum of three featured benefits.

Grid:  
12 Columns (125px wide)

Spacers:  
50px

150px

50px

Icons:  
Black or white for legibility

Text style:  
Benefit

lore  
m ipsum  
dolor sit amet  
consectetur

lore  
m

**Type length**  
Images can have up to 3 benefits, with the following limits on text length:

1 Benefit  
Max 3 lines of text

lore  
m ipsum  
dolor sit amet  
consectetur

2 Benefits  
Max 3 lines of text per benefit

lore  
m ipsum  
dolor sit amet  
consectetur

lore  
m ipsum  
dolor sit amet  
consectetur

3 Benefits  
Max 2 lines of text on one benefit

lore  
m

lore  
m ipsum  
dolor sit amet

lore  
m

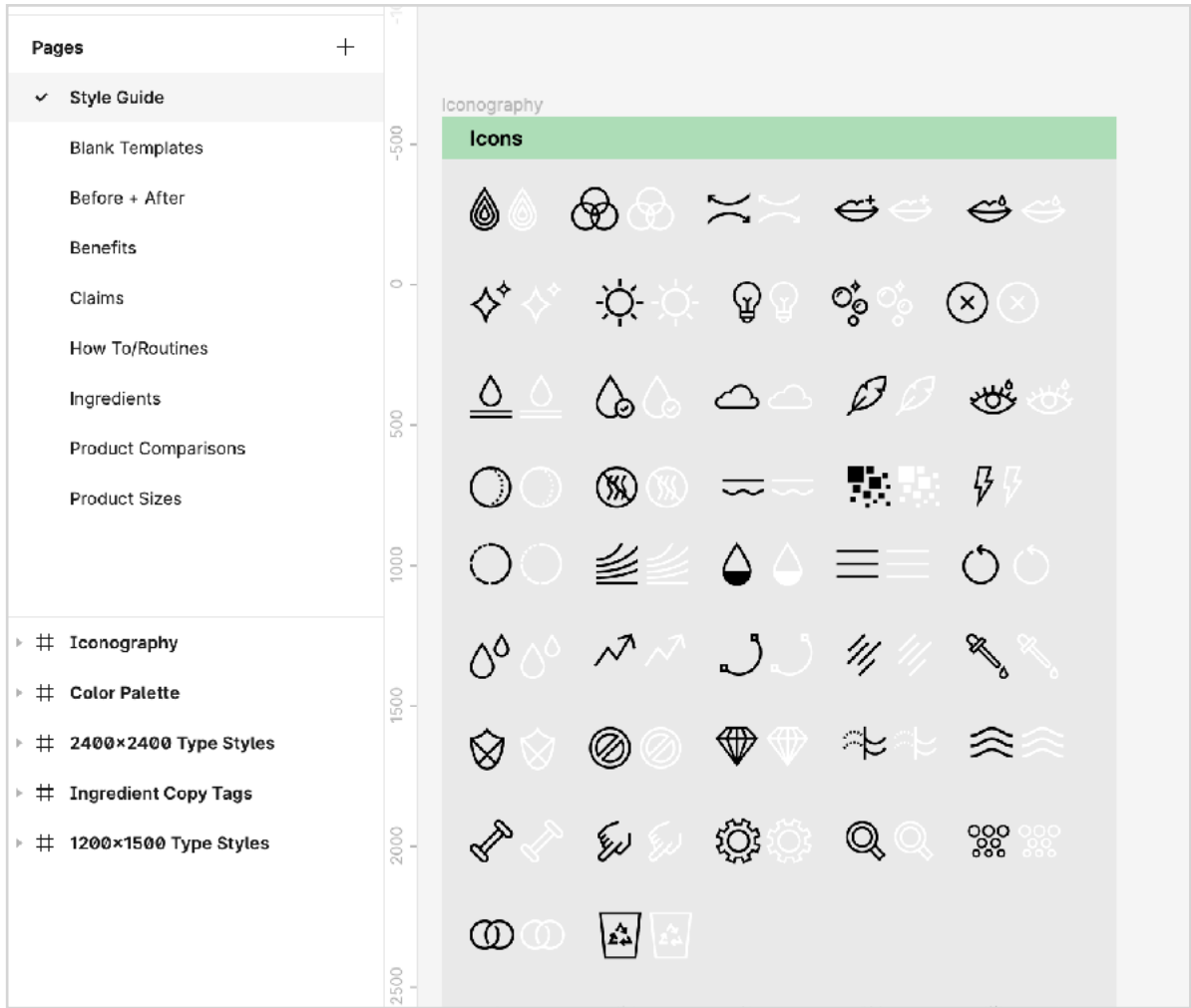
6



Icons: Figma

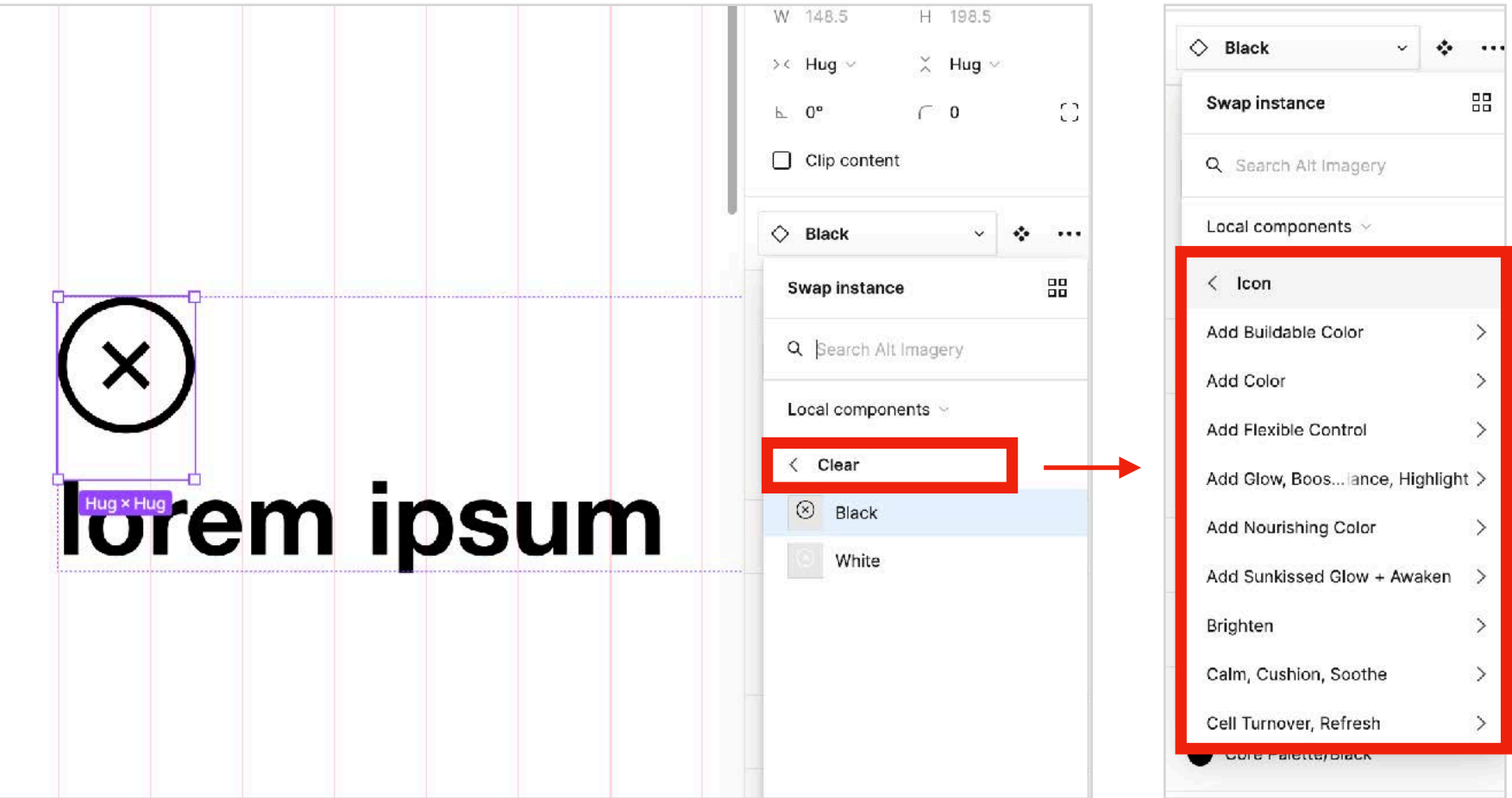
Consistent icon scaling is necessary to ensure all line weights are equal when using multiple icons. All icons are pasted from the master Illustrator document and resized to 45% scale.

Option 1:  
The full selection of vector icons are on the style guide page. Select the desired icon and paste it into the design.

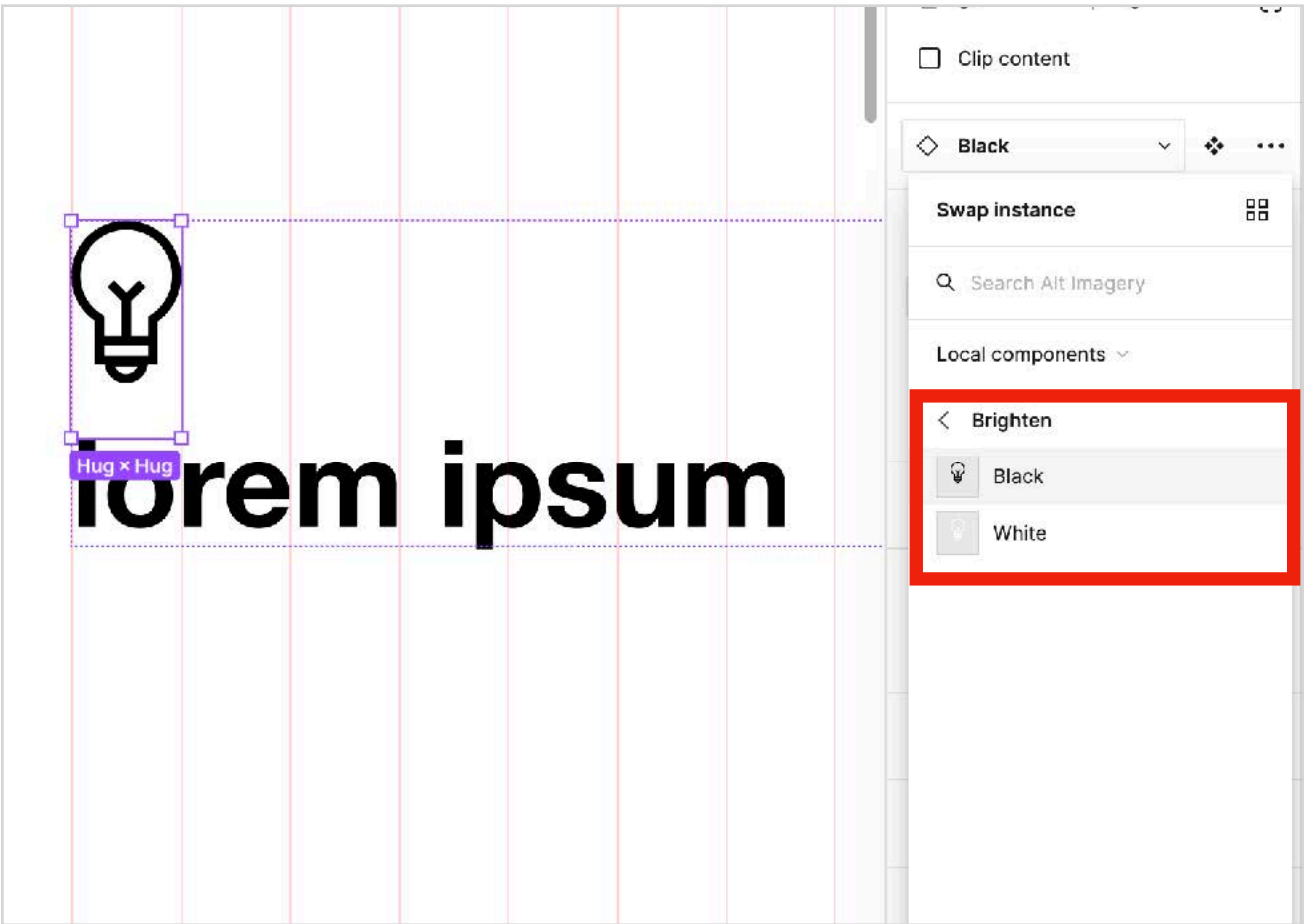


Option 2:  
1. Select the placeholder icon in the template, and open the components menu in the right sidebar.

Click the name of the selected icon to navigate back to the full icon list.



2. Select a new icon from the list, and choose a color that will be visible over the background texture.



04

# Claims

Type styles

Annotations

Design anatomy

Typesetting

Claim alt image designs differ from clinique.com to retailers. Clinique.com assets use the large stat type style on a solid color background. Retailer.com assets use the claim bold and claim regular type styles over a full-bleed image.

TYPE STYLE SHEET: 1200X1500

DISPLAY  
CLAIM

CLAIM REG.  
CLAIM BOLD

Legal

TYPE STYLE SHEET: 3000X3000

CLAIM REG.  
CLAIM BOLD

Legal

85%

SAY LINES +  
WRINKLES LOOK  
REDUCED.\*

\*Consumer testing on 143 women after using the product for 4 weeks.

WHEN USED  
AS DIRECTED,  
SPF 28 FILTERS  
UP TO 96%  
OF UV RAYS.\*

A product shot featuring a small, clear jar of Clinique Moisture Surge SPF 28 hydrator with a silver lid. The jar is placed on a white surface next to a tall, clear glass filled with water. The background is a soft, out-of-focus grey.

\*Legal copy



## Typesetting

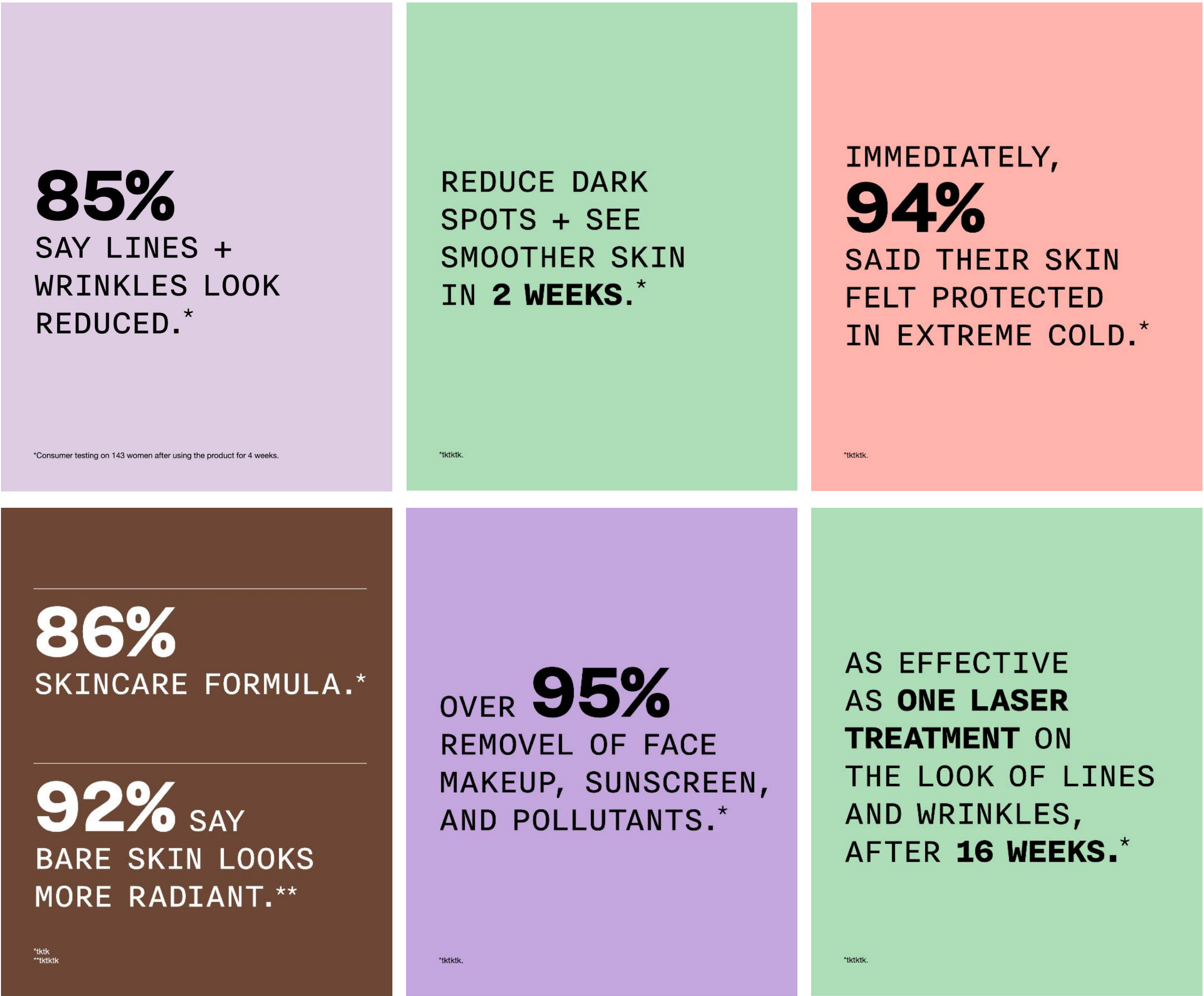
Claims featured on Clinique .com use a combination of type sizes to highlight compelling statistics.

Claims alt images on clinique.com use a combination of type sizes to highlight statistics.

When typesetting a claim, the main body copy should be set using Claim Regular.

Adjust the highlighted statistic to the Claim Display style when showing a compelling percentage or fraction.

Any statistics that are written out, such as “in 2 weeks” or “after 16 weeks” should use the Claim Bold.





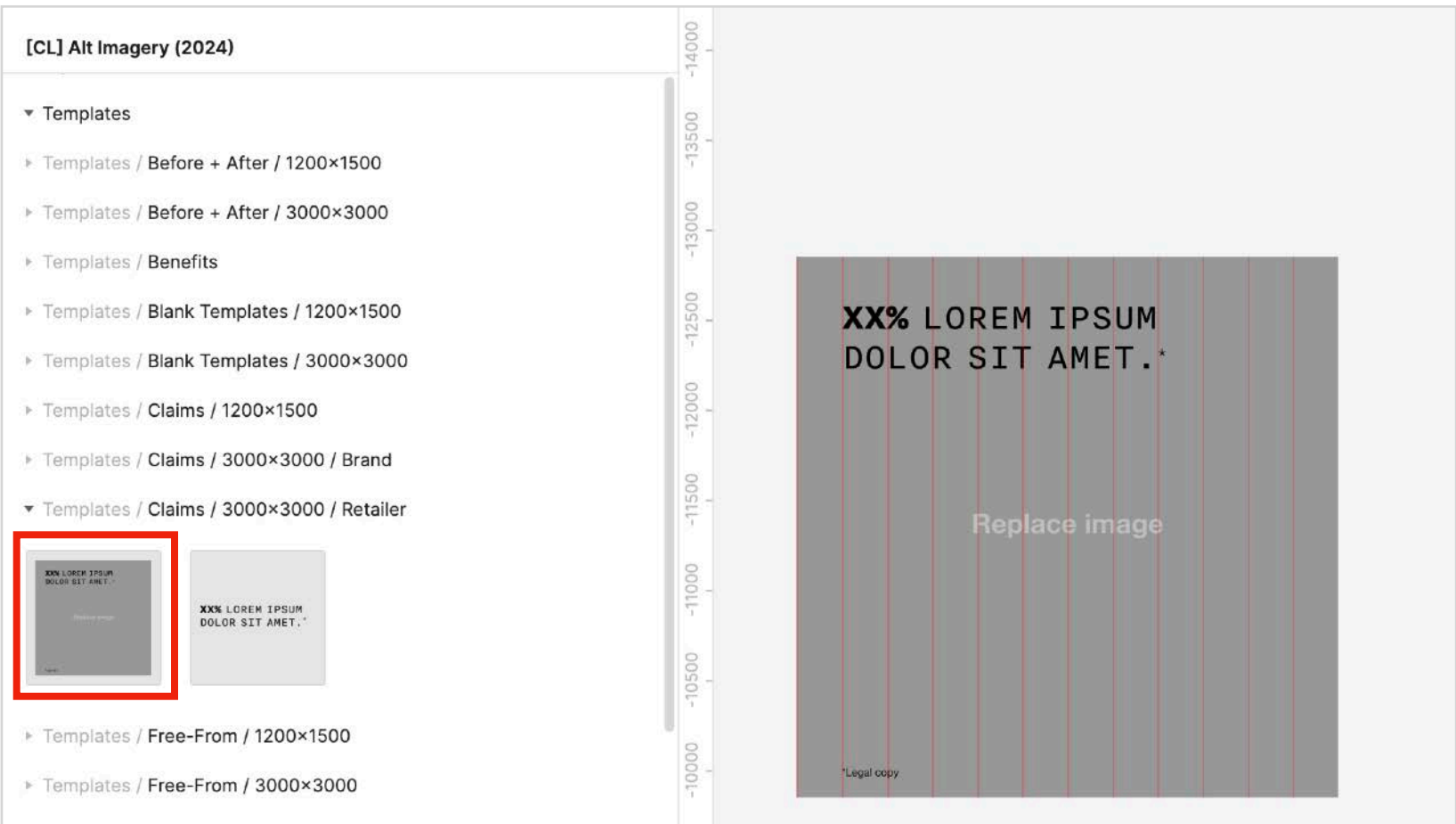
# Typesetting

Claims featured on Clinique .com use a combination of type sizes to highlight compelling statistics.

Claims alt images for retailer websites use an image background with flexible copy placement.

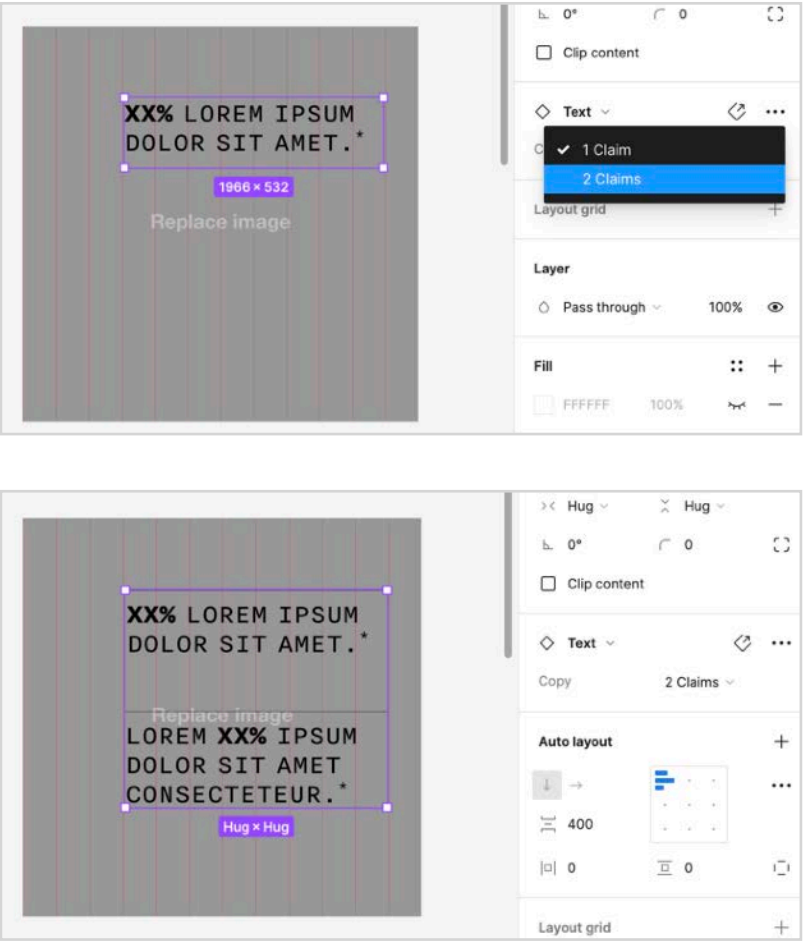
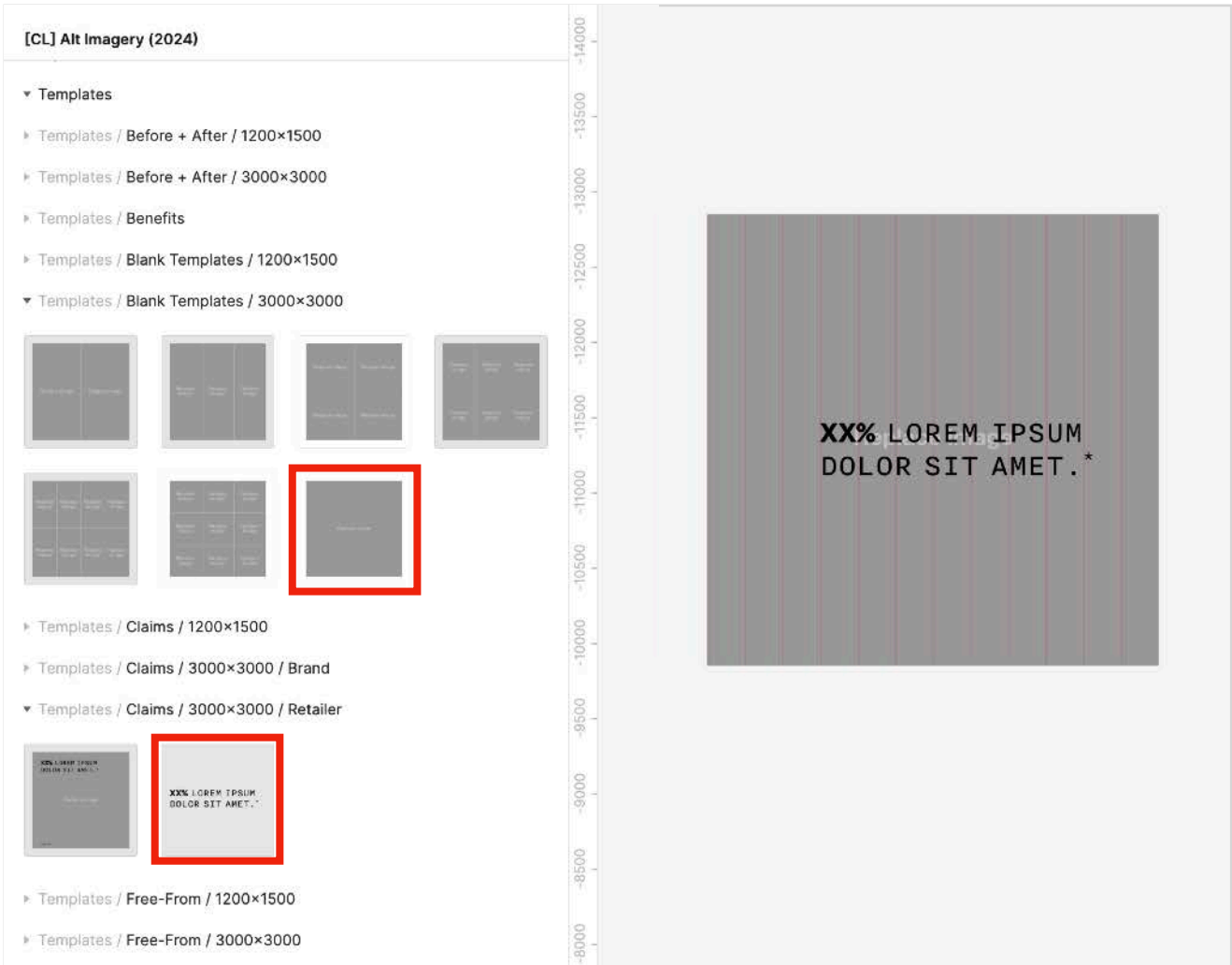
## Default Template

- 1. For the default setting with copy in the top left corner - use the pre-made layout under Claims / 3000x3000 / Retailer
- 2. For a design with two claims, follow the instructions on page 45.



## Flexible Placement (3000x3000 Retailer only)

- 1. For flexible copy placement, place a single-image layout from the Blank Templates category.
- 2. Add a claim text module over the blank template in your desired location.
- 3. For a design with two claims, select the text, and use the variants tool to select the “2 Claims” option from the dropdown menu.

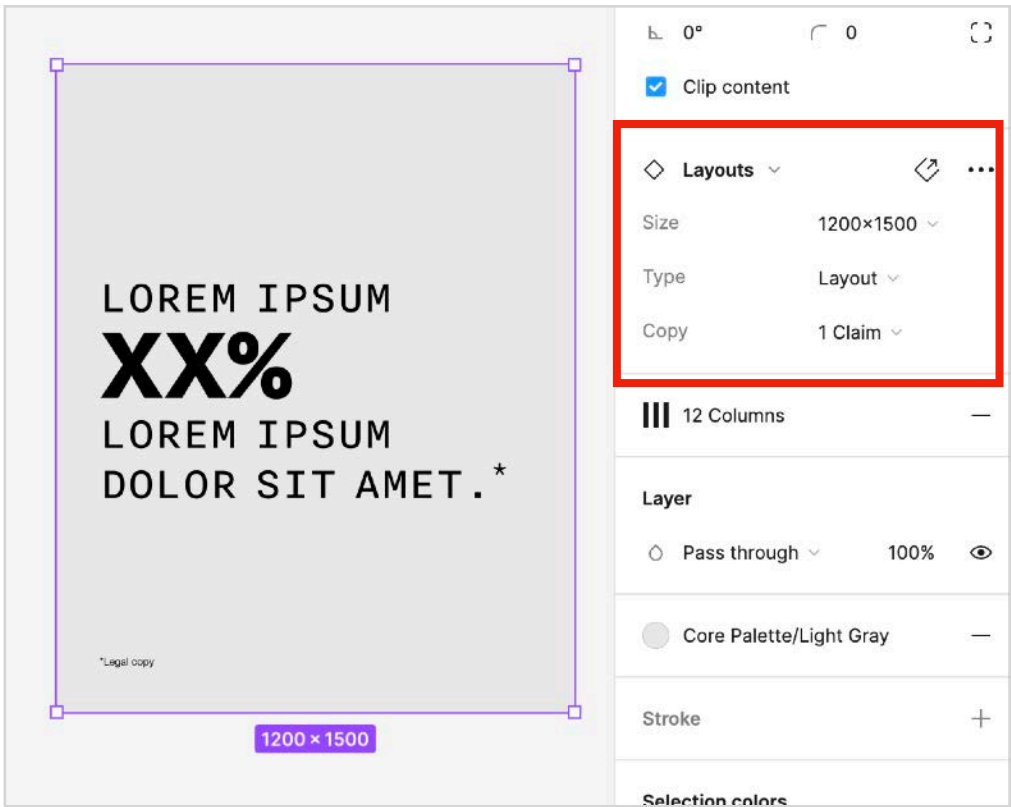


# Two-Claim Layouts

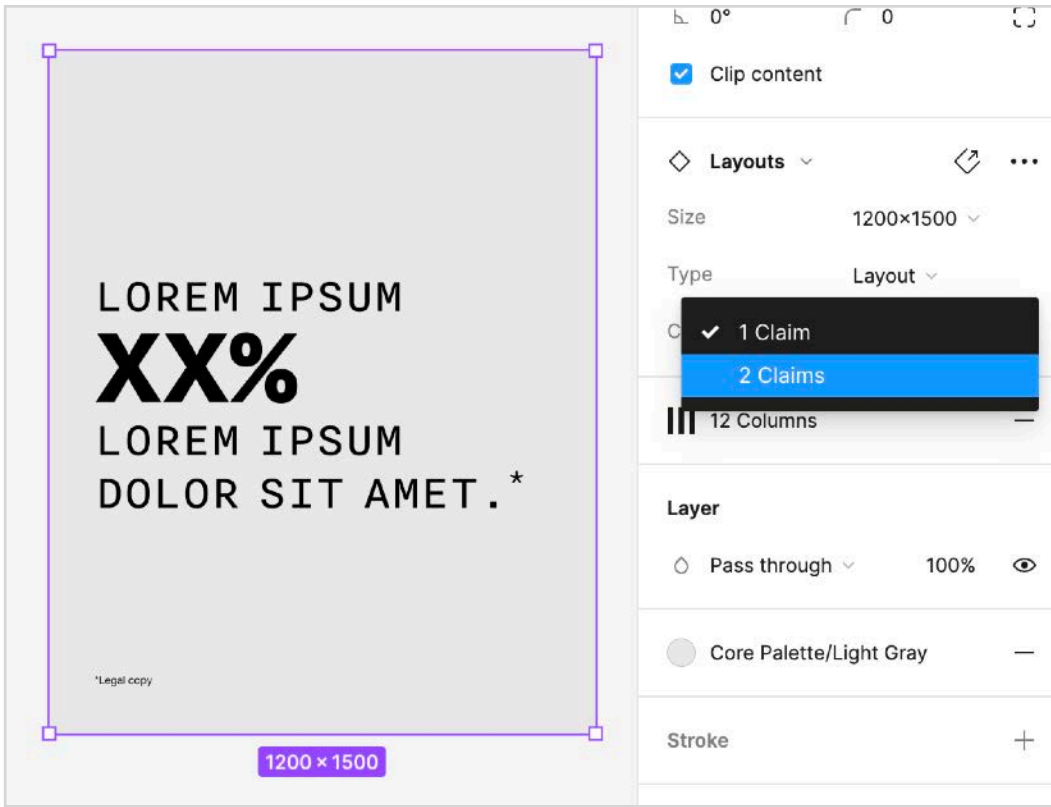
Use the variants tool to access two-claim versions of both Clinique.com and Retailer claim templates.

Two-claim designs for both Clinique and Retailer are pre-loaded in Figma as variants of our standard claim template.

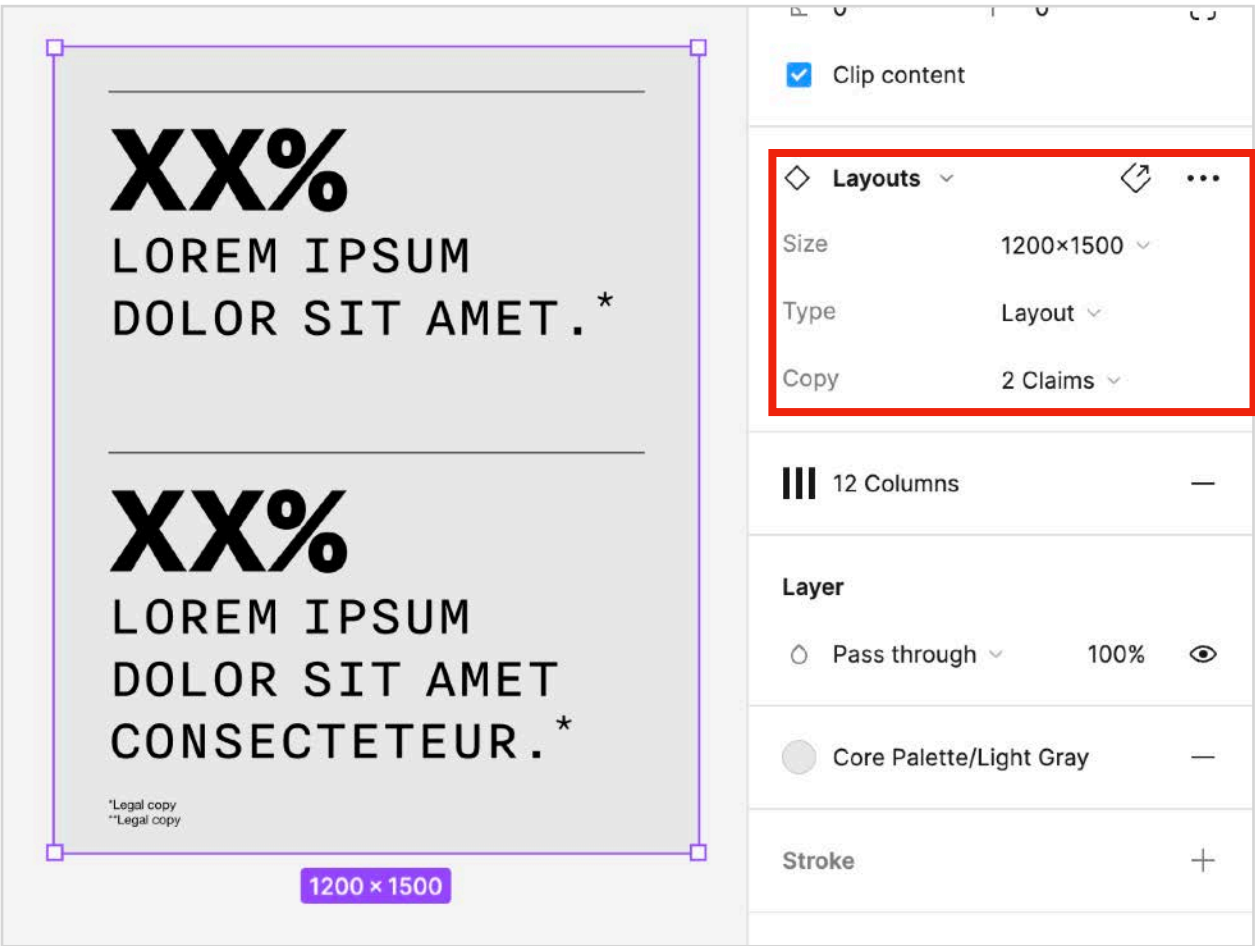
1. Place your layout (via the assets toolbar) on your pasteboard.



2. Select the “Copy” Attribute from the variant menu.

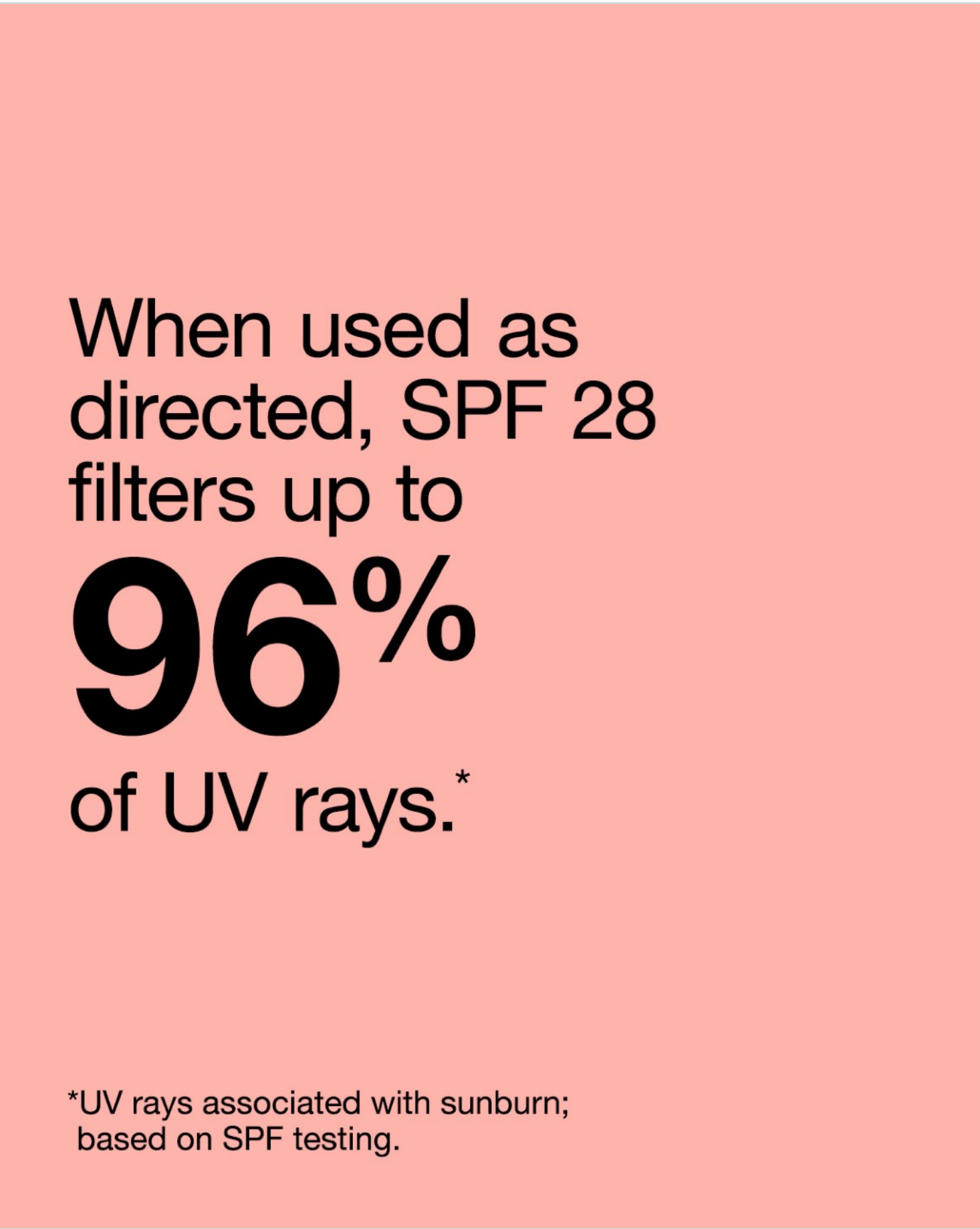


3. Select “2 Claims”. The layout will automatically update.

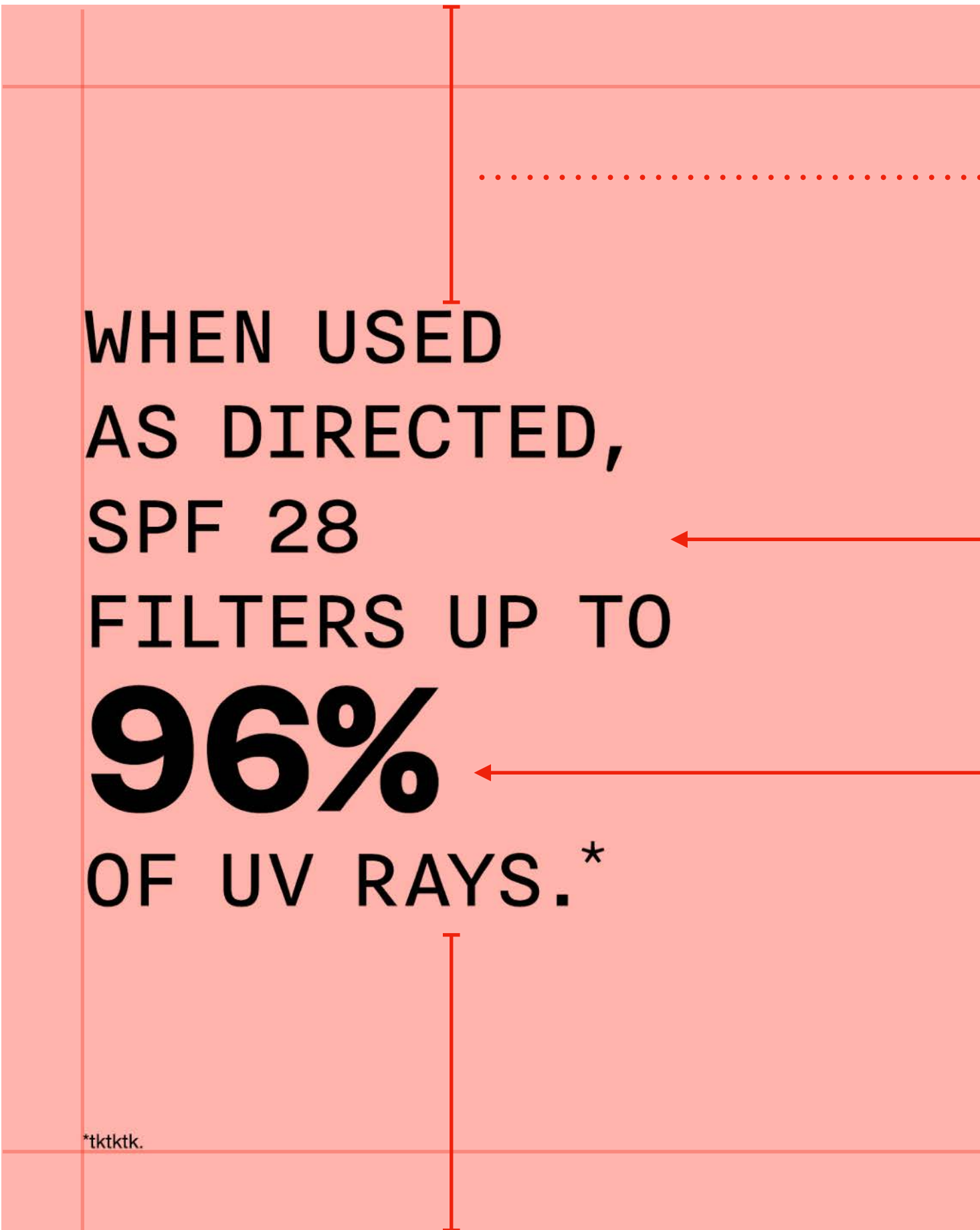


Overview  
clinique.com

All claims for retailer alt images use a product image background. Copy placement should be legible and align with a column on the 12-pt grid.



CURRENT TREATMENT



NEW TREATMENT



# Design Anatomy clinique.com

All clinique.com claim alt images use a standard 12-column grid. Copy color may be black or white to ensure accessibility based on the color background. Images can feature up to two claims.

Grid:  
12 columns (100px wide)

AFTER 1 USE:

WAKE UP TO MORE

RADIANT SKIN.\*

\*Clinical testing conducted on 30 women after using the product once.

Text Weight:  
Bold featured time period

Text Style:  
Large Claim

Text Style:  
Legal

Grid:  
12 columns (100px wide)

86%

SKINCARE FORMULA.\*

92%

SAY

BARE SKIN LOOKS

MORE RADIANT.\*\*

\*\*tktk  
\*\*tktktk

Annotation: 2px  
All annotations match length of longest claim.

Spacing: 33px

Text Style:  
Display claim & Large claim

Spacing: 200px

Spacing: 33px

Text Style:  
Legal

Overview  
Retailer

All claims for retailer alt images use a product image background. Copy placement should be legible and align with a column on the 12-pt grid.



CURRENT TREATMENT



NEW TREATMENT



# Design Anatomy Retailer

All clinique.com claim alt images use a standard 12-column grid. Copy color may be black or white to ensure accessibility based on the color background. Images can feature up to two claims.

Grid:  
12 columns (250px wide)



Grid:  
12 columns (250px wide)



Spacing: 63px

Text Styles:  
Claim bold + Claim Regular

Spacing: 250px

Annotation: 3px  
All annotations match  
length of longest claim.

05

# Formula Facts

- Type styles
- Photography
- Design anatomy



Typesetting

Formula Facts templates always have a headline and a list of bulleted type.

TYPE STYLE SHEET: 3000X3000

Small Headline  
LIST BULLET

TYPE STYLE SHEET: 1200X1500

Small Headline  
LARGE CAPTION

Formula Facts

- OIL-FREE
- NON-ACNEGENIC
- NON-COMEDOGENIC
- NON-GREASY
- FRAGRANCE FREE
- ALLERGY TESTED
- DERMATOLOGIST TESTED



Formula Facts

- NON-ACNEGENIC
- ALLERGY TESTED
- DERMATOLOGIST TESTED
- APPROPRIATE FOR ALL SKIN TYPES



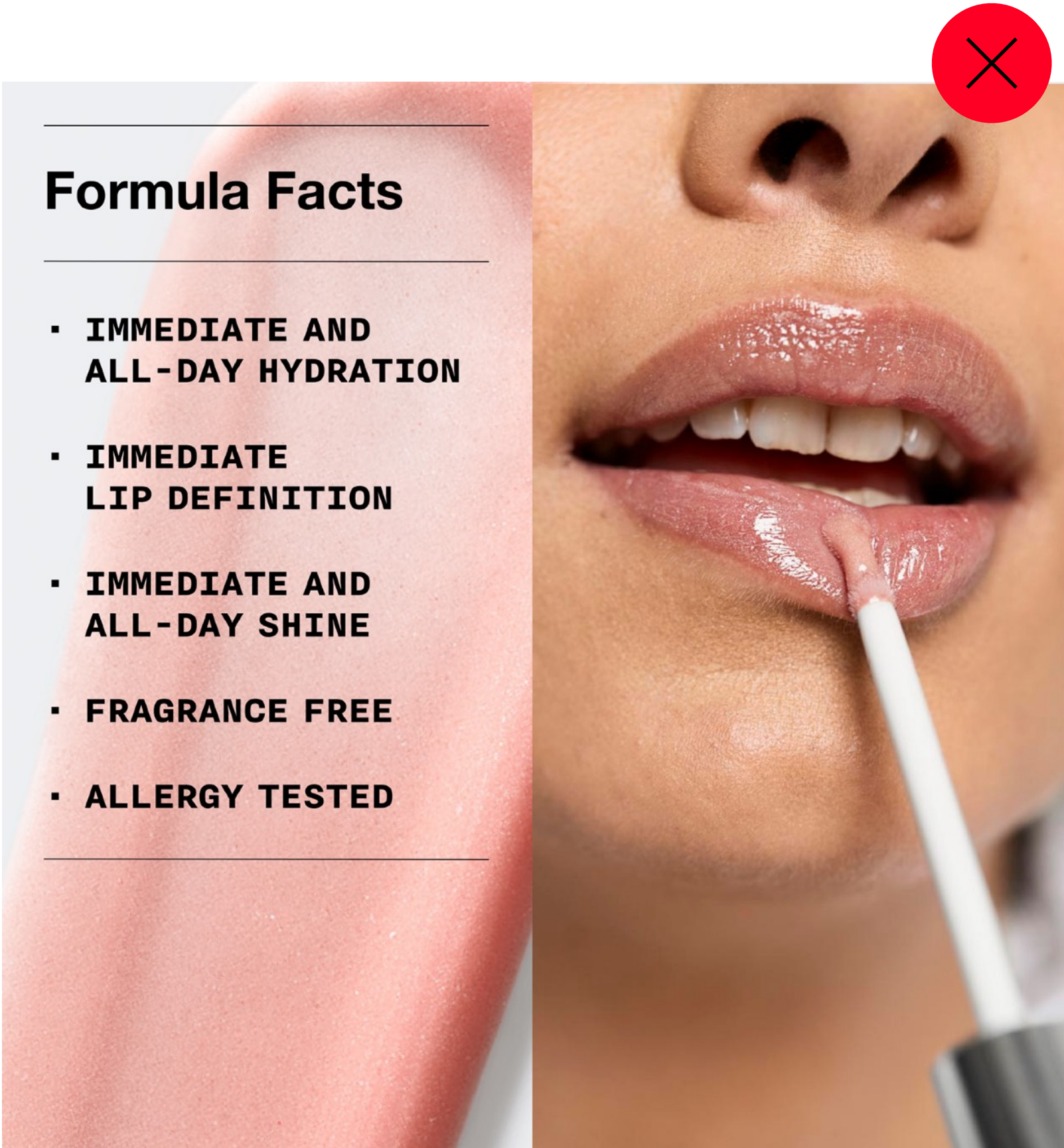


Photography

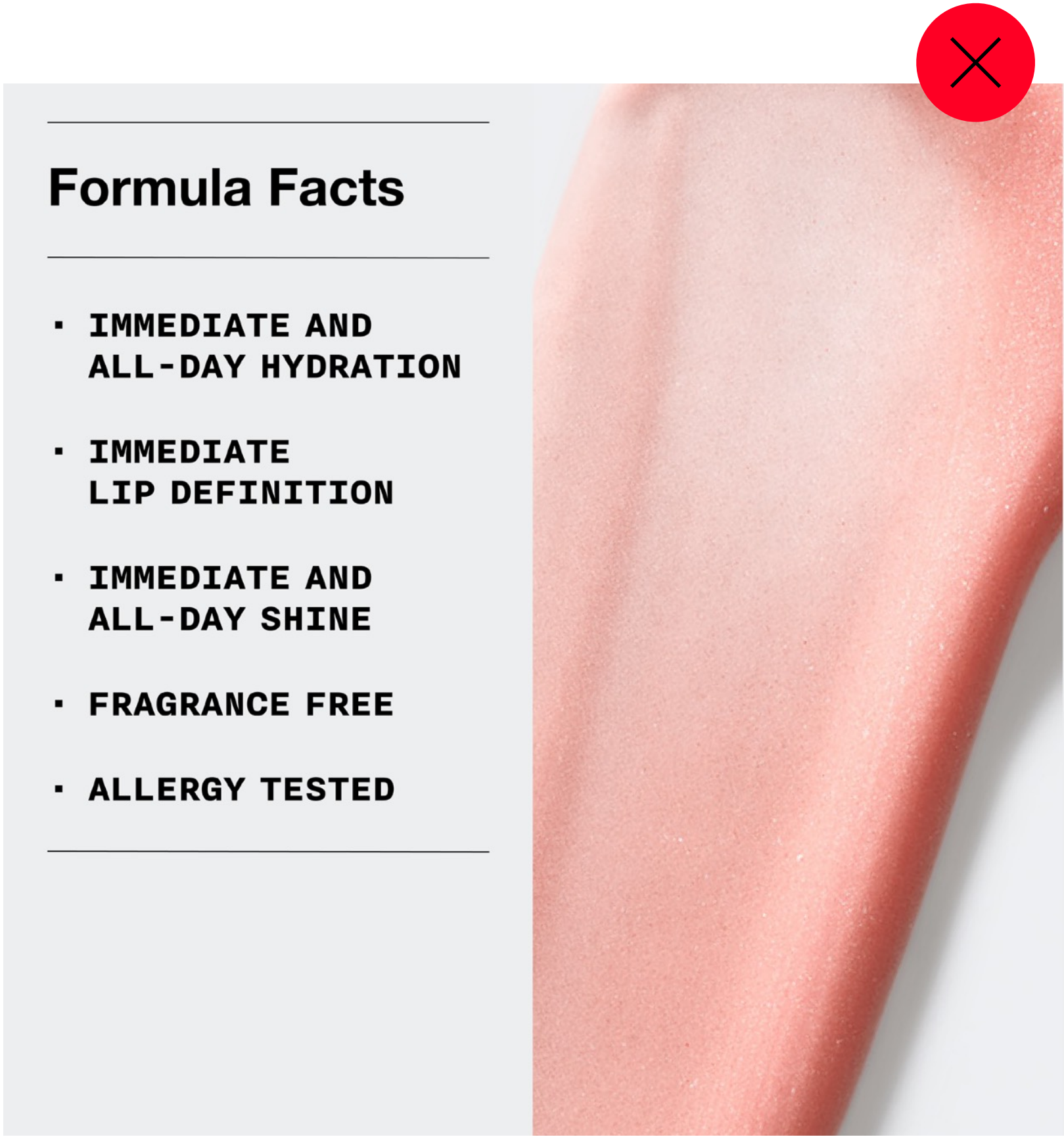
Formula facts alt images use model application images.

If no model application images are available, or have been used on other SPP assets, leverage the following:

- Model holding product
- Secondary product imagery



*Do not use a background image under copy.  
The left side should always feature a flood color.*



*Do not use texture photography for Formula Facts imagery.*

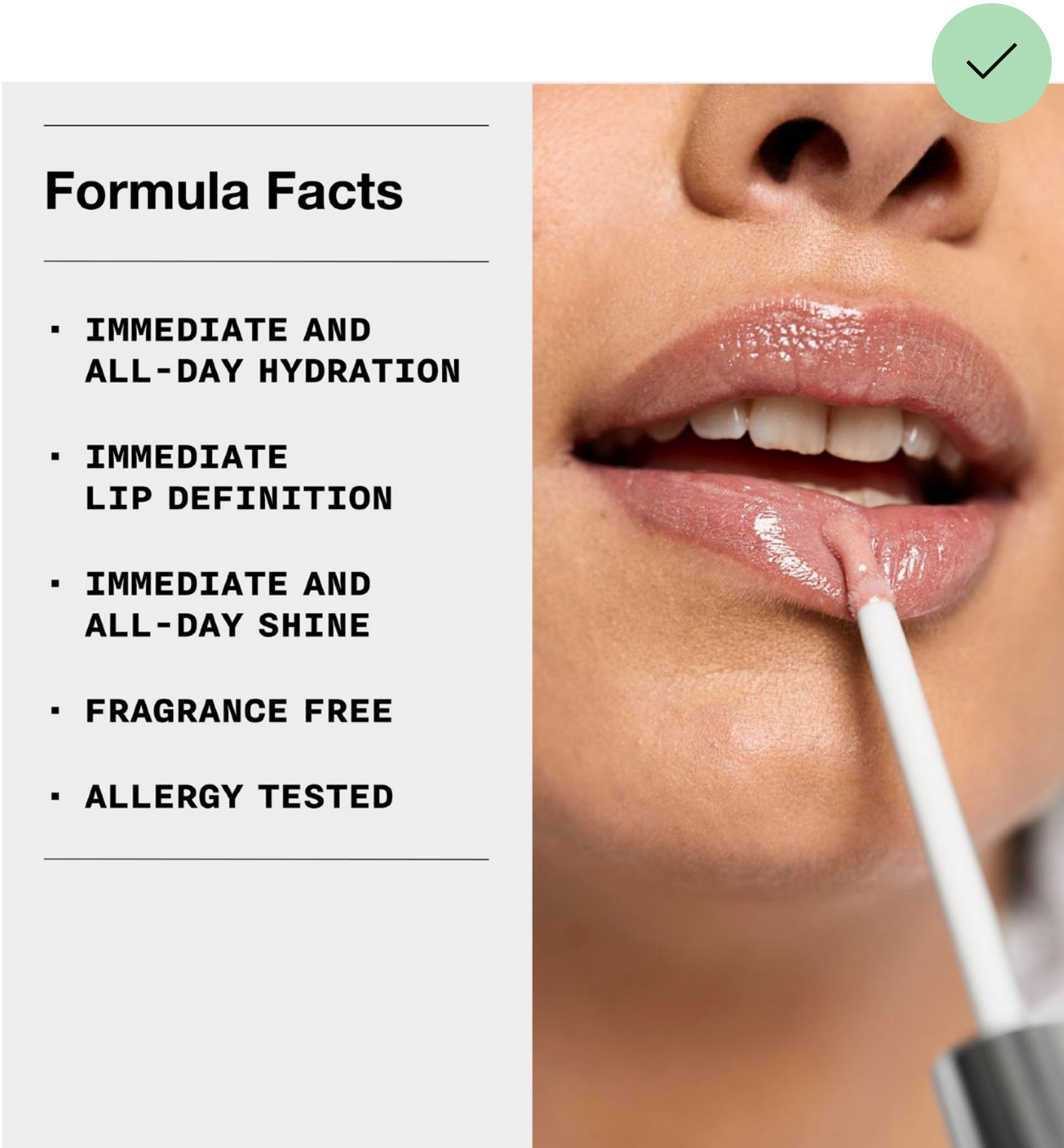


Photography

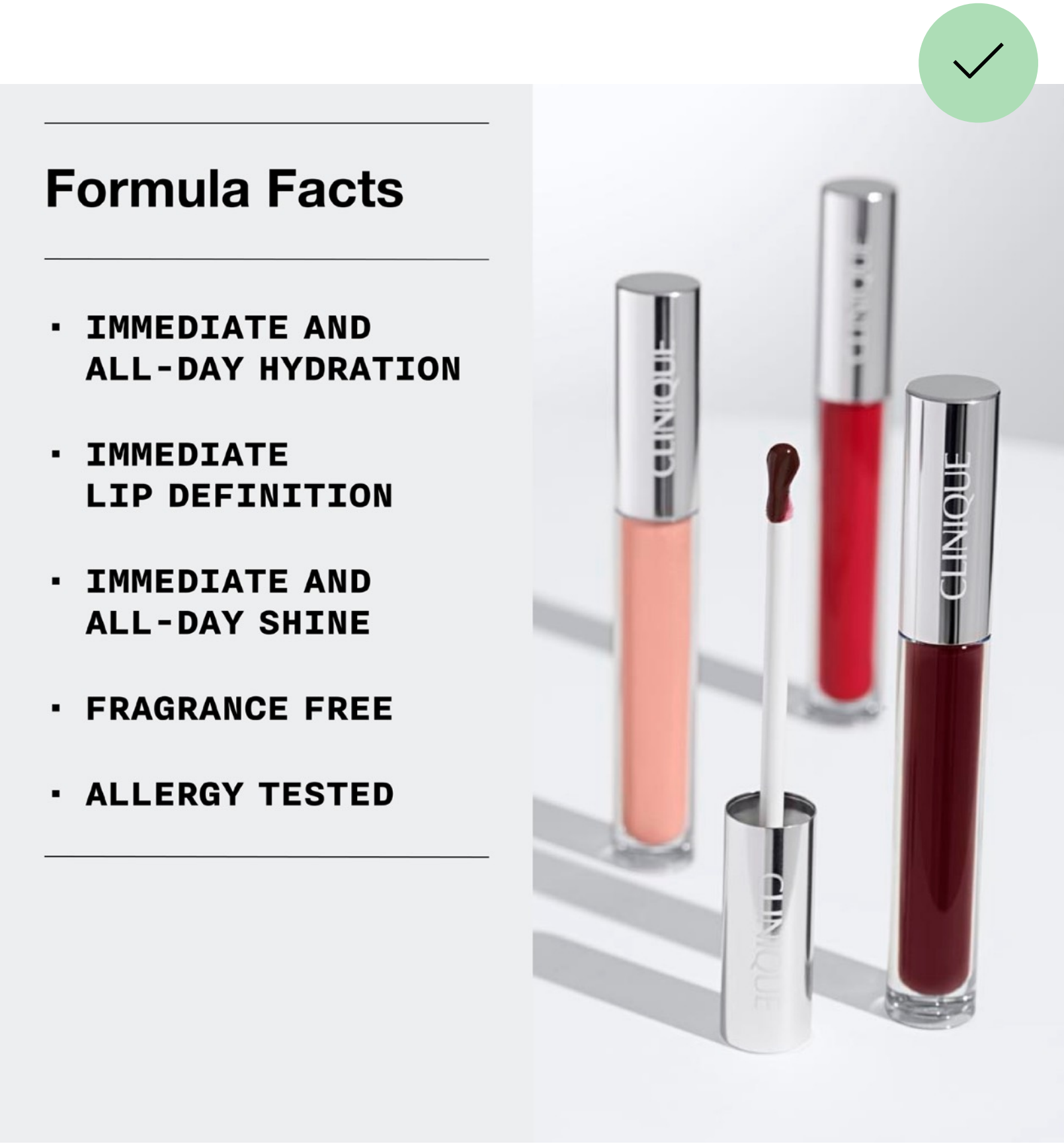
Formula facts alt images use model application images.

If no model application images are available, or have been used on other SPP assets, leverage the following:

- Model holding product
- Secondary product imagery



Model application image featured on right side of layout.



If no model imagery is available or unused on SPP, secondary product photography is OK.



Design Anatomy

All Formula facts alt images use a standard 24-column grid. Copy color may be black or white to ensure accessibility based on the background.

Grid:  
24 columns (125px wide)



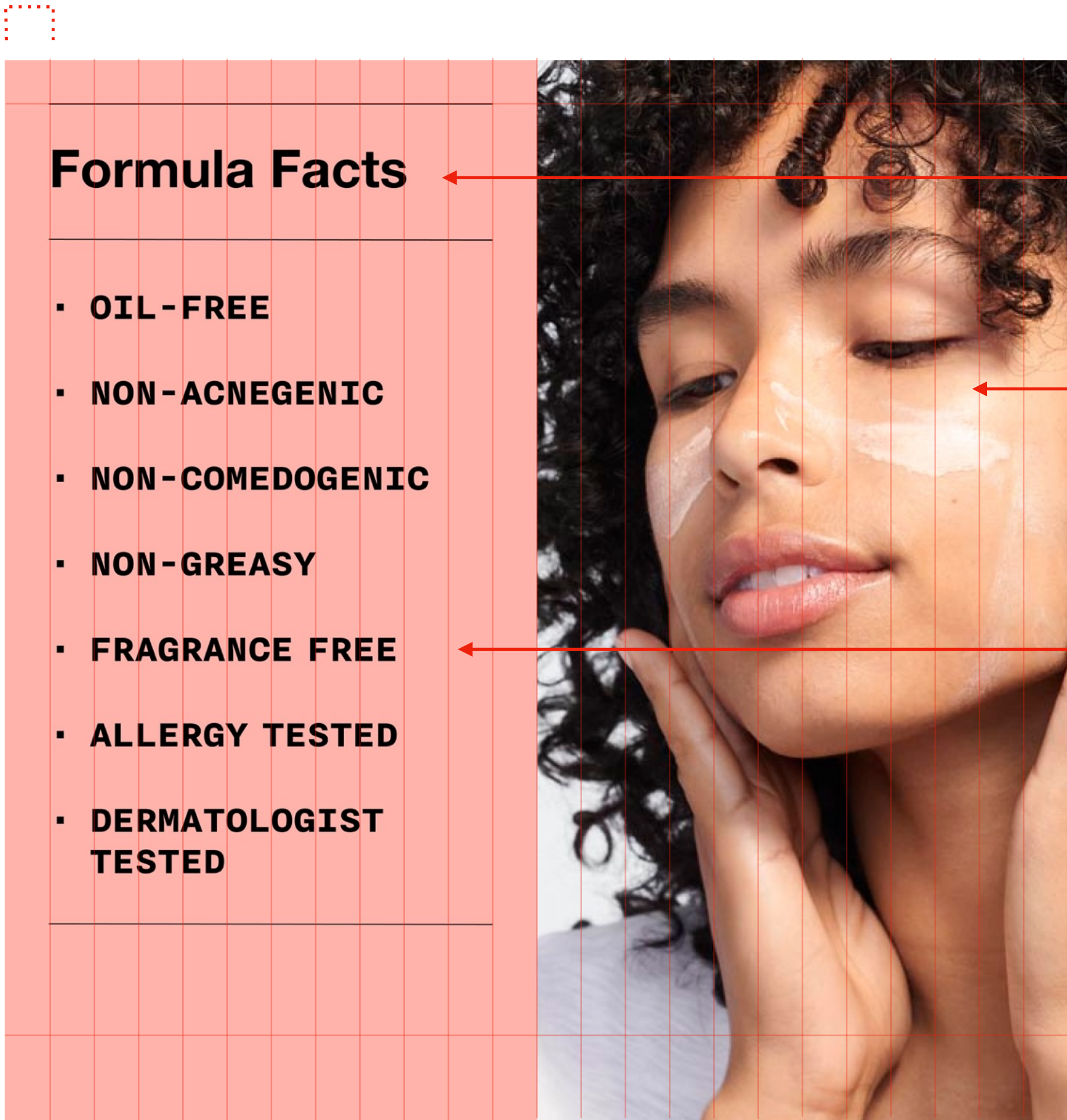
Background color:  
TTDO Franchise Purple

Text Style:  
Small Headline

Background Right:  
Model w/ product

Text Style:  
Bullet

Grid:  
24 columns (125px wide)



Background color:  
MS100 Franchise Pink

Text Style:  
Small Headline

Background Right:  
Model w/ product

Text Style:  
Bullet

06

# Free-From

Type styles

Photography

Design anatomy



Typesetting

Free-From lists always have a headline and a list of ingredients

TYPE STYLE SHEET

Large Headline  
LIST BULLET

What’s not in Even Better™ Clinical Serum Foundation?

×	FRAGRANCE
×	OIL
×	PARABENS
×	PHTHALATES
×	SLES
×	SLS
×	SYNTHETIC COLORS

What’s not in Moisture Surge 100H?

×	ALCOHOL
×	FRAGRANCE
×	OIL
×	PARABENS
×	PHTHALATES



Photography

Free-From alt images always use full-frame texture images.

Do not use product imagery or texture swipes surrounded by negative space.

### What's not in Even Better™ Clinical Serum Foundation?

×	FRAGRANCE
×	OIL
×	PARABENS
×	PHthalATES
×	SLES
×	SLS
×	SYNTHETIC COLORS

### What's not in Moisture Surge 100H?

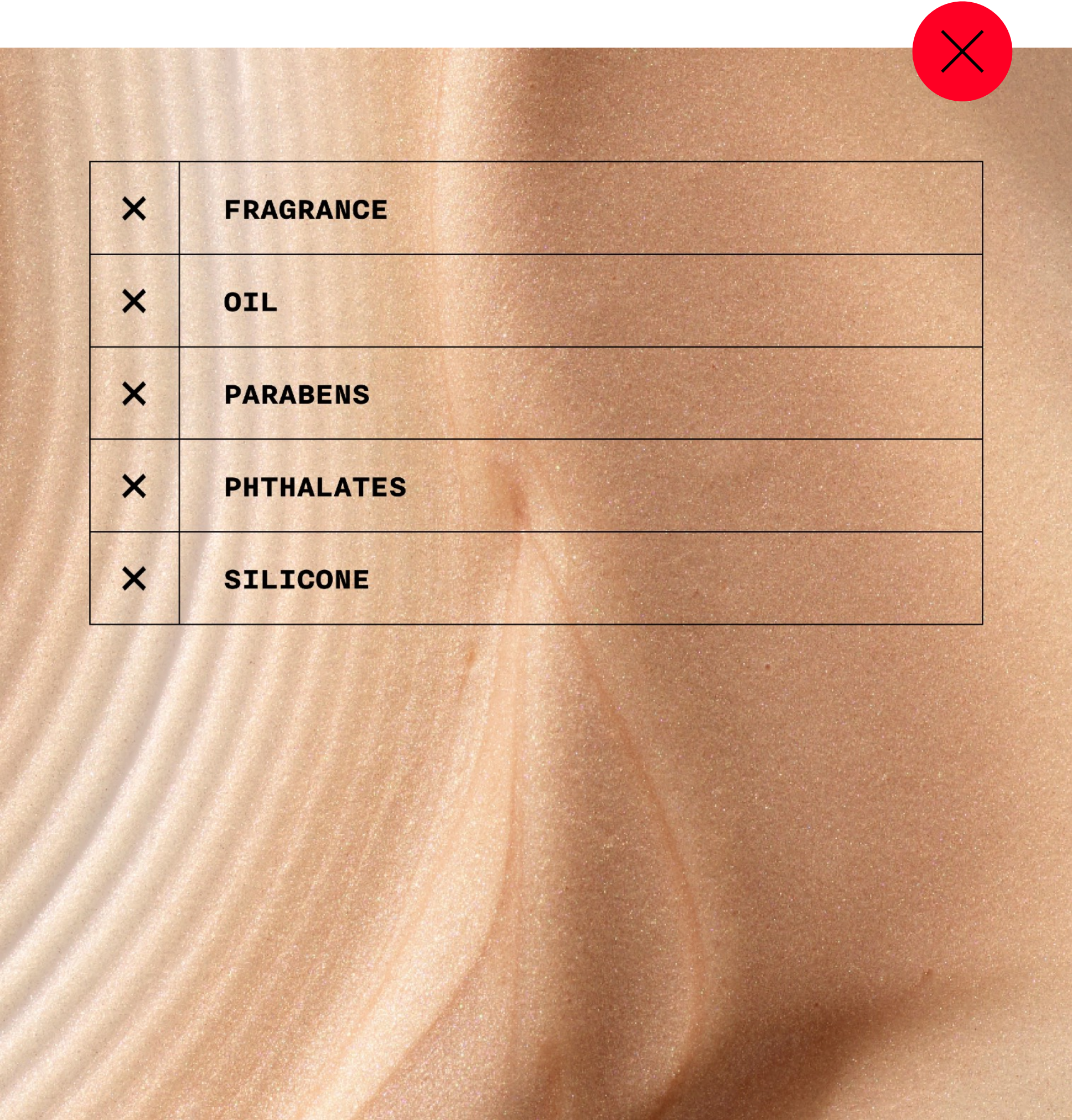
×	ALCOHOL
×	FRAGRANCE
×	OIL
×	PARABENS
×	PHthalATES



# Layout Do's & Don'ts

Free-from lists always need a headline.

Listed ingredients should always be in alphabetical order.





Design Anatomy

All Free-From alt images use a standard 12-column grid. Copy color may be black or white to ensure accessibility based on the image background.

Grid:  
12 columns (250px wide)

# What's not in Even Better<sup>TM</sup> Light Reflecting Primer?

×	FRAGRANCE
×	OIL
×	PARABENS
×	PHTHALATES
×	SILICONE

Background:  
Full-frame texture

Text Style:  
Small Headline

Text Style:  
Bullet

Grid:  
12 columns (250px wide)

# What's not in Smart Serum?

×	DENATURED ALCOHOL
×	FRAGRANCE
×	OIL
×	SLES
×	SLS

Background:  
Full-frame texture

Text Style:  
Small Headline

Text Style:  
Bullet



07

How-To's

Type styles

Layout variations

Design anatomy

Typesetting

How-to alt images can use either large or small type sizes depending on the composition.

TYPE STYLE SHEET

Large Headline

OR

Small headline

LARGE CAPTION

Large body

OR

SMALL CAPTION

Small body

**Your routine for hydrated, glowing skin.**

**1. CLEANSER**  
Choose your formula based on your skin type.

**2. CLARIFYING LOTION**  
Removes pollution and impurities for a healthy-looking glow.

**3. MOISTURE SURGE™ SPF**  
Hydrates and protects against UV rays, plus goes on sheer.

**4. ALL ABOUT EYES™**  
Hydrates, brightens, and depuffs the delicate eye area.



**Your routine for brighter, more even-looking skin.**

**1. ESSENCE LOTION**  
Deeply hydrates, gently exfoliates.

**2. SERUM**  
Targets deep, stubborn dark spots.

**3. MOISTURIZER**  
Leaves skin hydrated all day.

**4. SPF**  
Helps prevent future damage.





# Overview

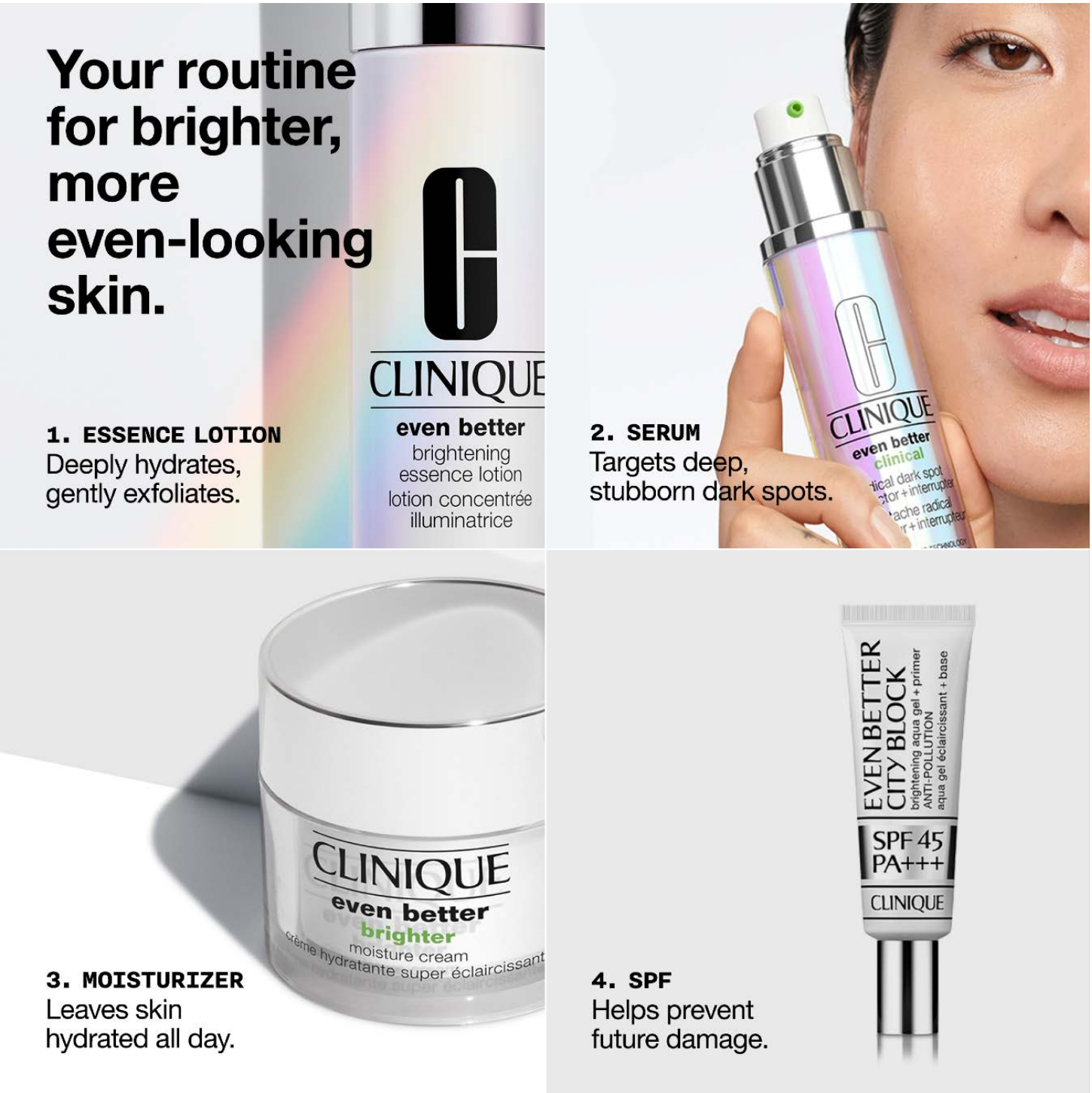
There are three main categories of how-to layouts, leveraging both gridded and full-frame image options. Regardless of image layout, all how-to alt images leverage consistent type styles.



SINGLE IMAGE



3-IMAGE GRID



4-IMAGE GRID



Overview  
4-image grid

The four-image grid is ideal for showcasing separate images for multiple application steps or product routines. The four-image layout uses a 24-column grid to ensure adequate space for type in each quadrant. All four-image layouts use the standardized type styles beginning on page 7.

**Your routine  
for brighter,  
more  
even-looking  
skin.**

**1. Essence Lotion**  
Deeply hydrates,  
gently exfoliates.

**CLINIQUE**  
even better  
brightening  
essence lotion  
lotion concentrée  
illuminatrice

**2. Serum**  
Targets deep,  
stubborn dark spots.

**CLINIQUE**  
even better  
clinical  
dark spot  
corrector + interrupter  
tache radicale  
correcteur + interrupteur

**3. Moisturizer**  
Leaves skin  
hydrated all day.

**CLINIQUE**  
even better  
brighter  
moisture cream  
crème hydratante super éclaircissante

**4. SPF**  
Helps prevent  
future damage.

**EVEN BETTER  
CITY BLOCK**  
brightening aqua gel + primer  
ANTI-POLLUTION  
aqua gel éclaircissant + base  
**SPF 45  
PA+++**  
**CLINIQUE**

**Your routine  
for brighter,  
more  
even-looking  
skin.**

**1. ESSENCE LOTION**  
Deeply hydrates,  
gently exfoliates.

**CLINIQUE**  
even better  
brightening  
essence lotion  
lotion concentrée  
illuminatrice

**2. SERUM**  
Targets deep,  
stubborn dark spots.

**CLINIQUE**  
even better  
clinical  
dark spot  
corrector + interrupter  
tache radicale  
correcteur + interrupteur

**3. MOISTURIZER**  
Leaves skin  
hydrated all day.

**CLINIQUE**  
even better  
brighter  
moisture cream  
crème hydratante super éclaircissante

**4. SPF**  
Helps prevent  
future damage.

**EVEN BETTER  
CITY BLOCK**  
brightening aqua gel + primer  
ANTI-POLLUTION  
aqua gel éclaircissant + base  
**SPF 45  
PA+++**  
**CLINIQUE**

← Copy aligned to 24-column grid

← Updated grid line weight

Step names in all caps,  
Clinique's Nitti Bold  
  
Subcopy in sentence case,  
Clinique's Helvetica Neue Regular





Overview  
3-image grid

The three-image grid reserves the top left quadrant for type, and is ideal for showcasing separate images for multiple application steps or product routines. The three-image layout uses a 24-column grid to ensure adequate space for type in each quadrant. All three-image layouts use the standardized type styles beginning on page 7.



CURRENT TREATMENT



NEW TREATMENT

- ← Copy aligned to 24-column grid
- ← Copy in upper left corner
- ← Step names in all caps, Clinique's Nitti Bold
- ← Subcopy in sentence case, Clinique's Helvetica Neue Regular
- ← Updated grid line weight
- ← Image labels in upper left corner in Clinique's Nitti Bold



Design Anatomy:

Both three and four-image grid layouts leverage a standardized 24-column grid to inform copy placement. Either large or small text styles are available depending on composition. All assets use a consistent line weight of 3px for separating images within the grid.

Grid:  
24 columns (125px wide)

How to use:

STEP 1  
Use a pea-sized amount.

STEP 2  
Apply all around eye.

STEP 3  
Tap + gently massage into skin.

1.

2.

3.

Text style:  
Headline small

Text styles:  
Caption large  
Body large

Grid lines:  
White; 3px

Text styles:  
Caption large

Grid:  
24 columns (125px wide)

Your routine for brighter, more even-looking skin.

1. ESSENCE LOTION  
Deeply hydrates, gently exfoliates.

2. SERUM  
Targets deep, stubborn dark spots.

3. MOISTURIZER  
Leaves skin hydrated all day.

4. SPF  
Helps prevent future damage.

CLINIQUE

even better  
brightening  
essence lotion  
lotion concentrée  
illuminatrice

CLINIQUE

even better  
brighter  
moisture cream  
crème hydratante super éclaircissant

CLINIQUE

even better  
clinical  
targeted dark spot  
corrector + interruptor  
tache radicale  
correcteur + interrupteur

CLINIQUE

even better  
city block  
brightening aqua gel + primer  
ANTI-POLLUTION  
aqua gel éclaircissant + base

SPF 45  
PA+++

Text style:  
Headline small

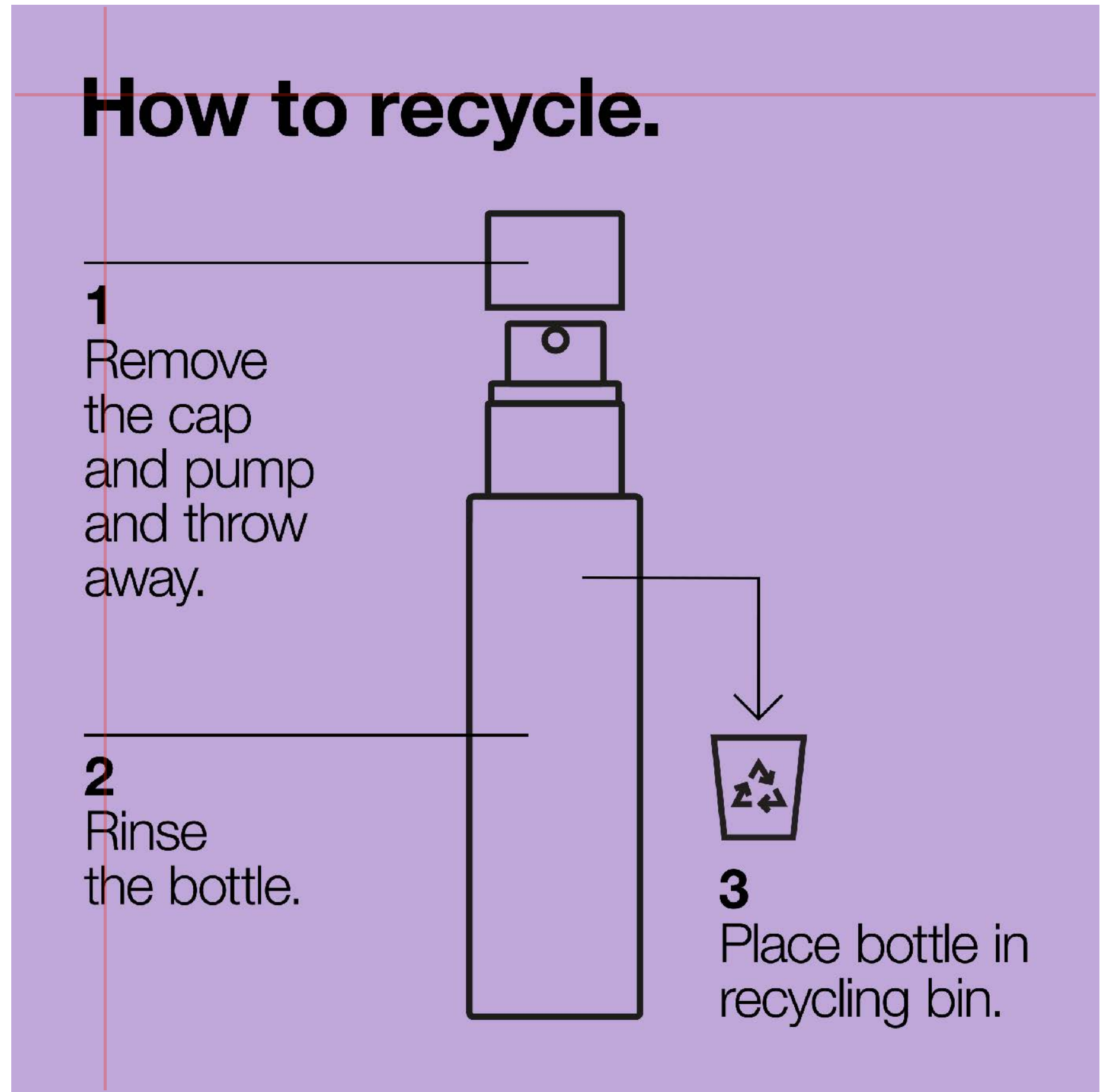
Grid lines:  
White; 3px

Text styles:  
Caption small  
Body small

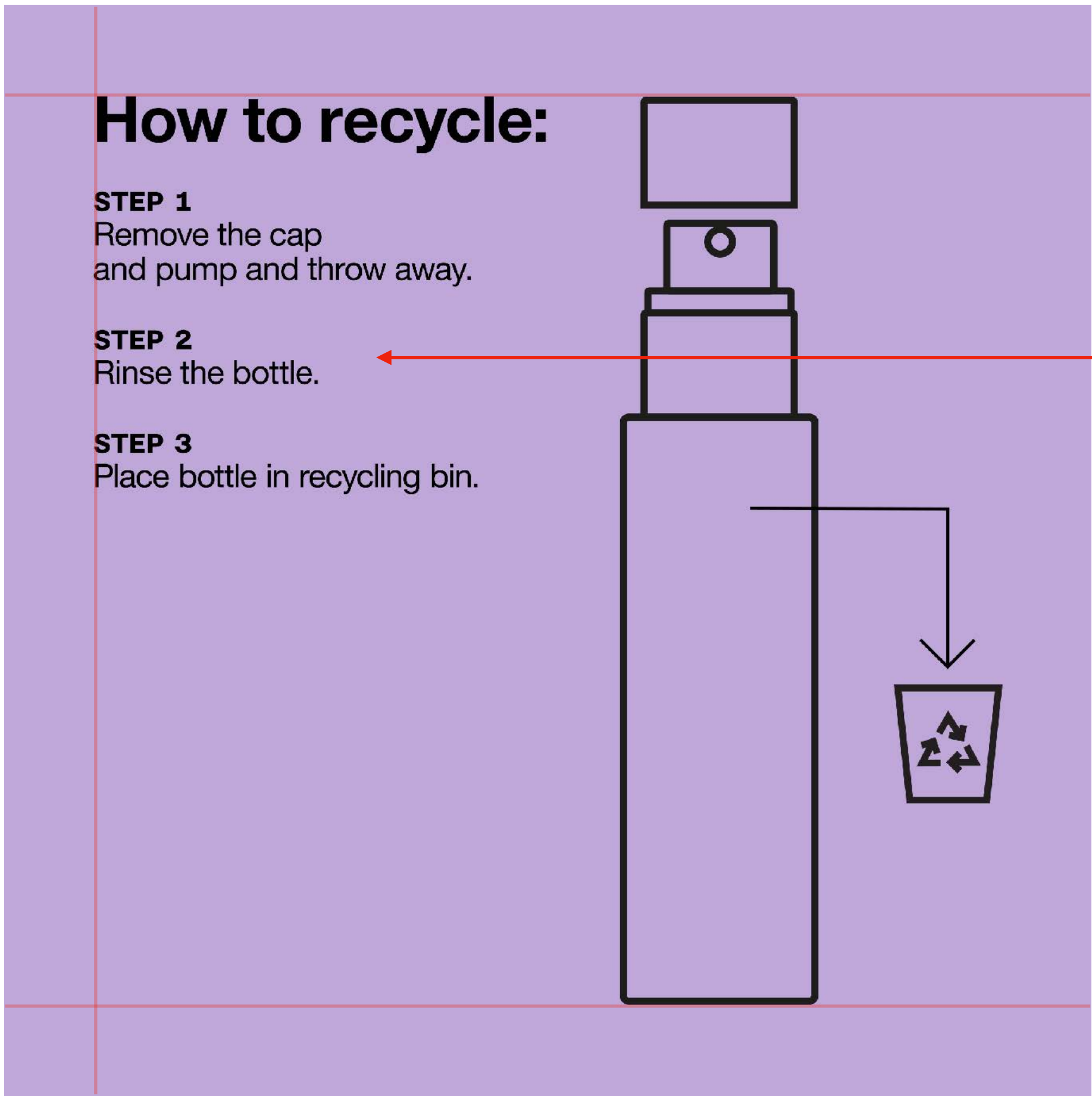


Overview  
Single Image

The single-image layout is the most flexible option for typesetting application steps or a multi-product routine. All images use a standardized 12-column grid, and type may be placed anywhere that aligns with a grid column.



CURRENT TREATMENT



NEW TREATMENT

# Overview Single Image

The single-image layout does not use annotations to connect steps with products. Instead, leverage number tags in the caption type style to denote each corresponding product in a routine.



CURRENT TREATMENT



NEW TREATMENT

← Copy aligned to 12-column grid

← Step names in all caps,  
Clinique's Nitti Bold  
  
Subcopy in sentence case,  
Clinique's Helvetica Neue Regular



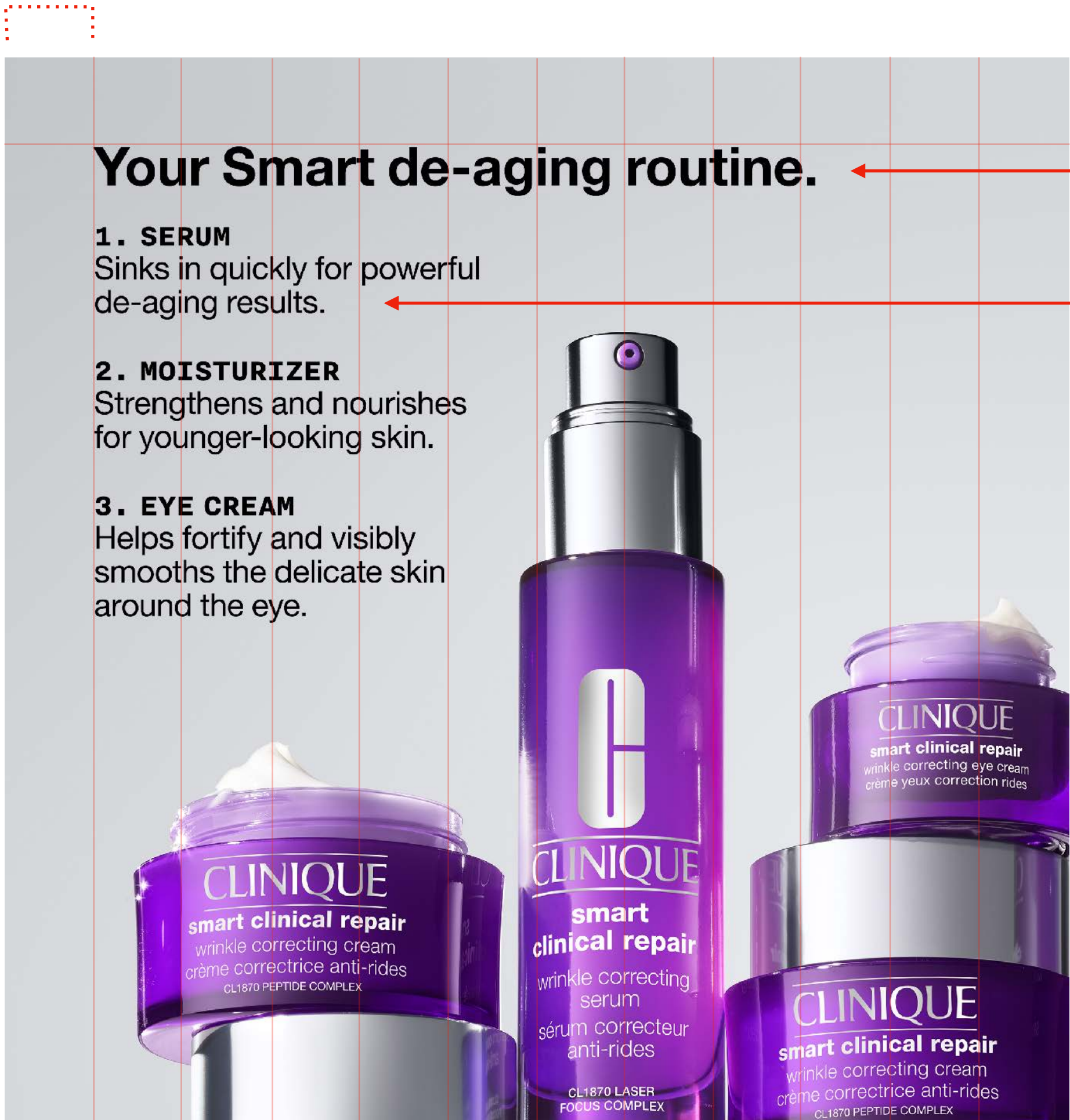
Design Anatomy

Certain image layouts require type placement on the right side of an image for legibility. When placing on the far right of an alt image, copy should remain left-aligned. The copy block should align with the far right margin on the image.

Grid:  
12 columns (250px wide)



Grid:  
12 columns (250px wide)



Text styles:  
Headline small

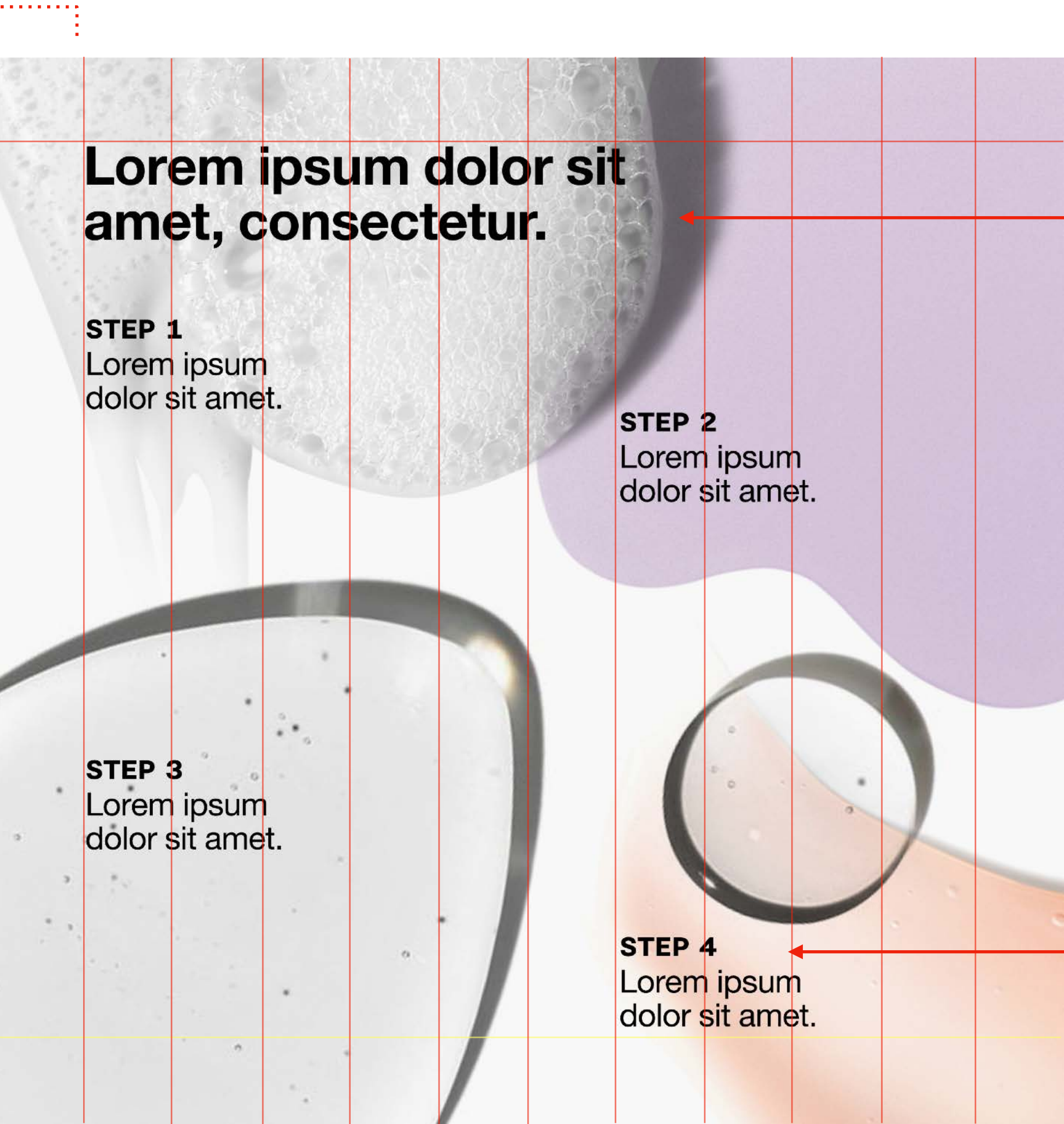
Text styles:  
Caption large  
Body large



# Design Anatomy

Certain image layouts require type placement on the right side of an image for legibility. When placing on the far right of an alt image, copy should remain left-aligned. The copy block should align with the far right margin on the image.

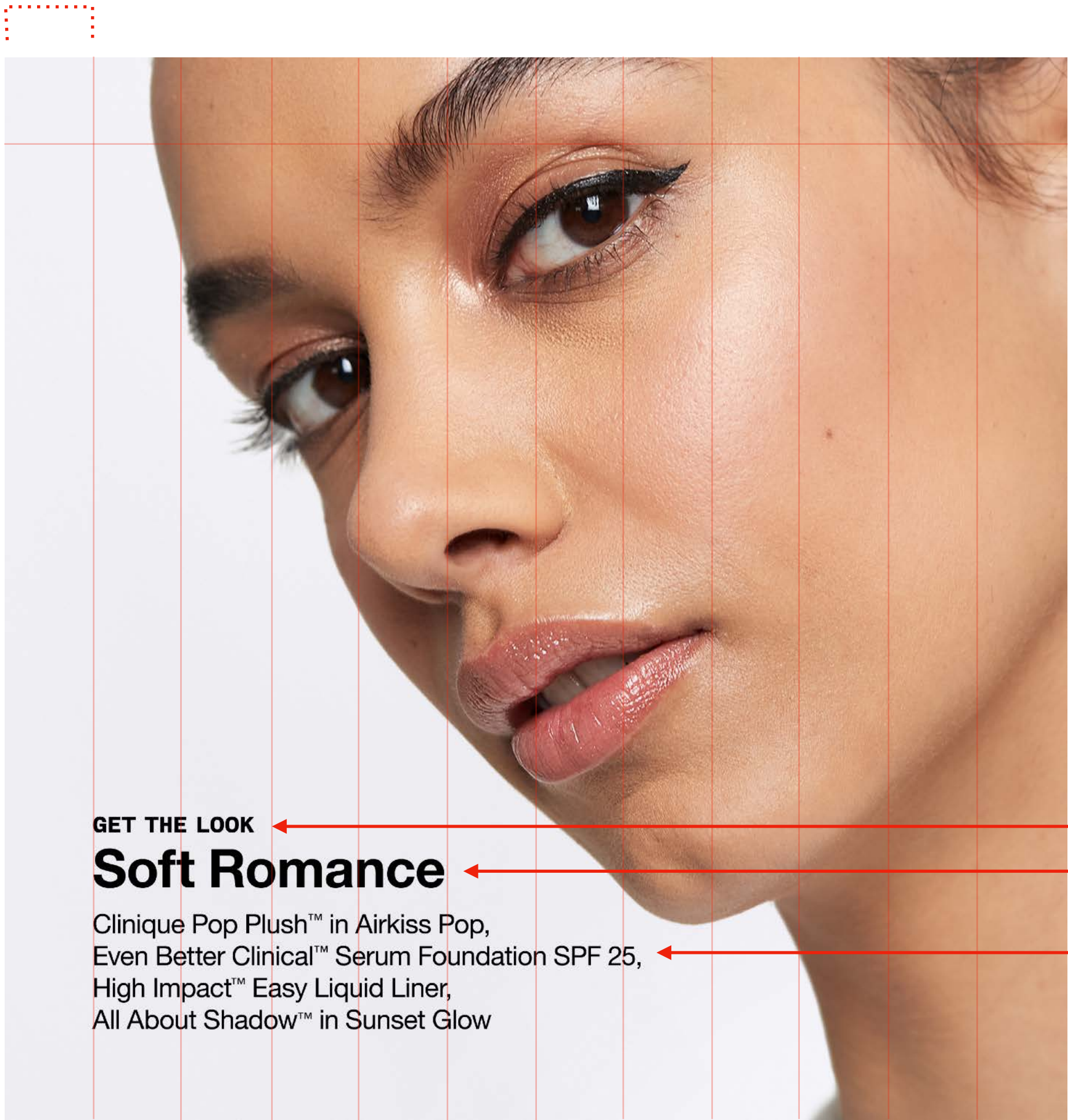
Grid:  
12 columns (250px wide)



Text styles:  
Headline large

Text styles:  
Caption large  
Body large

Grid:  
12 columns (250px wide)



Text styles:  
Caption small

Text styles:  
Headline large

Text styles:  
Body small



08

# Ingredients

Type styles

Updates Overview

Design anatomy



Typesetting

When showing ingredients, ingredient names should be typeset in Nitti all caps Bold.  
All ingredient descriptions should be typeset in Nitti sentence case Regular.

TYPE STYLE SHEET

Large Headline

OR

Small headline

LARGE CAPTION

Large description

OR

SMALL CAPTION

Small description





Overview

All ingredient alt images use a composed layout featuring all ingredients in a single image. Image backgrounds should use the standardized light gray photography backgrounds included in each ingredient disk image. When available, leverage updated ingredient disk photography across all assets.



CURRENT TREATMENT



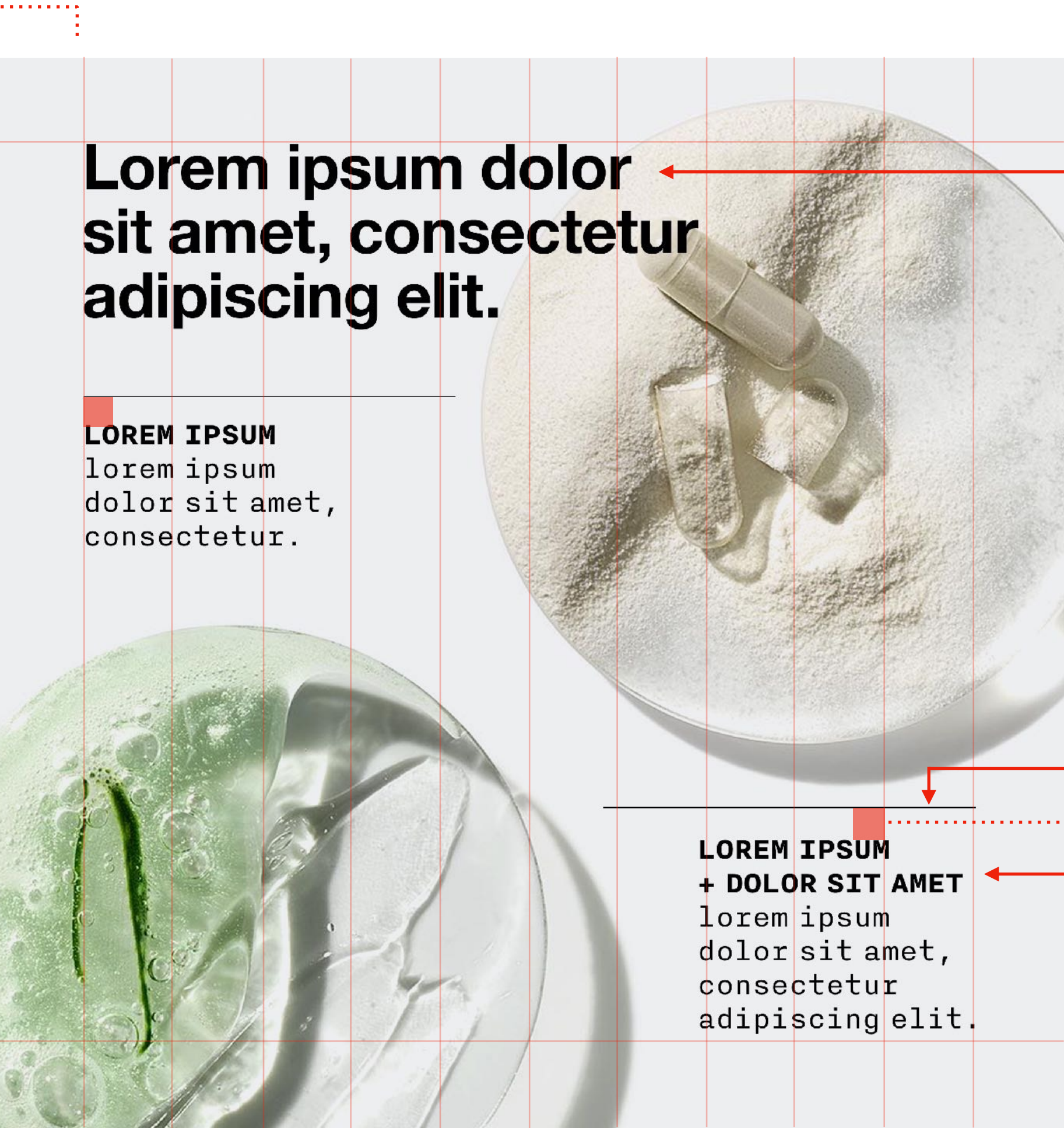
NEW TREATMENT



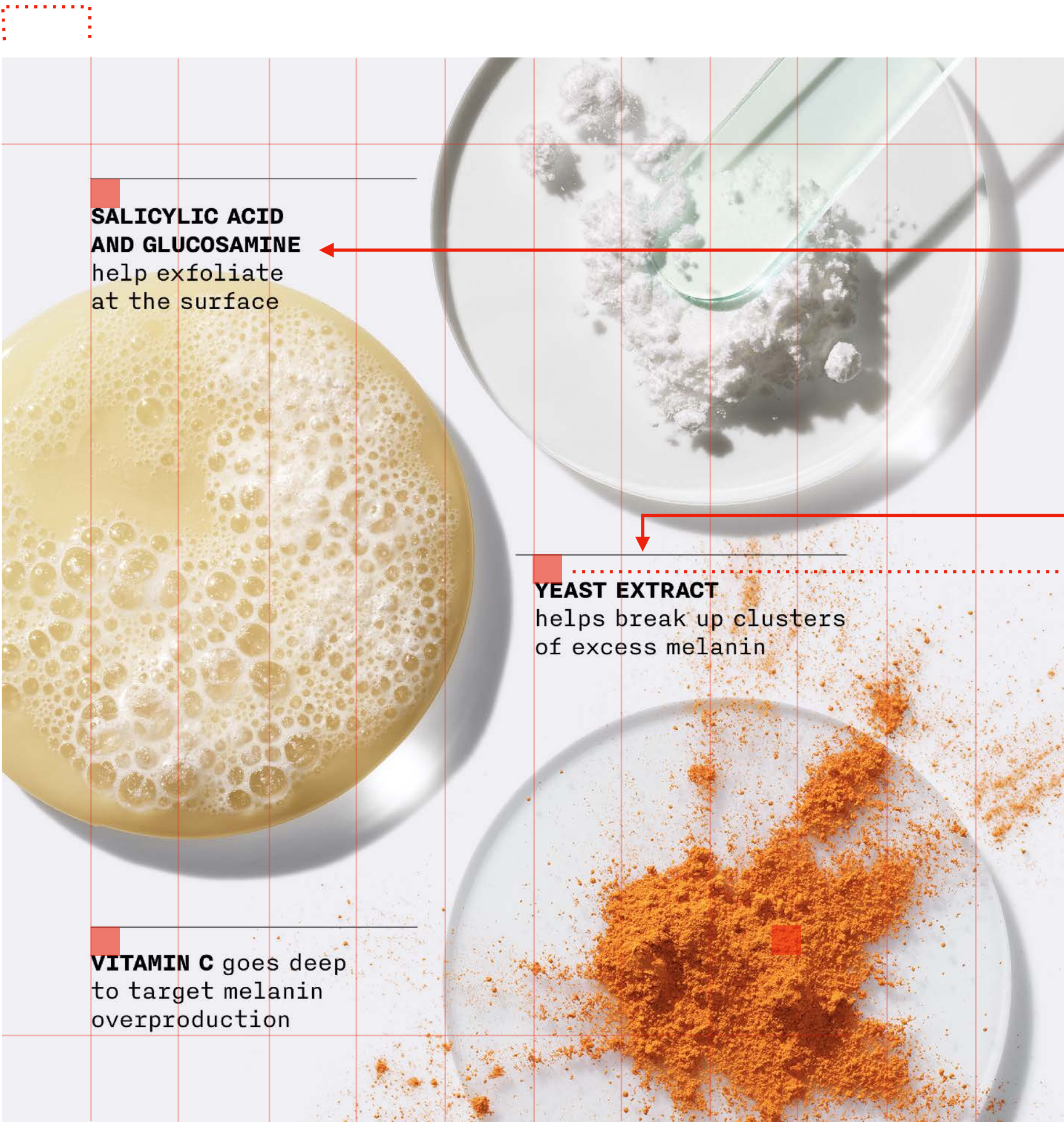
Design Anatomy

All ingredient alt images use a standardized 12-pt grid system for placing type and determining annotation spacing.

Grid:  
12 columns (250px wide)



Grid:  
12 columns (250px wide)





09

# Product Comparison

Type styles

Grids

Design anatomy



Typesetting

Product comparison alt images have an optional headline, and can use large or small type sizes.

TYPE STYLE SHEET

Large Headline

OR

Small headline







LARGE CAPTION

Large body

OR

SMALL CAPTION

Small body

		
<b>MOISTURE SURGE™ 100H</b>	<b>MOISTURE SURGE™ SPF 25</b>	<b>MOISTURE SURGE™ INTENSE 72H</b>
Sinks in instantly, lasts 100 hours	Hydration meets sheer sun protection	72 hours of hydration for velvety-smooth skin
		
Weightless gel-cream	Cloud-like cream	Rich cream-gel
Aloe Bioferment + HA Complex, blend of vitamins C + E	Aloe Bioferment + HA Complex, provitamin D	Activated aloe water, cica
All Skin Types	All Skin Types	Very dry to dry combination skin

	
<b>CLARIFYING LOTION</b>	<b>CLARIFYING DO-OVER PEEL</b>
Instant exfoliation removes pollution and impurities.	Multi-level exfoliation renews skin and boosts radiance
	
In 5 skin-typed formulas	Dry Combination to Oily Skin
Use twice daily. Do not use on nights you use the peel	Use leave-on peel 2-3 nights a week







Layout Grids

The grid layout is flexible depending on the content. Use the standard 12-column grid for charts with fewer products, and scale the grid by multiples of 4 to accommodate more products.

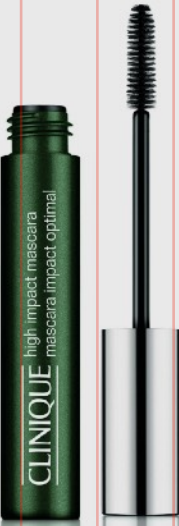

Grid:  
12 columns (250px wide)



<h1>Pick your perfect primer.</h1>						<p>Two makeup-boostin effects. Both built with skincare.</p>					
											
<b>EVEN BETTER™ LIGHT-REFLECTING PRIMER</b>						<b>EVEN BETTER™ PORE-DEFINING PRIMER</b>					
Boosts radiance						Blurs pores					
											
Dewy finish						Soft focus finish					
Oil + silicone free						Oil + silicone free					

Grid:  
24 columns (125px wide)




<h1>High Impact looks for every lash.</h1>																							
																							
<b>HIGH IMPACT HIGH-FI™ FULL VOLUME MASCARA</b>						<b>HIGH IMPACT™ MASCARA</b>						<b>HIGH IMPACT™ WATERPROOF MASCARA</b>						<b>HIGH IMPACT ZERO GRAVITY™ MASCARA</b>					
Instant full volume						Buildable volume + length						Waterproof buildable volume + length						24hr lift + curl					
Wavy bristles, precision tip combs + defines						Soft fibers define						Soft fibers define						Curved shape lifts + sets					
All mascaras: Ophthalmologist tested + safe for sensitive eyes																							



Overview

All chart content should be left aligned, including product images and texture swipes. Texture swipes should sit within the benefit grid as a separate line item.



	Moisture Surge™ 100H Auto-Replenishing Hydrator	Moisture Surge™ SPF 25 Sheer Hydrator	Moisture Surge™ Intense 72H Lipid-Replenishing Hydrator
Key benefits	Sinks in instantly, lasts 100 hours	Hydration meets sheer sun protection	72 hours of hydration for velvety-smooth skin
Texture	Weightless gel-cream	Cloud-like cream	Rich cream-gel
Ingredients	Aloe Bioferment + HA Complex, blend of vitamins C + E	Aloe Bioferment + HA Complex, provitamin D	Activated aloe water, cica
Skin type	All Skin Types	All Skin Types	Very dry to dry combination skin

CURRENT TREATMENT

MOISTURE SURGE™ 100H	MOISTURE SURGE™ SPF 25	MOISTURE SURGE™ INTENSE 72H
Sinks in instantly, lasts 100 hours	Hydration meets sheer sun protection	72 hours of hydration for velvety-smooth skin
		
Weightless gel-cream	Cloud-like cream	Rich cream-gel
Aloe Bioferment + HA Complex, blend of vitamins C + E	Aloe Bioferment + HA Complex, provitamin D	Activated aloe water, cica
All Skin Types	All Skin Types	Very dry to dry combination skin

NEW TREATMENT


- Content aligned to grid
- Updated background color: R: 237 G: 238 B: 240
- Products in Clinique's Nitti Bold; All Caps
- RTB's in Clinique's Helvetica Neue Regular; Sentence case
- Updated annotation spacing
- Updated line weight



Design Anatomy

All product comparison charts should use black text and a background of R:237, G:238, B:240.


Grid:  
16 columns (150px wide)



CLINIQUE  
moisture surge  
100H auto-replenishing hydrator  
soin auto-rehydratant 100H  
ALOE BIOFERMENT + HA

MOISTURE SURGE™  
100H


Sinks in instantly,  
lasts 100 hours



Weightless gel-cream

Aloe Bioferment  
+ HA Complex,  
blend of vitamins  
C + E


All Skin Types



CLINIQUE  
moisture surge  
SPF 25 sheer hydrator  
hydratant fini transparent SPF 25  
ALOE BIOFERMENT + PRO-VIT D

MOISTURE SURGE™  
SPF 25


Hydration meets  
sheer sun protection



Cloud-like cream

Aloe Bioferment  
+ HA Complex,  
provitamin D


All Skin Types



CLINIQUE  
moisture surge intense  
72H lipid-replenishing hydrator  
soin hydro-reliodant 72H

MOISTURE SURGE™  
INTENSE 72H

72 hours of hydration  
for velvety-smooth skin



Rich cream-gel

Activated aloe water,  
cica

Very dry to dry  
combination skin

Background:  
R: 237 G: 238 B: 240

Text Style:  
Small caption


Spacing: 63px

Annotation: 3px

Text Style:  
Small body


Grid:  
12 columns (200px wide)

Pick your  
perfect primer.



EVEN BETTER™  
LIGHT-REFLECTING PRIMER

Boosts radiance



Dewy finish


Oil + silicone free

Two makeup-boostin effects.  
Both built with skincare.



EVEN BETTER™  
PORE-DEFINING PRIMER

Blurs pores



Soft focus finish

Oil + silicone free

Background:  
R: 237 G: 238 B: 240

Text Style:  
Small headline


Text Style:  
Small body

Text Style:  
Small caption

Text Style:  
Small body

Spacing: 63px

Annotation: 3px





10

# Product Sizes

- Type styles
- Photography
- Design anatomy



Typesetting

Product size comparisons have an optional headline and always show either a large or small caption featuring sizes.

TYPE STYLE SHEET

Large Headline

OR

Small headline

LARGE CAPTION

OR

SMALL CAPTION





## Photography

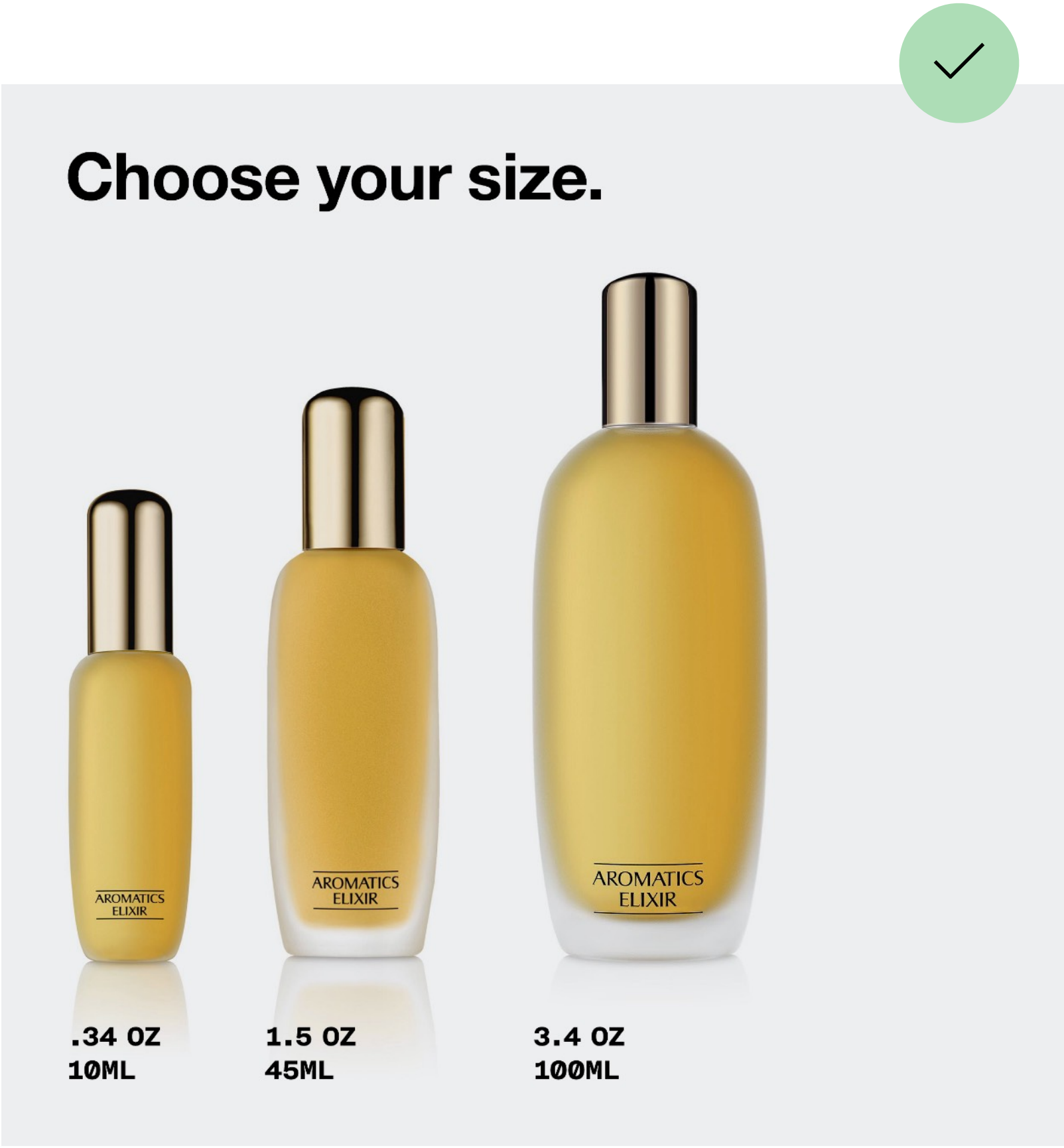
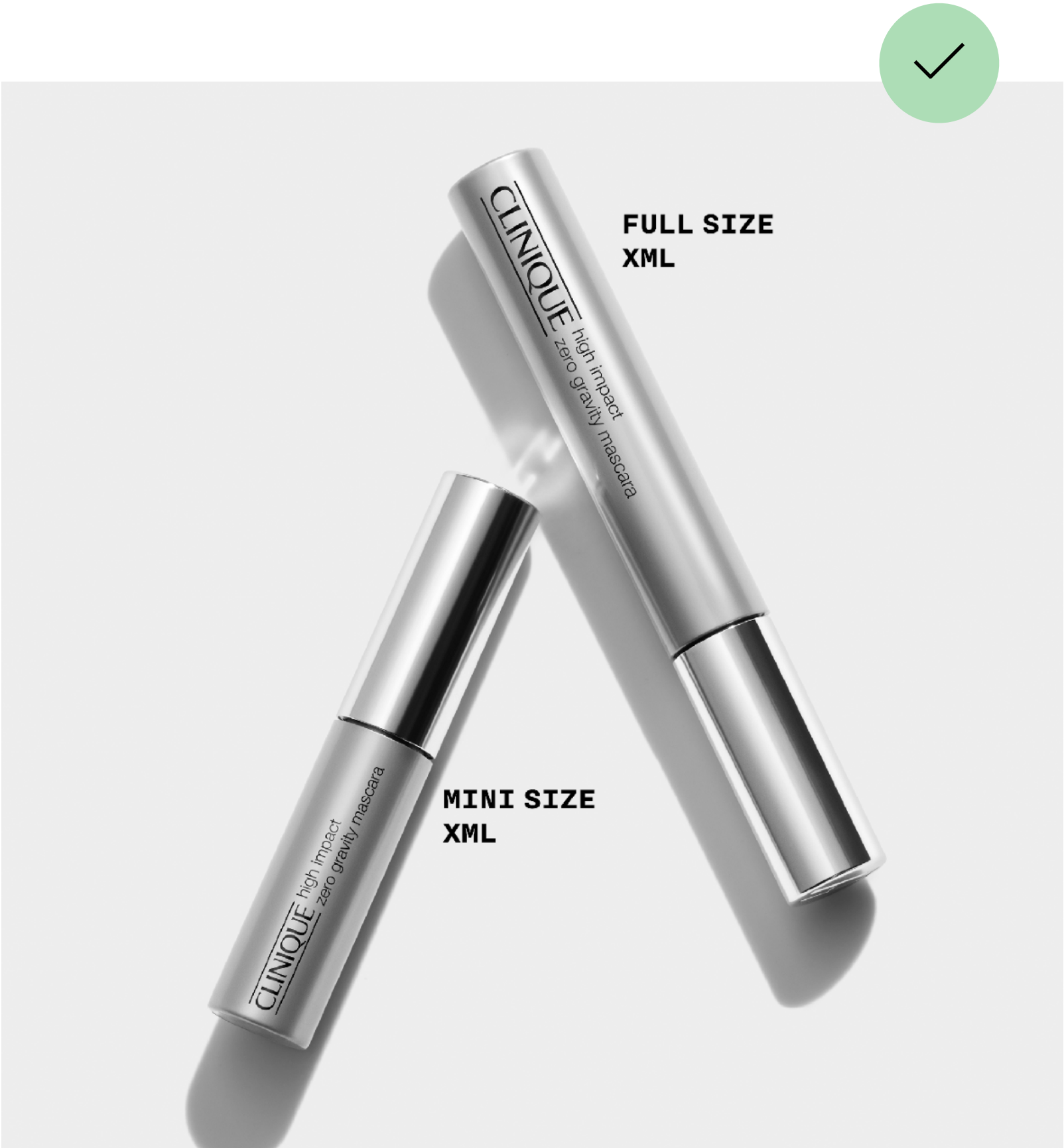
Size comparison alt images can use either group product photography or product icons. Do not use a combination of both in a single alt image.

**Group Product Photography**

Group photography should be free of excess props and other franchise products. Do not use a key visual or model imagery for size comparison photography.

**Product Icons:**

When using product icons, each icon should have a reflection and sized appropriately in proportion to others in the image.





## Photography

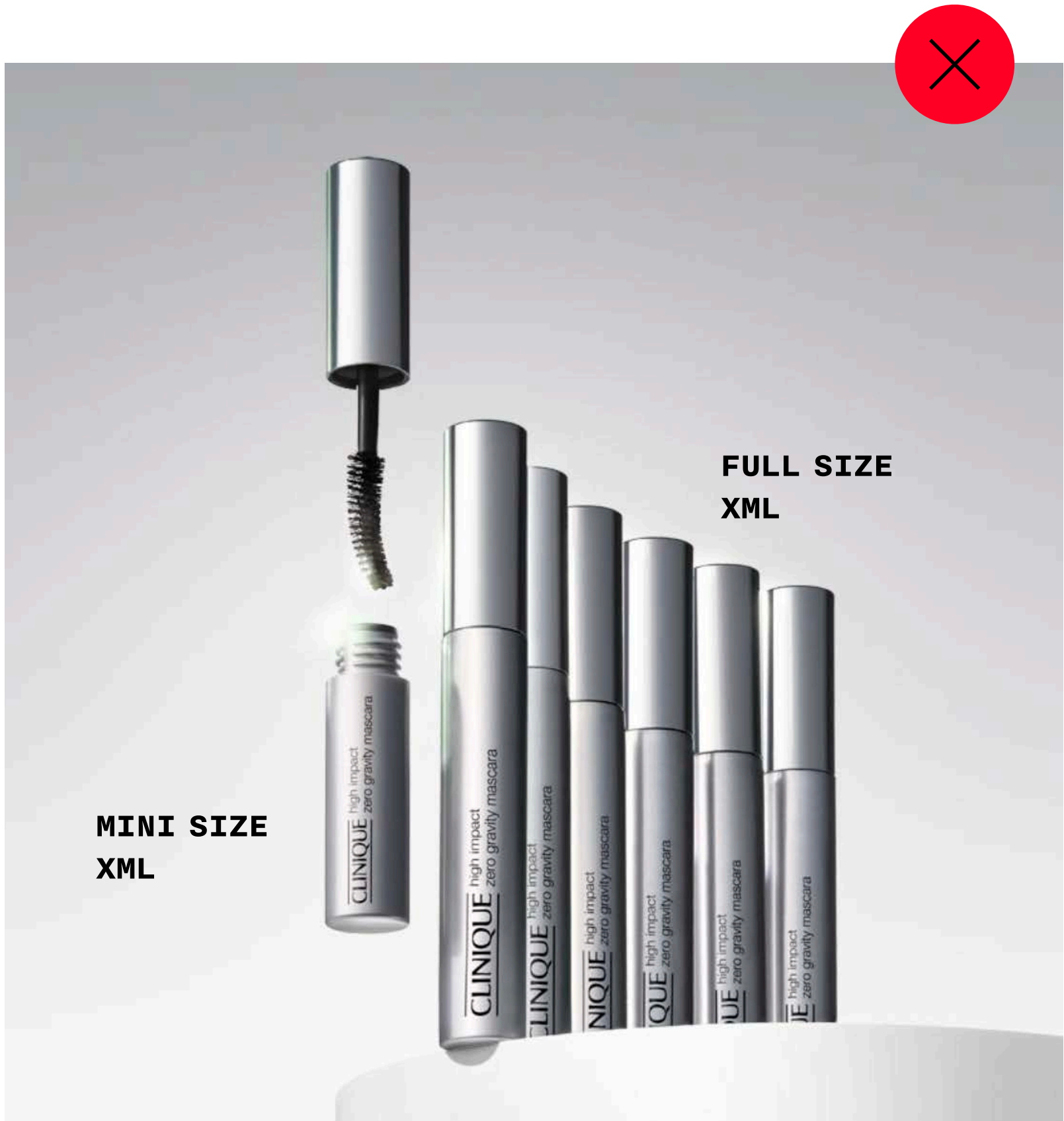
Size comparison alt images can use either group product photography or product icons. Do not use a combination of both in a single alt image.

### Group Product Photography

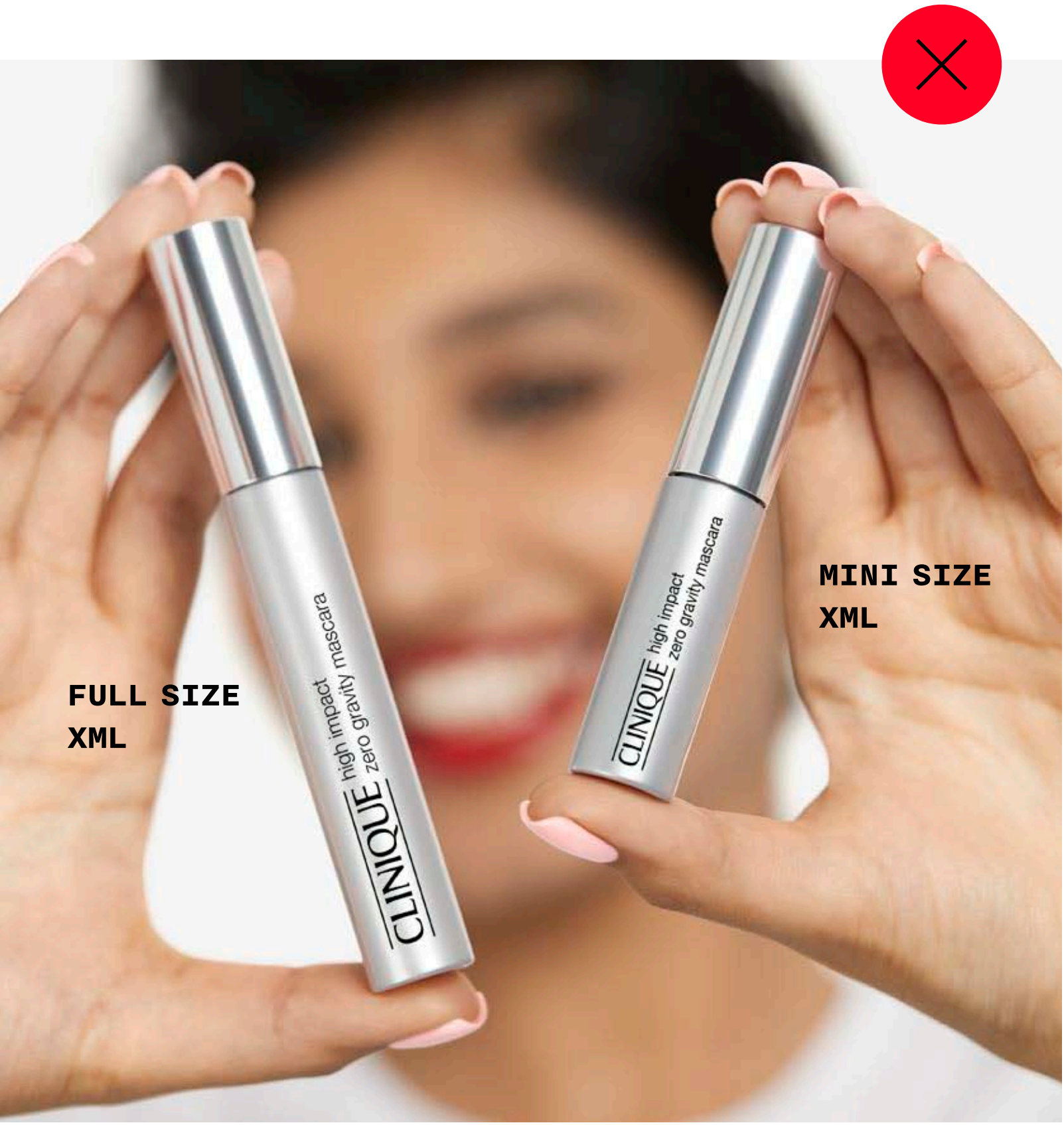
Group photography should be free of excess props and other franchise products. Do not use a key visual or model imagery for size comparison photography.

### Product Icons:

When using product icons, each icon should have a reflection and sized appropriately in proportion to others in the image.



Do not use signature visual images for a size comparison



Do not use model images for a size comparison



Overview

All size comparison alt images either use a standard light gray background, or a full-bleed image.



CURRENT TREATMENT



NEW TREATMENT





# Design Anatomy

Depending on the number of product sizes, alt images can leverage a 12-24 column grid. Size comparisons should typically only feature 2-4 product sizes.

**Grid:**  
16 columns (150px wide)



**Background:**  
R: 237 G: 238 B: 240

**Image:**  
Product icons  
with reflection

**Text Style:**  
Large body

**Grid:**  
12 columns (200px wide)



**Background:**  
Image background

**Text Style:**  
Large caption

**Image:**  
Group product  
photography



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# New Content

- Overview
- Design anatomy



# Creating new content

Use the type styles, image grid templates, annotation styles, and column rules in this guide to create new alt image requests not in an existing category.





# Design Anatomy

All full-frame alt images should use a 12-column grid, corresponding type styles, annotation weight, and spacing. Alt images with an image grid should following the column guidelines for each grid template.

**Grid:**  
24 columns (125px wide)



Template

Blank 4-image grid

Text Style:

Large caption

Grid weight:

3px

**Grid:**  
12 columns (250px wide)



Template

Blank single image

Text Style:

Large headline

Text Style:

Large body

Annotation:

3px

Spacing:

63px

Text style:

Large body bold

