

CLINIQUE

Brand typography evolution

Big-picture type updates:

In awareness-level assets (and anywhere with large type) we are shifting **Clinique's Helvetica Neue** from the bold weight to the light weight.

3 weights of Helvetica Neue will be used moving forward:

Clinique Helvetica Neue Light

Clinique Helvetica Neue Regular

Clinique Helvetica Neue Bold

Note: Type weight will flex depending on use, channel and size, as directed by Global Creative.

In all creative assets, we are replacing **Clinique's Nitti** in phases:

Spring 2024

Nitti will remain in:

- Product names
- Ecomm CTAs
- Small moments in Social

Nitti will be replaced by Helvetica Neue in:

- Claims
- Callouts (including 'New')
- Ingredient information

Fall 2024

Nitti will be fully phased out.

Global Creative will announce and implement a new secondary typeface + guidelines for its use.

Anything left in Nitti from Spring 2024 will have new type direction in either Helvetica or the new typeface (TBD).

Note: all Global Creative guidelines are still accurate and relevant with the exception of the Typography guideline.

Awareness
assets

shift to
light.

**It's
skincare
in just
your
shade.**

24-hour serum
foundation for
even better-looking
bare skin.

86%
skincare formula.*

CLINIQUE
even better
clinical
serum foundation
SPF 20
fond de teint sérum

*14% makeup ingredients.

Before: all bold type.



It's
skincare
in just
your
shade.

24-hour serum
foundation for
even better-looking
bare skin.

86%
skincare formula.*

CLINIQUE
even better
clinical
serum foundation
SPF 20
fond de teint sérum

*14% makeup ingredients.

After: Headline + subhead in light. Claim in bold.

Key type shifts in awareness

Headlines + subheads

CHN = Clinique's Helvetica Neue
CN = Clinique's Nitti

Headlines + subheads:

- Clinique's Helvetica Neue Light. (CHN)

Type system has not changed:

- Headline size = Custom to layout.
- Subhead size = headline size divided by 3.

Leading:

- Sizes under 100pt = type size +1
- Sizes 100-300pt = type size = leading
- Sizes over 200pt = type size - 20



It's
skincare
in just
your
shade.

24-hour serum
foundation for
even better-looking
bare skin.

86%
skincare formula.*

CLINIQUE
even better
clinical
serum foundation
SPF 20
fond de teint sérum

*14% makeup ingredients.

Justification:

Headline + subhead can be left or center justified but must have same justification within a layout.

A headline may be center justified whenever it sits centered across the width of a layout—example at right.

All other headlines must be left-justified.



Got 3 seconds?

That's all it takes for Moisture Surge to deliver fast-acting, long-lasting hydration.

3 seconds
to soothing hydration.

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

Space between headlines + subheads has not changed:

Space equals x-height of headline.

Key type shifts in awareness

Claims

CHN = Clinique's Helvetica Neue
CN = Clinique's Nitti

Claims:

- Large numbers in CHN Light at 80% of headline size. Superscript percentage.
- Claim copy in CHN Bold. Size = headline size divided by 4. Superscript asterisk.



Claims with no large number are set slightly bigger:

- Claim copy in CHN Bold. Size = headline size divided by 3.5.

Annotation line next to claim:

Annotation lines paired with claims in awareness assets no longer 'point' to the product.

They are now positioned vertically to the left of the claim and extend the claim's vertical height.

The space between the claim and the line equals the claim leading. Ex: If claim leading is 30 pt, the space between claim and line = 30 pts.

Got 3 seconds?

That's all it takes for Moisture Surge to deliver fast-acting, long-lasting hydration.

3 seconds to soothing hydration.



Key type shifts in awareness

'New' + callouts

CHN = Clinique's Helvetica Neue
CN = Clinique's Nitti

Instant hydration.
In original + SPF formulas.

New

CLINIQUE
moisture surge
SPF 25 sheer hydrator
hydratant fini transparent SPF 25

100%
show a boost
in hydration*
and glow.**

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

*Clinical testing on 19 women immediately after using Moisture Surge 100H; clinical testing on 24 women immediately after using Moisture SPF 28. **Clinical testing on 27 women immediately after using Moisture Surge 100H; clinical testing on 27 women immediately after using Moisture Surge SPF 28.

'New':

- CHN Bold.
- Size = headline size divided by 2.
- Sentence case.
No period at end.

Instant hydration.
In original + SPF formulas.

**New
with SPF 25**

CLINIQUE
moisture surge
SPF 25 sheer hydrator
hydratant fini transparent SPF 25

100%
show a boost
in hydration*
and glow.**

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

*Clinical testing on 19 women immediately after using Moisture Surge 100H; clinical testing on 24 women immediately after using Moisture SPF 28. **Clinical testing on 27 women immediately after using Moisture Surge 100H; clinical testing on 27 women immediately after using Moisture Surge SPF 28.

'New' + callout:

- CHN Bold.
- 'New' size = headline size divided by 2.
- Callout size = headline size divided by 4.
- Sentence case.
No period at end.

Note: this is a type example only. 'New' cannot be used with Moisture Surge SPF anymore.

Where these updates appear

LBXs + OOH

Follow type guideline on previous pages.

Print

Headline in CHN Light custom to layout.
All other copy has standard sizing and styling.

OTV

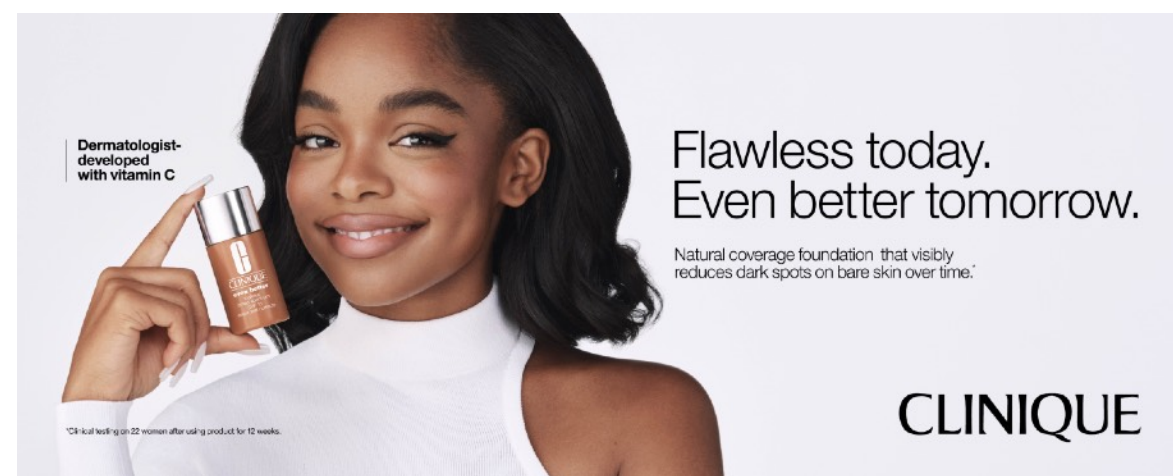
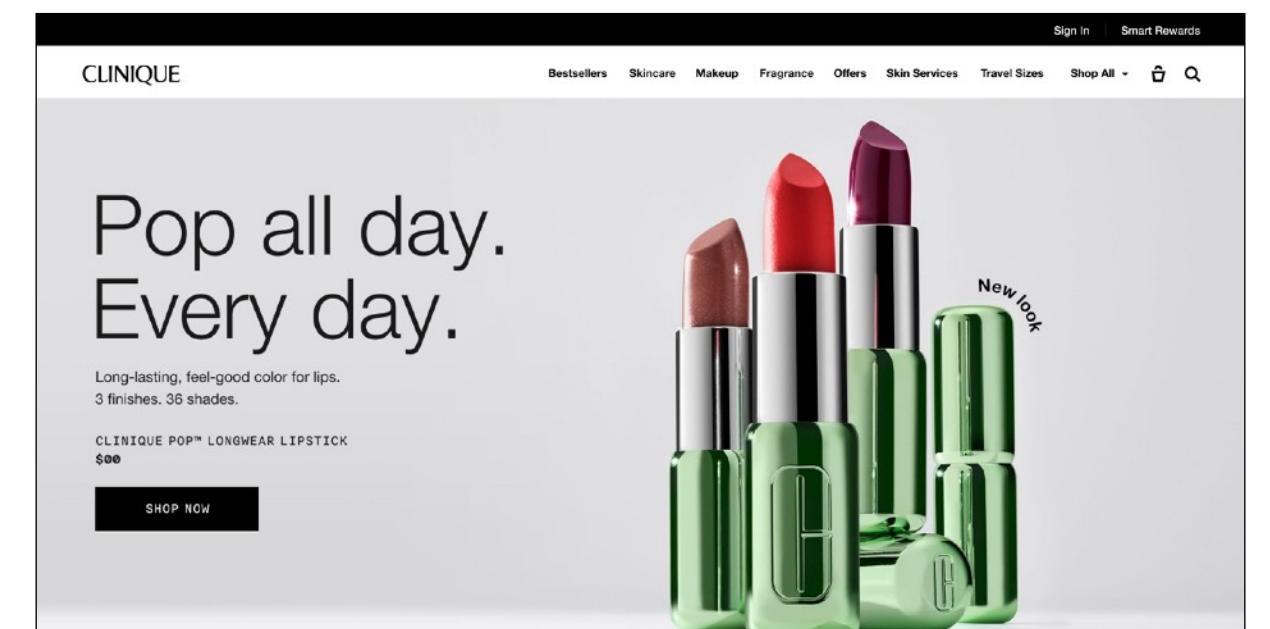
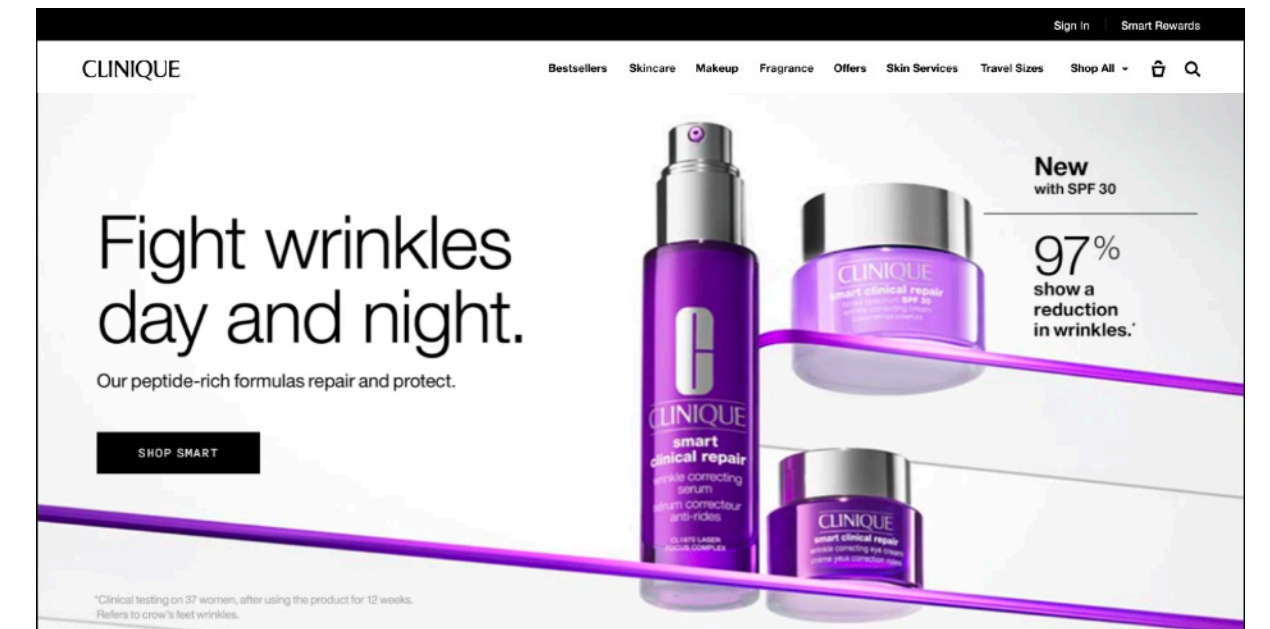
Supers now in CHN Regular.
ATFF card will remain in CHN Bold to help distort.

Site LMW

Headlines in CHN Light. Subheads in CHN Regular.
Claims follow same updates as LBXs.



Updated template to be shared
with S24 season



Exceptions

Hero Distortions

Hero Distortion guidelines layouts will continue to follow the Global Guidelines released in Spring 2023.
Headline in Bold.



Consideration assets


create balance.

Before:
all bold type.
+ Nitti used
in callouts and
ingredients.

CLINIQUE

A luxe new way to Take The Day Off.

NEW




WITH
10% GLYCERIN
+ HYALURONIC ACID.

Meet our new silky mousse cleanser. In seconds, it starts to remove excess oil, SPF, pollution, face makeup, and more—leaving skin smooth and refreshingly clean.

NEW. TAKE THE DAY OFF™ FACIAL CLEANSING MOUSSE
00.00

[SHOP NOW](#)



10% GLYCERIN
+ HYALURONIC ACID

Leave the good stuff behind.

With conditioning ingredients that help keep skin smooth.


[LEARN MORE](#)

Clean skin means great skin.

Notice a clinical improvement in:

- Skin texture*
- Skin smoothness*


*Clinical testing on 26 women after using the product once.



CLINIQUE

A luxe new way to Take The Day Off.

New




With 10% glycerin
+ hyaluronic acid.

Meet our new silky mousse cleanser. In seconds, it starts to remove excess oil, SPF, pollution, face makeup, and more—leaving skin smooth and refreshingly clean.

NEW. TAKE THE DAY OFF™ FACIAL CLEANSING MOUSSE
00.00

[SHOP NOW](#)



10% glycerin
+ hyaluronic acid

Leave the good stuff behind.

With conditioning ingredients that help keep skin smooth.


[LEARN MORE](#)

Clean skin means great skin.

Notice a clinical improvement in:

- Skin texture*
- Skin smoothness*

*Clinical testing on 26 women after using the product once.



After:
A balance between
light weight type in
headlines mixed
with bolder subheads
and callouts.
Nitti only remains
in product names
and CTAs.

Key type shifts in consideration

Create an overall balance of type weights.
Biggest impact should be Clinique's Helvetica Neue Regular in larger risers. CHN Bold should be leveraged to make smaller type pop and as a navigational element to help the consumer's eye digest the storytelling.

Large riser headlines + subheads:

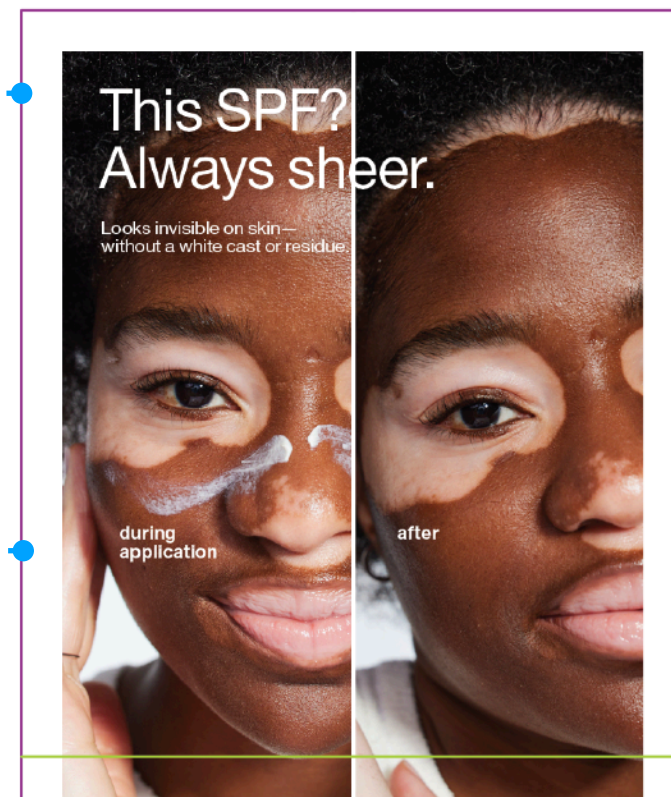
Clinique's Helvetica Neue Regular. (CHN)
Size based on layout.

Small callouts:

CHN Bold. Callouts cannot be smaller than 8pt.
Ideal callouts are 12-16pt.

Base copy:

Larger, CHN bold copy remains, but size has been reduced.
Mix of bold + regular weights with smaller, bold CHN callouts.



New from The Lab.

Instant hydration.

In original and SPF formulas.



Built with powerful ingredients.



Large riser headlines + subheads:

CHN Regular.
Size based on layout.

Claim posts:

Large number in CHN Bold.
Claim copy in CHN Regular.
Same sizing as past seasons.

Small riser signs:

Headlines in CHN Bold.
Subheads in CHN Regular.
Size based on layout.
Subhead copy cannot go below 16pt.

Locator copy:

Same styling as past seasons.
Benefit copy: CHN Bold.
Product name: Nitti Regular.
*We will update for Fall24.

Where these updates appear

Retail

Toolkits

Riser headlines + subheads in CHN Regular.
Rest of graphics maintain a balance of Regular + Bold weights.

SMC

Layouts to follow S24 SMC Guideline. Headlines are CHN Bold. Nitti has been removed.
Newness layouts will follow same rules, but shift subhead and claim body copy to Regular weight.



NOTE:

S24 Moisture Surge and Makeup Guidelines will have type updates.
All other S24 Guidelines have been released with 'old' typestyles.
Fall 24 Guidelines will have full type updates.

Where these updates appear

Digital

Site assets

Headlines in CHN Light. Subheads + body copy in CHN Regular.
Smaller callouts and accent characters in CHN Bold.

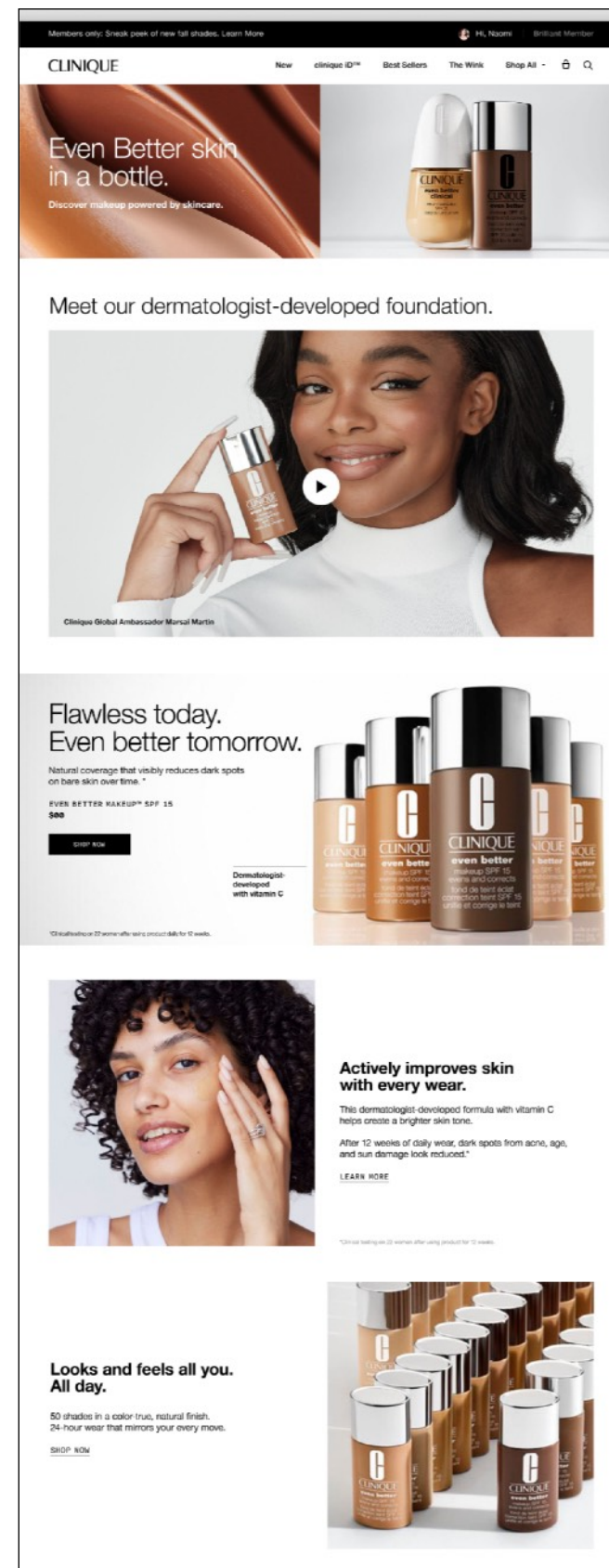
Landing pages:

LMW headers in CHN Light.

Larger module headers in CHN Light.

Smaller module headers in CHN Bold.

Product names + CTA buttons stay in Nitti.

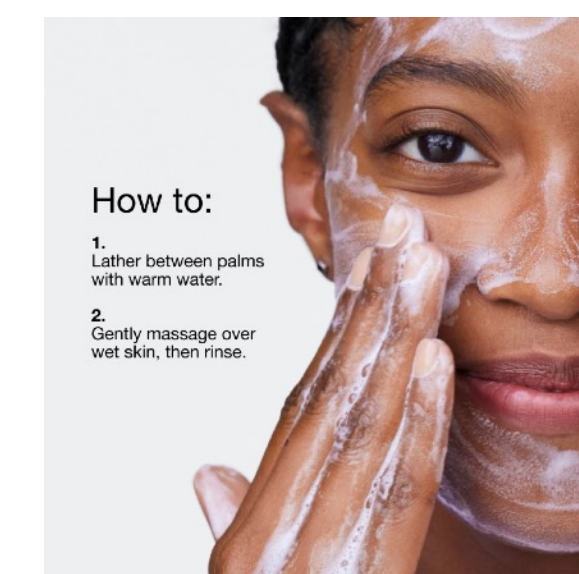
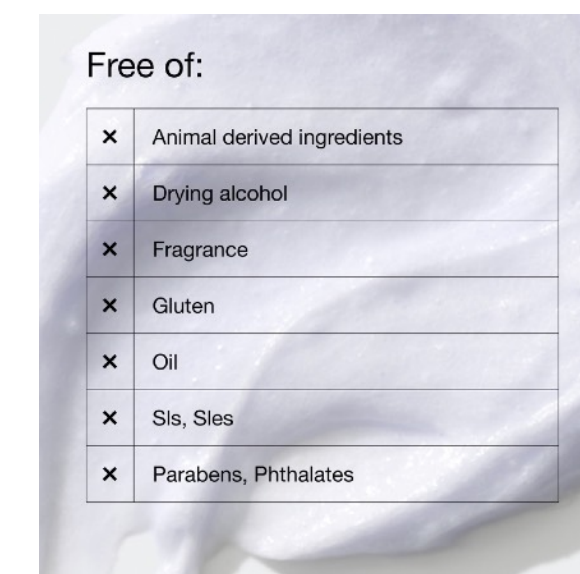
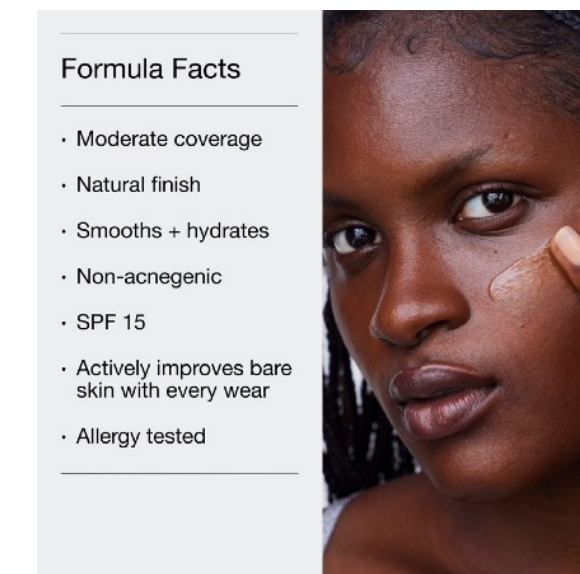


ALT images:

Nitti is removed completely and replaced with CHN.

Copy has shifted to CHN Regular with the exception of:

- Bold accent characters such as 'x' or numbers.
- Callout copy.



Where these updates appear

Digital

Banner ads

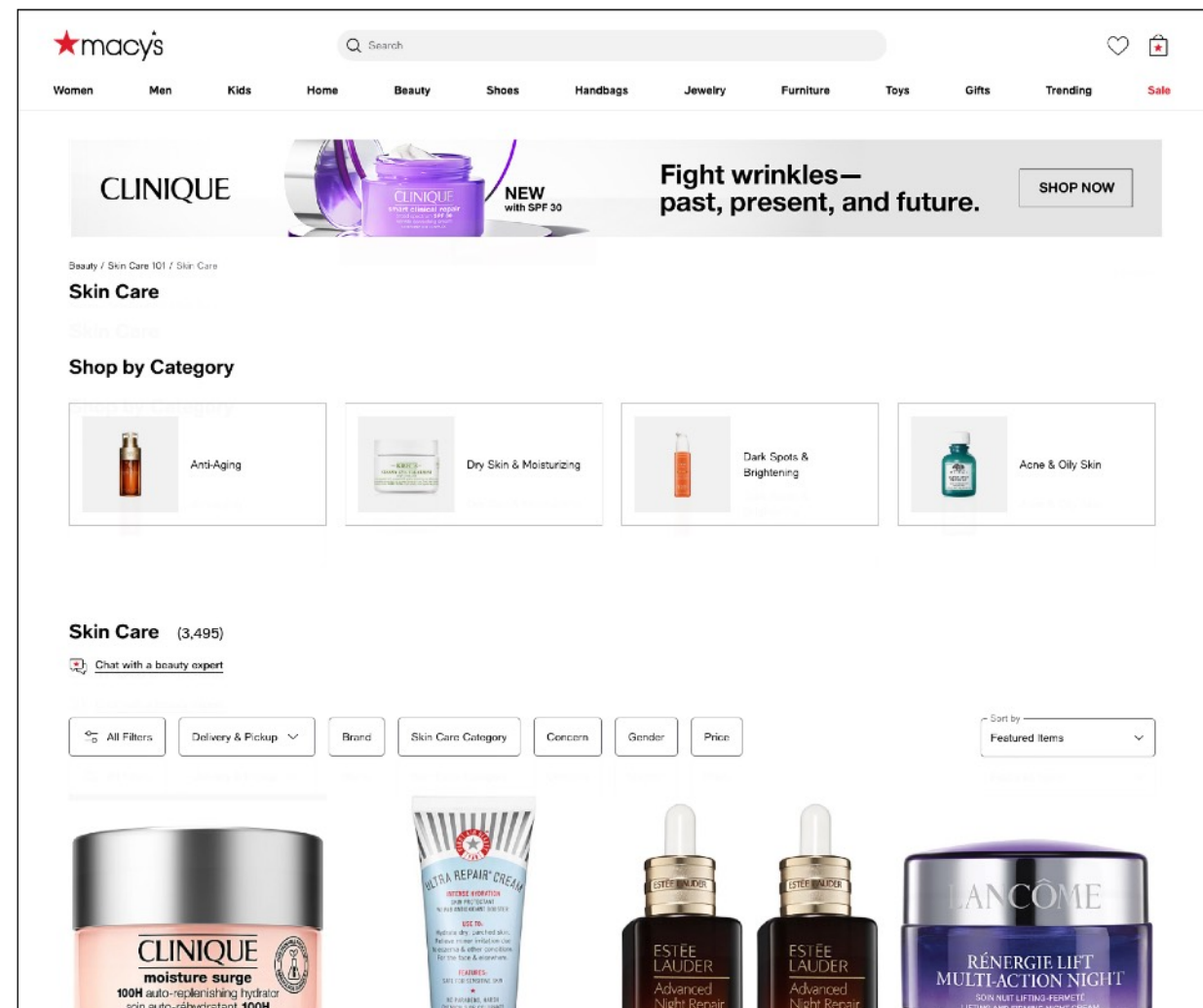
Copy stays in CHN Bold to help attract in a busy, non-Clinique environment.

Emails

Headlines in CHN Light. Subheads in CHN Regular. All other copy is a balance of regular + bold weights.

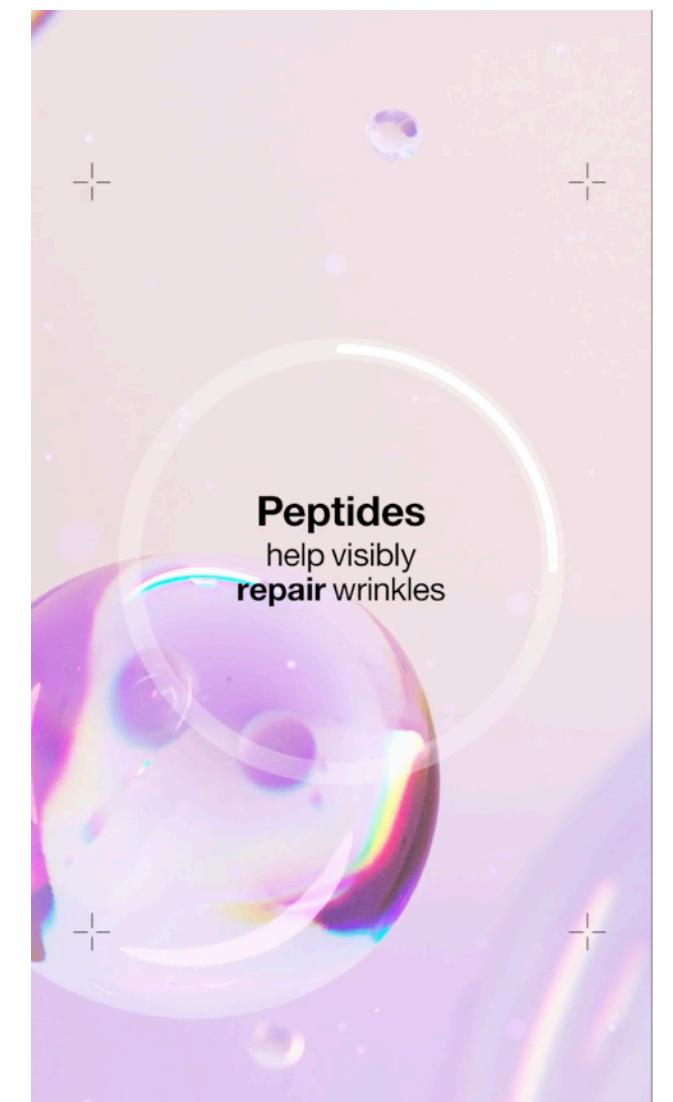
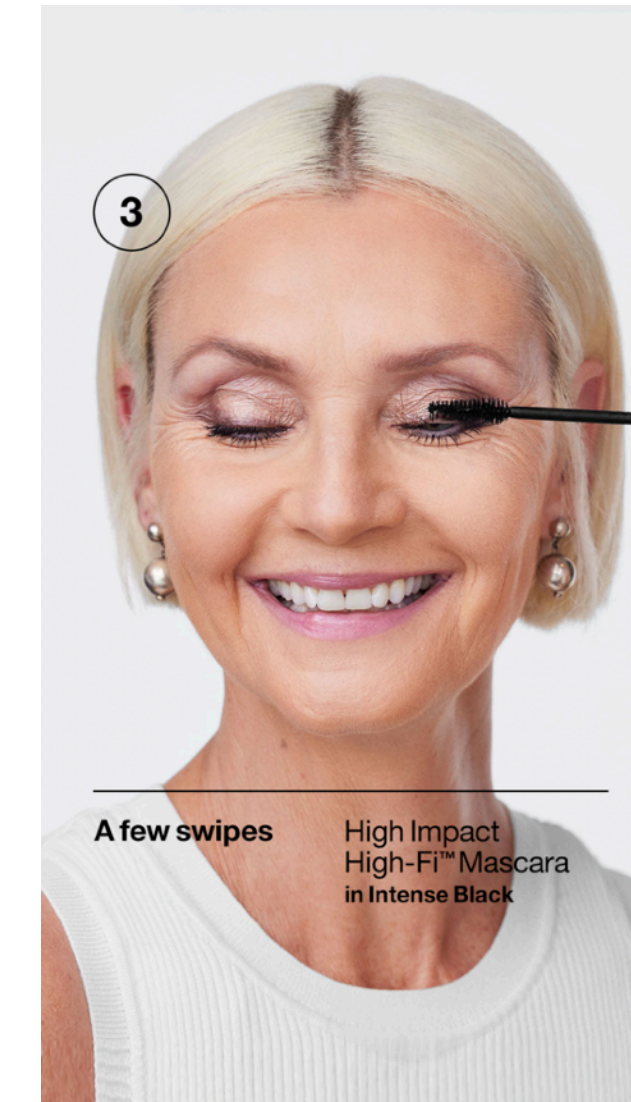
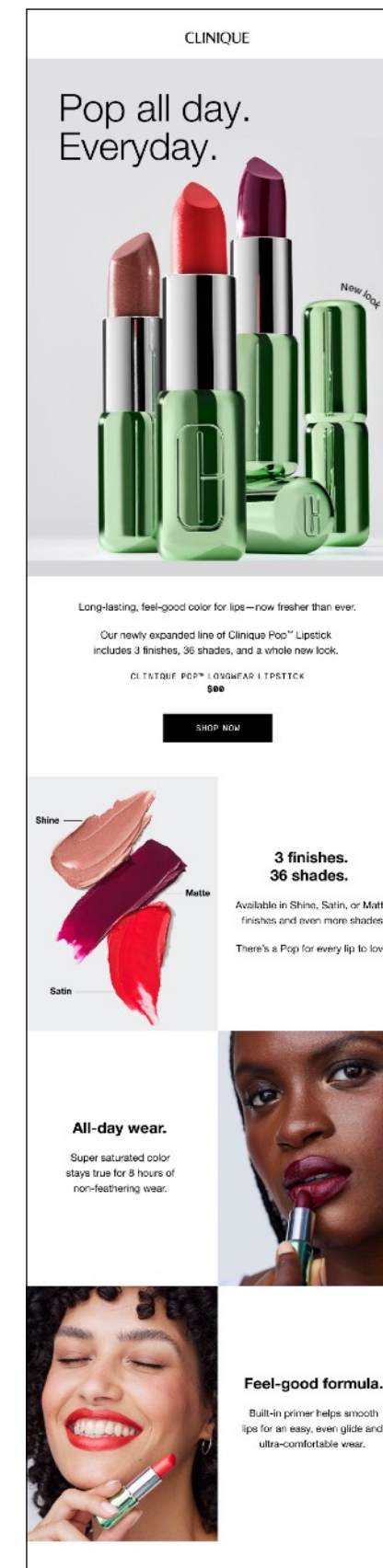
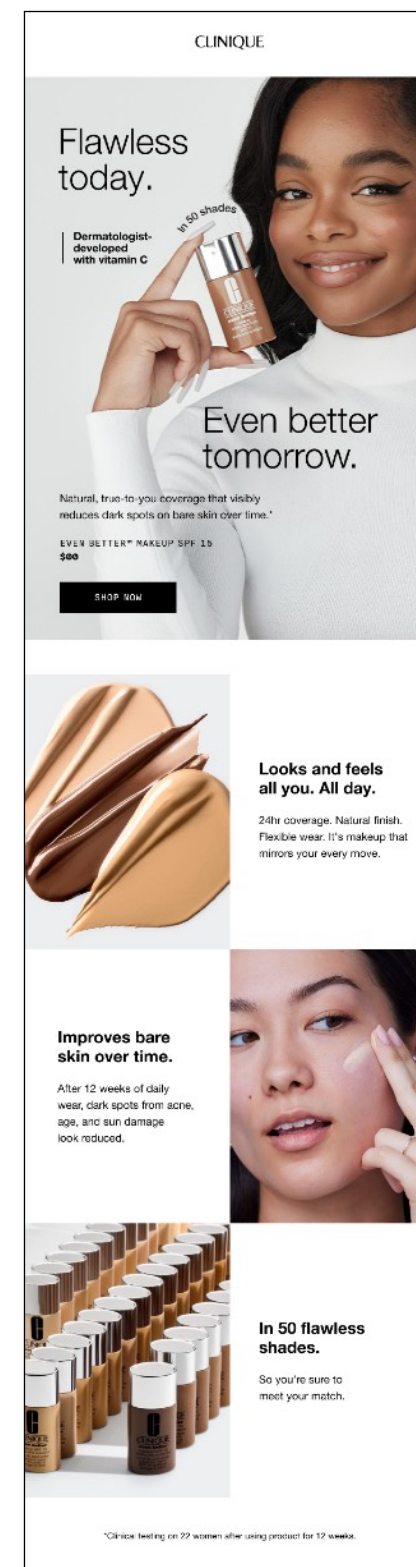
Social

Complete mix of CHN Regular + Bold weights. Nitti exists in a few small scenarios.



NOTE:

Similar to banner ads, **digital promo assets** may also use CHN Bold in primary messaging to stand out.



How we'll move forward:

Spring 24

Awareness-level assets shift from using Clinique's Helvetica Neue bold weight to the light weight.

Nitti will remain in consideration-level assets in product names, Ecomm CTAs and small moments in social only.

Fall 24

Any always-on or programs that do not follow the marketing calendar will incorporate direction from S24 and any future direction that can be applied from F24 programs.

Nitti fully phased out.
New secondary typeface cascaded and implemented.
New typography direction implemented across the full 360.

Spring 25

Continuation of full updated typography direction.
Planned release of updated Typography Guideline.