

CLINIQUE

Color Guidelines.

**We express our brand
ethos through our iconic
green and supporting
brand colors.**



Color is essential to our brand, bringing a sense of optimism through the use of our historic Clinique Green, and a sense of clarity and bravery through our dynamic use of black and white.

We use color meaningfully and strategically— knowing where and when to use our brand colors will make our brand even more recognizable.

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





TIP

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Clinique Green.





A legacy of green.

Blending the freshness of mint with the healing hues of sage, our Clinique Green is one of the brand's most identifiable assets.

Understanding Clinique Green.

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Color standards.

Our unique and proprietary Pantone mix makes Clinique Green distinctly recognizable.

⚠ OPTICAL MATCHING

The digital version of Clinique Green is meant to optically match the vibrancy of the printed version of Clinique Green.

The appropriate values should be used for the final outputs.

Physical + Print Applications.

These values are for printed materials, physical applications, and mediums that require an RGB value.

PMS	Clinique Green
CMYK	41 0 41 0
RGB	178 216 169

Digital Applications.*

These values are for digital applications. When color-matching photography, use these values as a guideline for achieving the Clinique Green look in real life.

sRGB	173 221 183
HEX	ADDDB7



Pantone FAQ.

A closer look at our color standards and our Pantone color mixing.

Can I use our Pantone PMS to print on any printer available to me?

No, a Pantone PMS can only be provided to a printer who has the capability to color match through spot color.

Pantone PMS prints by using a “spot color” method, meaning each individual color is printed **one at a time** and is not mixed together like CMYK.

Due to this printing method, you can not print a Pantone PMS on a standard printer.

This makes our unique Pantone PMS entirely proprietary to Clinique. To ensure the color standards of our proprietary Pantone PMS ‘Clinique Green’ you will need the chip to print.

Why do we have separate codes for Pantone, CMYK, and RGB?

Due to the nature of our brand’s physical reach, each color preset is meant to create the most uniform and consistent output of Clinique Green across print and screen.

While each code appears different on screen, the goal is for them to create a shade relative to the on-screen appearance.

Our color standards.

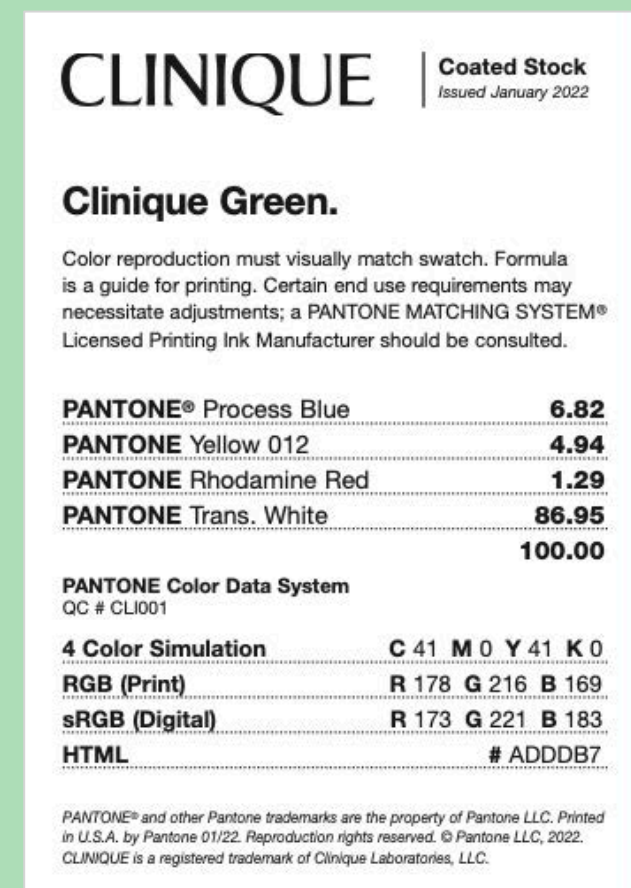
HEX & sRGB	For digital applications only.
RGB	For printing in RGB.
CMYK	For printing when Pantone is not available, i.e. office and commercial printers.

What do I need to print our Pantone color and how do I do it?

Please make sure you have our Pantone chip available to give to the printer.

This will allow them to match and mix our proprietary Pantone color with the spot color method.

Our Pantone chip.



Application.

**Clinique Green
works best when
used organically
or in key brand
moments.**

We use Clinique Green in limited, high-touch brand moments that are not explicitly linked to product.

Examples include moments with brand ambassadors or brand statements.

In photography.

Clinique Green can be applied in key brand moments with ambassadors, appearing as moments within scenery, propping, or styling.

WALL COLOR



SHOE COLOR

In layouts.

Clinique Green can be applied to brand moments that have no direct correlation to product and are meant to drive brand awareness.

A happy place to shop.

Shop today at [Clinique.com](https://www.clinique.com).



**FREE SHIPPING.
FREE RETURNS.**

Every order ships free. Don't love what you ordered? Return it.



FREE SAMPLES.

Test, try, and discover new products with every purchase, every day.



SMART REWARDS.

Our loyalty program rewards you with smart beauty benefits.



**CUSTOMIZED
PRODUCT FINDERS.**

Find skincare and makeup just for you with our Skin Diagnostic Tool and Foundation Finder.



**EXPERT TIPS +
ADVICE.**

Our Consultants are professionals trained by an elite accreditation process.



EARLY ACCESS.

We debut new launches and exclusive offers from [clinique.com](https://www.clinique.com). See them first here.



Accessibility.



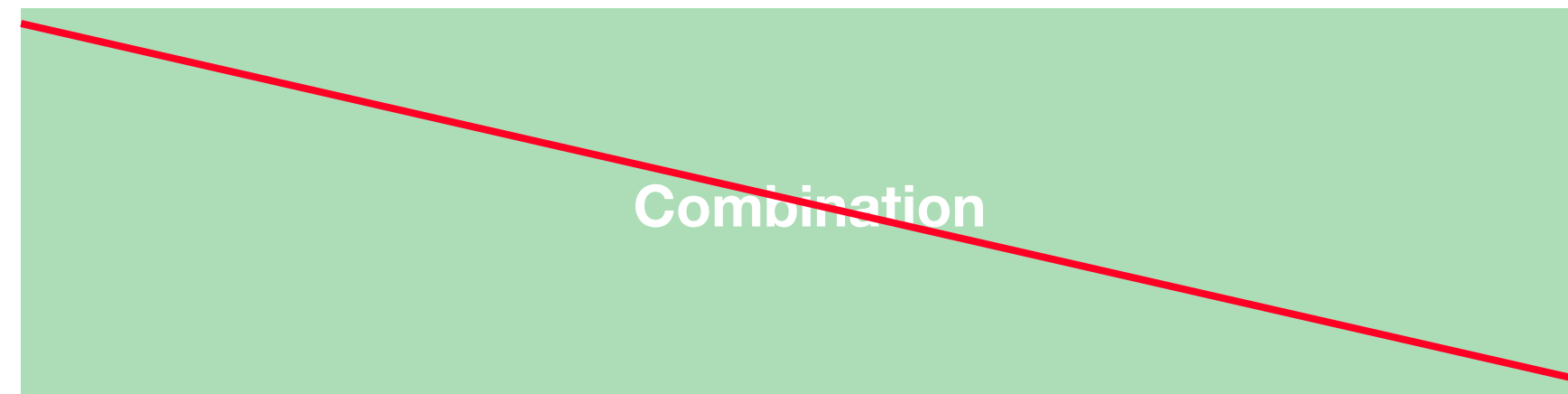
Avoid pairing Clinique Green with inaccessible color combinations.

In order to comply with the accessibility standards outlined in the WCAG 2.0 for foreground and background colors combinations, Clinique Green cannot be paired with inaccessible color combinations that would limit legibility to viewers.

In accordance with WCAG 2.0 standards, we aim to reach a contrast ratio of 3.0 for AA Large, 4.5 for AA, and 7.0 for AAA, and define the categories of accessibility across Normal Text, Large Text, and Graphical Objects and User Interface Components.



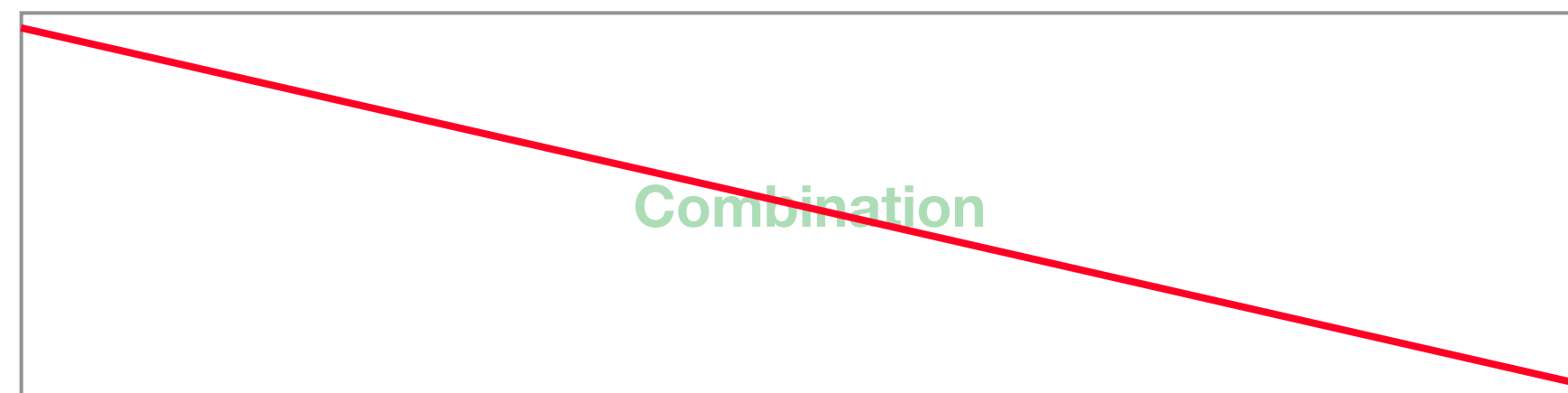
✓	Black type on Clinique Green	Ratio: 13.8:1
	Normal Text	Pass
	Large Text	Pass
	Graphical & Interface	Pass



✗	White type on Clinique Green	Ratio: 1.52:1
	Normal Text	Fail
	Large Text	Fail
	Graphical & Interface	Fail



✓	Clinique Green type on black	Ratio: 13.79:1
	Normal Text	Pass
	Large Text	Pass
	Graphical & Interface	Pass



✗	Clinique Green type on white	Ratio: 1.52:1
	Normal Text	Fail
	Large Text	Fail
	Graphical & Interface	Fail

⚠️ **PHYSICAL COLOR COMBINATIONS**

Please note that the previous color combination rules do not apply when appearing in large physical format or in physical application, such as a mounted installation or large-format signage.

✓ **Clinique logo mounted on Clinique Green**



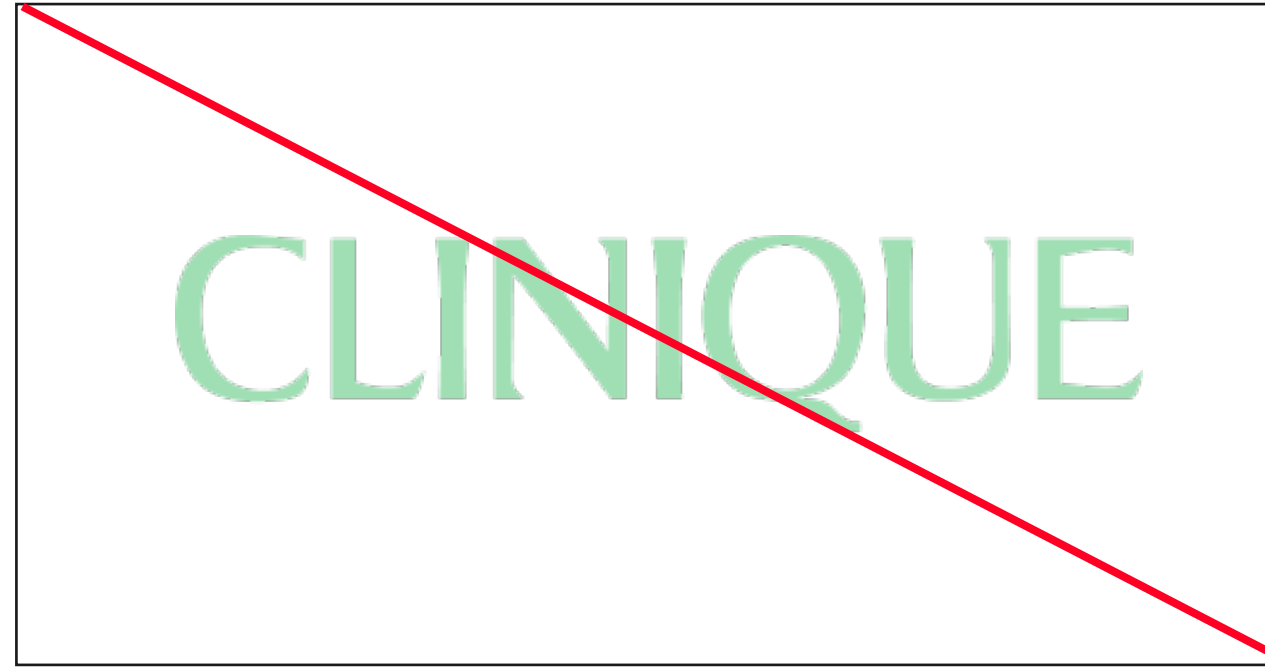
Color combinations like the "Clinique" logo mounted on Clinique Green, as seen above, are permitted in large format in-store signage.

Don'ts.

Avoid misuse of Clinique Green.

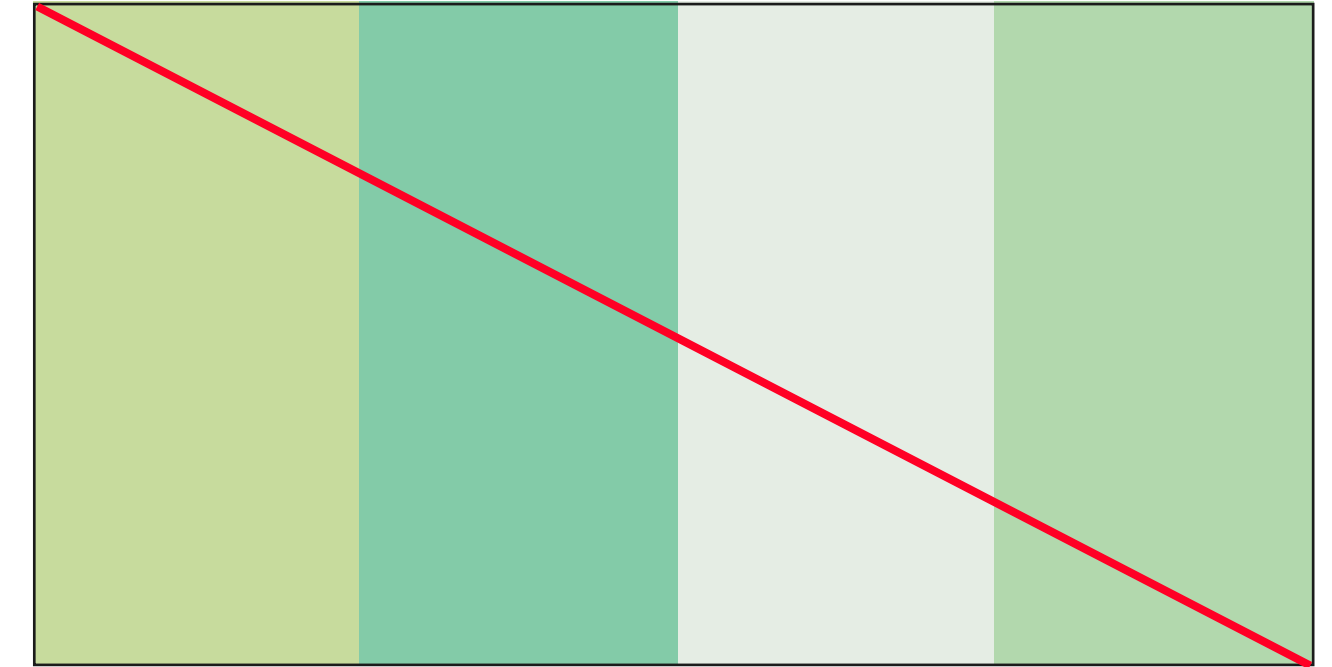
To ensure the prestige of Clinique Green, avoid these common mistakes.

✘ DON'T



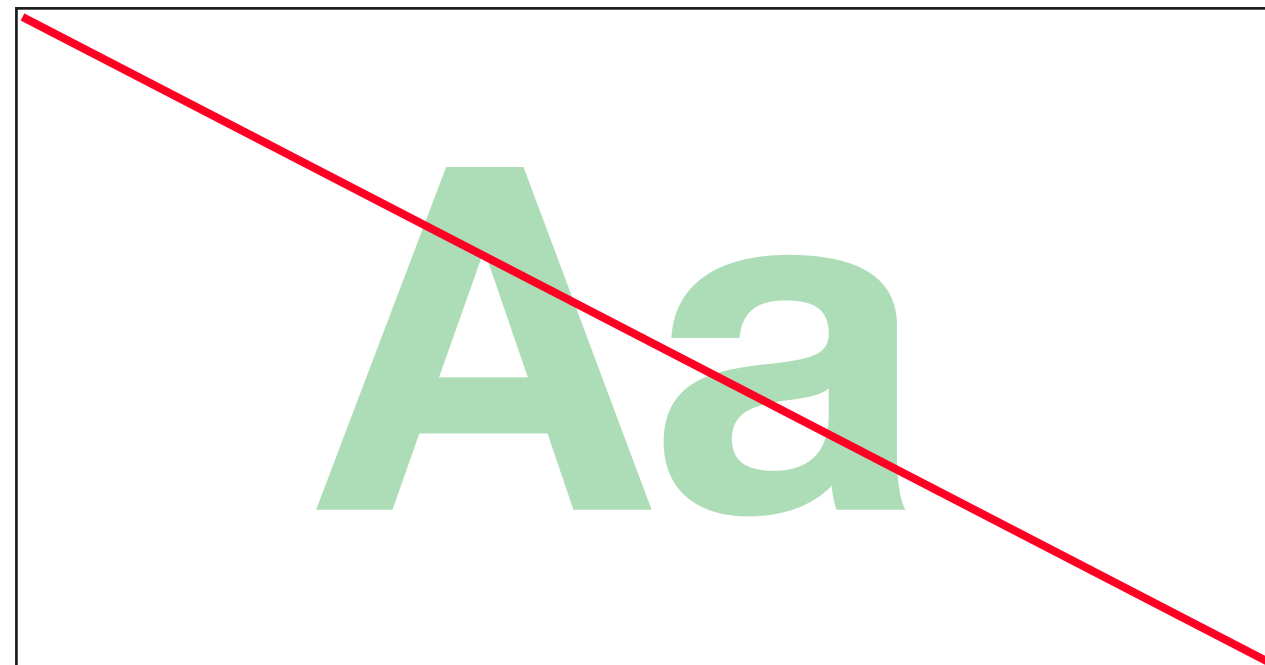
Do not pair our logo with Clinique Green.
The logo should not appear in Clinique Green.

✘ DON'T



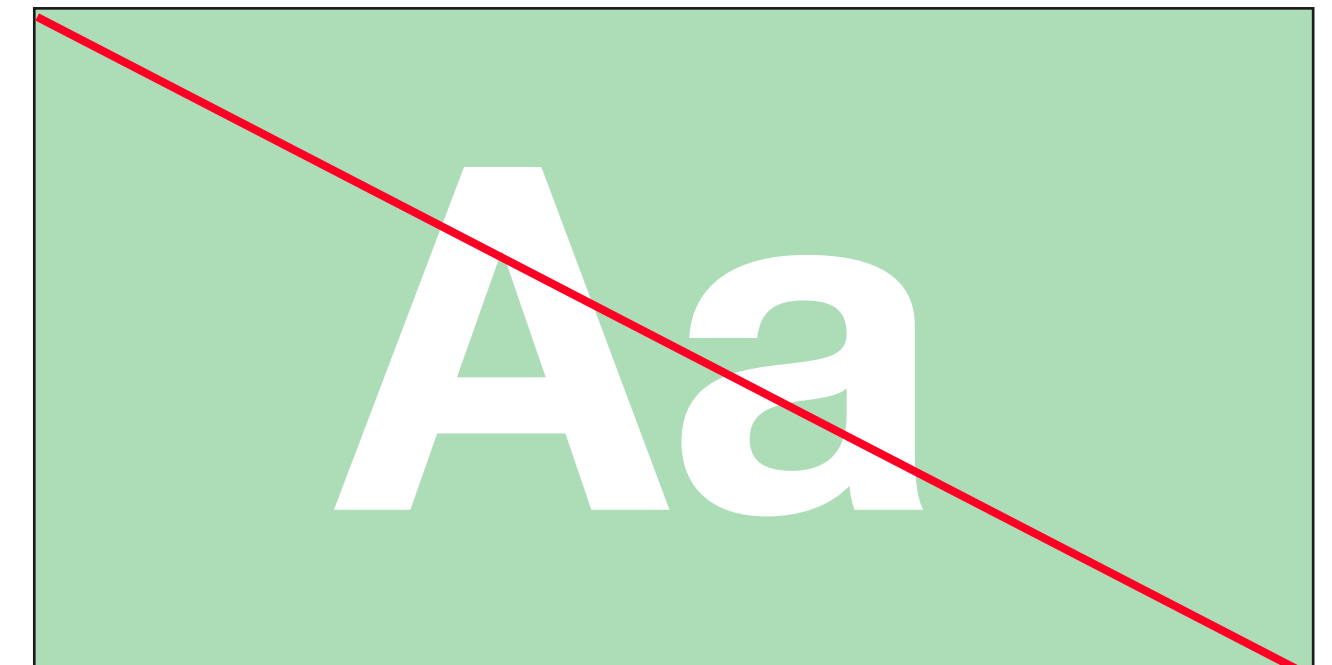
Do not alter Clinique Green.
Do not adjust Clinique Green and update all existing materials to the correct Clinique Green hex code.

✘ DON'T



Avoid inaccessible color combinations.
Avoid inaccessible color combinations – Clinique Green on top of white is not accessible.

✘ DON'T



Avoid inaccessible color combinations.
Avoid inaccessible color combinations – white type on Clinique Green is not accessible.

Primary palette.





Primary palette.

We use our primary color palette, black and white, to bring clarity and to establish a clear sense of hierarchy.

Understanding our primary palette.

pg 21 – pg 27

- Color standards
- Application
- Don'ts



Color standards.



Our primary palette prioritizes clarity through the use of white and black.

They are used to provide consistency throughout all brand applications.

Black.

Black is primarily used for type, driving balance in our brand expression and providing clear hierarchy.

Large black type or flood color:
100C / 100K

Black typography:
100K

PMS	BLACK C
RGB	48 46 44
HEX	000000

White.

White is primarily used as background, elevating the boldness of Clinique Green and black.

All applications:

CMYK	0 0 0 0
RGB	255 255 255
HEX	FFFFFF

Application.



In photography.

White can be used as a background color in photography.



In layouts.

White can be used as a background in layouts with type being set in black. White type may be used on top of photography.

CLINIQUE

Our most advanced de-aging serum yet.

If you liked Repairwear Laser Focus™, you'll be amazed by what Clinique Smart Clinical Repair™ can do.

Shop Now



Don'ts.



Avoid misuse of our primary palette.

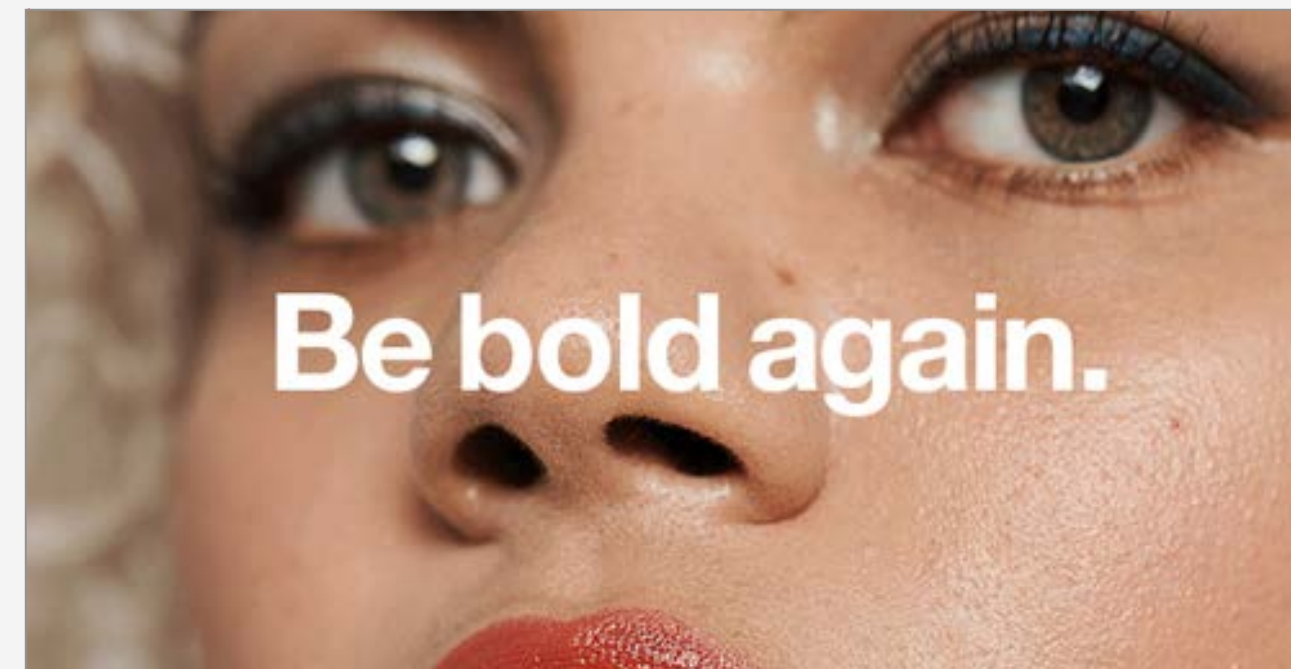
To ensure the prestige of our primary palette, avoid these common mistakes.

 **DON'T** Do not use black as a background.

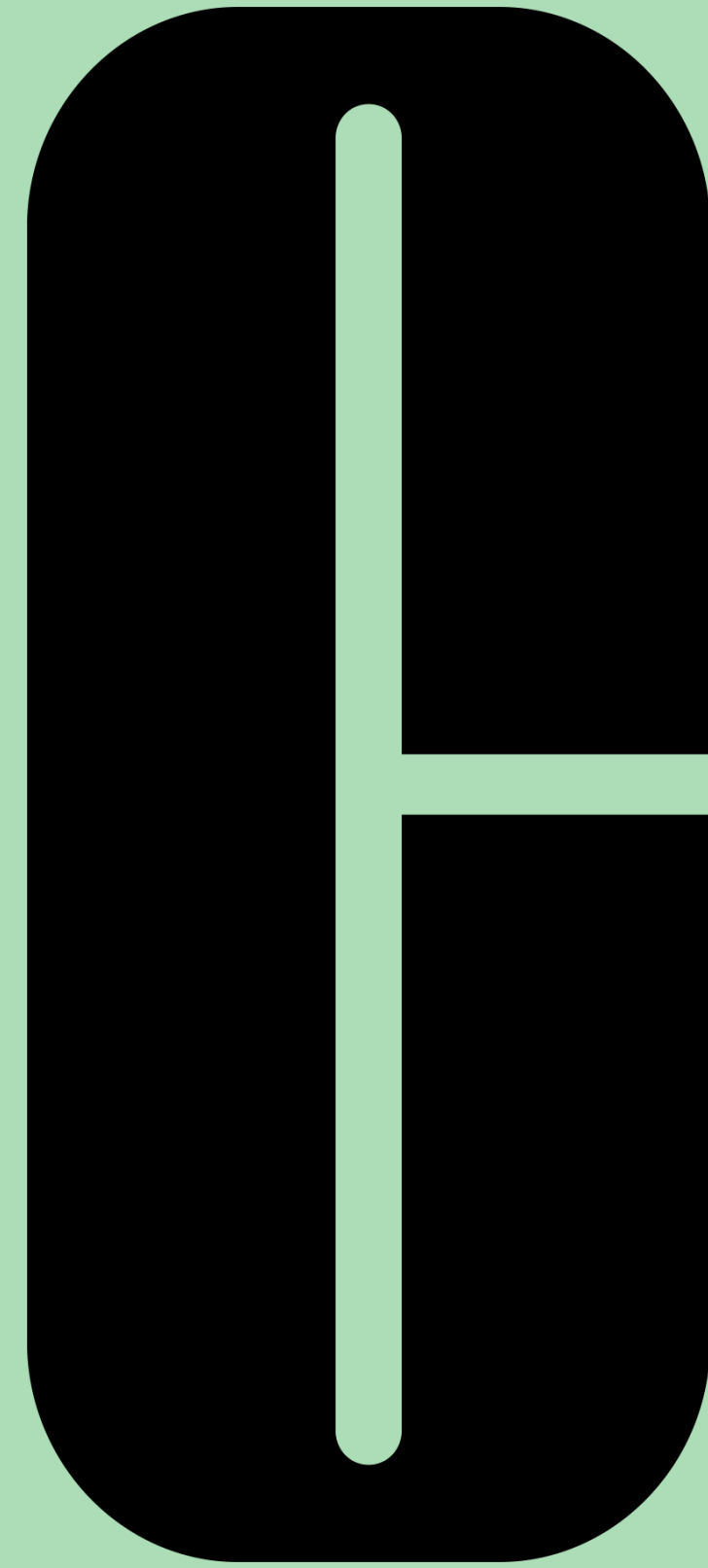


We reserve black for accent moments and as copy color.

 **DO** Do use white type on imagery.



When setting white type over photography, ensure that the contrast is high enough for legibility.



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