CLINIQUE

Layout Guidelines.

Our layouts boldly convey efficacy, optimism, and a clear sense of hierarchy.

Using our typography system, bold imagery, and direct language, our layouts drive our brand equity through our highly recognizable compositions, including our new layering and annotation features.

To make our layouts even more impactful, we stick to a strict set of two layout styles, each driving either imagery or typography as its main visual cue.

Due to the vast nature of our brand ecosystem, digital layouts in particular need consistent and constant treatment across modules to ensure that they work together as a system.

This document will help teach how best to set up and employ our layouts across all Clinique channels.

While this document provides the tools necessary to set up layouts, digital layouts for site assets and emails will be provided globally and will include all necessary layout guidelines and margins. These templates can be found on The Foundation.

Table of contents.

Layout styles.

All about layouts.

We use two layout styles to create consistency and meaningful compositions across different elevations of brand and product storytelling.

Layout styles.

Our two layout styles bring our brand to life.

Awareness layouts

Our awareness layouts are high level assets that feature *only* key messaging.

Consideration layouts

Our consideration layouts are assets that feature additional messaging and product storytelling that are further down the funnel.

Awareness layouts work by having a single focus.

Awareness layouts focus attention on key brand or product messages.

Awareness layouts exist across our ecosystem and can occur within print, video and social, and retail.

The key elements of awareness layouts.

· Most awareness assets will contain a headline, subheadline, claim, "New", and a disclaimer

· Awareness layouts contain a single key message for the campaign headline and campaign subheadline

· In awareness layouts, prominent and clear use of the Clinique logo is placed within the composition (when applicable)

Print

Lightbox

Subheadlines dependent on asset and layout.

Subhealined Style set in: Clinique's Helvetica Neue Bold

Consistent usage of product titles and disclaimers.

Disclaimer Style set in: Clinique's Helvetica Neue Regular

The same key message across all layouts.

The same Call Out across all layouts.

Call Out Style set in: Clinique's Nitti Bold

Consistent and prominent logo (when applicable).

EXCEPTIONS
Assets that live in Clinique environments, e.g., a lightbox or .com

The same key image(s) across all layouts.

THE GRID *Column Set: 20 | Outer Margin: 30px*
Logo Height: 30px | Annotation Spacing: 10px

EBCF S21+S22 EBCF Campaigns

THE GRID *Column Set: 20 | Outer Margin: 150px*
Annotation Spacing: 50px

EBCF S21+S22 EBCF Campaigns

Dos and don'ts.

Do use the same key messaging.

Awareness layouts require consistent key messaging across all assets.

*F22 Smart Serum Resupport+ New. Smart Wrinkle Cream
Postcard Mailer*

Do use consistent layouts.

Similar and consistent layouts are required across all awareness layout assets, adjusting placement only in consideration of the medium.

*F22 Smart Serum Resupport+ New. Smart Wrinkle Cream
Bifold Mailer*

Do use the same imagery.

Use the same, but appropriately shot imagery (e.g., horizontal or vertical), for each awareness layout asset.

*F22 Smart Serum Resupport+ New. Smart Wrinkle Cream
Key Visuals*

Do not use different key messaging.

Awareness layouts work specifically by having the same key messaging across assets.

Do not deviate from style in compositions in layouts.

Awareness layouts should be mostly consistent in the images and typographic compositions used.

Do not use different imagery.

Awareness layouts must use the same imagery across all assets. Deviation may only occur based on asset dimensions and composition required.

Examples.

From Spring 2022 Moisture Surge 100H

Single page print advertising featuring a product.

Single page print advertising featuring a person.

THE GRID *Column Set: 20 | Outer Margin: 30px | Logo Height: 30px | Annotation Spacing: 10px*

THE GRID *Column Set: 20 | Outer Margin: 30px | Logo Height: 30px | Annotation Spacing: 10px*

Double page print advertising featuring a person.

THE GRID *Column Set: 24 | Outer Margin: 50px | Logo Height: 50px | Annotation Spacing: 17px*

Out of home print advertising featuring a person.

THE GRID *Column Set: 28 | Outer Margin: 175px | Logo Height: 175px*

Lightbox featuring a product.

THE GRID Column Set: 20 | Outer Margin: 150px | Logo height: 150px | Annotation Spacing: 50px

New Product Launch Unit, Newness Kit, SMC Endcap featuring a product.
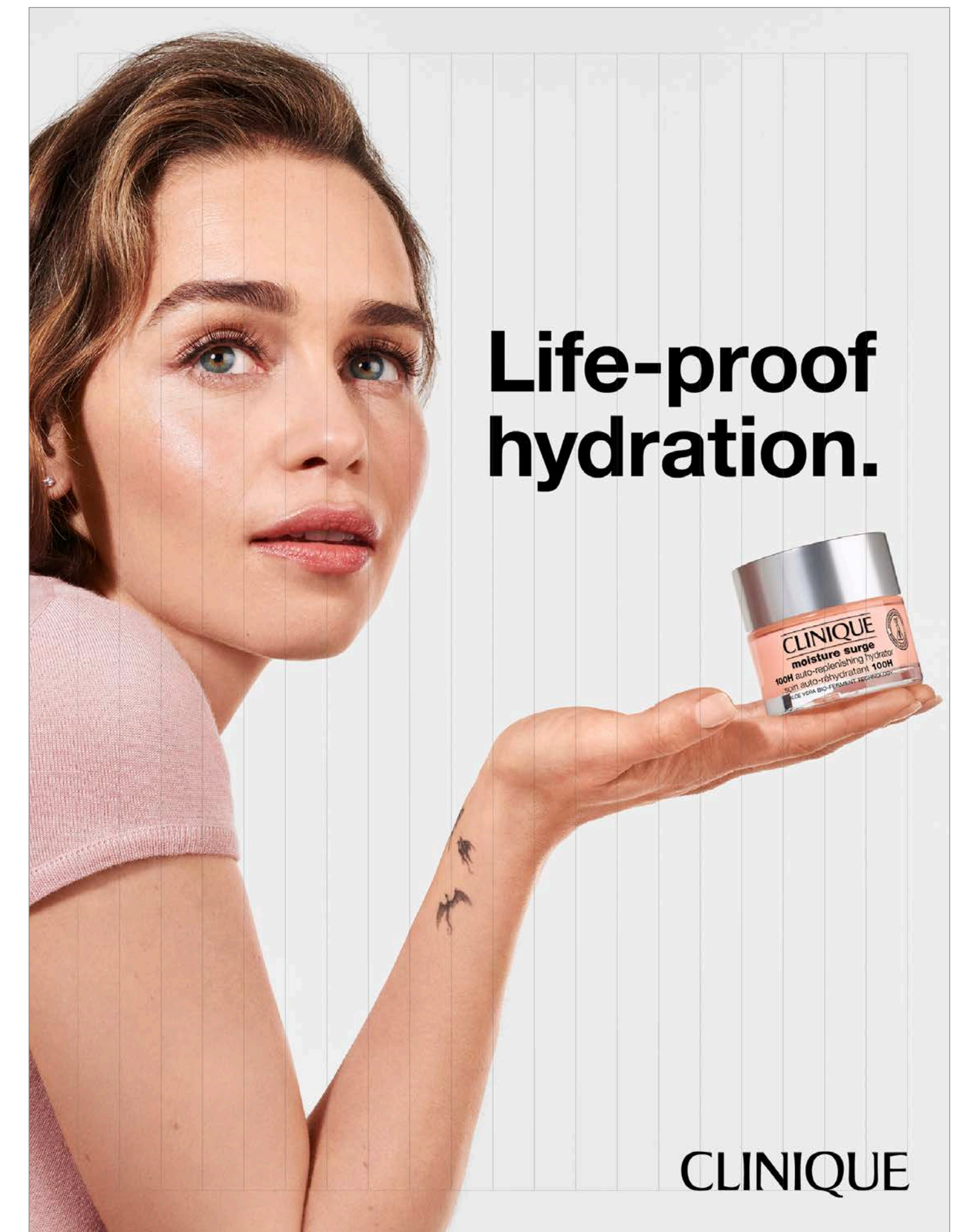
Lightbox featuring a person.

THE GRID Column Set: 20 | Outer Margin: 150px | Logo height: 150px

99% say skin feels deeply hydrated.*

*Testing on 110 women after 1 week.

▶ 00:12   00:15
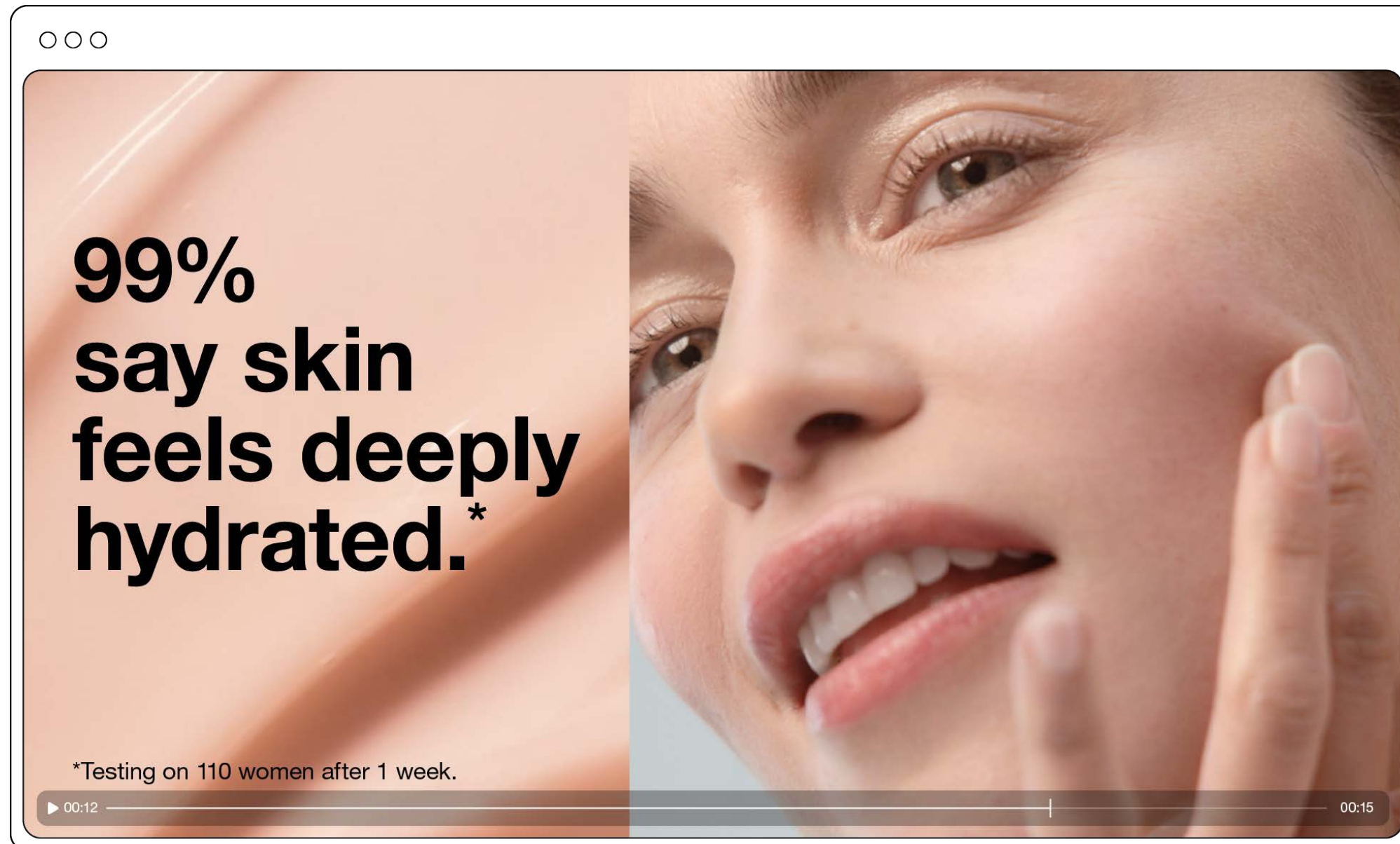
Video supers – 16:9 | 9:16 | 4:5 – featuring a person

Life-proof hydration.

Meet life's dehydrators with stabilizing hydration.

MOISTURE SURGE™ 100H
$00.00

Shop Now

99% SAY
SKIN FEELS
DEEPLY HYDRATED*

*Consumer testing on 100 women after using the product for 1 week.
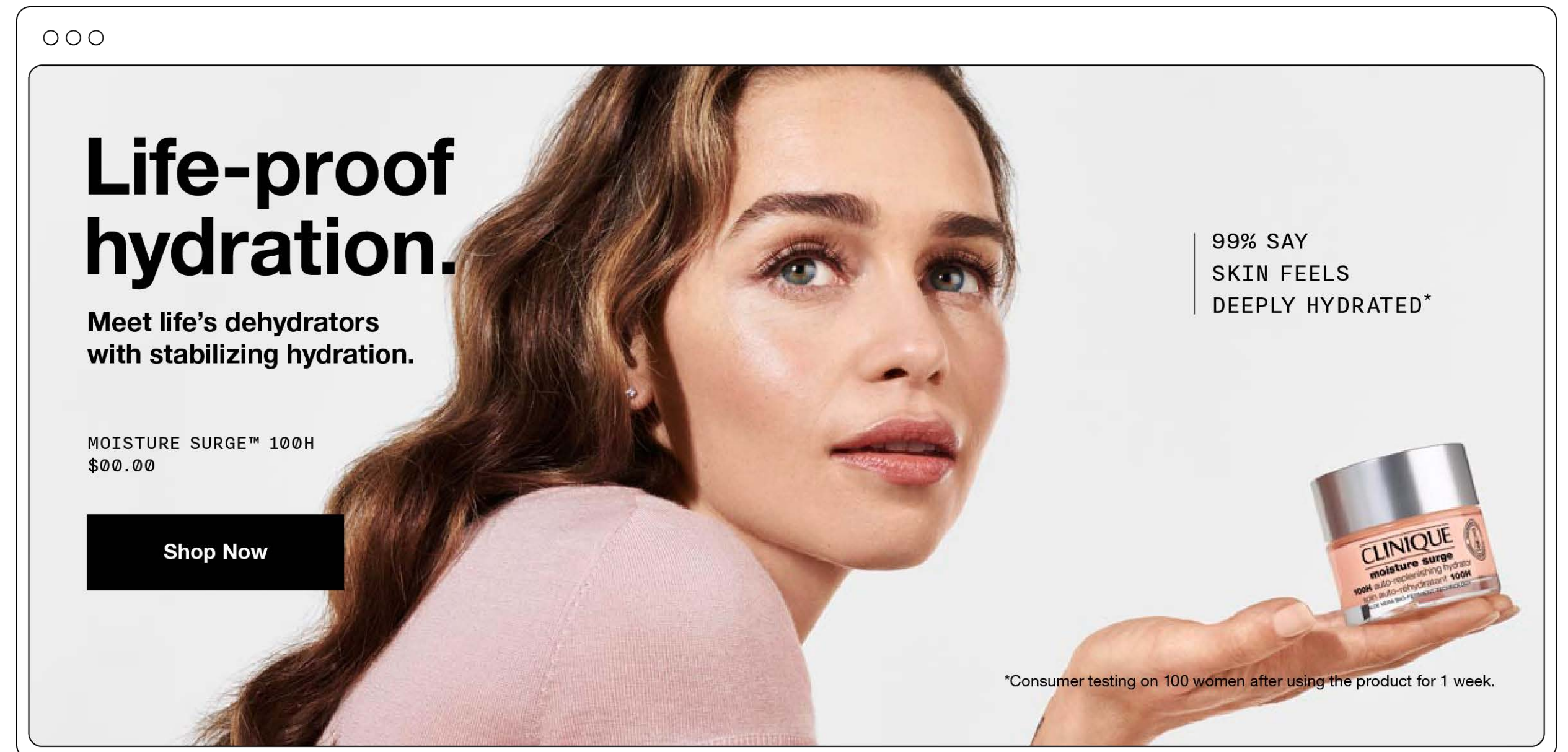
LMW featuring a person.

Consideration layouts work by telling our brand's story.

Consideration layouts expand the universe of our brand's storytelling, featuring supplemental product and messaging stories further down the funnel. They also work as conversion style layouts.

Consideration layouts go deep into product storytelling and may differ from composition to composition. While the product's key messaging should remain the cornerstone of consideration layouts, the storytelling should illuminate our product advantage in a personal and intimate way.

These layouts exist across our ecosystem and can occur within video and social, retail and ecomm, digital, and print.

The key elements of consideration layouts.

· Diverse storytelling whose central theme is the product's key messaging

· Diverse compositions that support the storytelling for the product

· Strong focus on the consumer and the benefits of the product from an editorial perspective

A STRONG FOCUS ON THE CONSUMER

Imagery allows the product to shine by showing the outcome of using our products.
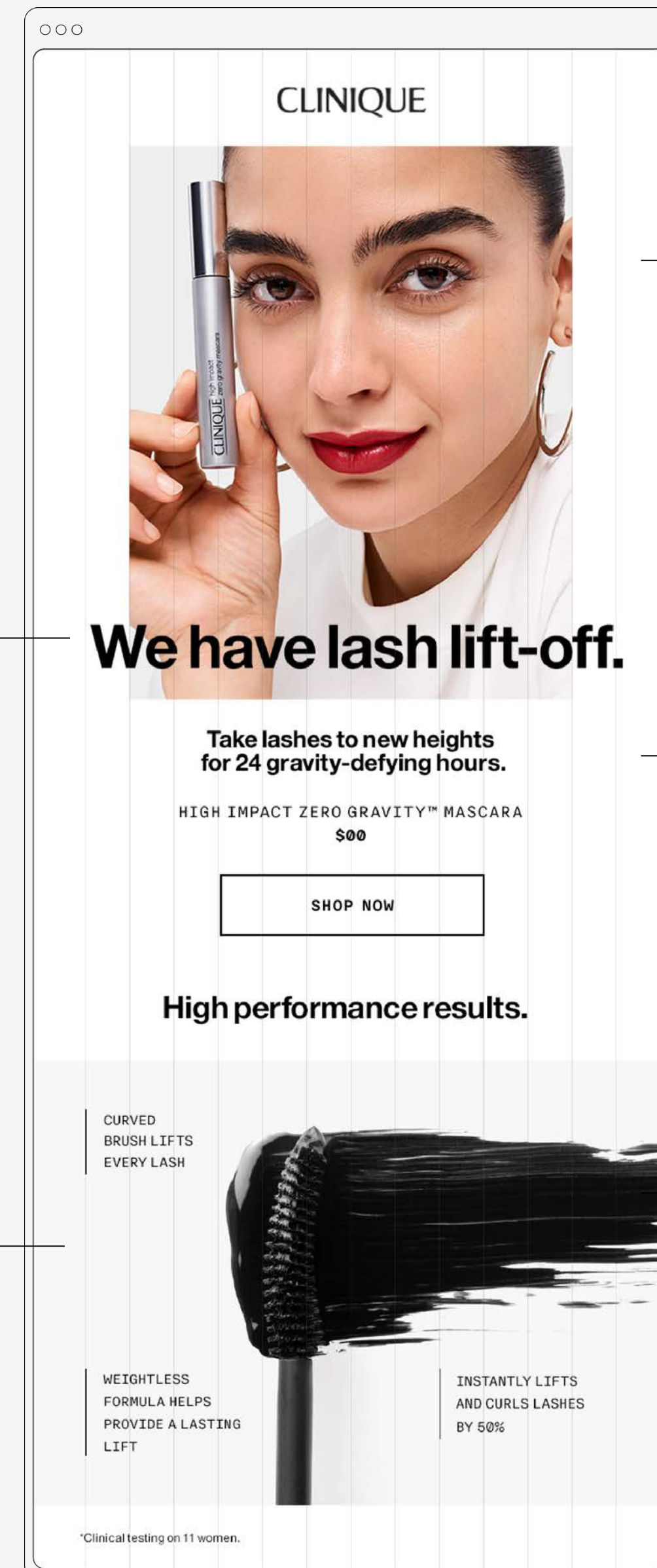
ASSET-SPECIFIC HEADLINES

Headline Style set in:
Clinique's Helvetica Neue Bold

ASSET-SPECIFIC SUBHEADLINES

Subheadline Style set in:
Clinique's Helvetica Neue Bold

DIVERSE LAYOUTS

Using annotations and layering provides diverse layouts within consideration layouts.

DIVERSE COMPOSITIONS AND IMAGERY

Using diverse compositions and imagery across layouts to support the individual content is key to consideration layouts.

Dos and don'ts.

DO

Do use secondary imagery.

Use secondary and social imagery for compositions, including vetted UGC.

*F22 Smart Serum Resupport+ New. Smart Wrinkle Cream
Secondary Visuals*

DO
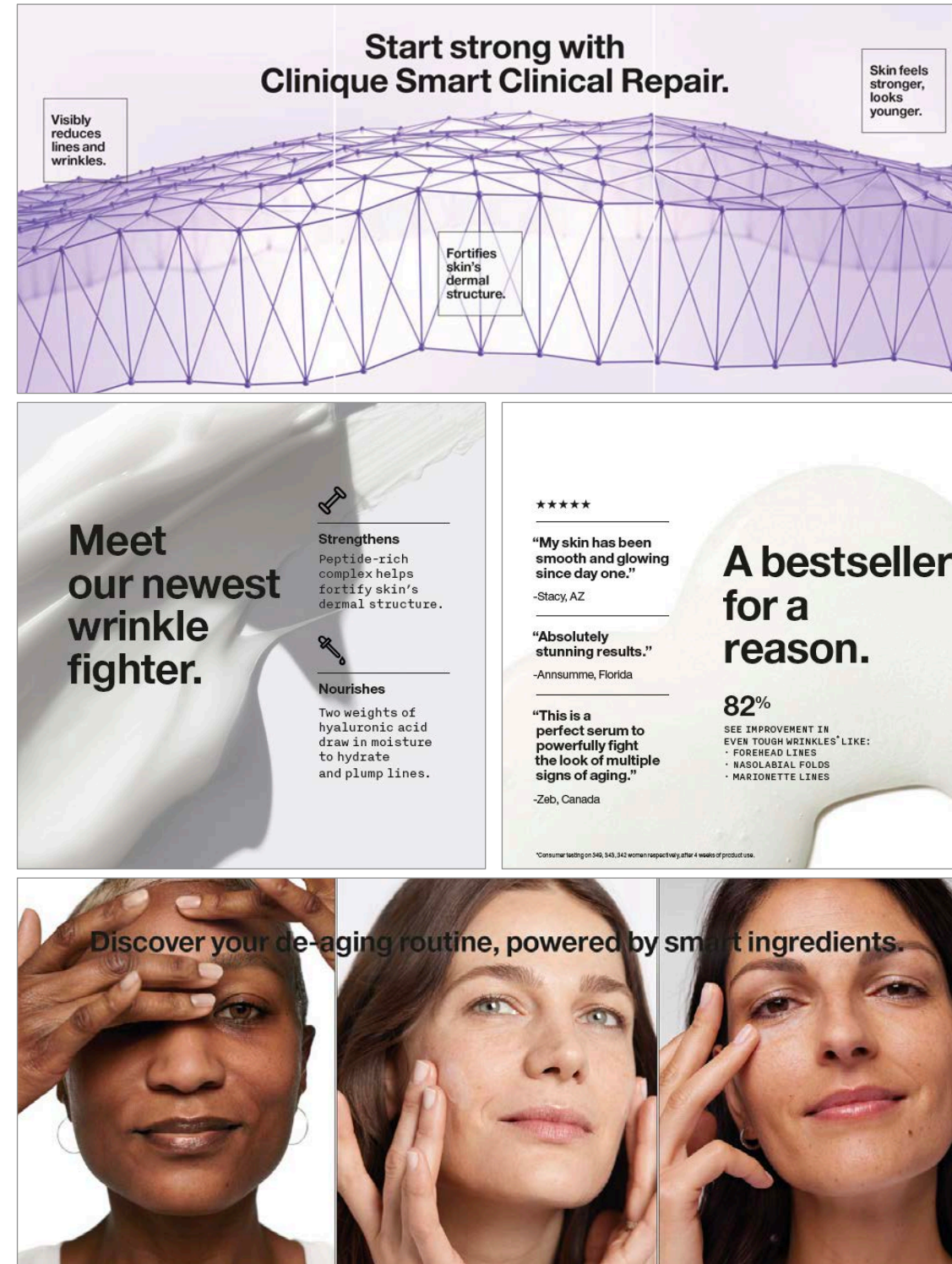
Do use diverse headlines.

Use evocative storytelling in headlines and subheadlines.

*F22 Smart Serum Resupport+ New. Smart Wrinkle Cream
Trending Now Table*

DO

Do use new compositions.

Create different compositions based on the content of the layout.

*F22 Smart Serum Resupport+ New. Smart Wrinkle Cream
Moisture Bar + Editorial*

✕ DON'T

Do not move too far away from key messaging.

Although consideration layouts are meant to have varied messaging and compositions, layouts should not move too far away from the product's key messaging.

✕ DON'T

Do not use design techniques that are outside of the Clinique brand guidelines.

Although consideration layouts are meant to be varied and creative, layouts should not break Clinique's core brand guidelines.

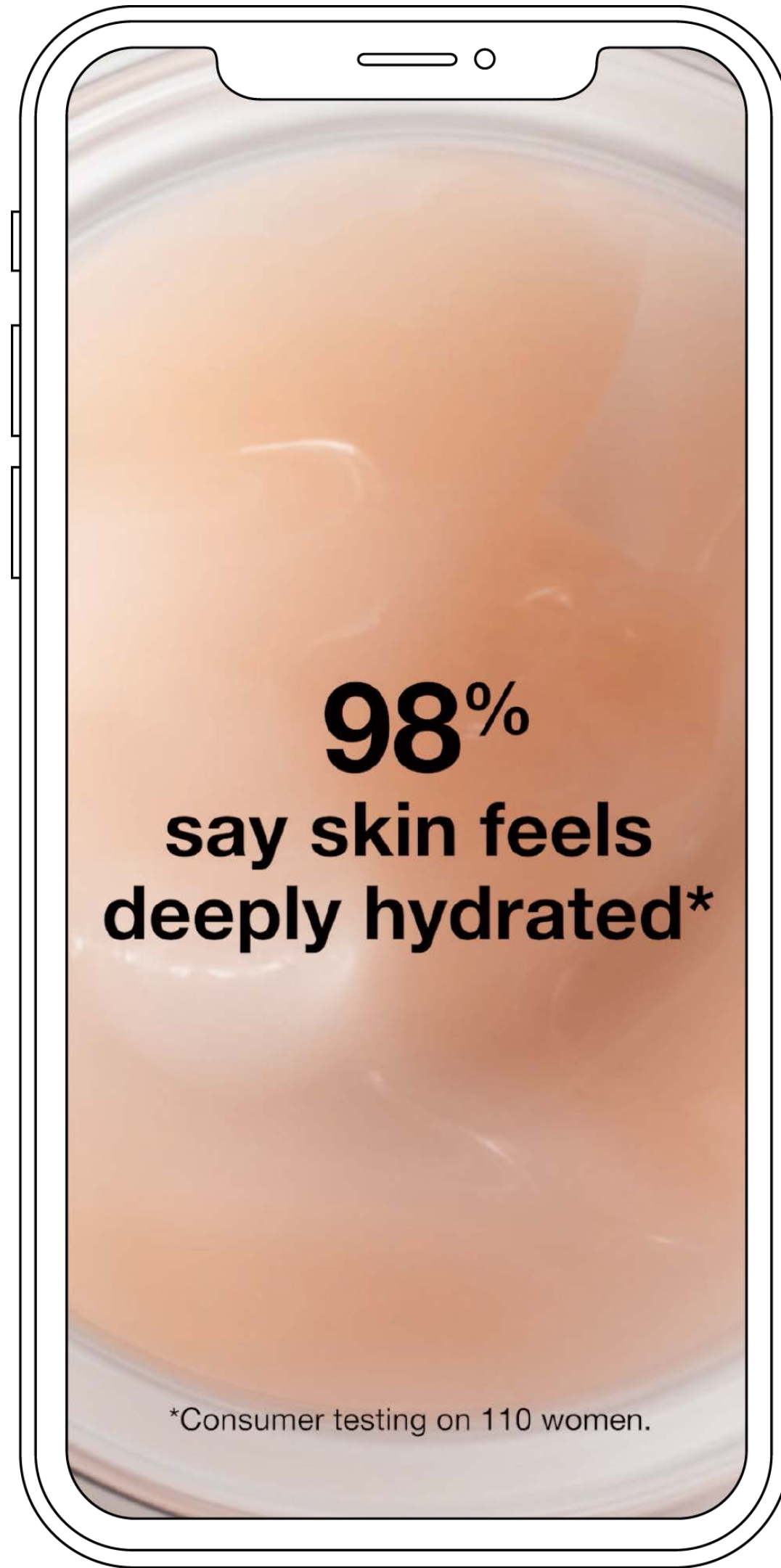This includes, but is not limited to:

• Using fonts outside of our primary and secondary fonts
• Using colors outside of our brand palette
• Using layering or annotation in ways that are not outlined in our brand guidelines

Examples.

From Spring 2022 Moisture Surge 100H

aloe bioferment

+

hyaluronic acid

98%
say skin feels
deeply hydrated*

*Consumer testing on 110 women.

*Instagram
stories video.*

CLINIQUE

Hydration. For life.

Daily dehydrators can dry out skin—and Moisture Surge™ 100H adds hydration back in. For results you'll come back for, every single day. Safe for sensitive skin too.

MOISTURE SURGE™ 100H
$00

SHOP NOW

99% SAY SKIN FEELS DEEPLY HYDRATED*

91% SAY SKIN LOOKS GLOWING*

98% SAY SKIN FEELS MORE RESILIENT*

*Consumer testing on 110 women after using the product for 1 week.

Dehydrated skin? Drink up.

These skin refreshers are just what you need to get hydrated, plumped, and glowing.

SHOP MOISTURE SURGE

Our fan-favorite pink icon uses Aloe Bioferment and HA Complex to draw in moisture and deliver a hydrated glow.

MOISTURE SURGE™ 100H
AUTO-REPLENISHING HYDRATOR
$00

SHOP NOW

Why stop at hyaluronic acid?

Various email modules.

How aloe bioferment helps Moisture Surge 100H deliver more hydration. **Meet the latest ingredient: aloe bioferment.**

LEARN MORE

Webpage scroll

LMW.

THE GRID *Column Set: 16 | Outer Margin: 67px | Logo Height: 67px*

Digital banners.

hydrate

plump

99%
of women
say this leaves
their skin
feeling deeply
hydrated.*

*Consumer testing on 110 women after
 using the product for 1 week.

**Hydration for whatever life
throws at you.**

Extreme weather

Blue light

CLINIQUE
moisture surge
100H auto-replenishing hydrator
soin auto-réhydratant 100H
ALOE VERA BIO-FERMENT TECHNOLOGY

Air travel

Pollution

Mask wearing

SPP ALT images.

*Trending
now table.*

Multifold Mailer.

THE GRID *Column Set: 36 | Outer Margin: 33px | Logo height: 33px | Annotation Spacing: 11px*

The grid system.

The grid system in layouts.

To ensure consistent sizing across all of our layouts, we work against a 4-point grid system. This system helps us set our layouts across the wide array of assets we create.

PLEASE NOTE: The following grid application does not apply to layouts on **clinique.com**, which has its grid system based upon site-wide programming.

How we use the grid.

We use the 4-point grid system in typography and layouts. This ensures maximum consistency across our work and allows for ease of creation.

⚠ **VIEW GRIDS IN ACTION**

Across the Layout Guidelines document, you will see grid lines built into most layout images to showcase how they work across our layouts.

Each time these grids occur, you will also see the corresponding information about sizing used. Please use these gridlines and do not redo.

How we use the grid in typography.

Typography across the 4-point grid system scales the type itself across multiples of 4 to achieve optimal legibility and sizing across layouts.

Multiples of 4 can scale up to any multiple of 4 depending on layout size and format.

For an in-depth look at using the 4-point grid system for typography, please visit the Typography Guidelines.

4*25

Headline.
100pt

4*8

Subheadline.
32pt

4*4

Body copy.
16pt

How we use the grid in layouts.

Layouts across the 4-point grid system divide by increments of 4, based on asset dimensions, to create uniform column sets and outer margins across layouts.

This section will explain how to determine and apply columns and outer margins to your assets.

TALL
Generally 8, 12, or 16 columns

VERY WIDE WITH NARROW HEIGHT
Generally 20, 24, or 28 columns

SQUARE
Generally 16 or 20 columns

VERY TALL WITH NARROW WIDTH
Generally 8, 12, or 16 columns

WIDE
Generally 16, 20, or 24 columns
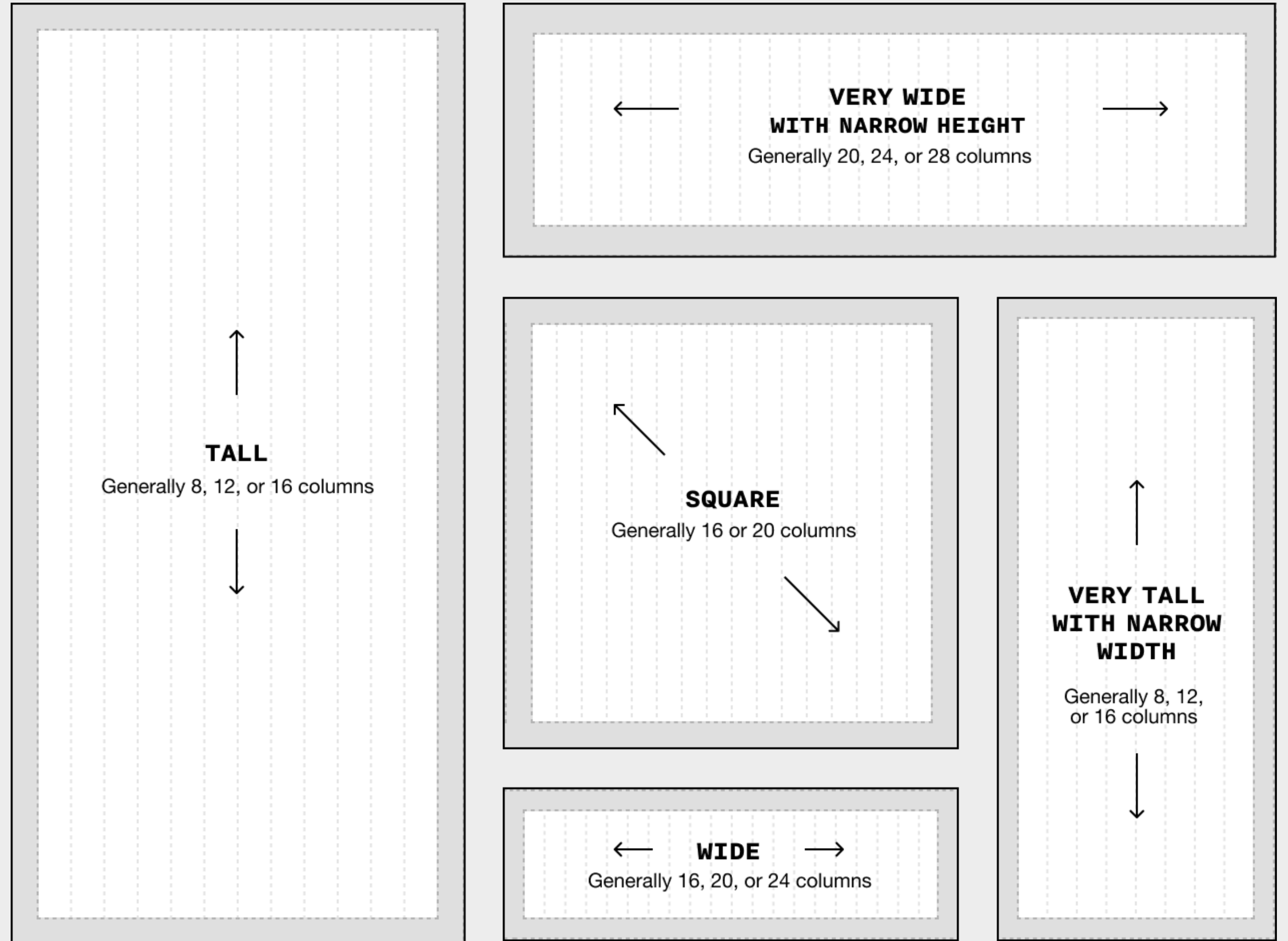
STEP ONE

First, determine which column set to use based on asset size.

Our column sets are created using increments of 4.

Due to the wide array of assets we create across many different sizes, you may need to try multiple column sets to ensure appropriate sizing. The goal is to create consistent sizing and spacing across layouts, ensuring that our logo is visible, but not too large.

Recommended starting points.

ASSET TYPE	COLUMN SET RANGES
Square	
Small Square	16 or 18
Large Square	16 or 18
Horizontal	
Wide	16, 20, or 24
Very Wide	20 or 24
Very Wide and Narrow	20, 24, or 28
Vertical	
Tall	12 or 16
Very Tall	12 or 16
Very Tall and Narrow	8, 12, or 16

STEP TWO

Next, use the column set to determine the size of the outer margin and logo.

To determine the outer margin, divide the width of the asset by the column set number.

Use the following steps to determine your outer margin. The following page will explicitly show the outcome of this process.

Consider your asset type.

↓

Use the recommended column set based on asset type.

↓

Determine the outer margin and logo height.

For example:
Small Square (Instagram post)
1:1, 1080x1080px

Recommended column set number based on asset size: 16

Divide the asset's 1080px width by the column set's 16 for 67.5px. Round 67.5 down to create a **67px outer margin**.

This size will also determine the logo's height, as seen on the next page.

STEP THREE

Now you can set up your file.

Sizing: The outer margin will be set 67px away from the edge on all sides of the artboard to create the outer margin.

Applying the column set: The column set nests inside of the outer margin.

Sizing the logo: The outer margin will also determine the height of the Clinique logo.

The outer margin borders: Copy should align to the outer margin's edges and should never expand beyond the outer margin. The logo's baseline is applied to the outer margin's edge.
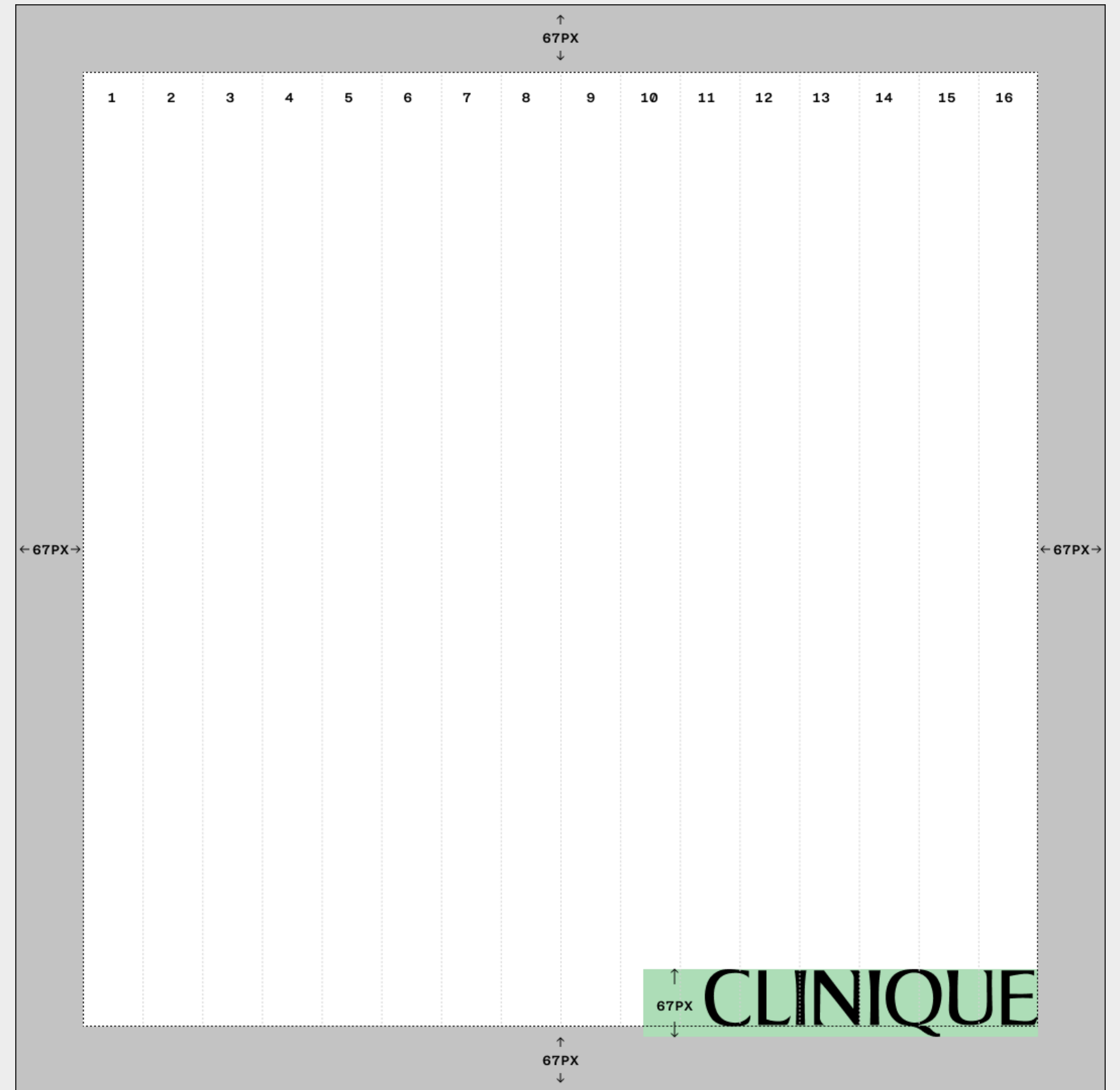
⚠ **NOTE:** This example is **only one** representation of how the grid would work.

STEP FOUR

From here, you can easily set your content on the grid.

Each component of your layout can be built into the grid as seen in the examples on the following pages.

Placing assets.

Photography or illustration can be placed as appropriate across the layout.

Setting copy.

Flush left copy must lock to grid lines as defined by the outer margin and columns for multiple columns of copy. For vertical placement, copy can be freely placed across the layout using our typography principles as long the copy is not extending beyond the outer margin.

Adding the logo.

The outer margin represents the logo's vertical height and clearspace. Using our logo guideline rules, place the logo using the base grid's size for vertical height and clearspace.

67PX

USE COLUMNS TO SPACE ANNOTATIONS

FREELY PLACED COPY BASED ON PHOTOGRAPHY

Headline.

Subheadline.

ANNOTATION*

OUTER MARGIN DIVIDED BY 3 (÷3) FOR 23PX ANNOTATION SPACING

67PX

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

Don't call it makeup.

It's skincare in just your shade.

92% SAY
BARE SKIN LOOKS
MORE RADIANT*

*Consumer testing on 201 women after using product for 8 weeks

CLINIQUE

*Fine print.

CLINIQUE

67PX   LOGO HEIGHT

👆 **TIP**   Zoom in to view.

What you know...

THE ASSET TYPE
Small Square 1:1, 1080x1080px

Where you start...

COLUMN SET NUMBER
Recommended column set based on asset size: 16

What you determine...

DETERMINING THE OUTER MARGIN
Divide the asset's 1080px width by the column set's 16 for 67.5px. Round 67.5 down to create a **67px outer margin**.

How you use it...

THE OUTER MARGIN EXPANDED
Use the outer margin's size to determine the logo's height (if applicable).

Divide the 67px base grid by 2 to equal 33px for spacing on connected copy blocks. **NOTE:** For print specific designs, please follow the type guidelines for spacing rules.

Use the outer margin to determine annotation line spacing (see Annotations [pg. 106] section for further information).

Examples.

COLUMN SET: 20	OUTER MARGIN: 150px	LOGO HEIGHT: —	ANNOTATIONS: 50px

Don't
call it
makeup.

It's skincare in just your shade.

IN 42 SHADES

50PX
92% SAY
BARE SKIN LOOKS
MORE RADIANT*

CLINIQUE
even better
clinical

serum foundation
SPF 20
fond de teint sérum

*Consumer testing on 221 women after using product for 8 weeks.

A CLOSER LOOK

Using the grid system to determine the distance between line and copy in annotations.

In this layout, the annotation is a prominent feature. Using the grid system to uniformly determine the size of the annotation's distance will make awareness layouts even more consistent.

PLEASE NOTE: Annotations will be covered in depth in the Annotations section of this guideline.

For more information on spacing annotations and copy blocks, please go to pg. 140.

3:4 (3000x4000px) – [LIGHTBOX]

| COLUMN SET: 28 | OUTER MARGIN: 35px | LOGO HEIGHT: 35px | ANNOTATIONS: 50px |

🔍 A CLOSER LOOK

The grid system ensures maximum optical sizing between elements.

In this layout, the balance between copy and logo is important — if the logo is competing with the copy, the messaging will be less impactful. The grid system ensures the sizing of the logo is proportional to the size of the asset.

Life-proof hydration.

CLINIQUE

35PX

35PX

35PX

5:2 (1000x400px) – [LIGHTBOX]

| COLUMN SET: 20 | OUTER MARGIN: 31px | LOGO HEIGHT: 31px | ANNOTATIONS: 10px |

A CLOSER LOOK

The grid system makes it easy to place copy.

In this layout, there are a lot of copy blocks and each is placed according to the imagery behind it. The grid system allows you to easily drop copy and ensure alignment.

For more information on spacing annotations and copy blocks, please go to pg. 140.

(623.62x810px) – [SINGLE PAGE PRINT AD]

COLUMN SET: 24	OUTER MARGIN: 51px	LOGO HEIGHT: 51px	ANNOTATIONS: 17px

🔍 **A CLOSER LOOK**

Regardless of asset type, the grid system ensures there is consistency across all layouts.

Whether print or digital, the grid system considers the size of the asset itself and helps to achieve optical consistency across all layout types and keeps spacing and sizing consistent

For more information on spacing annotations and copy blocks, please go to pg. 140.

51PX

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |

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Meet life's dehydrators
with stabilizing hydration.

Life-proof hydration.

CLINIQUE
moisture surge
100H auto-replenishing hydrator
soin auto-réhydratant 100H
ALOE VERA BIO-FERMENT/BIOPOLYMER TECHNOLOGY

51PX

99% SAY SKIN
FEELS DEEPLY
HYDRATED*

51PX **CLINIQUE**

Emilia Clarke
Clinique Global Brand Ambassador

MOISTURE SURGE™ 100H AUTO-REPLENISHING HYDRATOR. 00.00**

*Consumer testing on 100 women after using the product for 1 week.
**Suggested retail price.

(1224x792px) – [DOUBLE PAGE PRINT AD]

| COLUMN SET: 36 | OUTER MARGIN: 33px | LOGO HEIGHT: 33px | ANNOTATIONS: 11px |

(1189x397px) – [MULTIFOLD MAILER]
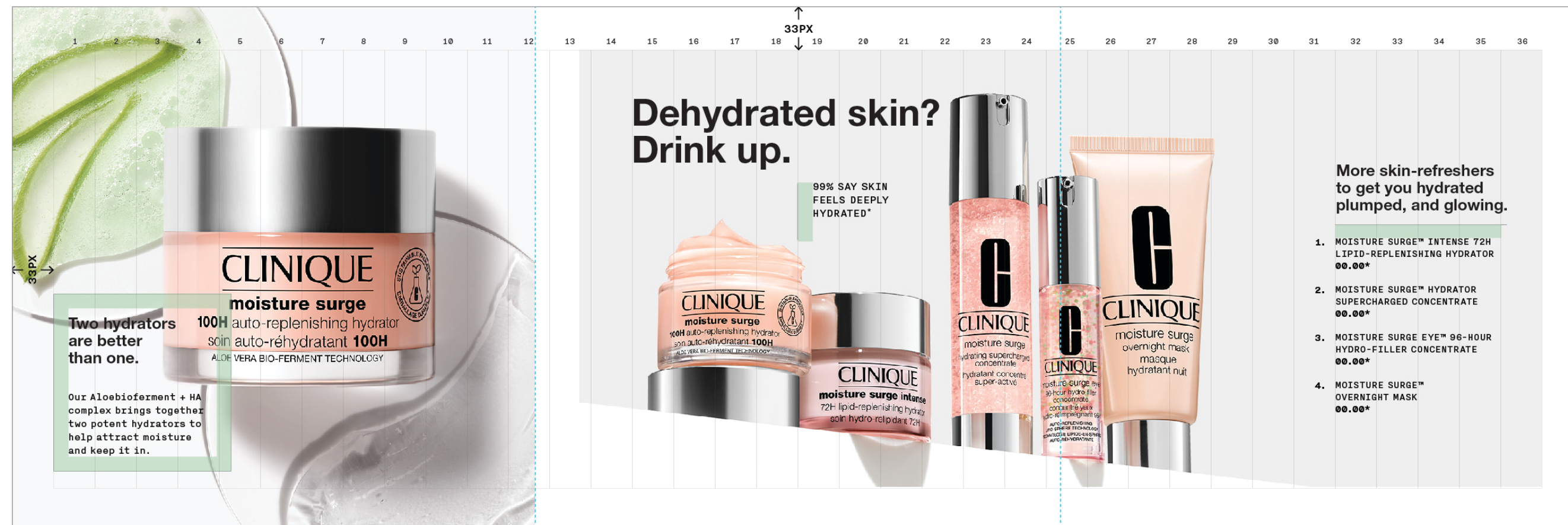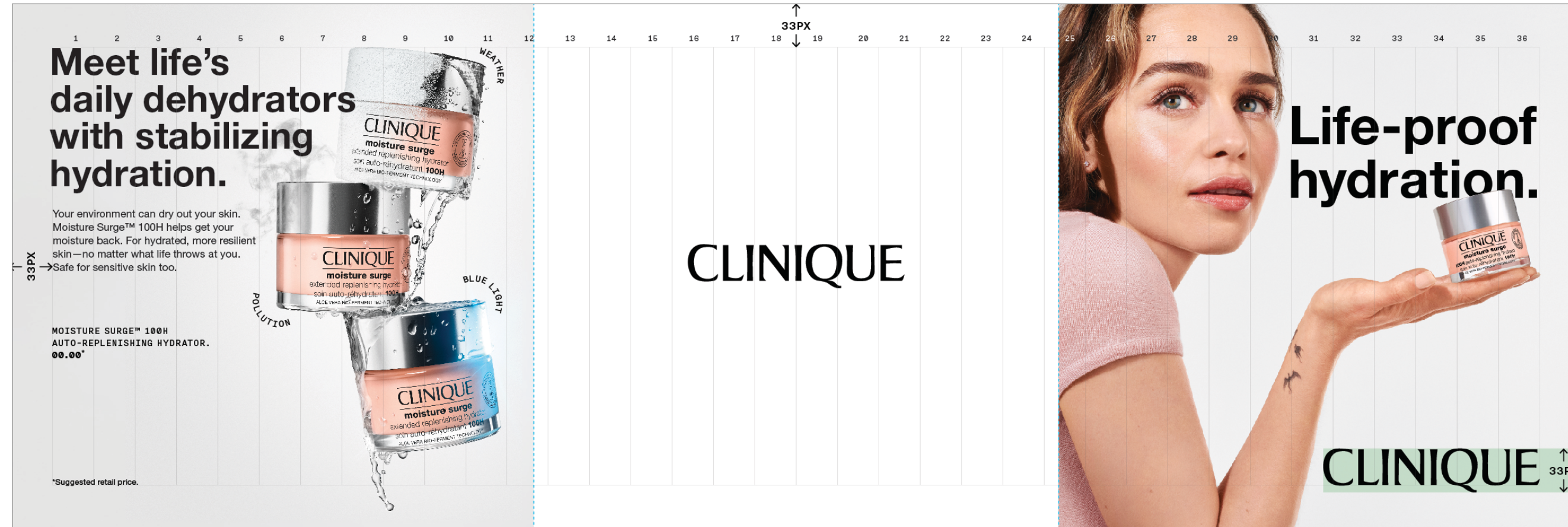
🔍 **A CLOSER LOOK**

Multi-asset campaigns are easy to consistently size with the grid system.

While asset type may vary across a campaign, the grid system ensures that sizing remains consistent

For more information on spacing annotations and copy blocks, please go to pg. 140.

How to apply the grid.

How to set up your file in InDesign.

Once you've determined the correct asset and dimension size, you can apply the column set and outer margin to your layout and file.

NOTE: Clinique Global Creative-provided templates will have grid lines built into the layouts. Please use these provided grid structures and do not change.

STEP ONE

Open **Layouts** > **Margins and Columns**

STEP TWO

Use the chosen column set to set up your **Columns**. Make sure the Gutter is set to 0px.

Using the chosen column set's number divided by the asset's width, set up your Outer Margin. This outer margin will determine where your columns start and end.
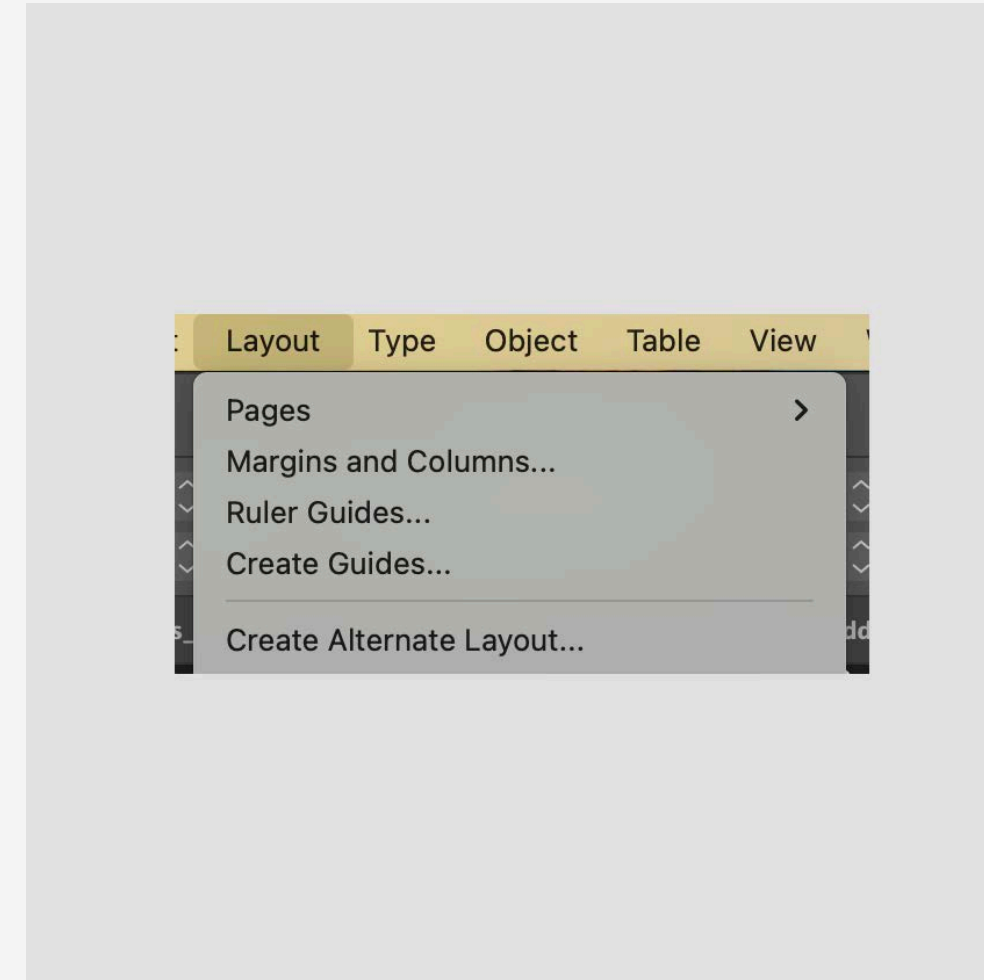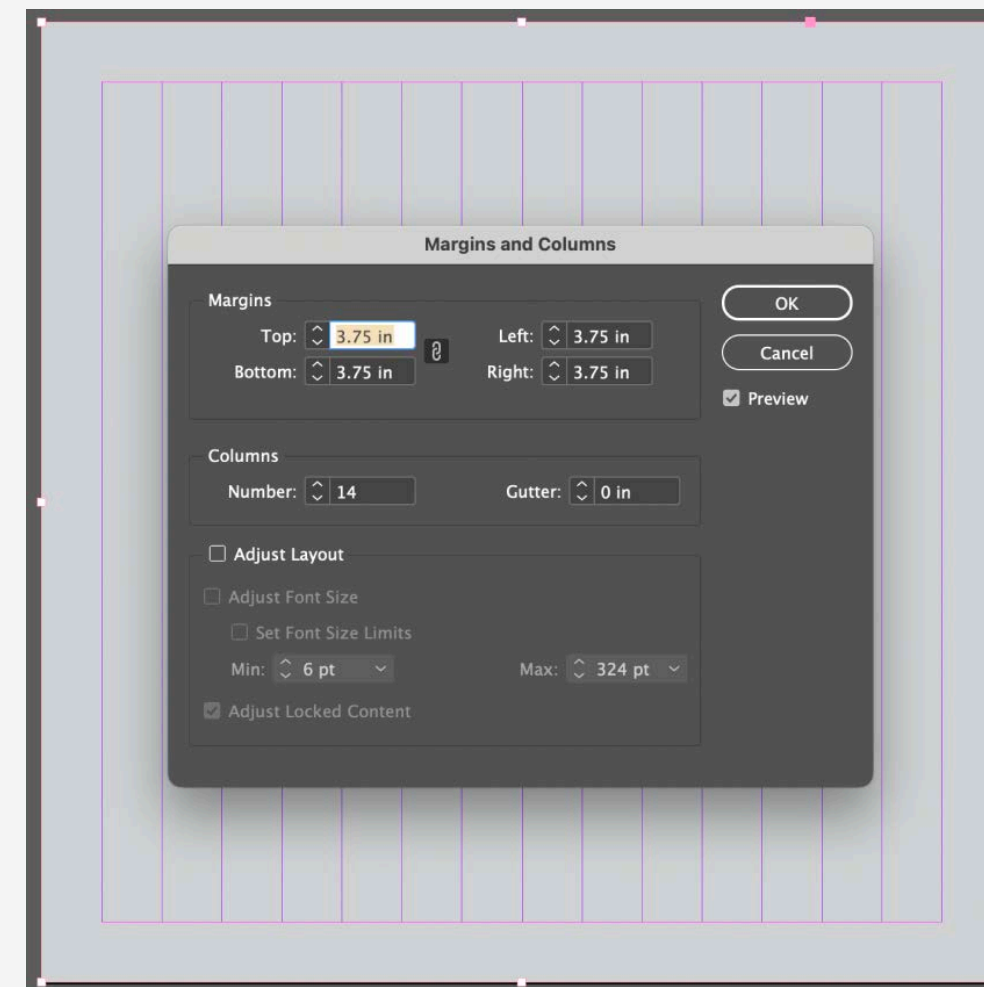
How to set up your file in Photoshop.

Once you've determined the correct asset and dimension size, you can apply the column set and outer margin to your layout and file.

NOTE: Clinique Global Creative-provided templates will have grid lines built into the layouts. Please use these provided grid structures and do not change.
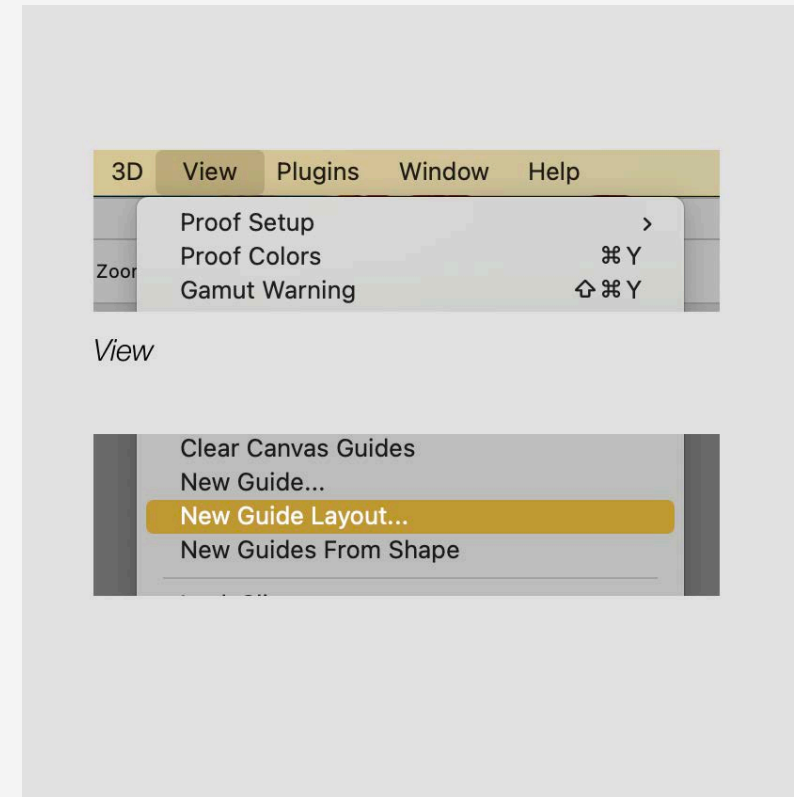
STEP ONE

Open **View** > **New Guide Layout**
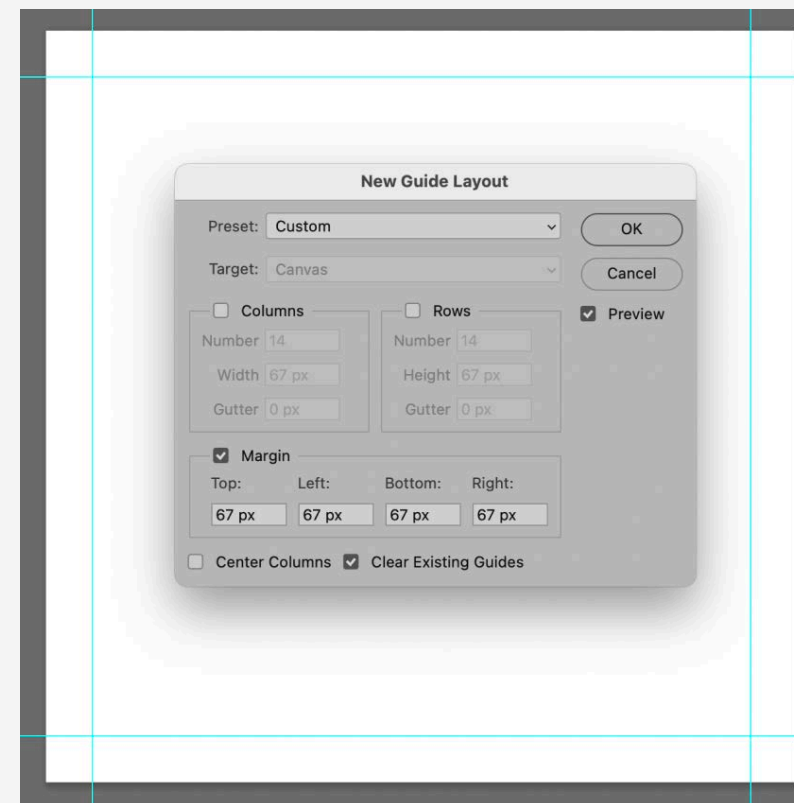
STEP TWO

Using the chosen column set's number divided by the asset's width, set up your **Outer Margin**. This outer margin will determine where your columns start and end.
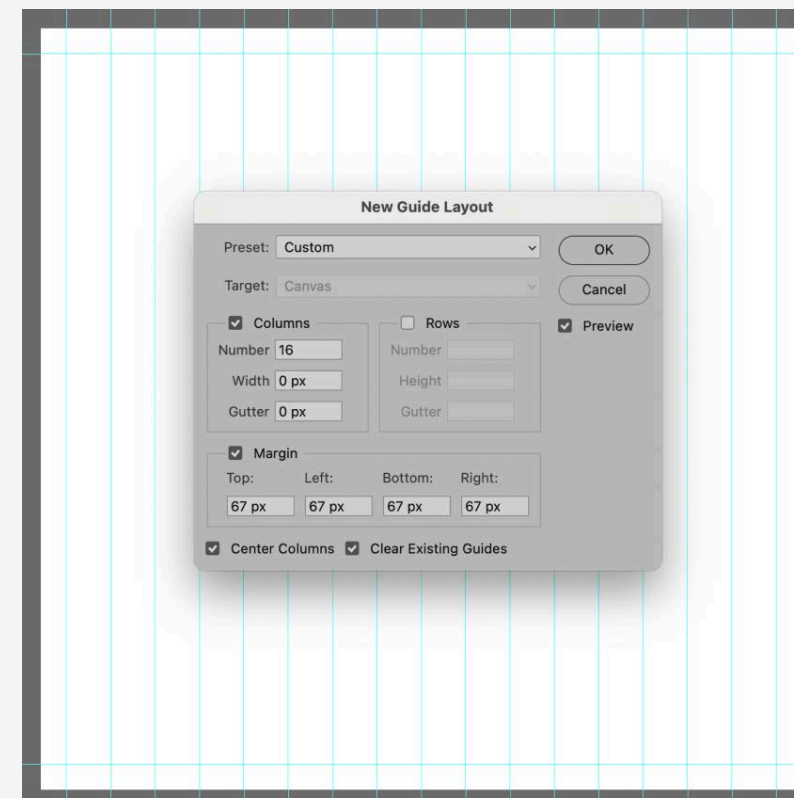
STEP THREE

Use the chosen column set to set up your **Columns**. Make sure the Gutter is set to 0px.

Please note that Photoshop will not allow you to create more Columns/Rows than there is space on your artboard.

Tips & Tricks.

What to look out for and how to adjust your grids.

The goal of setting up your grid should be achieving optimal spacing and sizing across your layouts, primarily for the logo being visible, but not overwhelming to the layout.

Due to the sizing variables of our layouts, and the different settings they appear in, you will sometimes have to make special considerations for your grid to ensure your content looks the best that it can.

On the right, you can see examples of the same 4:5 ratio layout setup for OOH and POS usage.

POS is using a 16 columns grid

OOH is using a 12 columns grid

LAYOUT MEDIUM

Grid and logo size should always be based appropriately on the medium.

Similar **Digital** and **Print** ratios use different grids and logo sizes, tailored to the dimensions and application of the layouts.

VIEWING DISTANCE

Grid and logo size considerations must depend on the distance customers are expected to look at the layouts from, even if the layouts share the same physical space, ratio or size.

OOH layouts generally have fewer grid columns and larger logos as they are further away from a customer's eyes than **POS** layouts.

PLACEMENT OF LAYOUTS

In some situations, different layout ratios might be displayed immediately next to each other.

To maintain visual consistency, define logo size on the grid of the most commonly used ratio and apply to remainder of **LBX** layouts (to achieve this, retrofit grids and column of the remainder of the layouts to fit the set logo size).

Logotype.
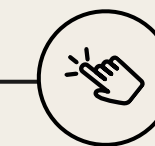
Logos in layouts.

Our logo must appear prominently across all layouts, but should only be applied once with careful consideration for composition, placement, and consistency.

Logo application.

Sizing and spacing.

Examples by channel.

Logo application.

Our logo is used as a visual identifier across all brand assets, bringing a clear sense of brand ownership to all that we do.

Our logo must appear prominently in layouts whether in stores, across digital content, or in print, with specific application rules applied to each category. To ensure its prestige, please view the application rules in this section.

FOR COMPLEX LAYOUTS

Within information- driven layouts.

When appearing within a hierarchy, the logo must be placed on the outer bounding box of the layout, and can be placed top: left, center, right, or bottom: left, center right.
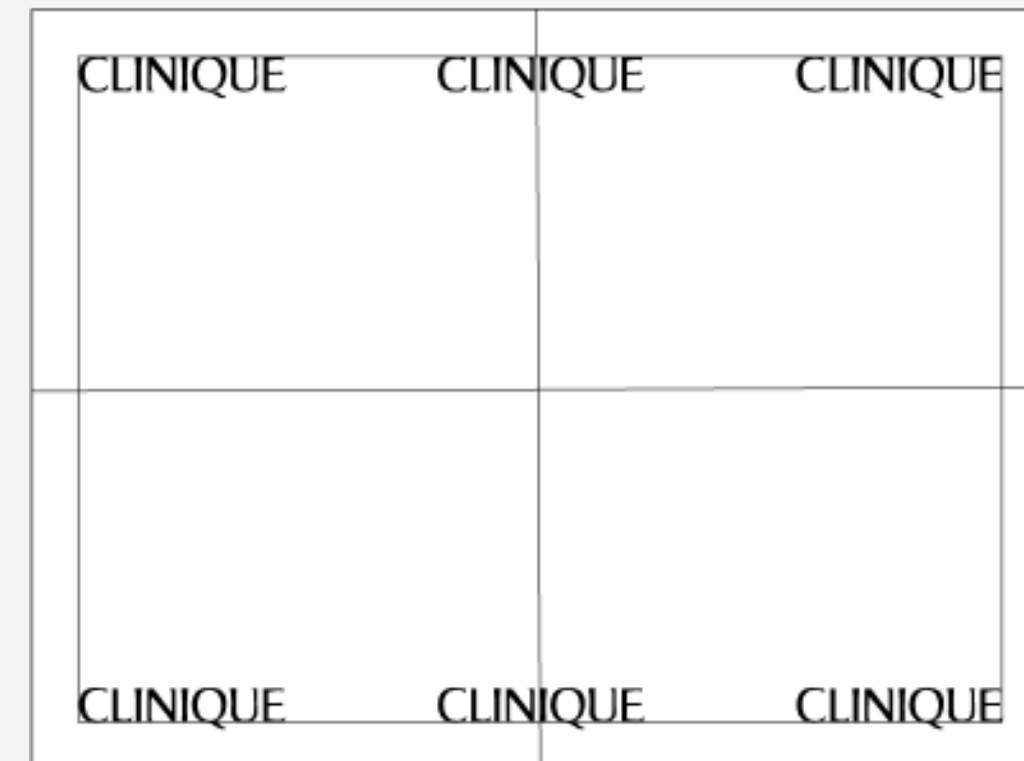
KEY FEATURES

· Copy-driven layouts
· Includes photography
· Needs hierarchy to be legible

FOR SINGLE-FOCUS LAYOUTS

Within brand- driven layouts.

When appearing alone, the logo may be applied centered, and in a large, dynamic, and bold setting.

This should only be applied to true statement moments when the logo is appearing with only an image and very minimal copy.
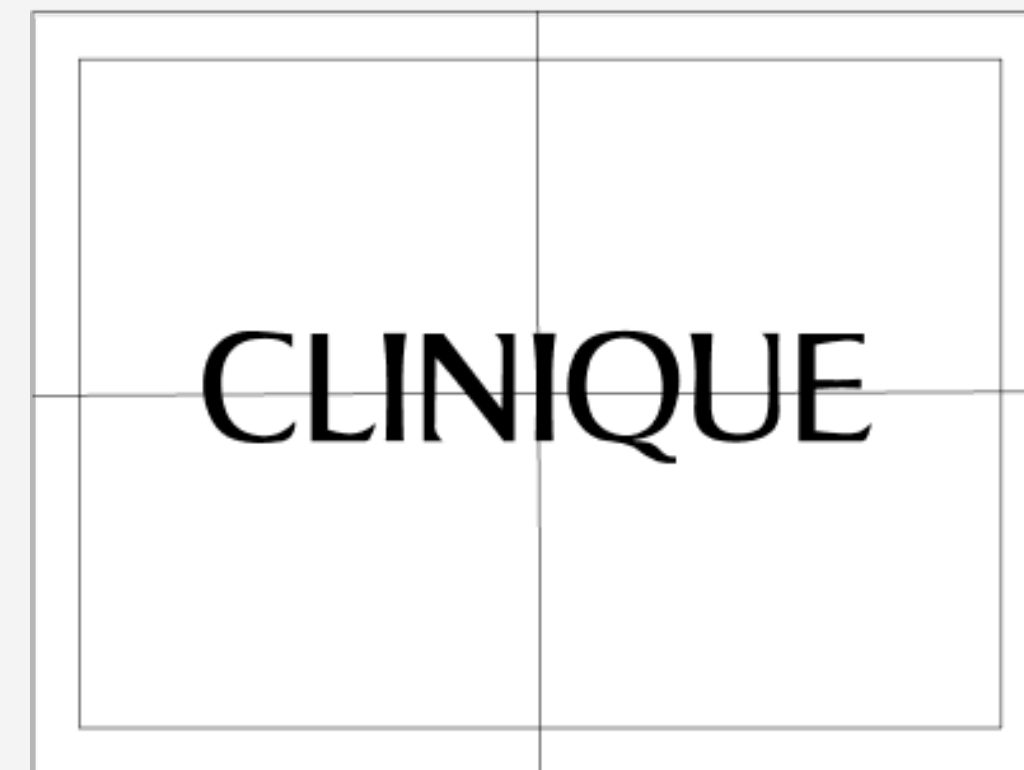
KEY FEATURES

· Minimal to no copy
· Centered around photography
· Brand statement

Sizing and spacing the logo.

In order to ensure both the logo's prestige and prominence, sizing the logo appropriately for the size of the layout is key to its success.

Based on the 4-point grid system you are using for your layout, you should size the logo to be the size of the outer bounding box's pixel size. For instance, if you are using 40px to size your layout, the logo should also occur with a height of 40px.

Your skin's big comeback.

Reveal millions of fresh cells for skin that looks renewed.

CLARIFYING DO-OVER PEEL
00.00

SHOP NOW

CLINIQUE
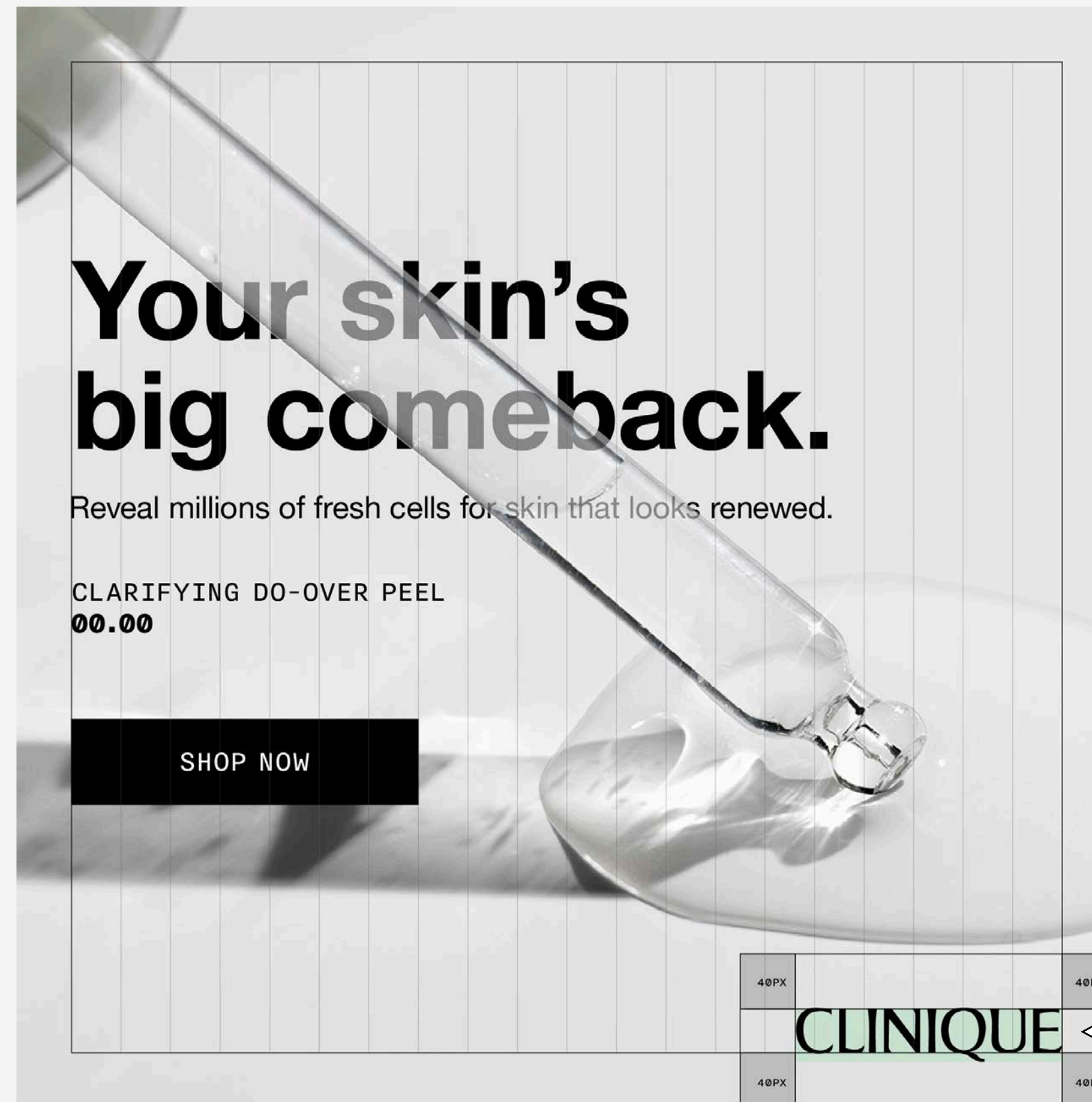
PLEASE NOTE
While the logo's height and clearspace should equal the outer margin's size, **the logo's baseline must sit on the outer margin's edge** to achieve the optical appearance of symmetry.
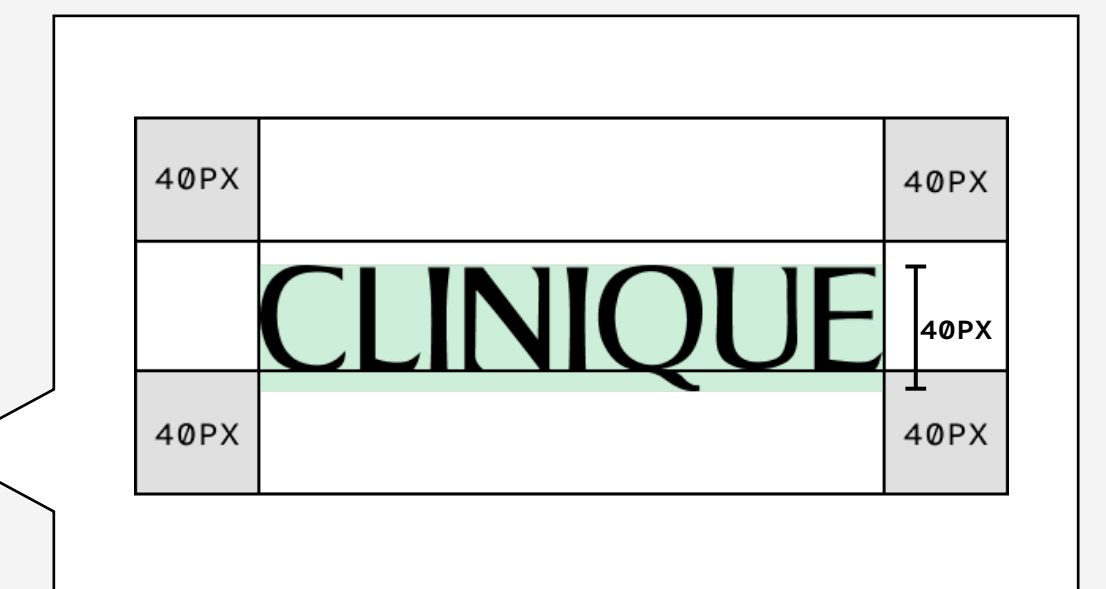
In conjunction with the 4-point grid system, the height of the logo and the clearspace around the logo will always be equal to the setting of the grid itself.

If the 4-point grid system is set to 40 pixels, then the height of the logo will be sized to 40 pixels and the clearspace around the logo from all sides will also be 40 pixels.

Application in situ.

Our logo should **only appear once per layout** and should always follow the previously explained application rules.

The sizing and clearspace of the logo will adhere to the base grid.

In the following pages you will find real-world applications to illustrate how our application rules come to life.

In store.

Our logo should appear in functional, highly branded moments, drawing consumers in and making our brand even more prominent.

Our logo provides a sense of place and purpose in an in-store display. It should be placed prominently and without any attached copy, centered on the fixture where it is placed.

In store.

Our logo should appear in functional, highly branded moments, drawing consumers in and making our brand even more prominent.

NOTE: For LBXs that are product photography and have a prominent logo ON the packaging, and live within a branded retail space, there is NO logo on the LBX.

For all celebrity LBXs, and LBXs that appear adjacent to or outside of a branded retail space, there should be a logo on the layout.

Life-proof hydration.

CLINIQUE

Depending on the image position, the logo will sit on the outer edges of the layout on any of the corners.

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 use as complement in Derm Solutions wall display*

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 in Derm Solutions wall*
· *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 usage rules, please visit the **Logo Guidelines**. For more information on gaining permission to use this logo, please contact Clinique Global Store Design leads.

Digital.

Our logo should appear consistently and flexibly across digital layouts depending on the elements of the layout, such as photography and typography.

CLINIQUE

All the feels.

What makes our new lip gloss feel so good?
With its buttery formula and fuzzy doe foot, Clinique Pop Plush™
was designed to soothe and comfort with every swipe.

SHOP NOW

Like a hug for lips.

The hourglass-shaped
doe foot wraps lips with
cushiony shine and
the perfect slick of color.
Bet you can't swipe just once.
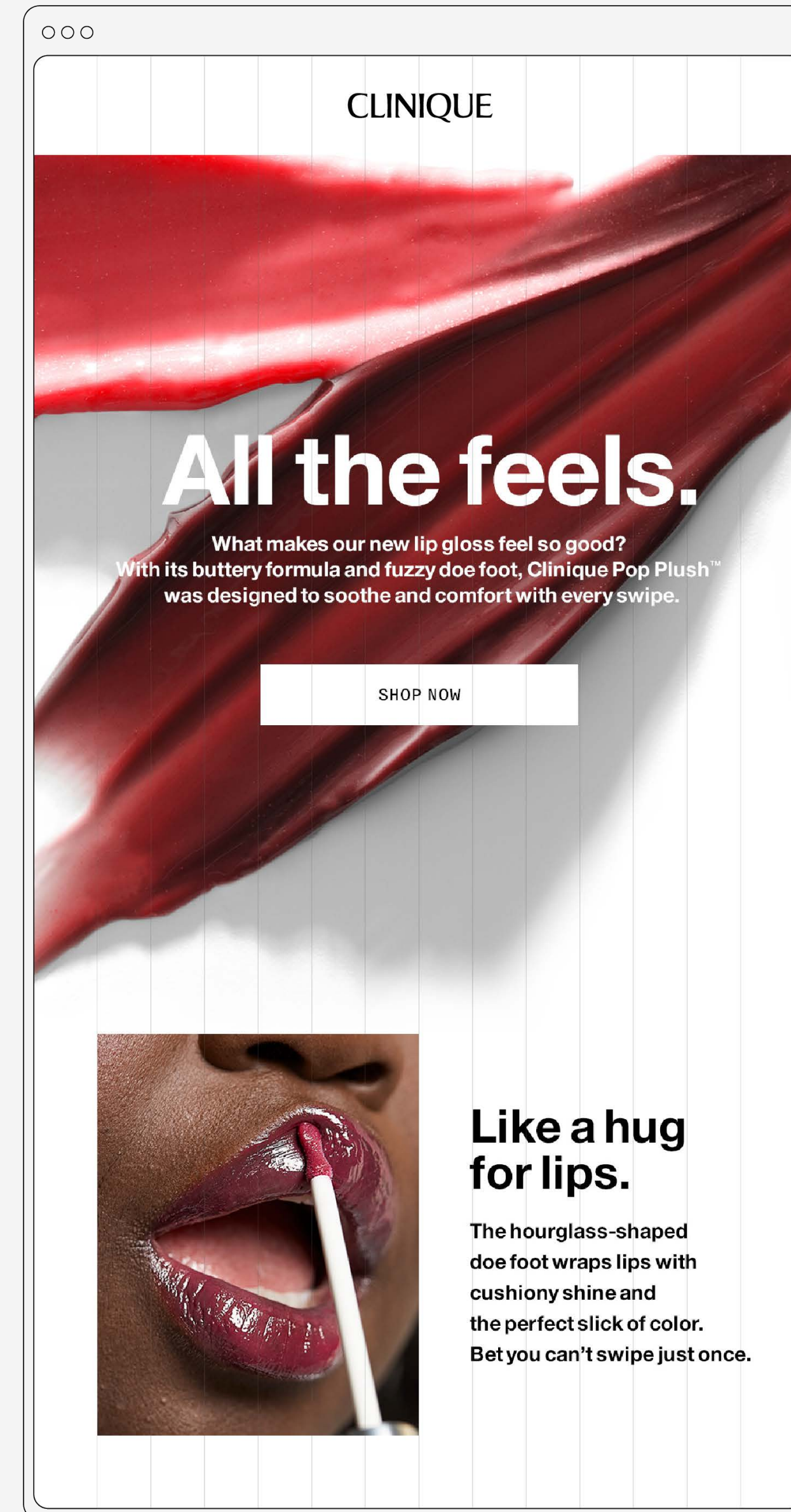
Emails place the logo at the top center for immediate and maximum impact.

Digital.

Our logo should appear consistently and flexibly across digital layouts depending on the elements of the layout, such as photography and typography.

Awareness videos use the logo at the beginning of paid advertising and appear large and centered.

Digital.

Our logo should appear consistently and flexibly across digital layouts depending on the elements of the layout, such as photography and typography.

Depending on the image position, the logo will sit on the outer edges of the layout on any of the corners.
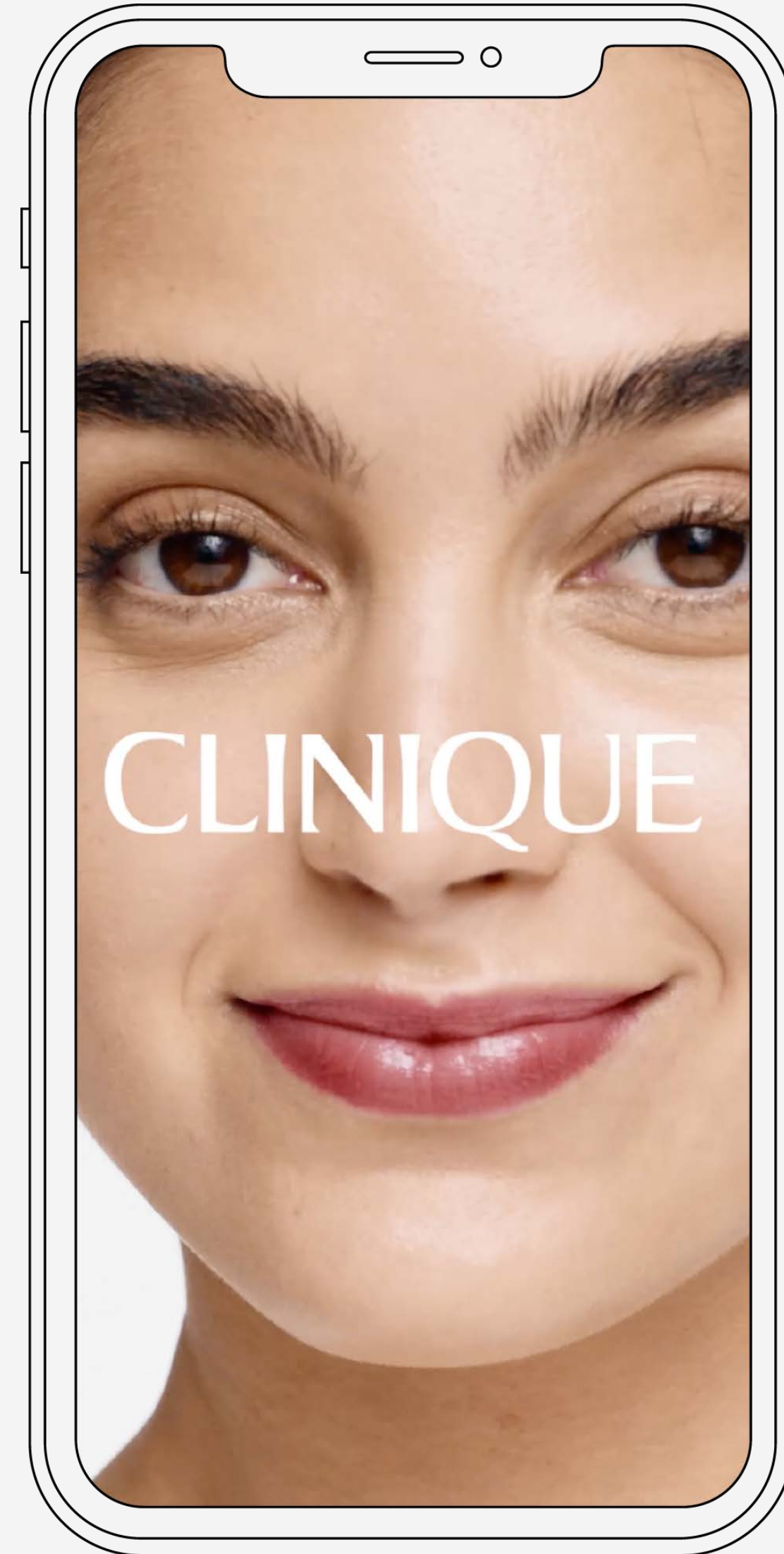
Print.

Our logo should appear consistently and flexibly across print layouts depending on the elements of the layout, such as photography and typography.

Depending on the image position, the logo will sit on the outer edges of the layout on any of the corners.

Collateral

THE GRID

Column Set: 12
Outer Margin: 30px
Logo Height: 30px
Annotation Spacing: 10px

Double Page

THE GRID

Column Set: 24
Outer Margin: 50px
Logo Height: 50px
Annotation Spacing: 17px
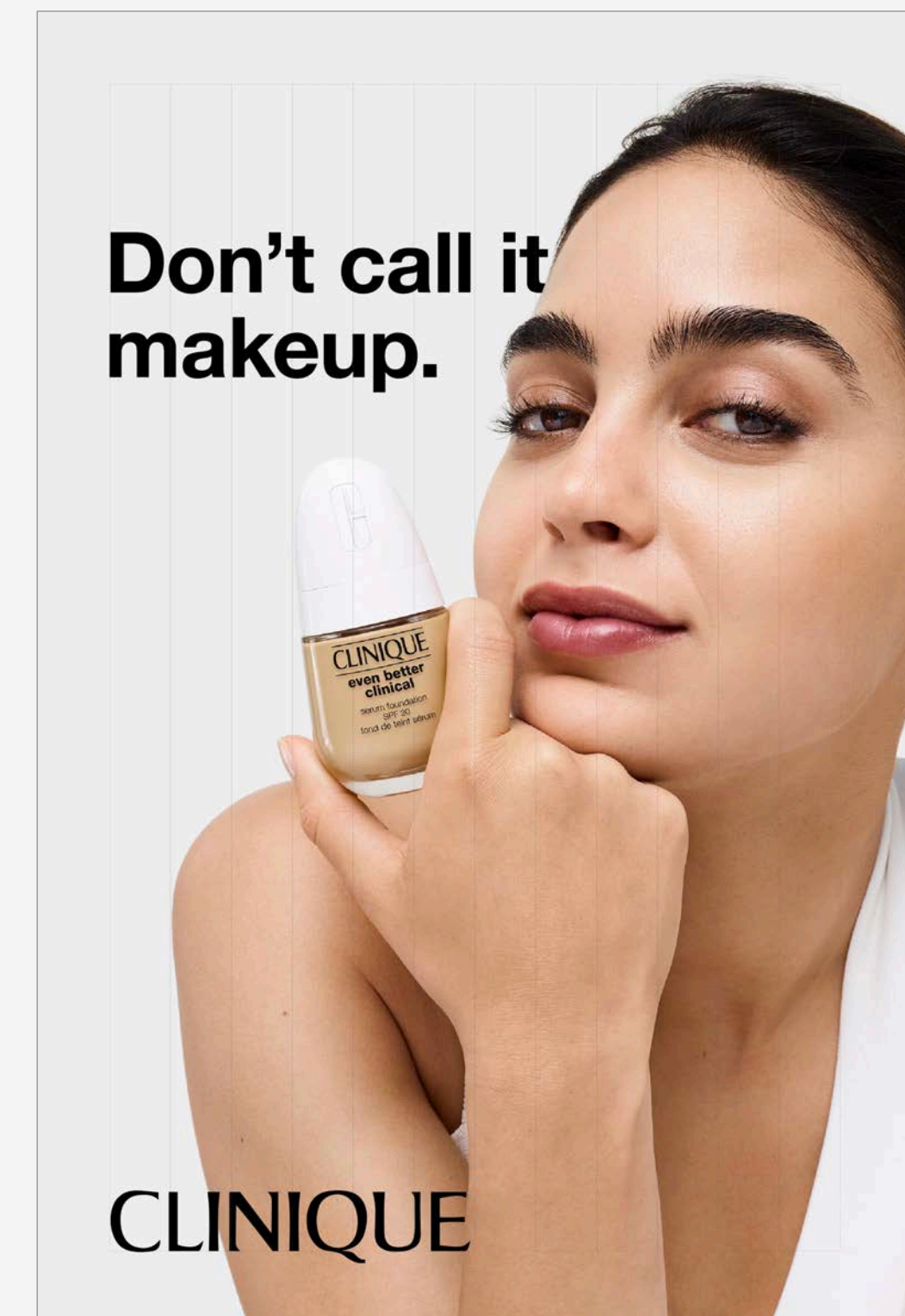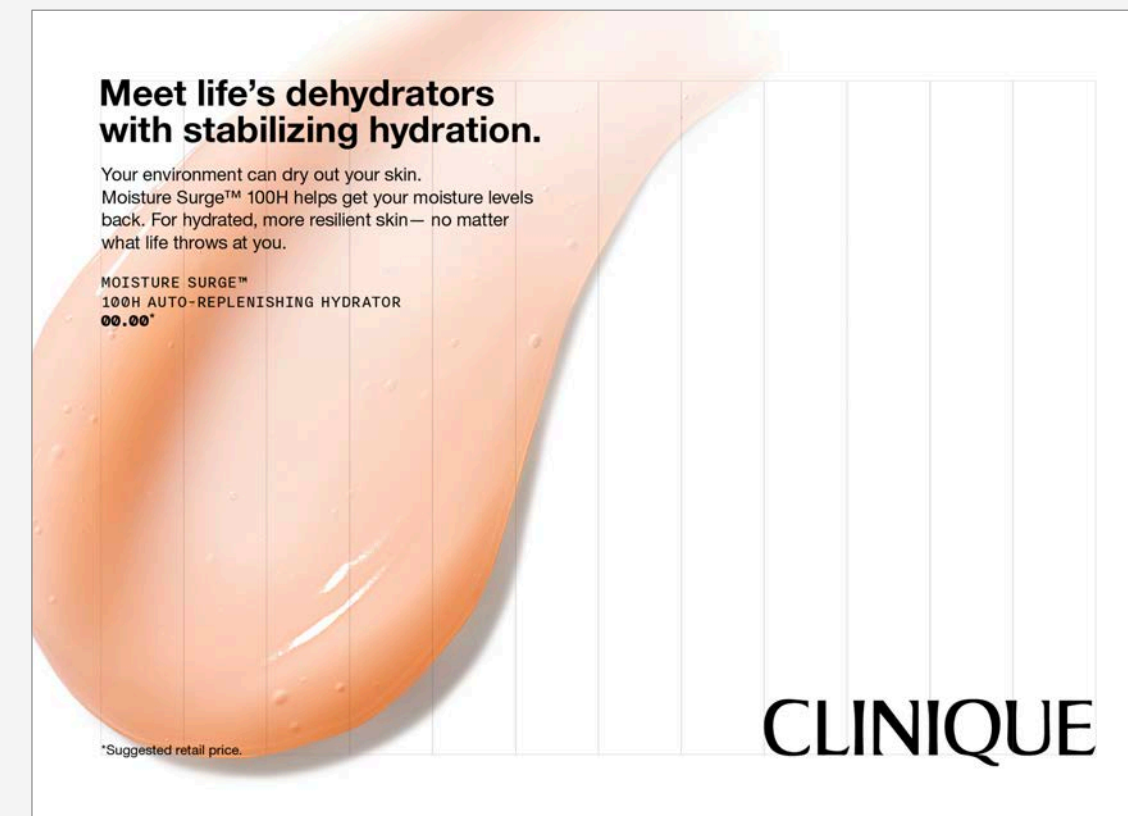
OOH

THE GRID

Column Set: 12
Outer Margin: 83px
Logo Height: 83px

Typography.

Typography in layouts.

Our layouts are best known for their use of large and dynamic typography paired with engaging imagery. They are driven by consistent hierarchy across our content.

Fonts and styles formatting quick guide.

Type alignment in layouts.

Typesetting in layouts.

Fonts and styles formatting quick guide.

Key to our layouts is formatting. We employ consistent styles across how we set type alignment, logo application, and color application.

For an in-depth review of typography and formatting, please view our <u>Typography Guidelines</u>.

Primary font.

Clinique's Helvetica Neue

Aa

Clinique's Helvetica Neue Light

Clinique's Helvetica Neue Regular

Clinique's Helvetica Neue Medium

Clinique's Helvetica Neue Bold

Headlines	Sentence case	**Clinique's Helvetica Neue Bold**

Outsmart wrinkles.

Subheadlines	Sentence case	**Clinique's Helvetica Neue Bold**

85% say crow's feet look reduced.*

Body copy	Sentence case	Clinique's Helvetica Neue Regular

With CL1870 Peptide Complex to help support your dermal structure for smoother, younger-looking skin.

Setting Lists & Product Benefits	Sentence case	Clinique's Helvetica Neue Regular

• Repairs: Boost natural collagen with CL1870 Laser Focus Complex™.

Disclaimers & Fine Print	Sentence case	Clinique's Helvetica Neue Regular

*Consumer testing on 150 women.

Secondary font.

Clinique's Nitti

Aa

Clinique's Nitti Regular

Clinique's Nitti Medium

Clinique's Nitti Bold

Call Outs	All caps	**Clinique's Nitti Bold**
NEW		
Product Name	All caps	**Clinique's Nitti Bold or Regular**
CLINIQUE SMART CLINICAL REPAIR™ WRINKLE CORRECTING SERUM	CLINIQUE SMART CLINICAL REPAIR™ WRINKLE CORRECTING SERUM	
Claims	All caps	Clinique's Nitti Regular
99% SAY SKIN FEELS DEEPLY HYDRATED.*		
Price	All caps	Clinique's Nitti Regular
00.00*		
Eyebrows, Hashtags & CTAs	All caps	**Clinique's Nitti Medium**
#EVENBETTER		
Editorial Science Storytelling	Sentence case	Clinique's Nitti Regular
This moisture-binding ingredient helps create a "moisture reservoir" for ideal hydration.		

Type alignment in layouts.

Flushing left and flushing center.

To create clear hierarchy, we primarily flush left and occasionally flush center depending on layout.

To ensure consistency across all of our layouts and to create the most engaging and readable experience possible, please adhere to these alignment rules.

⚠ **TO FLUSH LEFT OR FLUSH CENTER?**

Flush left type should always be used for awareness level-assets, and centered type can be used at the discretion of the art director for shorter type styles in consideration level assets, such as in video supers, on social, and in email design.

✓ **FLUSH LEFT**

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

Why? *Flush left provides easy-to-read and easy-to-track copy, particularly in body copy and in our awareness level-assets.*

✓ **FLUSH CENTER**

NEW
Clinique Pop Plush™ Creamy Lip Gloss

Why? *Centered copy helps to create dynamism in **shorter and more direct copy,** particularly in our consideration-level assets.*

✕ **FLUSH RIGHT**

Transparent pigment glides on a sheer, glossy slip of lightweight color. Emollient-rich formula gives lips a sleek, moist finish.

Why? *Flush right creates hard-to-read and hard-to-track copy. copy.*

Flushing left and flushing center.

To create clear hierarchy, we primarily flush left and occasionally flush center depending on layout.

To ensure consistency across all of our layouts and to create the most engaging and readable experience possible, please adhere to these alignment rules.
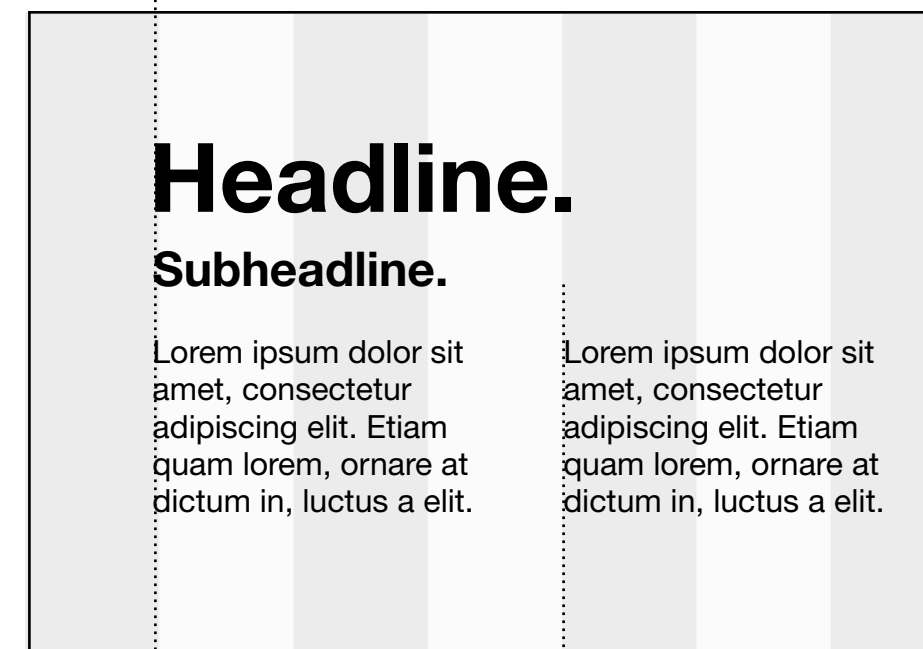
⚠ **TO FLUSH LEFT OR FLUSH CENTER?**

Flush left type should always be used for awareness level-assets, and centered type can be used at the discretion of the art director for shorter type styles in consideration level assets, such as in video supers, on social, and in email design.

Example: Standard layout.

Headline.

Body copy.

Headline copy and body copy are flush left.

Example: Standard layout with stacked body copy.

Headline.

Subheadline.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam quam lorem, ornare at dictum in, luctus a elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam quam lorem, ornare at dictum in, luctus a elit.

Headline, subheadlines, and body copy broken into two paragraphs all remain flush left.

Flushing left and flushing center.

To create clear hierarchy, we primarily flush left and occasionally flush center depending on layout.

To ensure consistency across all of our layouts and to create the most engaging and readable experience possible, please adhere to these alignment rules.

⚠ **TO FLUSH LEFT OR FLUSH CENTER?**

Flush left type should always be used for awareness level-assets, and centered type can be used at the discretion of the art director for shorter type styles in consideration level assets, such as in video supers, on social, and in email design.

Example: Single-line large headlines.
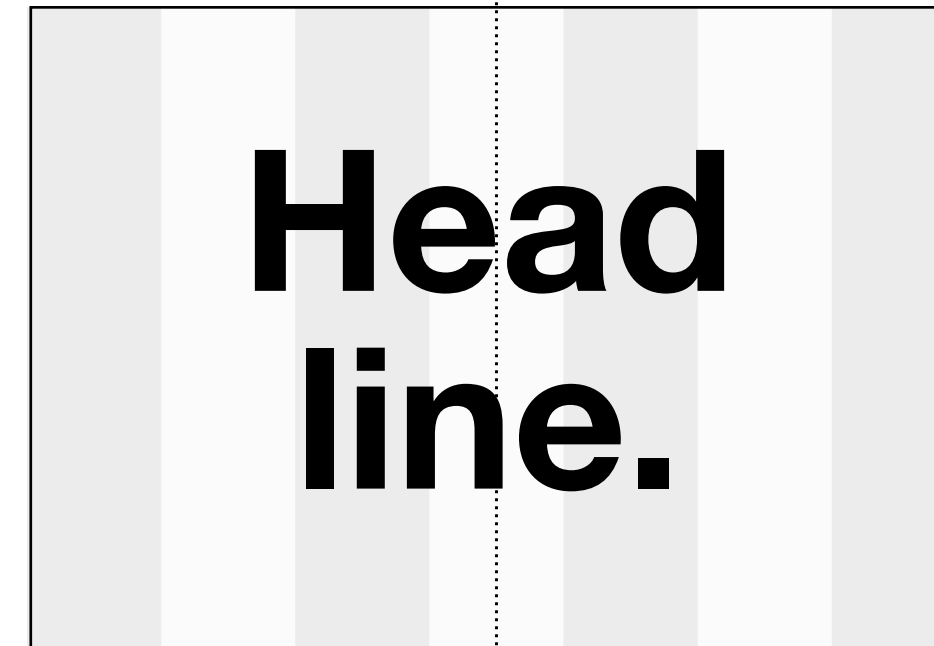
Head line.

Large Headlines are an example of flush center type where entering type achieves maximum impact.

Example: Box prompts.

Subheadline.

CTA
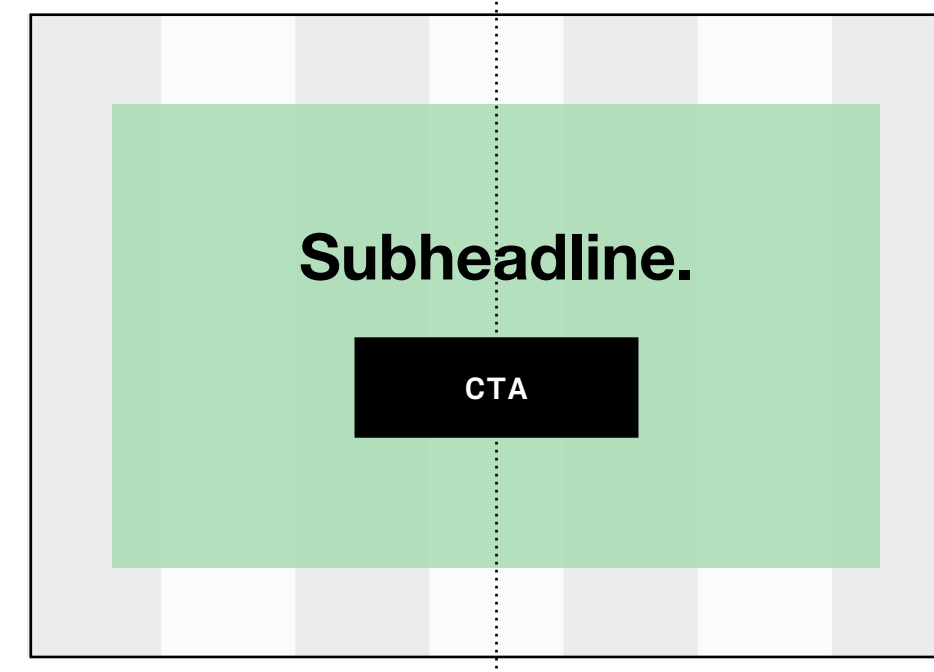
Call-to-Action Buttons and *Prompts should always be should be center aligned to the bounding box.*

AWARENESS ASSET
Print layout
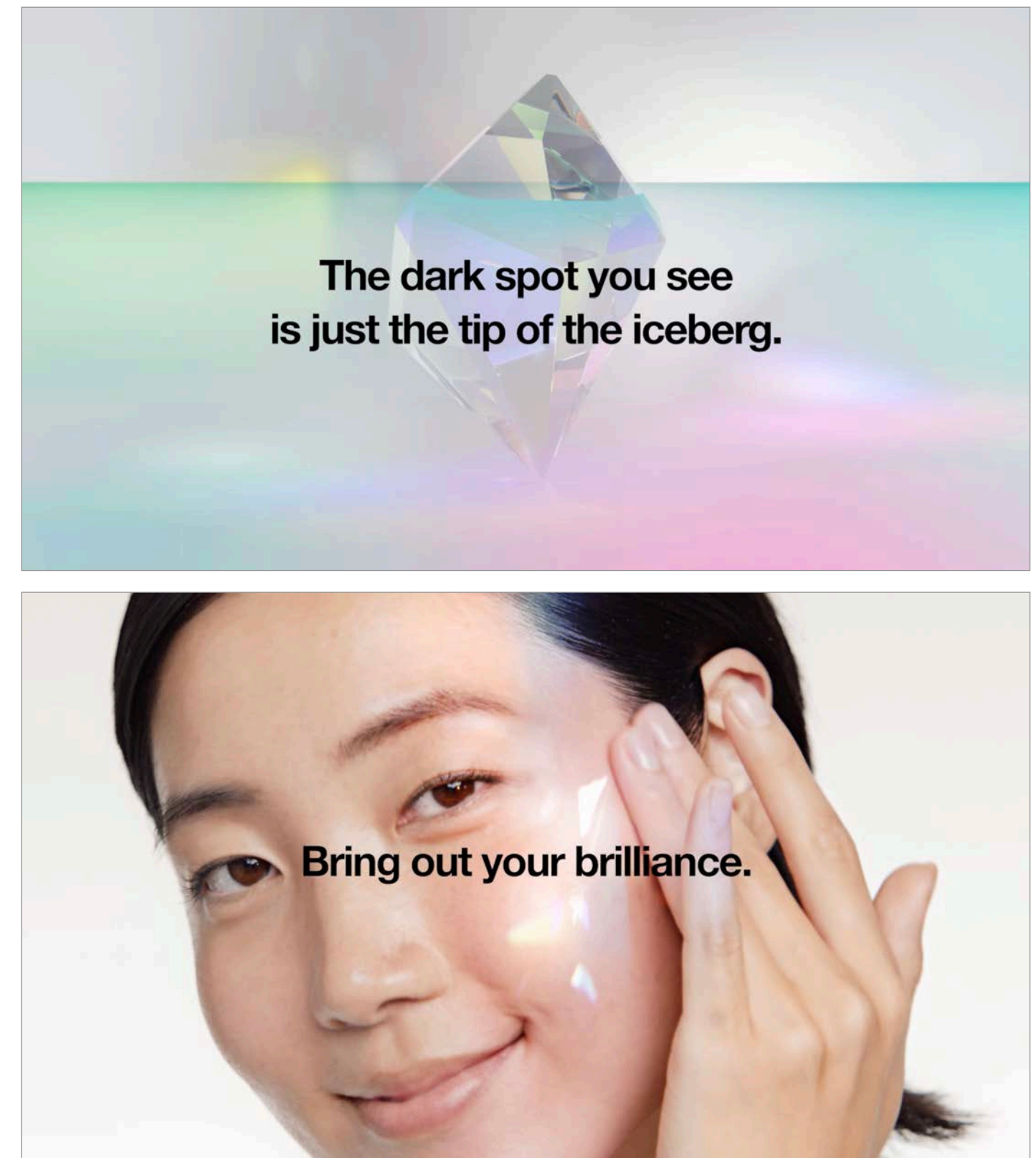

CONSIDERATION ASSET
Email

CONSIDERATION ASSET
Video

Flush left: *Due to the nature of awareness layouts, flush left is the primary setting of choice to best represent the copy and content.*

Flush center: *To support variation across consideration layouts, flush center should be used in contexts that benefit from it, i.e. mobile.*

Flush center: *To support variation across consideration layouts, flush center should be used in contexts that benefit from it, i.e. videos and social media.*

Typesetting in layouts.

Universal typesetting rules that must be used across layouts.

When setting type in your layouts, our two most frequent additions are asterisks and TMs. Setting them properly is key to consistency across layouts.

Asterisks.

Asterisks are used in copy to denote information that needs more clarification, but would otherwise interrupt the flow of the main copy.

This information is footnoted elsewhere on the space, usually at the bottom of the page as fine print. Asterisks appear in main copy, at the end of the word or phrase needing clarification.

They can be set in Clinique's Helvetica Neue or Clinique's Nitti, depending on type style, with *Clinique's Helvetica Neue being set with superscript* and *Clinique's Nitti being set without superscript.*

The clarifying footnote should begin with an asterisk and should only be set in our Disclaimer type style.

✓ ASTERISK AFTER COPY

Free with purchase*

Set after the main copy in the Body Copy type style.

✓ ASTERISK AFTER COPY

PRODUCT NAME™ LOREM IPSUM
00.00**

Set after the main copy in the Product and Price type styles.

✓ AS A FOOTNOTE

*Disclaimer one
**Disclaimer two

Asterisks appear first in footnotes set in the Disclaimer type style.

✓ WHEN LARGE

Defy*

Set the asterisk as superscript when setting Clinique's Helvetica Neue large.

Setting ™s in Clinique's Helvetica Neue.

Step 1
Add TM character glyph (™)

Moisture Surge™

Step 2
Superscript TM (™)

Moisture Surge™

Step 3
Baseline shift TM down to top-align with character to the left

Moisture Surge™

ge™

Step 4
If there is a period after the word, set TM after the period and kern TM to the left to close up the space

Moisture Surge.™

ge.™

Setting ™.

When setting ™ in Clinique's Helvetica Neue, superscript should be used with the ™ glyph.

Setting ™.

When setting ™ in Clinique's Nitti, the ™ glyph should be used without superscript.

Setting ™s in Clinique's Nitti

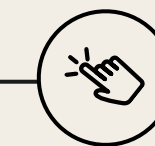| ✔ SETTING TM	✖ TM GLYPH
REPAIR™	**TM vs ™**
*The ™ glyph should be inserted **without** superscript.*	*Always use the "™" character and do not typeset "T" and "M" individually.*

Layering.

Layering in layouts.

Learn how to layer bold typography into the composition of our photography to create even more engaging layouts.

Introducing layering.

We use layering to create magical moments of high impact through short and clear headline messaging and interactive photography. Our usage of layering is clever and should always be tied with type and photography that naturally works with layering, such as beneath hair, hands, products, or heads.
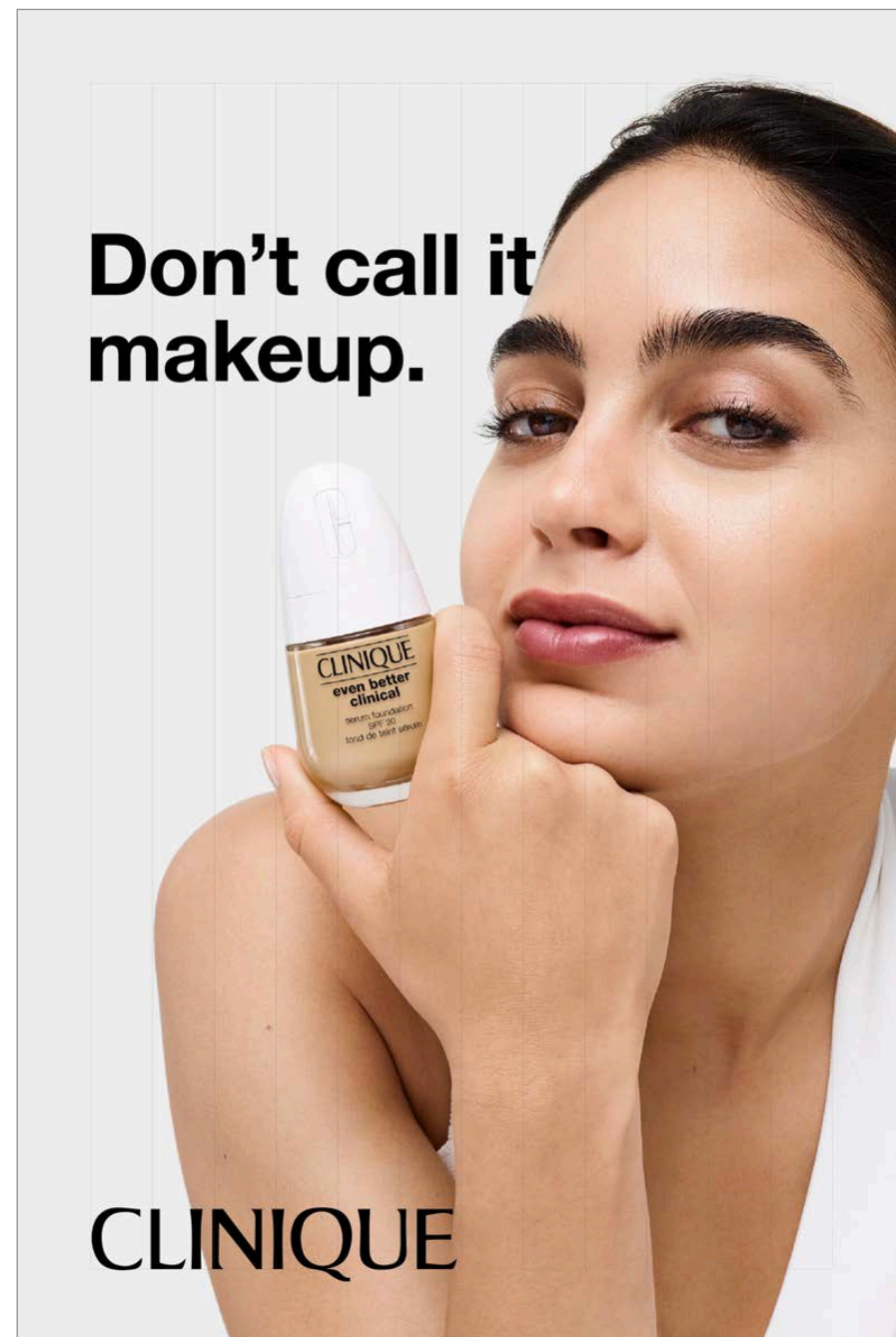
Please note that images should never be individually siloed and must go through the global photo team. For questions on how best to silo an image, please reach out to Nicolas Brissat, Director of Graphic Services. You can also view our Image Post-Production Guidelines to learn more.

In the following section you will learn how to use layering.

All layering styles are **used only with Clinique's Helvetica Neue headline style**.

You will learn about our layering styles and how to apply them in the following pages.
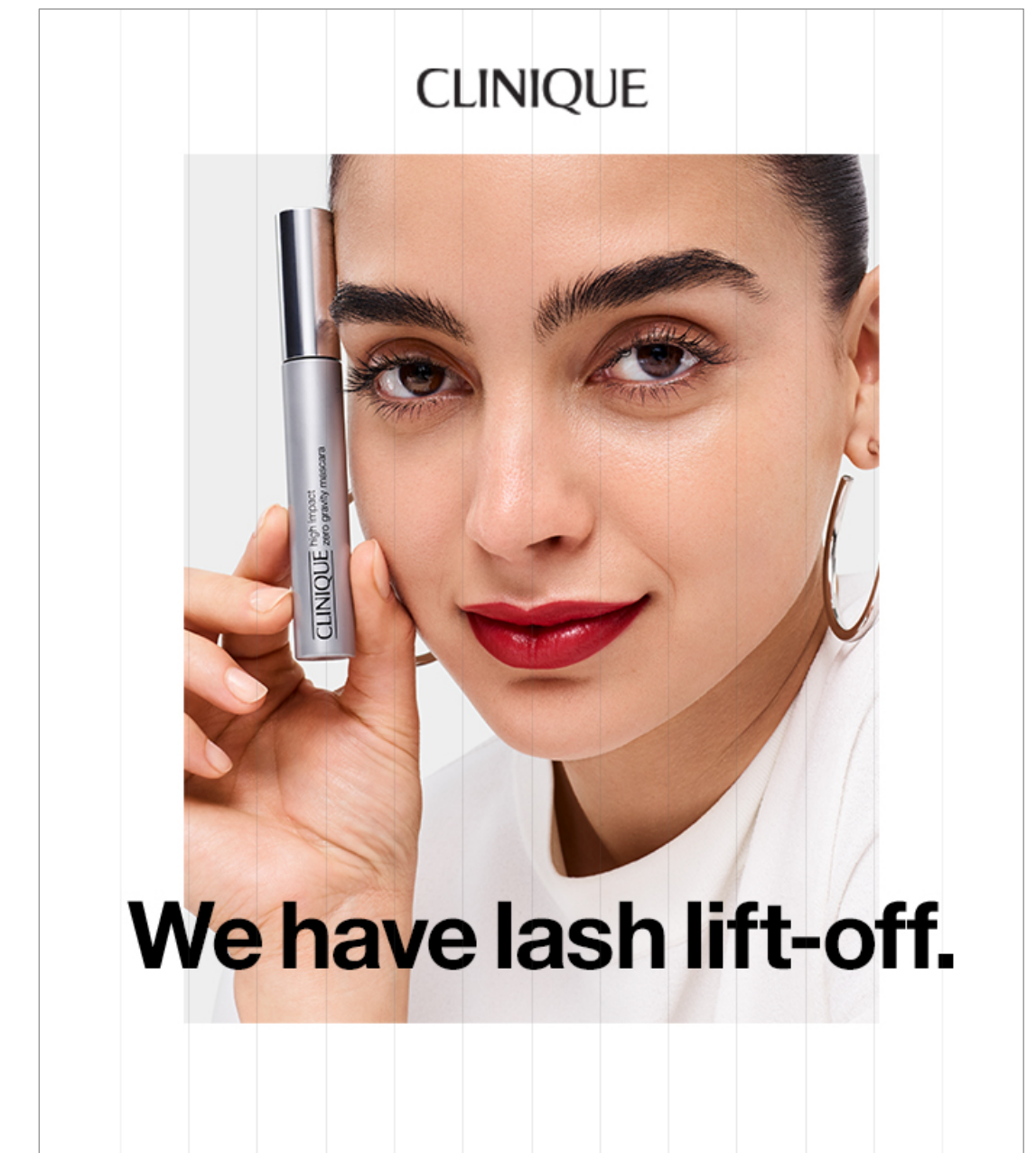
Layering with people

Don't call it makeup.

CLINIQUE

Layering with products

Your skin's big comeback.

WITH 32%
ACID+COMPLEX

NEW

CLINIQUE
clarifying
do-over peel
peeling exfoliant
resurfaçant

Layering with copy

CLINIQUE

We have lash lift-off.

Layering with people.

Whenever the grid and layout allow, headlines can interact with the imagery, such as a model's head, hair, or hand. On a compositional level, the headline needs to be layered above the background and underneath the subject.

All assets are available as Photoshop .psd files with layers that can be activated and used directly in InDesign.

Layering with people, left aligned

Visually connect an annotation to graphic content.

Life-proof hydration.

CLINIQUE
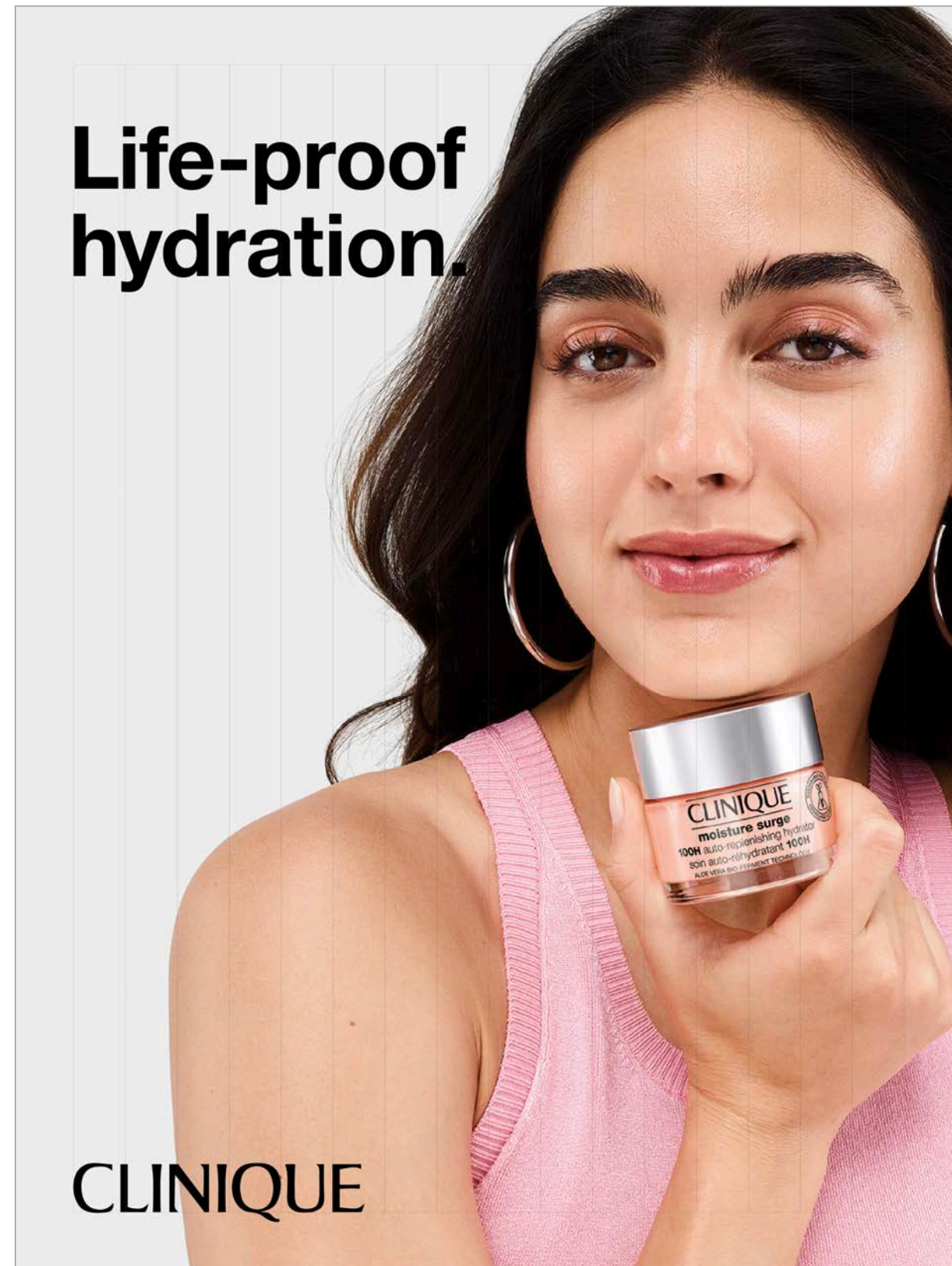
For functional, information- and copy-driven layouts.

Layering with people, centered

Visually connect an annotation to graphic content.

Be happy.

CLINIQUE HAPPY™ PERFUME SPRAY

For dynamic, short, and engaging layouts.

How and when to use layering with people.

Layering is best applied to simple layouts that use short headlines and photography that lends naturally to layering.

When layering with people, avoid layering in places that detract from the headline or obscure the models.

Use short and
dynamic headlines.

Apply to empty and
clear backgrounds.

Beyond   belief.

SHOP NOW

CLINIQUE SMART™
CUSTOM-REPAIR SERUM
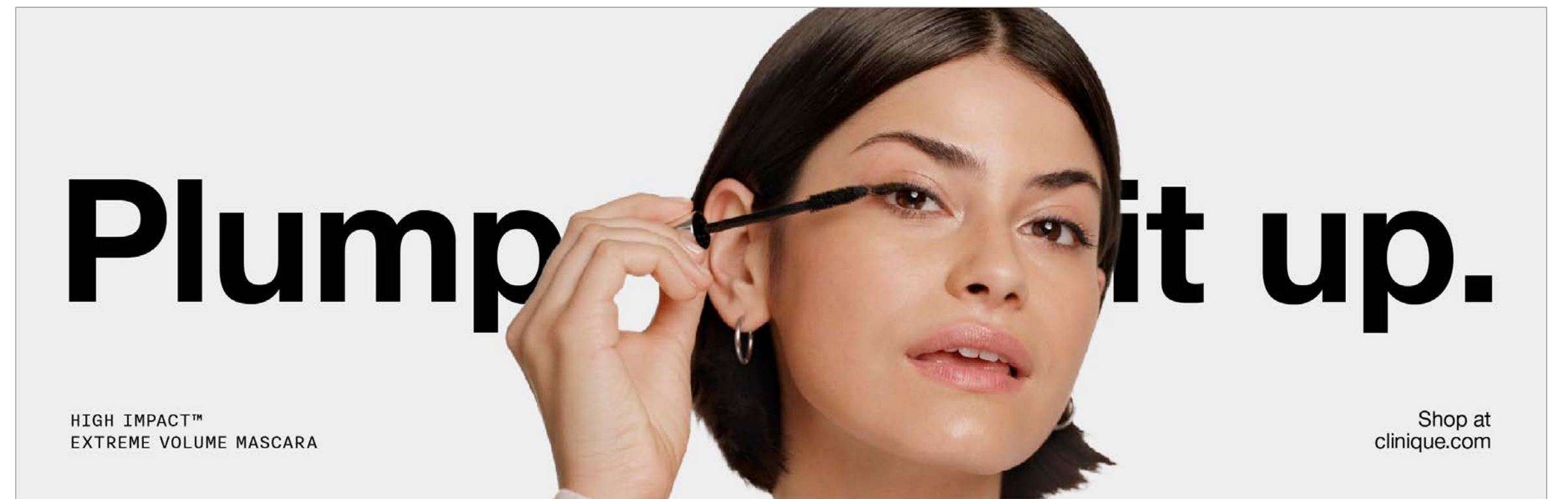
Use areas to silo that do
not obscure the model.

Do be dynamic and interactive.

Use layering to create dynamic and interactive engagement between people, product, and typography.

Do be bold.

Layering helps to drive high-touch typography moments. Use layering to create bold moments of type.

DON'T

Do not obscure typography.

When layering, position type to ensure legibility – type should never be obscured or hard to read.

DON'T

Do not use layering with Clinique's Nitti.

Do not use any type style other than Clinique Helvetica's Neue headline style.

Layering with products.

Still-life images allow for playful interaction of type and imagery. On a compositional level, the headline needs to be layered above the background and underneath the subject.

Layering can take the form of packaging overlapping headlines, or applying transparency effects so that the headline appears through glass elements of the product or images.

For a see-through glass effect, the overlapping glass silo layer is generally set to 60 to 70% opacity.

Layering with product, without transparency

Visually connect an annotation to graphic content.

Layering without transparency is ideal for moments with little copy and less opaque products.

THE GRID *Column Set: 16 | Outer Margin: 62px*

Layering with product, with transparency

Visually connect an annotation to graphic content.

Layering with transparency is ideal for moments when the products are opaque and provide optimal transparency for legibility.

THE GRID *Column Set: 16*
Outer Margin: 62px | Logo Height: 62px

How and when to use layering with products without transparency.

Layering is best applied to simple layouts that use short headlines and still-life photography that lend naturally to layering.

When layering with products, avoid areas of layering that would obscure the product or typography.

Use short and dynamic headlines.

Use areas to silo that do not obscure the product or the type.

Apply to empty, clear backgrounds.

Don't call it makeup.
It's skin care in just your shade.

IN 42 SHADES

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

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

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

*Consumer testing on 221 women after using product for 8 weeks.

Use short and dynamic headlines.

Foundation fundamentals.

Join a free expert-led class online to find your perfect fit formula and shade.

LEARN MORE

Apply to backgrounds that include products that could lend well to siloing.

THE GRID *Column Set: 16 | Outer Margin: 67px | Logo Height: 67px*

How and when to use layering with products with transparency.
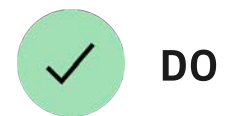
When using transparency, avoid layering in a way that degrades legibility of type or of the product itself.

Apply transparency to areas that do not obscure copy.

Your skin's big comeback.

WITH 32%
ACID+COMPLEX

NEW

Happy.

Use short, dynamic headlines that do not obstruct the product photography.
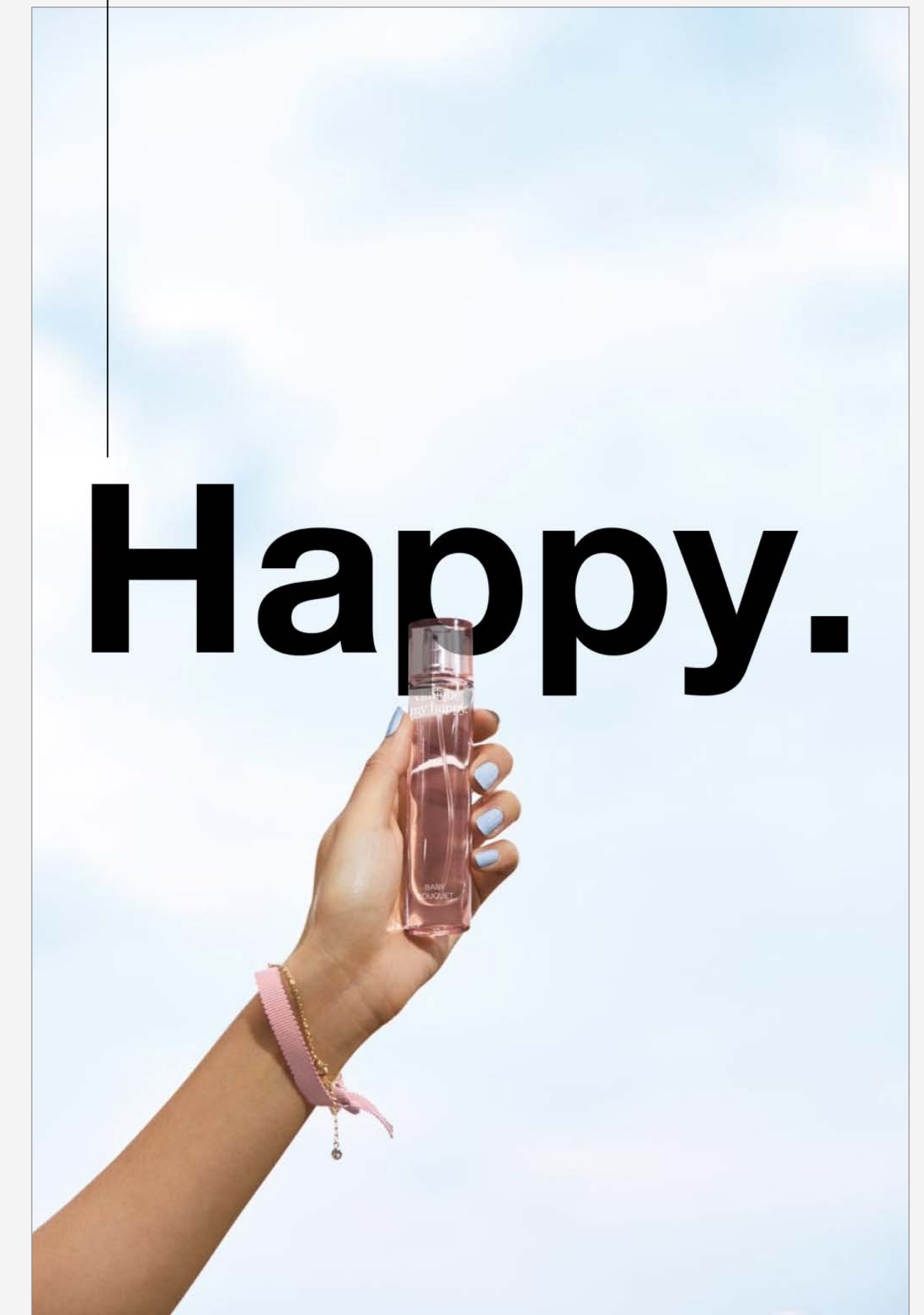
DO

Do be interactive.

Layering creates interactive moments between product and typography.

Use layering to emphasize type organically in the space and create bold moments between type and product.
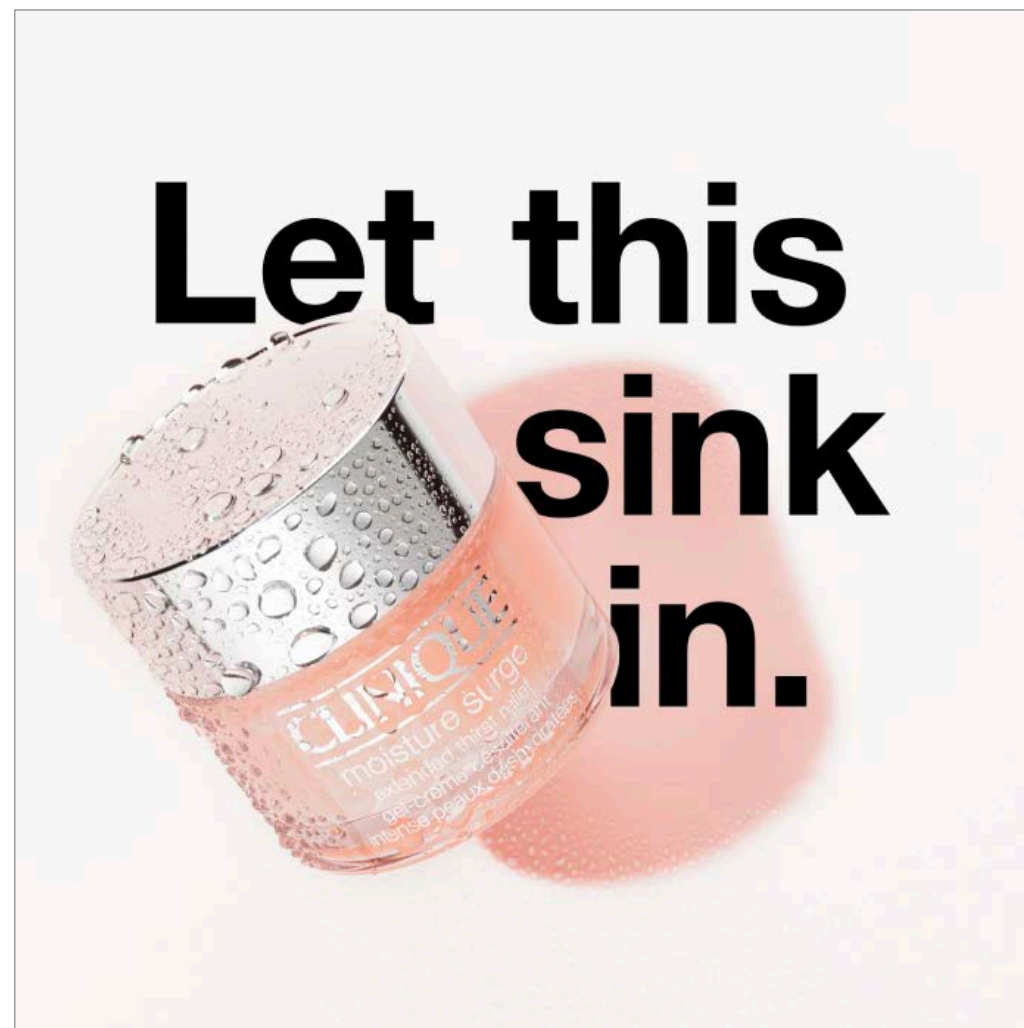
DO

Do be clever.

Do use transparency in clever moments that elevate product and type.

DON'T

Do not make copy illegible.

Do not set transparency at a low opacity that makes copy illegible or hard to read.

DON'T

Do not clutter the layout with type on top of type.

Avoid putting designed type next to native type in photography. Too much type creates clutter and makes the layout visually hard to understand.
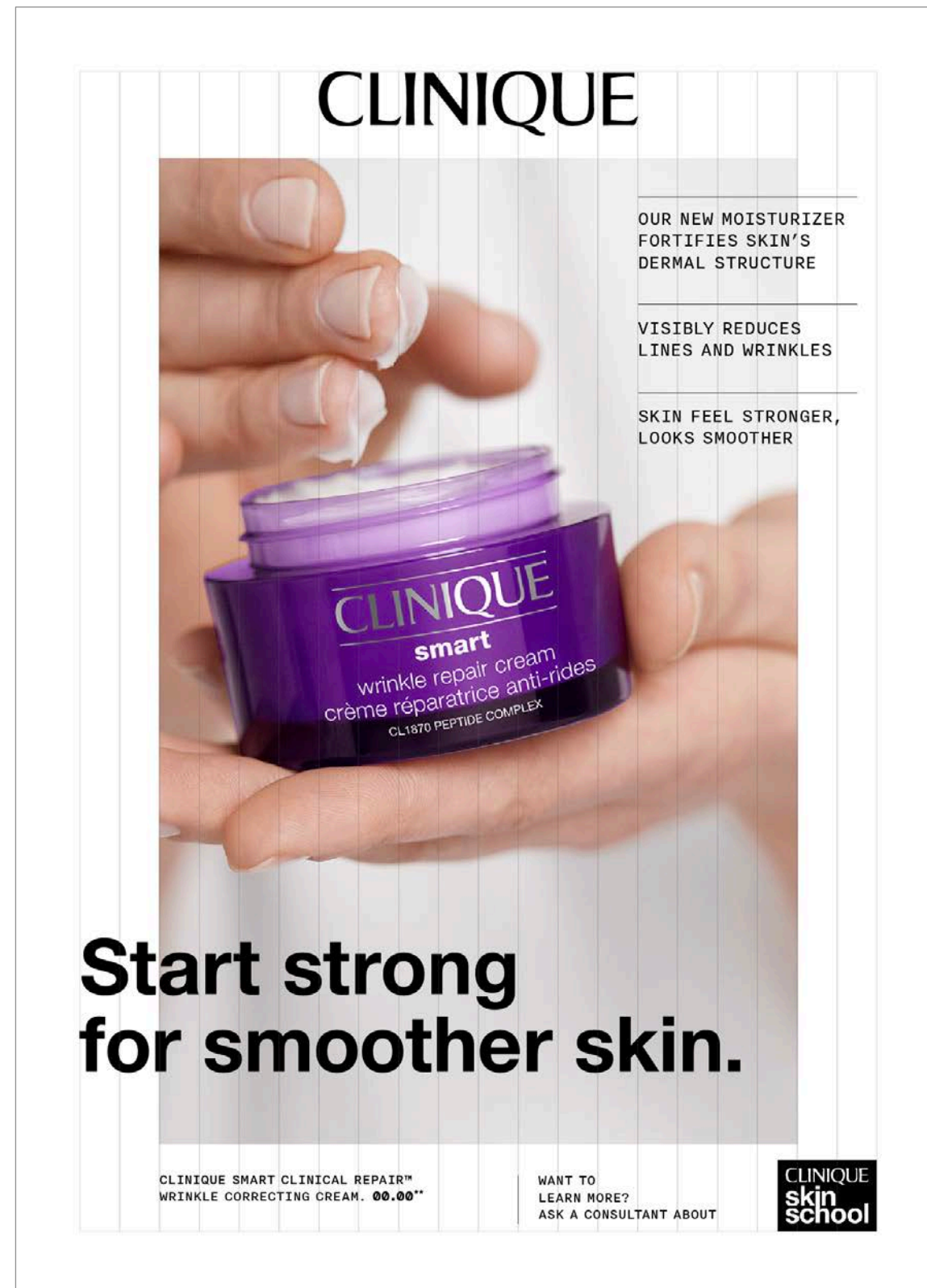
Layering with copy.

Unlike the previous two styles, layering with copy does not use siloing. Instead, it layers copy directly onto a photograph, but has copy visibly hanging off either the left-hand side of the photograph or both sides of the photograph, depending on composition.

Key to layering with copy is ensuring legibility of both the copy and the photograph below the copy to ensure readability.

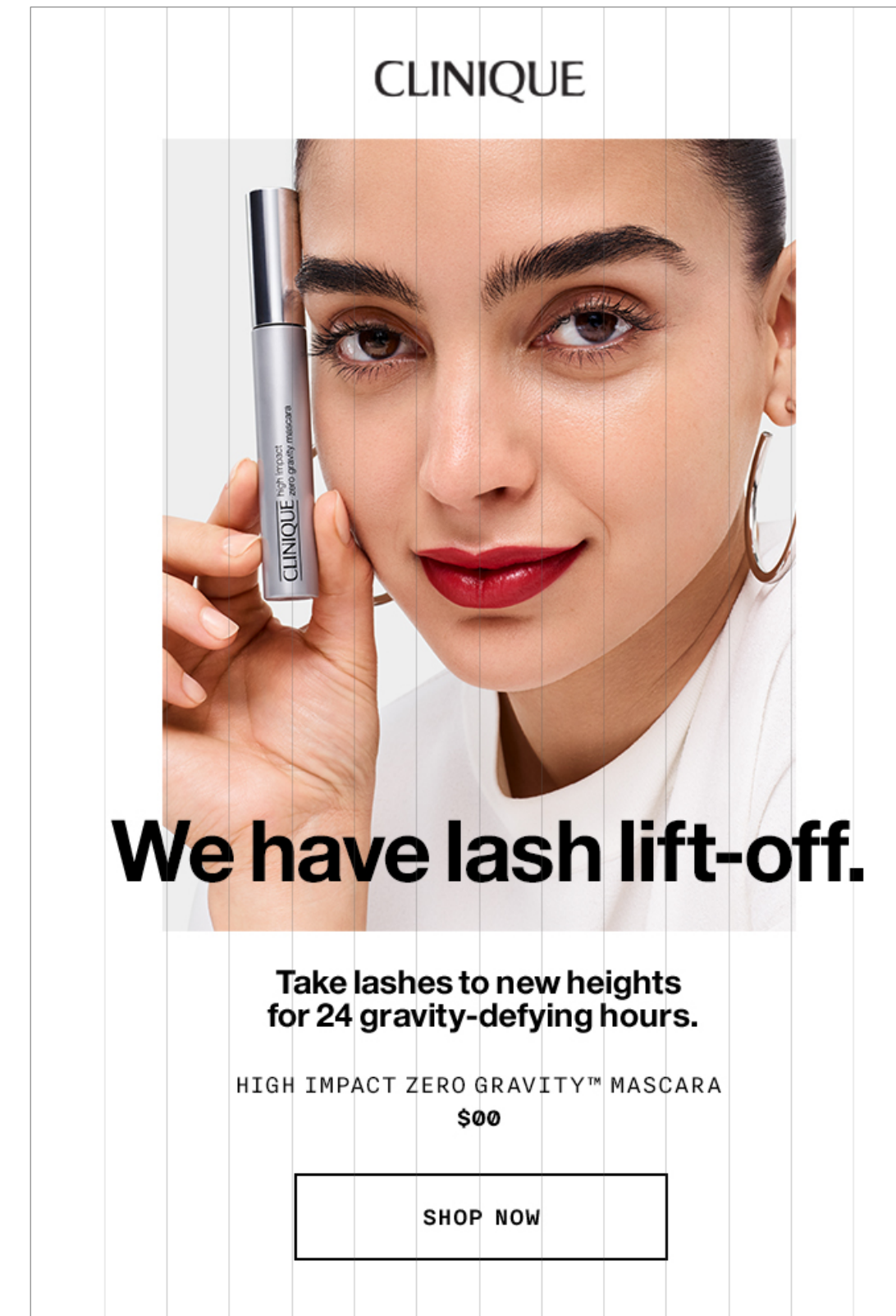# Layering with copy, left aligned

Visually connect an annotation to graphic content.

Layering with copy can create unique moments of synergy in your compositions when the photography allows it.

THE GRID *Column Set: 20 | Outer Margin: 50px*
Logo Height: 50px | Annotation Spacing: 17px

Layering with copy, centered

Visually connect an annotation to graphic content.

Ideal for short, dynamic headlines that can legibly sit over photography.

THE GRID (EMAIL EXTRACT)
Column Set: 12 | Outer Margin: 100px

How and when to use layering with copy.

Layering with copy is best applied to simple layouts that use short headlines and photography that lend naturally to having copy placed over them, such as generally empty and clear backgrounds.

Layering with copy can set the copy aligned left or centered, or can align left copy on both sides of the layout to appear centered.

CLINIQUE

OUR NEW MOISTURIZER
FORTIFIES SKIN'S
DERMAL STRUCTURE

VISIBLY REDUCES
LINES AND WRINKLES

SKIN FEEL STRONGER,
LOOKS SMOOTHER

Balance layering copy by applying copy to each side of the layout.

Apply to generally empty and clear areas of photography to layer copy over.

Apply type where copy is most legible.

CLINIQUE
smart clinical repair
wrinkle correcting cream
crème correctrice anti-rides
CL1870 PEPTIDE COMPLEX

Start strong for smoother skin.

CLINIQUE SMART CLINICAL REPAIR™
WRINKLE CORRECTING CREAM. 00.00**

WANT TO
LEARN MORE?
ASK A CONSULTANT ABOUT

CLINIQUE
skin
school

DO

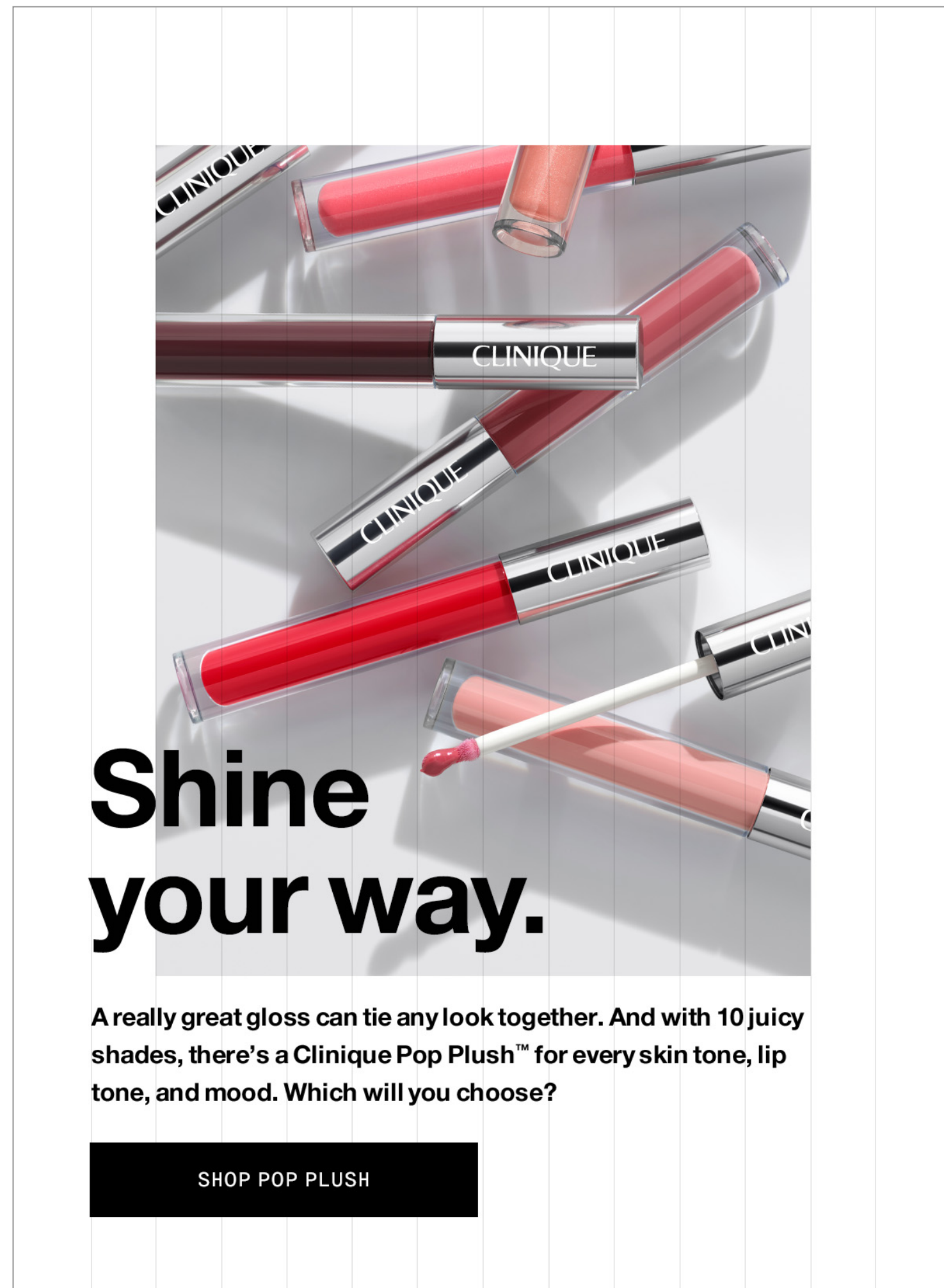**Do layer on unobstructed areas.**

To ensure legibility of copy, layer on clean and unobstructed areas of backgrounds.

Shine your way.

A really great gloss can tie any look together. And with 10 juicy shades, there's a Clinique Pop Plush™ for every skin tone, lip tone, and mood. Which will you choose?

SHOP POP PLUSH

Coverage that goes above and beyond.
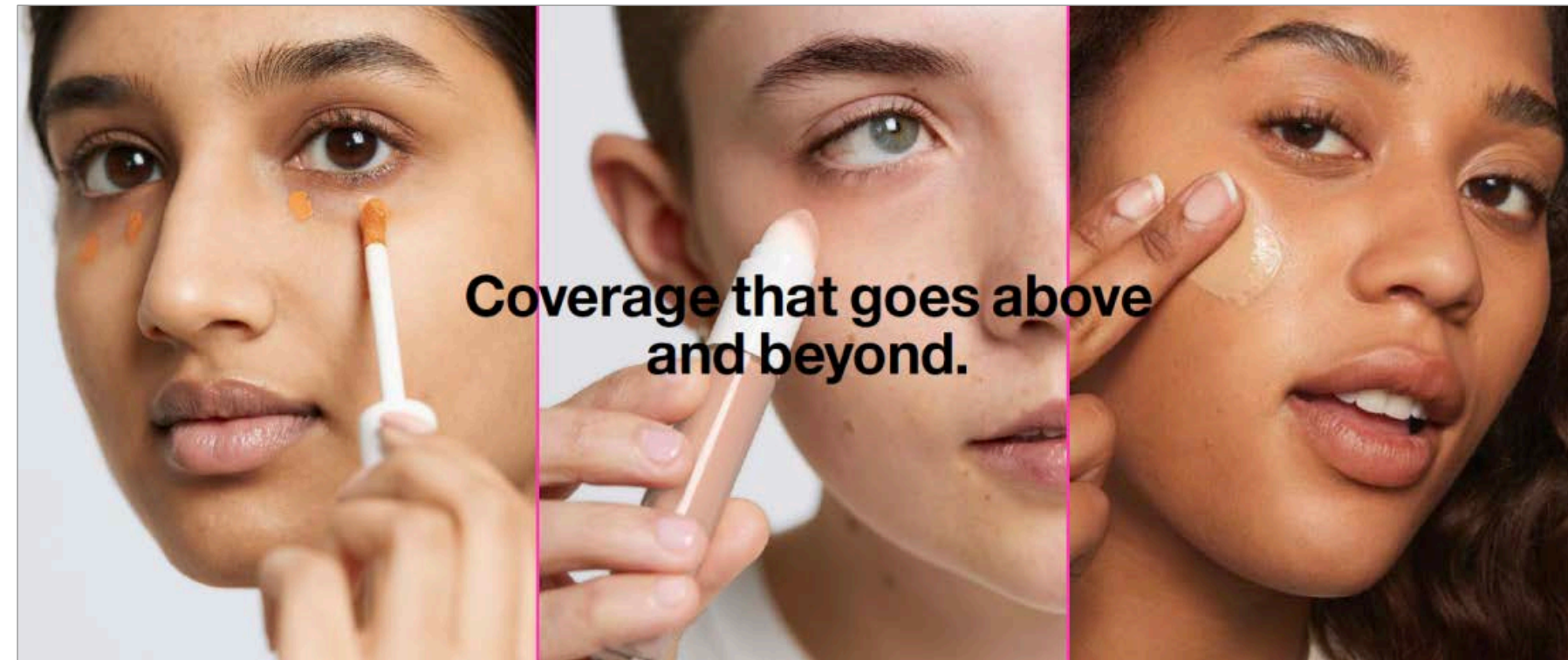
DO

Do use layering with copy strategically.

*Layering can occur over several photographs **as long as the copy is legible.***

A whole lot of lip to love.

A whol lot of lip to love

DO

Do place copy strategically on top of photography.

For visual appeal and ease of reading, align the middle of stems and counters to hard lines.

DON'T

**Do not layer
copy over copy.**

*To ensure legibility, do
not layer copy directly
over other copy.*

DON'T

**Do not layer
hard lines over
hard lines.**

*For visual appeal and
ease of reading, avoid
layering stems in a
way that directly aligns
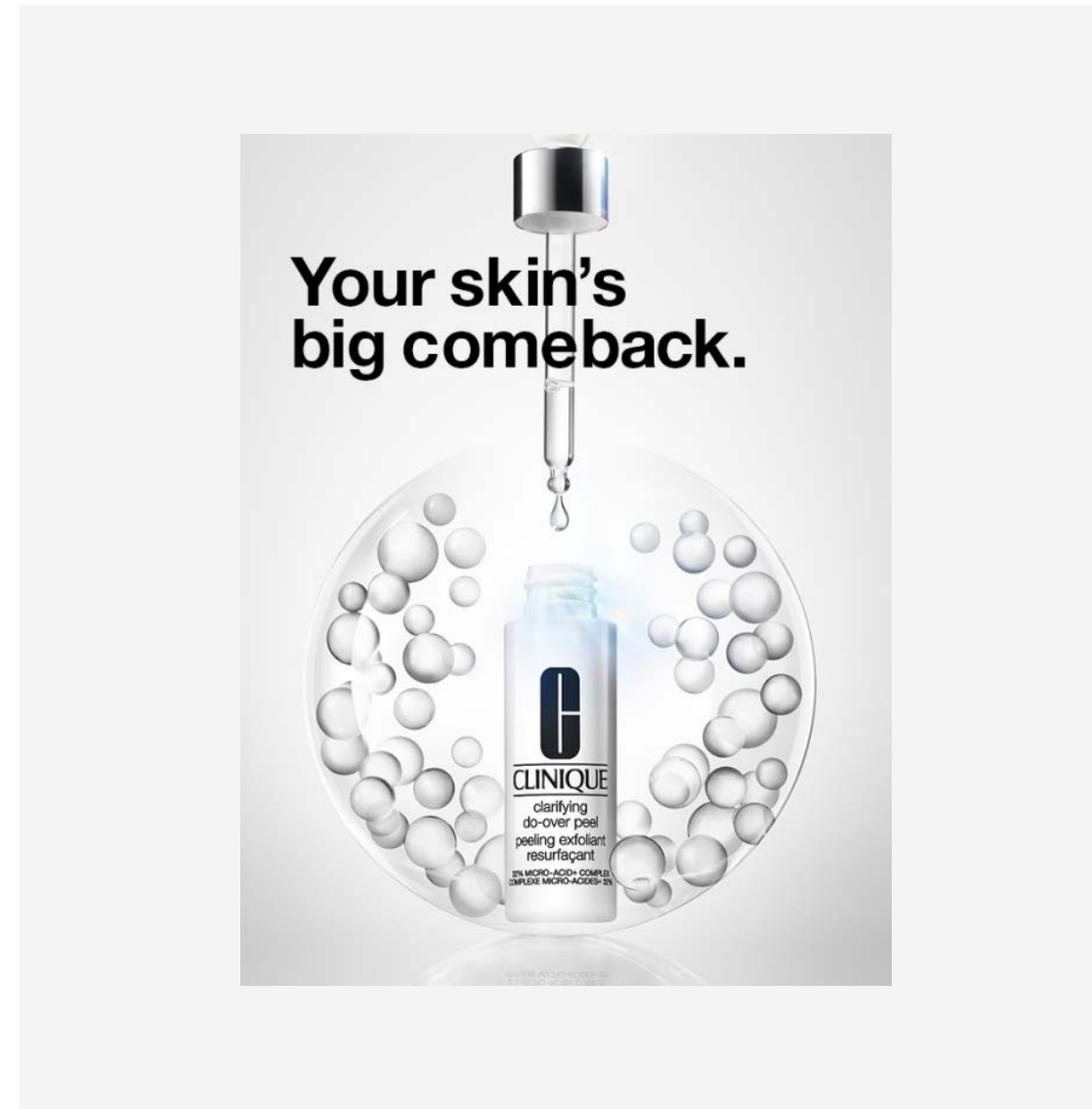them to hard lines.*

Layering basics.

Setting up your file.

Follow the steps below for easy layering. Please note that all images using the "layered" technique in the global guidelines will be available as Photoshop files on the DAM to achieve this effect in Adobe InDesign.

STEP ONE
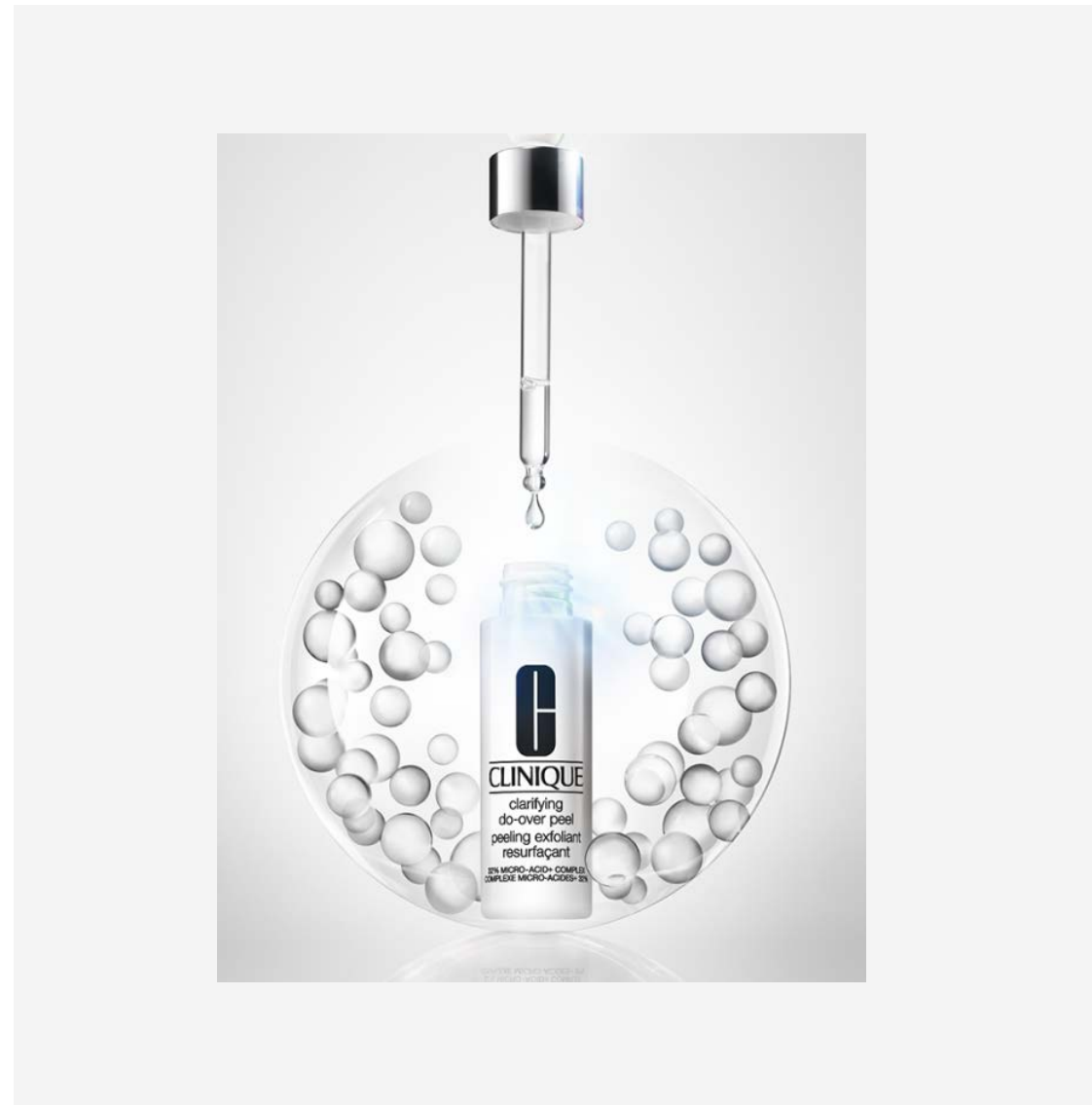
Create your base layer. This will be the flattened layer of the chosen image.

STEP TWO

Insert your headline layer above the flattened image layer, placing for maximum impact.

STEP THREE
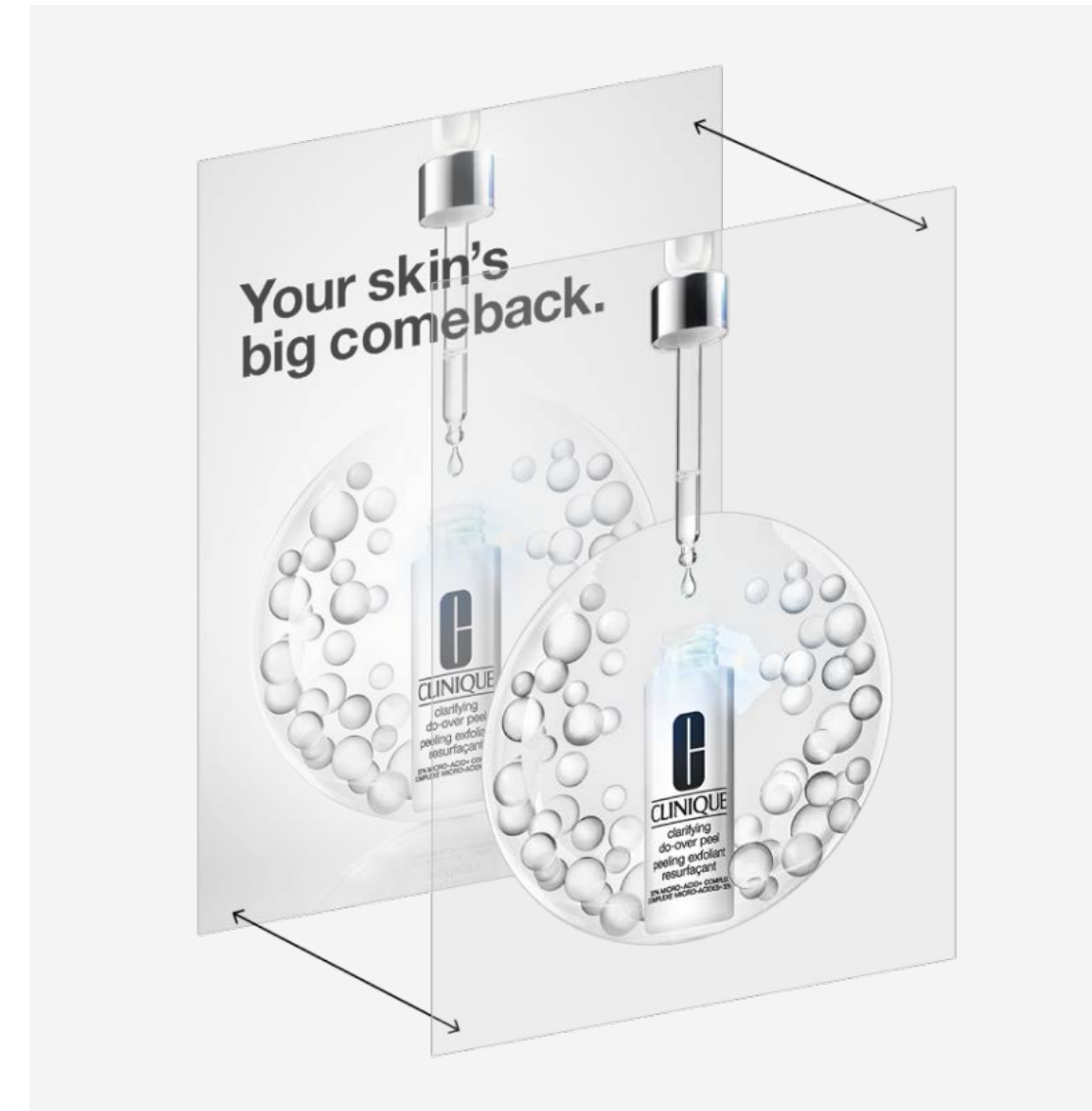
Insert the masked model/object layer directly above the headline layer. Adjust the headline layer as necessary for optimal layering.
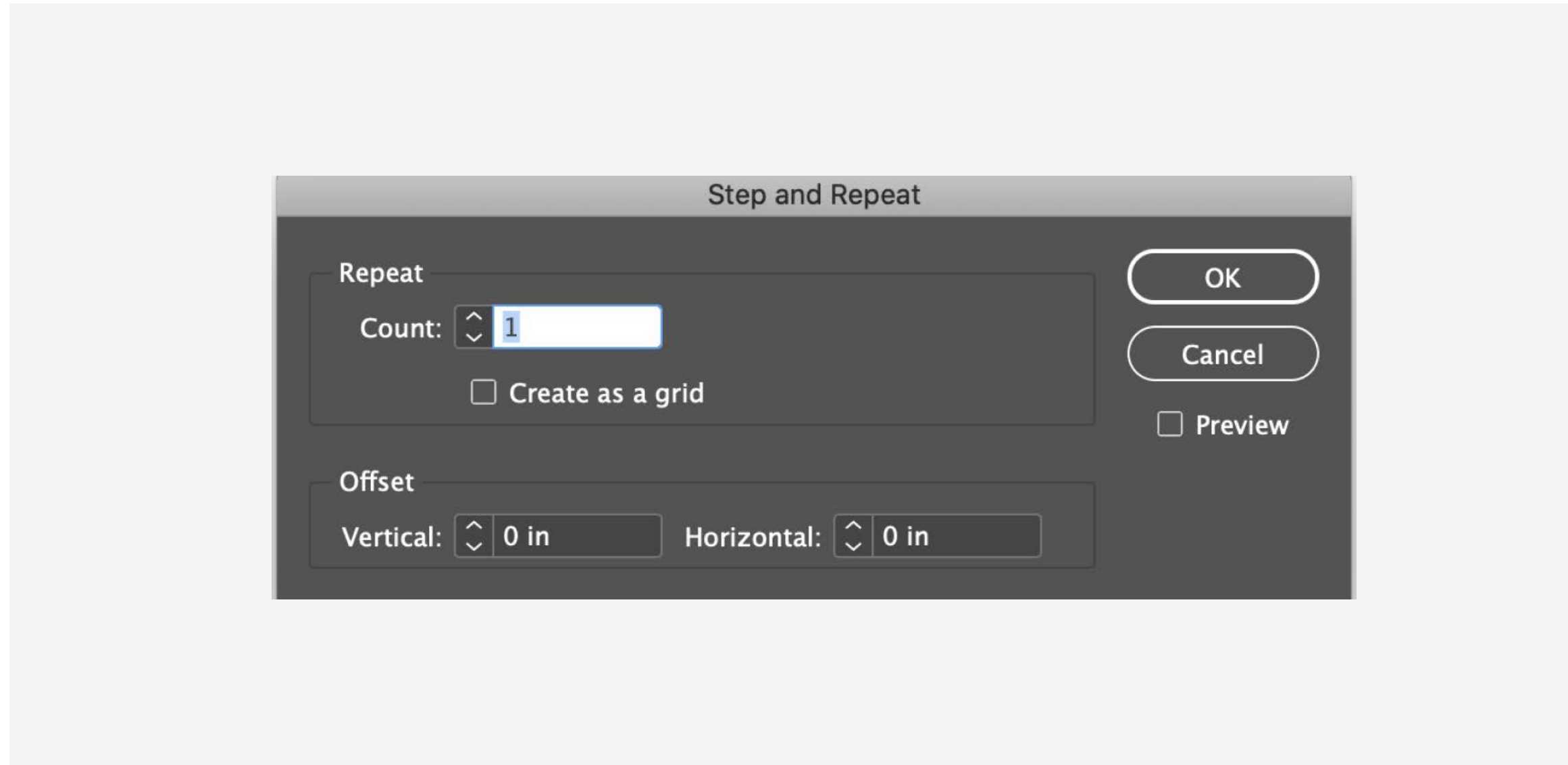
STEP FOUR
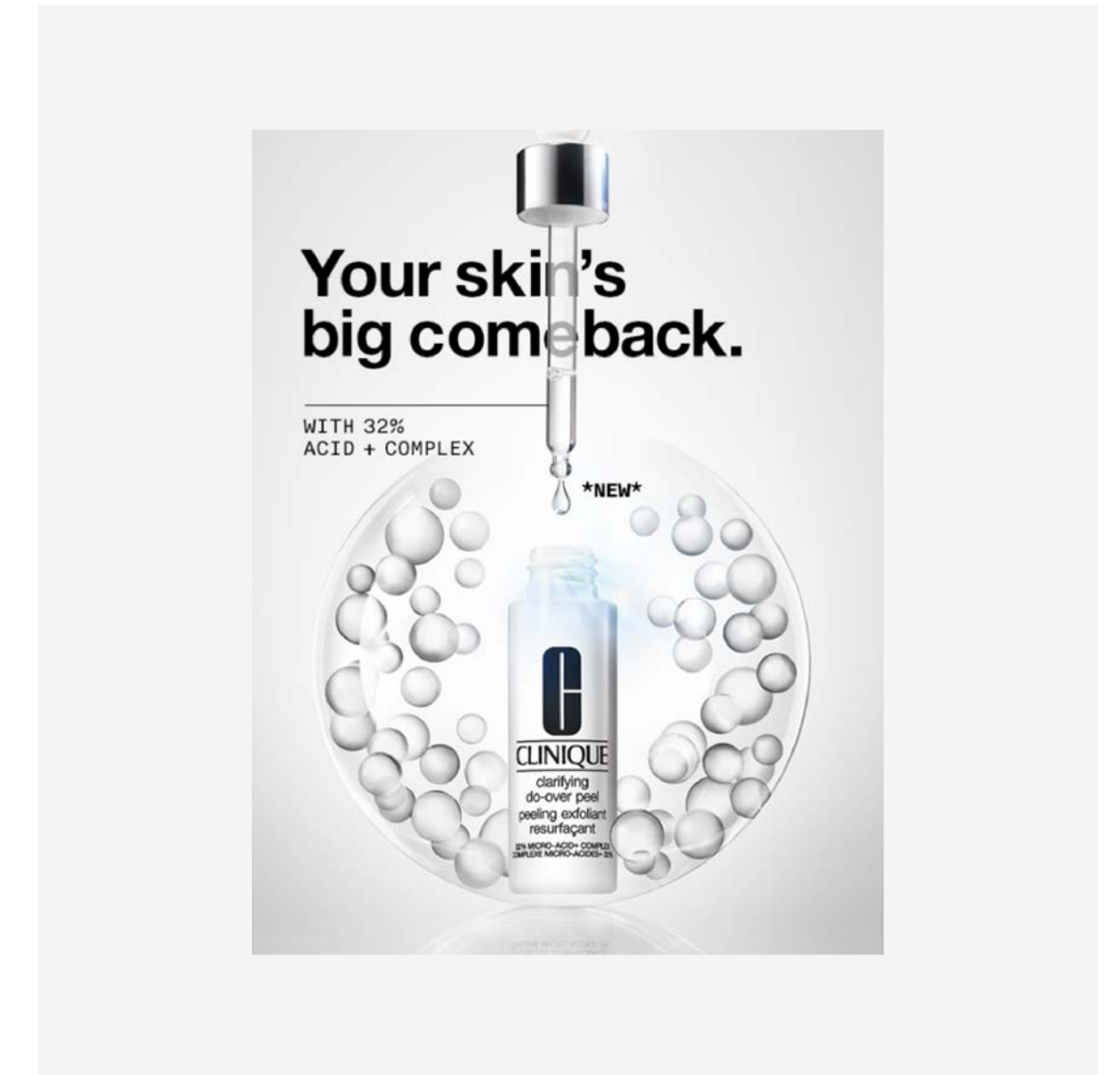
Insert the final layer(s) of additional copy and our logo. All layers can be adjusted for the best composition and layering.

# Setting up your file in InDesign.

Only the supplied .psd version of the image can be used. All the assets are available as Photoshop .psd files with layers that can be activated and used directly in InDesign.

STEP ONE

Once the image is placed and cropped in the base layer, select the image and duplicate it (using the "step and repeat" tool that can be found in the "Edit" menu or by pressing "Option+Command+U").

STEP TWO
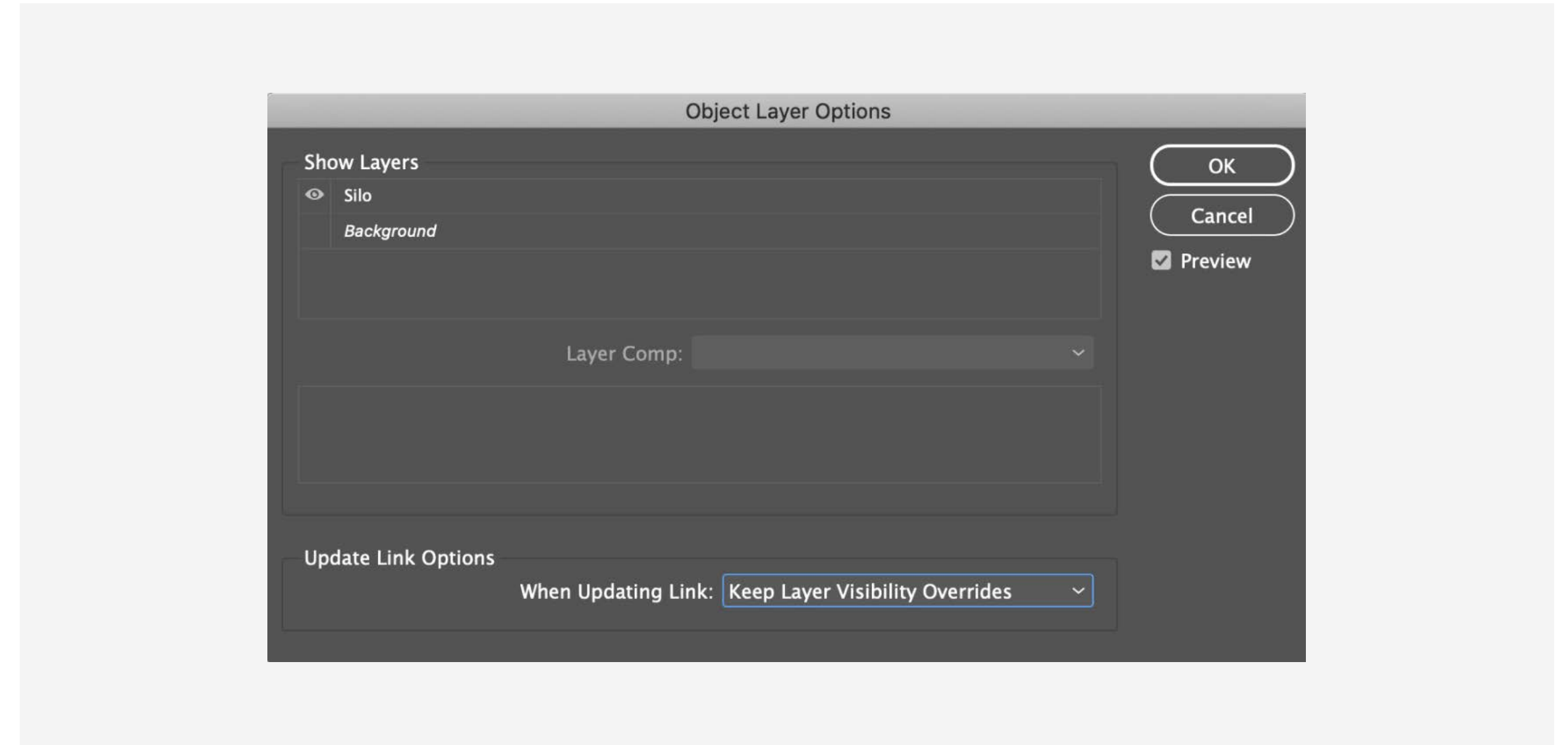
Place the duplicated image in the "Masked model/object" layer and activate the "Silo" layer using the "Object Layer Option" tool (which can be found in the "object" menu or by right clicking the image).

Troubleshooting translations.

Design considerations.

· Maintain size and weight based on Global master layouts

· Maintain layout grid and margins

· Maintain the layering and overlap requirements (e.g., no more than a 1/2 character)

Design solutions.

· Slightly shift visual position and crop to maintain overlap of text both behind and in front of key image

· If translation remains too long for layout, please diminish the type size to best suit the space

· Always maintain language visual treatment true to the country's spoken sensitivities. Sentences should not be broken up in a manner that would break the rhythm and/ or render the sentence incomprehensible to native speakers

ORIGINAL MASTER LAYOUT
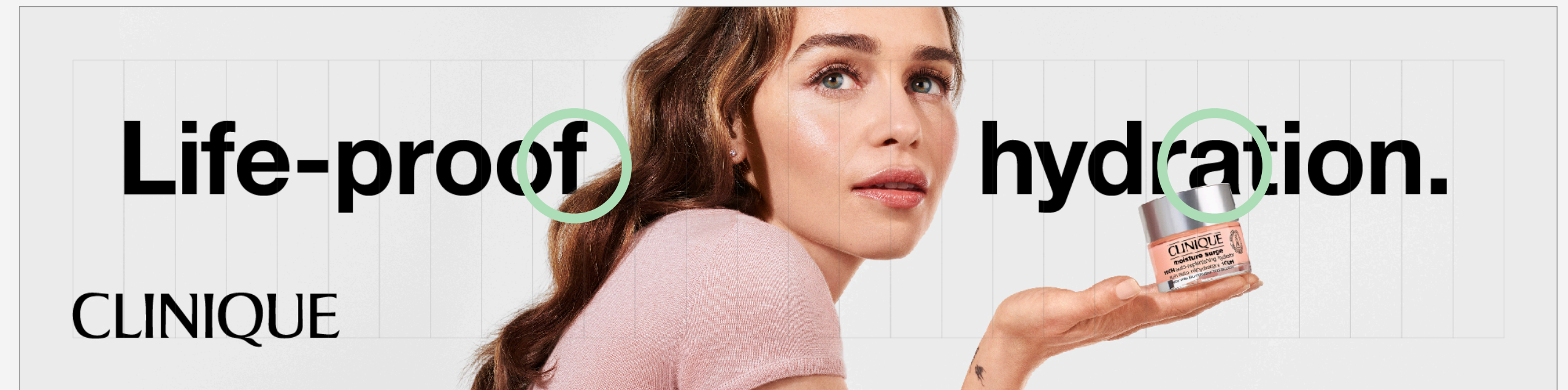
ITALIAN TRANSLATION
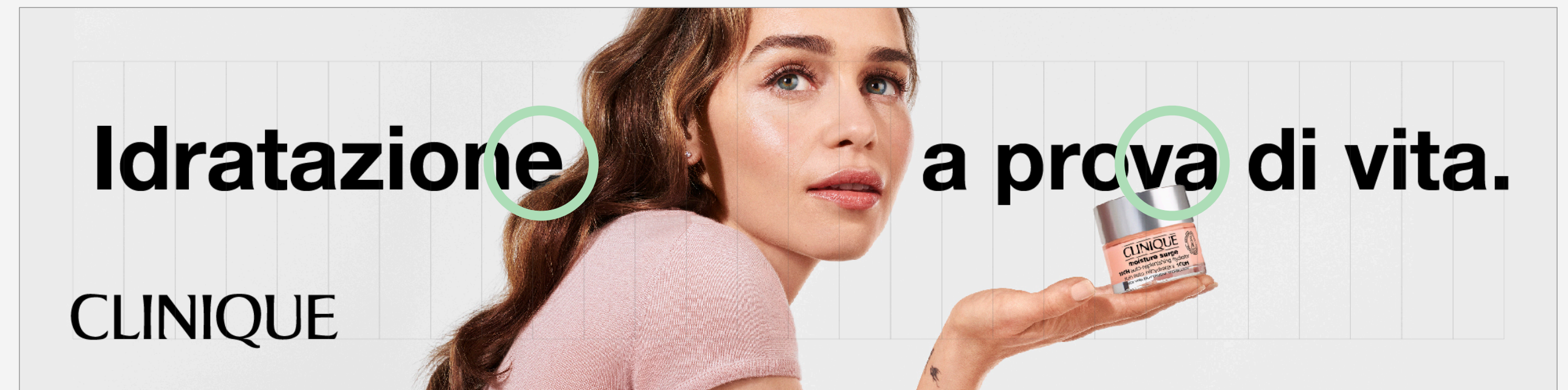
Italian translation example:

· Headline was made slightly smaller to accommodate for legibility and layering

· Fits within layout grid

· Layering of type is maintained

· The main visual has been moved to to the left in order to maintain layering, word break and spacing

Troubleshooting translations.

Italian translation example:

·Headline was made slightly smaller to accommodate legibility and layering

·Fits within layout grid

·The main visual has been slightly scaled down and cropped to the right in order to maintain layering and legibility

A NOTE ABOUT TRANSLATIONS

When all design solves fail, the problem might lay in the translation. If the translation requires long, tech-heavy words and awkward phrasing, try to shorten it and match the original layout by instead capturing the spirit of the headline in the local language, using short, impactful words and taut sentences to the greatest degree possible.

ORIGINAL MASTER LAYOUT

ITALIAN TRANSLATION

THE GRID *Column Set: 16 | Outer Margin: 187px | Logo Height: 187px*
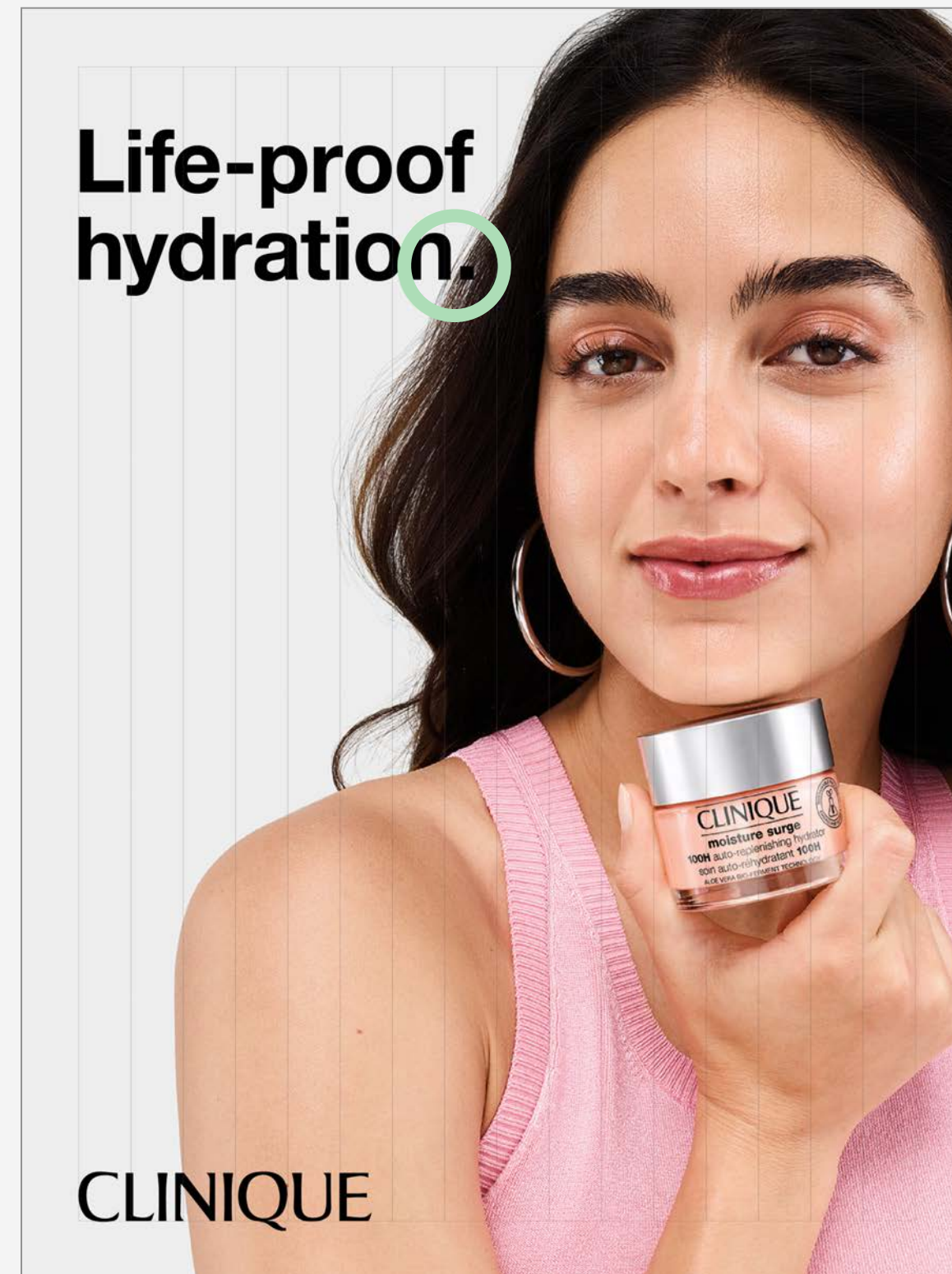
Translation don'ts.

Avoid mistakes with these best practices.

DON'T

DON'T

Do not let the translated copy run too large or too small on the layout.

Layout and legibility issues might come up if the translated headline type treatment and layout are not set properly.
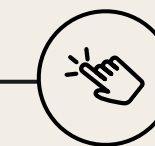
Do not break the sentences in a manner that would break the rhythm and/or render the sentence incomprehensible to native speakers.

Always maintain language visual treatment true to country's spoken sensitivities.

Annotations.

Annotations in layouts.

Annotations are applied to **scientific moments to help heighten their sense of efficacy through visualization**. They can be used to draw the eye, create consistency and hierarchy, and to provide organic structure to copy.
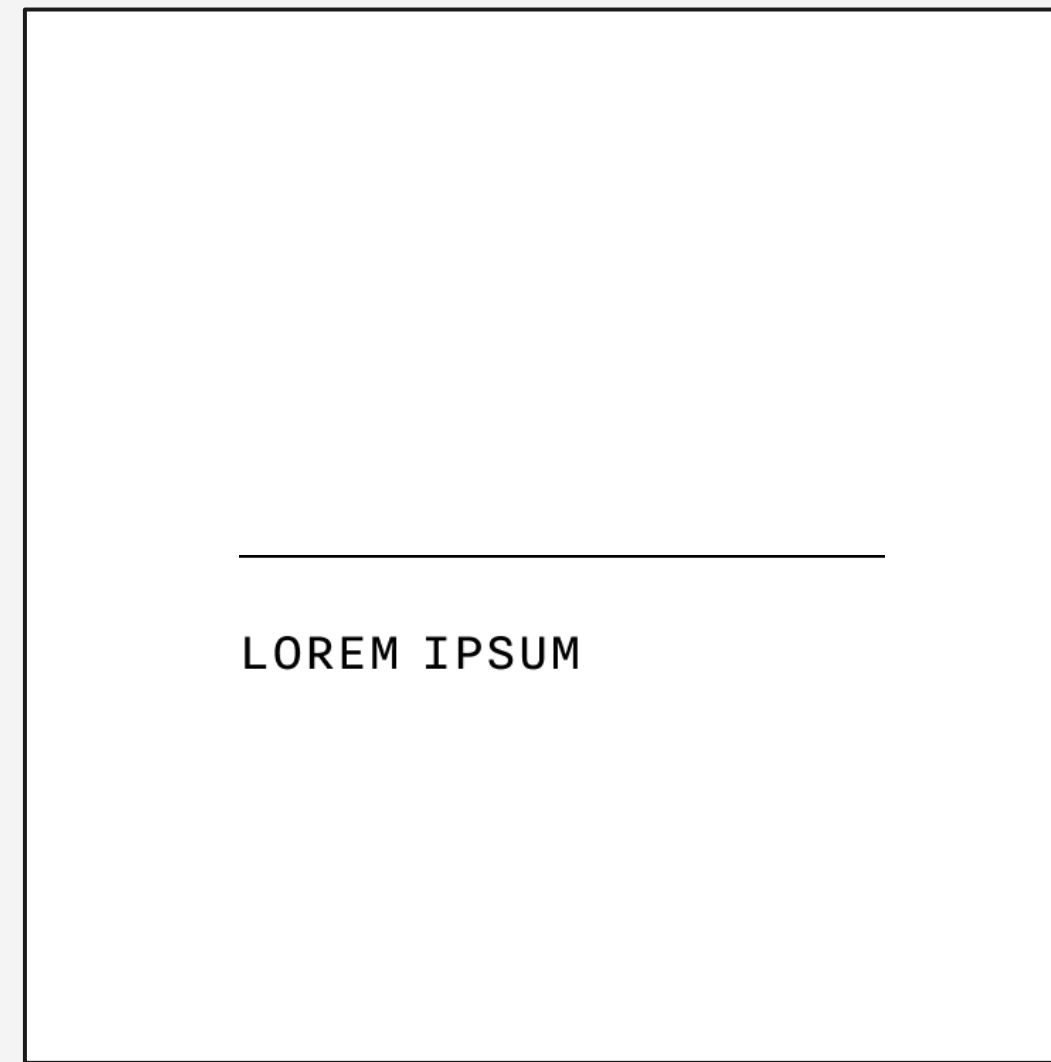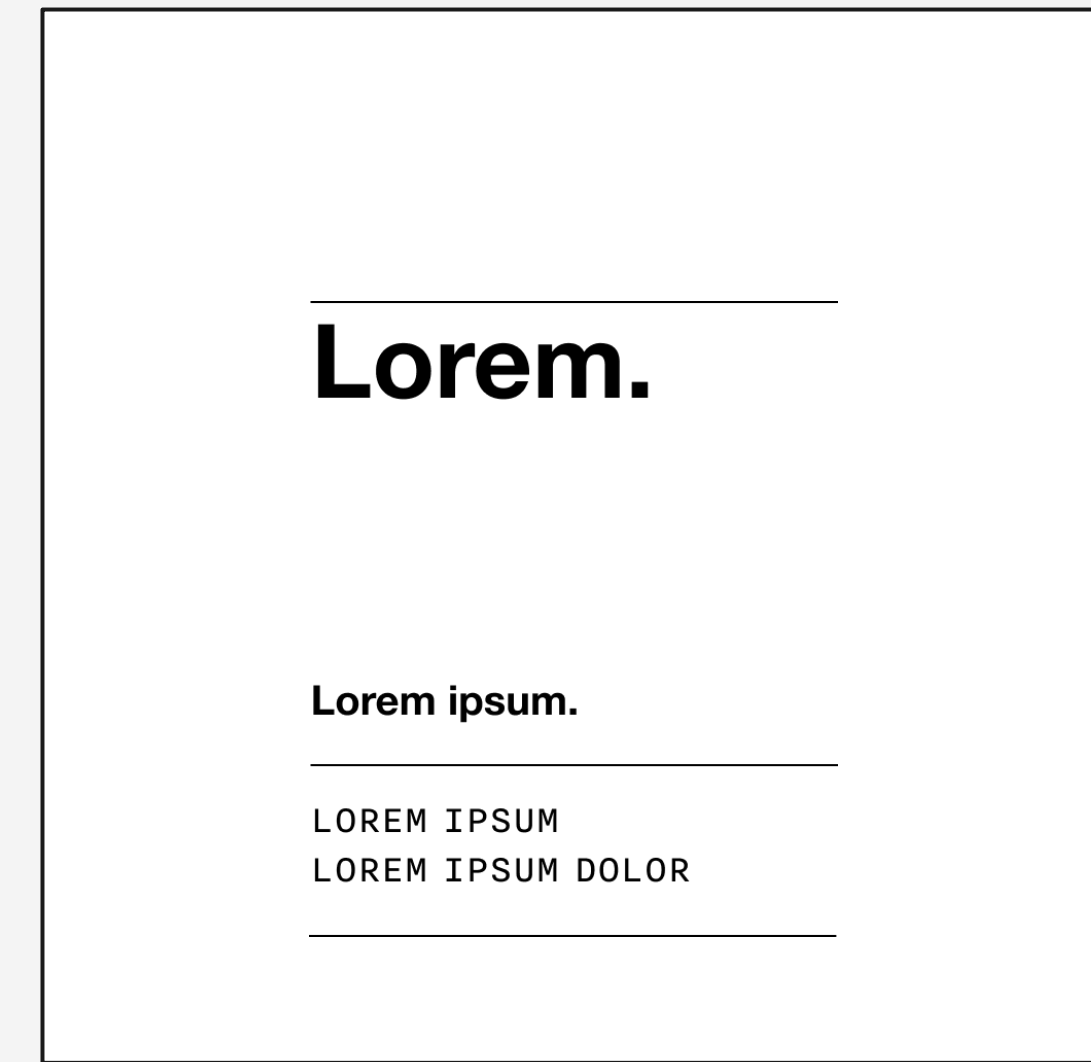
Annotation styles.

Our annotation styles draw inspiration from traditional dermatological and scientific visuals and bring our content to life in clever and clear ways.
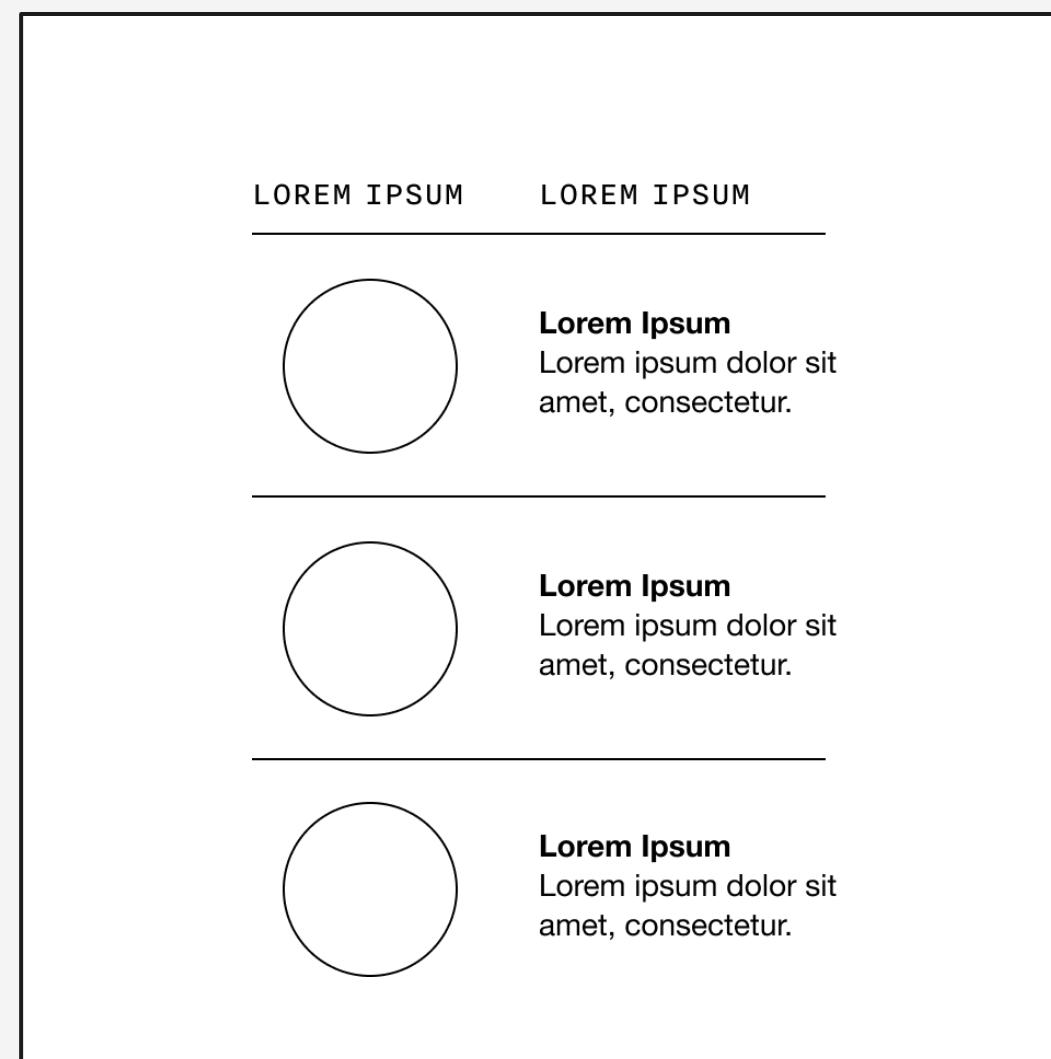
They are broken up into four unique styles.
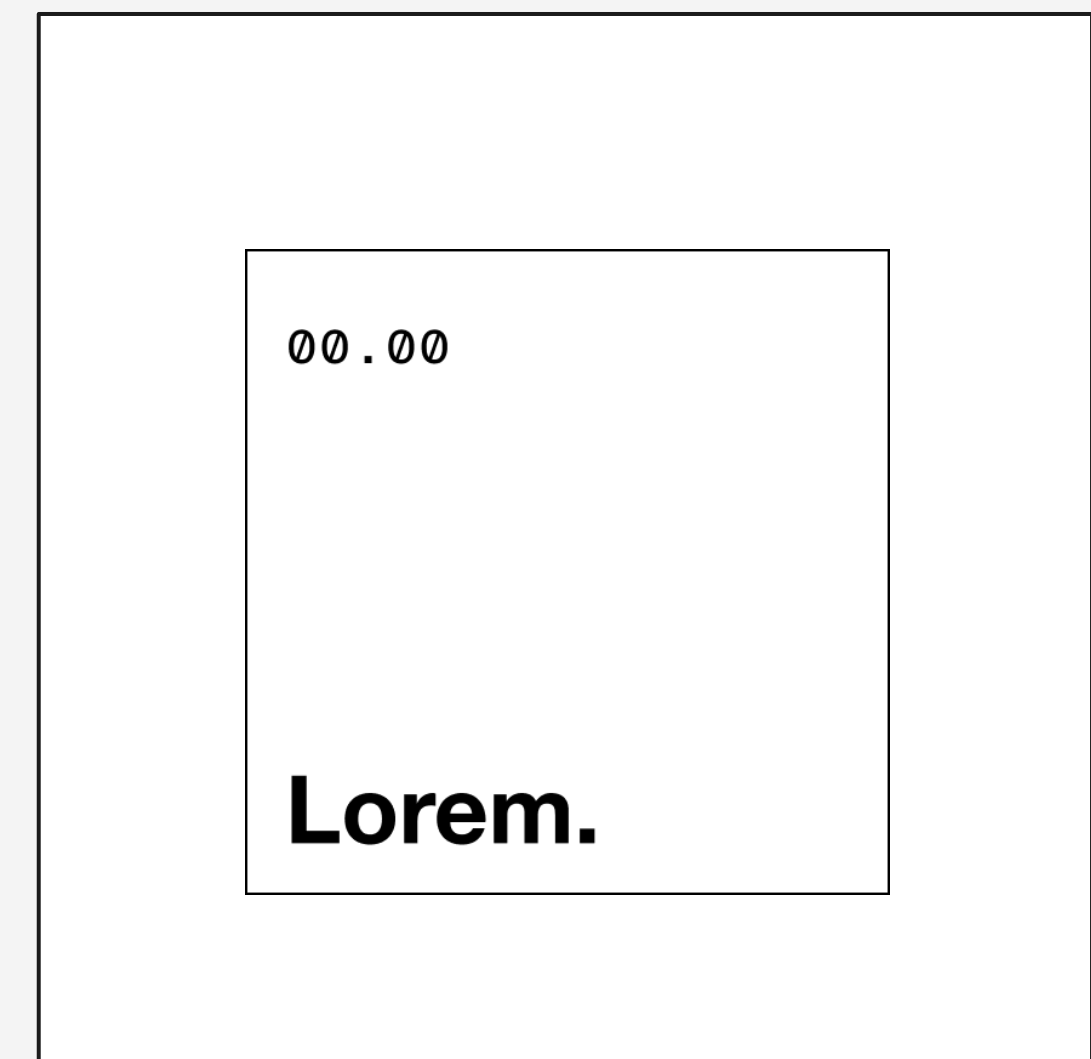
1-Line annotation

LOREM IPSUM

Labels

Lorem.

Lorem ipsum.

LOREM IPSUM
LOREM IPSUM DOLOR

Tables

LOREM IPSUM   LOREM IPSUM

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur.

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur.

Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur.

Square frames

00.00

Lorem.

1-Line annotation.

This annotation style uses 1 line to directly tie an annotation to a piece of content, such as product photography or ingredient photography, and is inspired by the natural forms of organic chemistry.
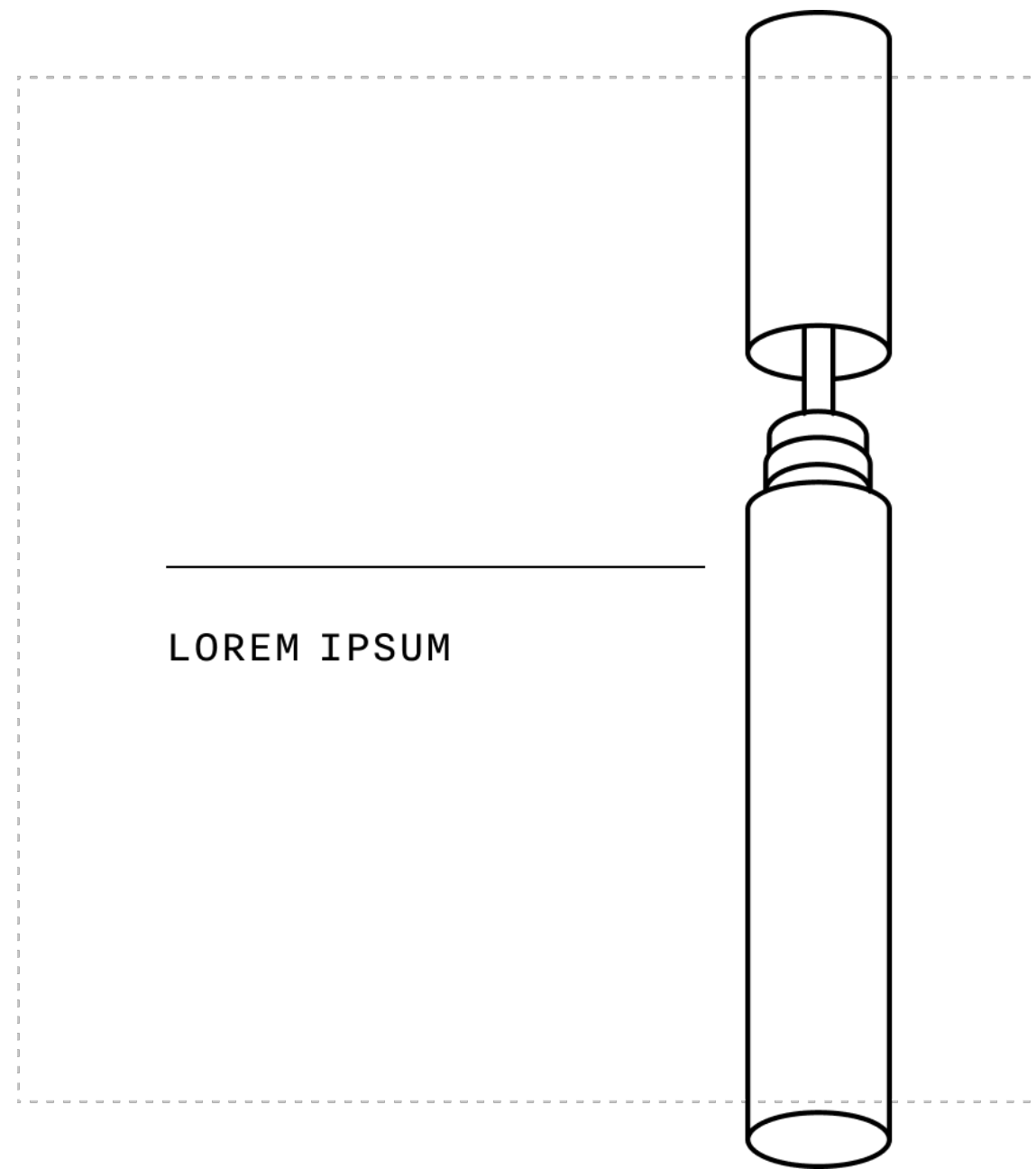
The 1-line annotation can be set horizontally or vertically depending on content and layout and can be used to annotate different areas within one layout.

This style can **be paired only with Clinique's Nitti**.
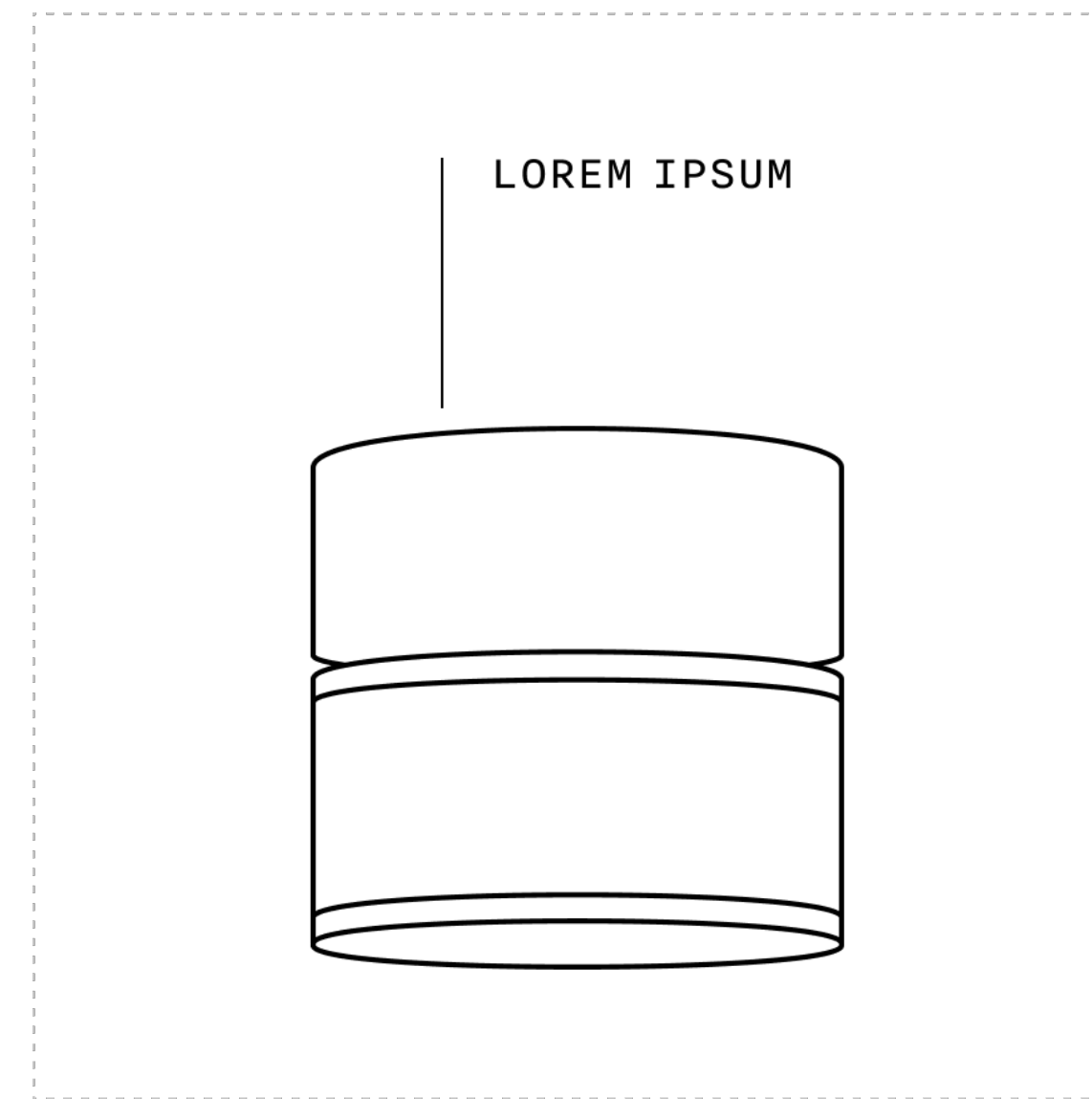
Horizontal 1-line annotation

Visually connect an annotation to graphic content.

LOREM IPSUM

The horizontal 1-line annotation is ideal for calling out fine details.

Vertical 1-line annotation

*Visually connect an annotation to graphic content.*

LOREM IPSUM

The vertical 1-line annotation is ideal for calling out fine details or using as multiple call outs across layouts.

Line length and alignment.

Line lengths and alignments should visually connect copy to graphic assets and should do so in a consistent way across all layouts.

**1-line horizontal annotation with direct visual connection**

LOREM IPSUM
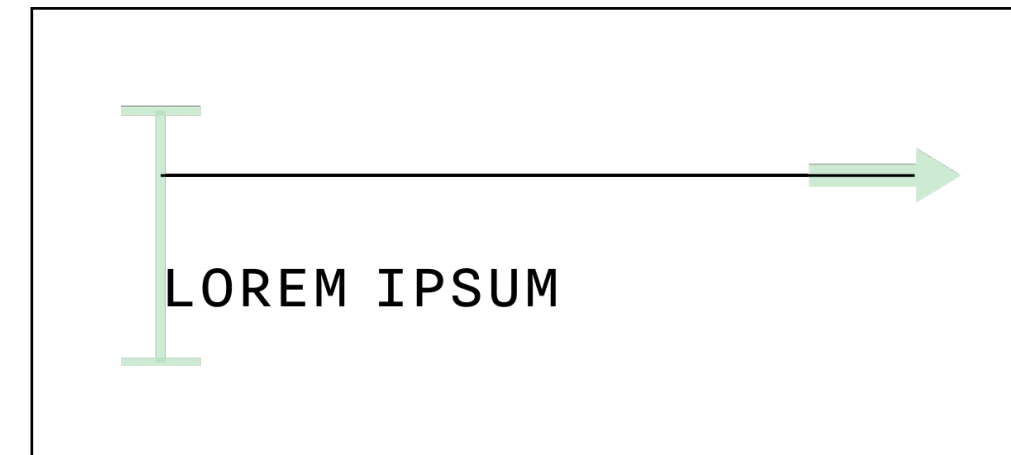
Annotation lines should left align to the start of the copy, but may extend to the piece of content to which the annotation is connected.

1-line vertical annotation with direct visual connection

LOREM IPSUM
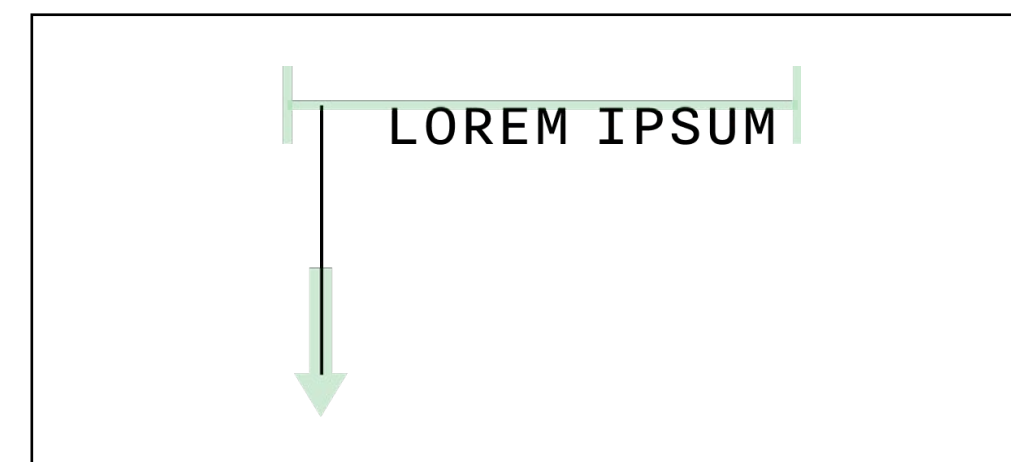
Annotation lines should top align to the top of the copy, but may extend to the piece of content to which the annotation is connected.

1-line vertical annotation without direct visual connection
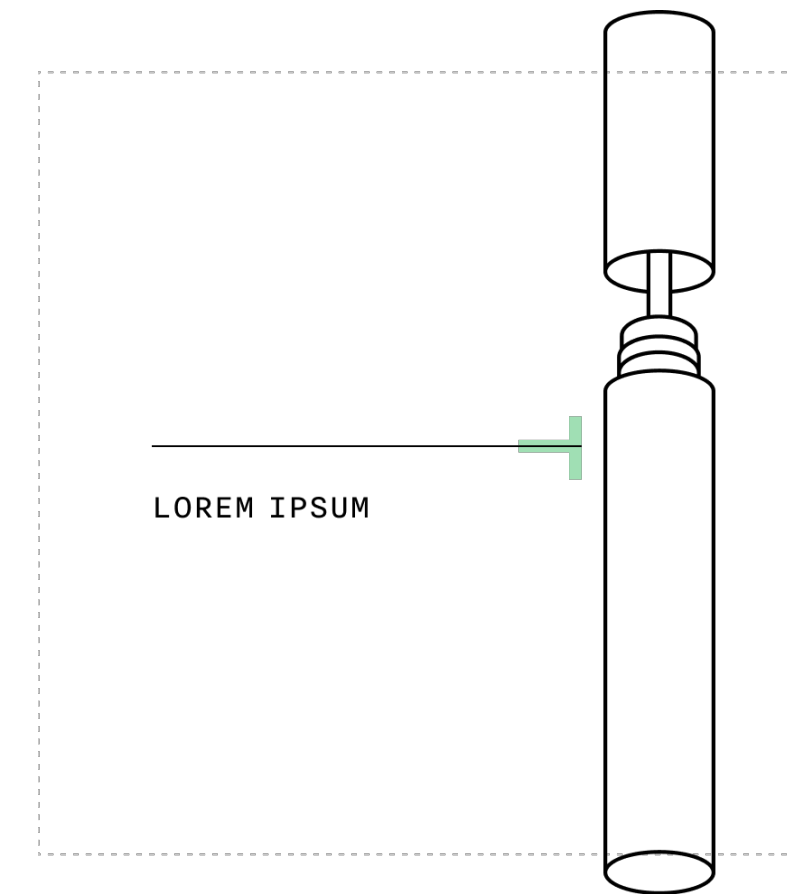
LOREM
IPSUM
DOLOR
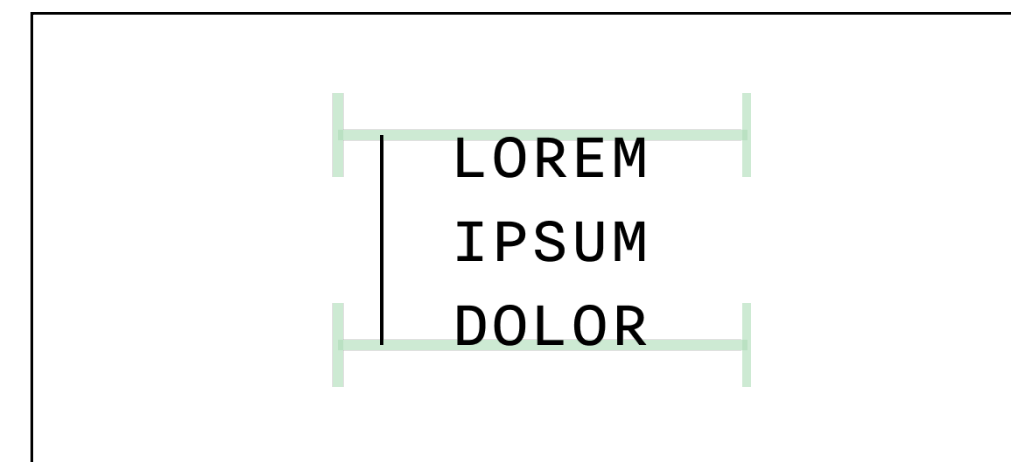
If the annotation line is not directly connecting to a piece of content, it should align to the top and bottom of the copy.

Line distance from connected imagery.

1-line annotations should always end before connecting with its associated visual.
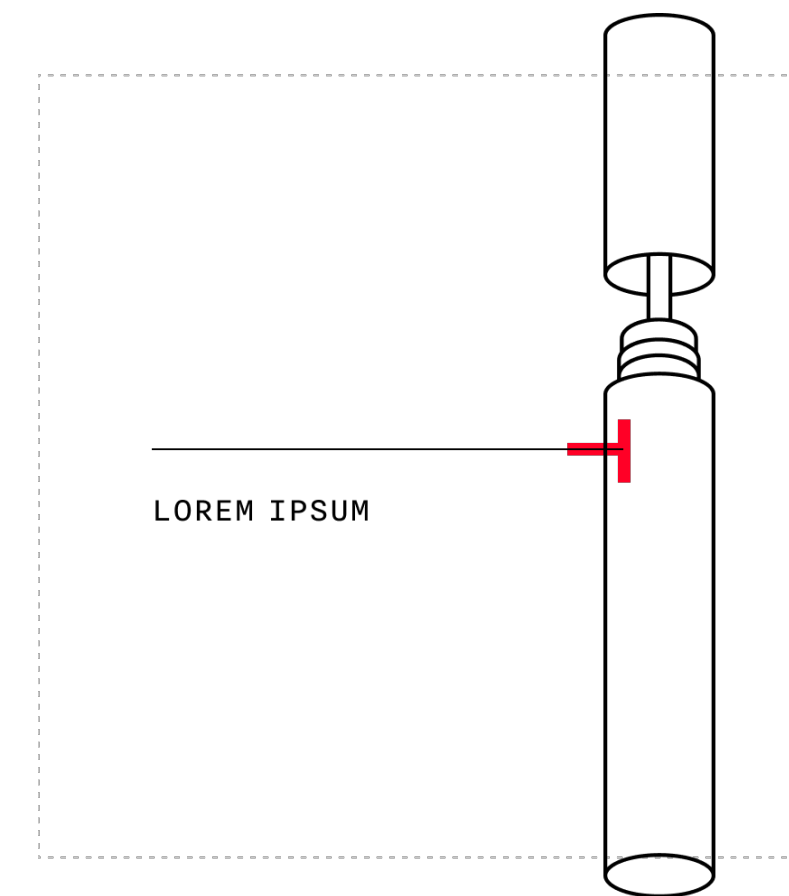
Annotation lines should end before connecting imagery.

LOREM IPSUM

✓ **DO**

Whether connecting with a product, a person, or any related imagery, the annotation line should end slightly before the connecting image.

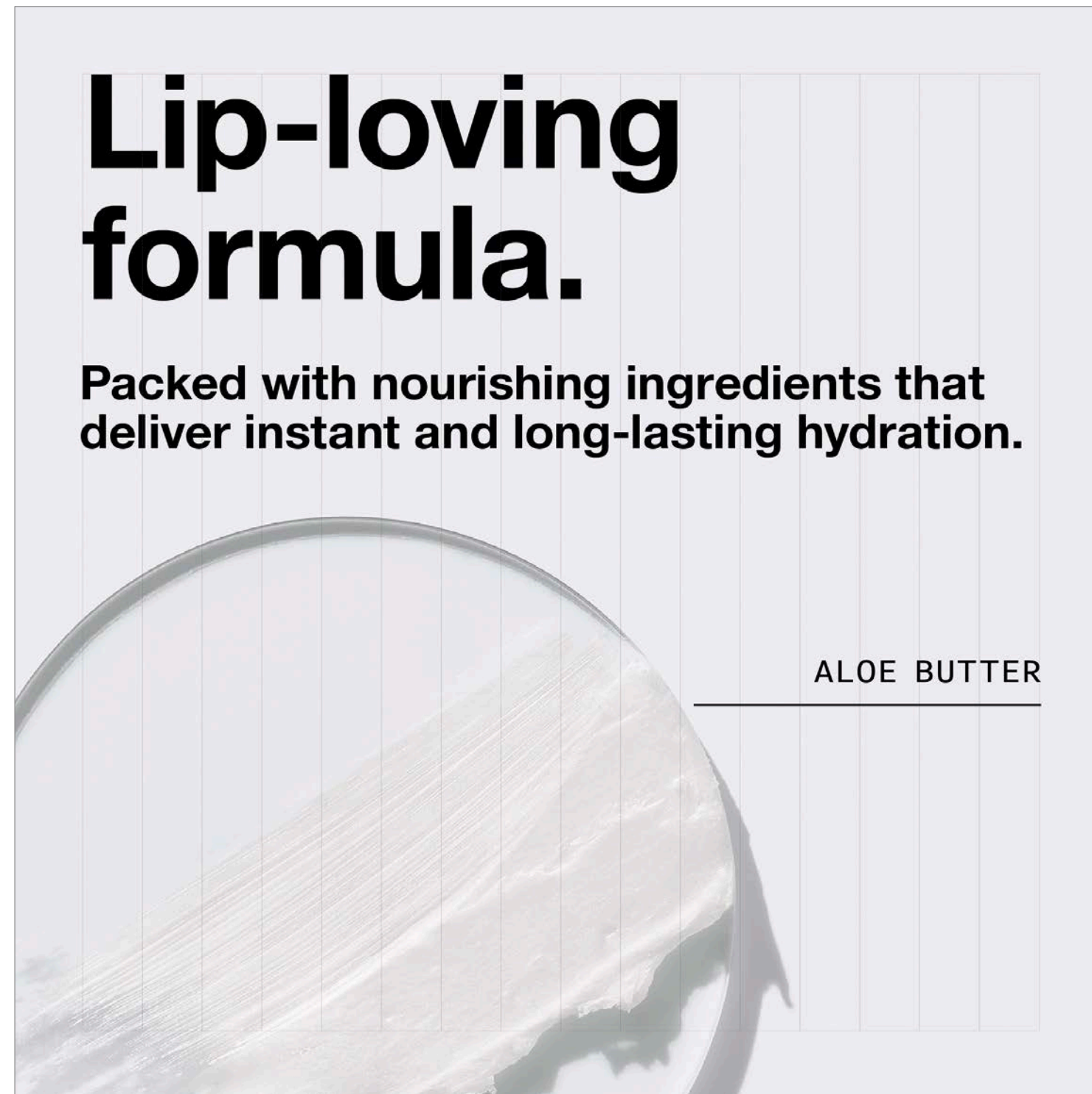**Annotation lines should not overlap with connecting imagery.**

LOREM IPSUM

✕ **DON'T**

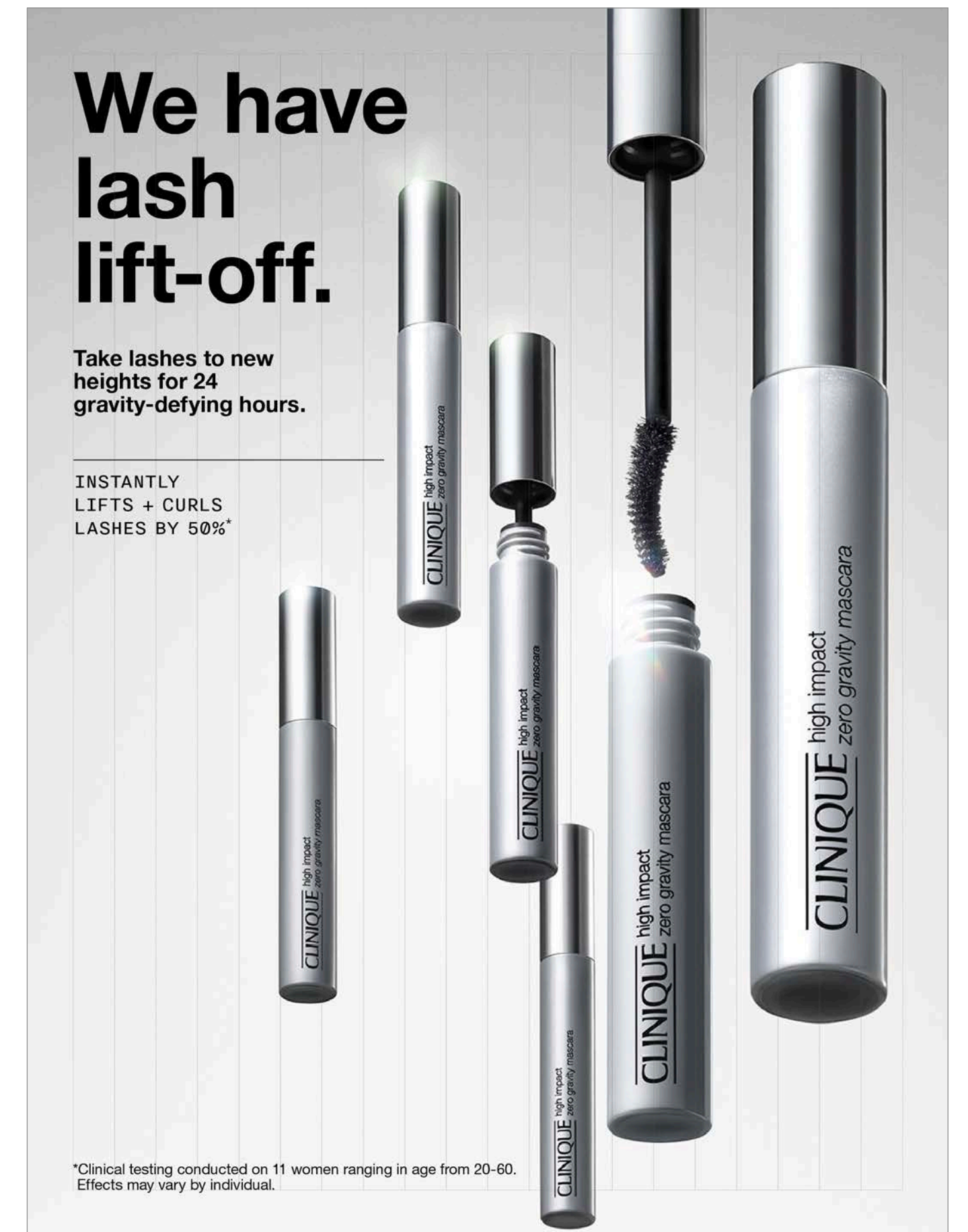Do not connect overlap annotation lines with connecting imagery.

Don't call it makeup.

It's skincare in just your shade.

IN 42 SHADES

92% SAY
BARE SKIN LOOKS
MORE RADIANT*

CLINIQUE

even better clinical

serum foundation
SPF 20
fond de teint sérum

*Consumer testing on 221 women after using product for 8 weeks.

1-line annotations can contain multiple lines of copy.

Lip-loving formula.

Packed with nourishing ingredients that deliver instant and long-lasting hydration.

ALOE BUTTER

The 1-line annotation directly connects an annotation to a graphic.

We have lash lift-off.

Take lashes to new heights for 24 gravity-defying hours.

INSTANTLY
LIFTS + CURLS
LASHES BY 50%*

*Clinical testing conducted on 11 women ranging in age from 20-60. Effects may vary by individual.

1-line annotations can contain multiple lines of copy.

32%
MICRO-ACID+ COMPLEX

1-line vertical annotations are perfect for moments when calling out an object that would not work with a horizontal line.

99% SAY SKIN FEELS
DEEPLY HYDRATED*

91% SAY SKIN
LOOKS GLOWING*

98% SAY SKIN FEELS
MORE RESILIENT*

*Consumer testing on 100 women after using the product for 1 week.
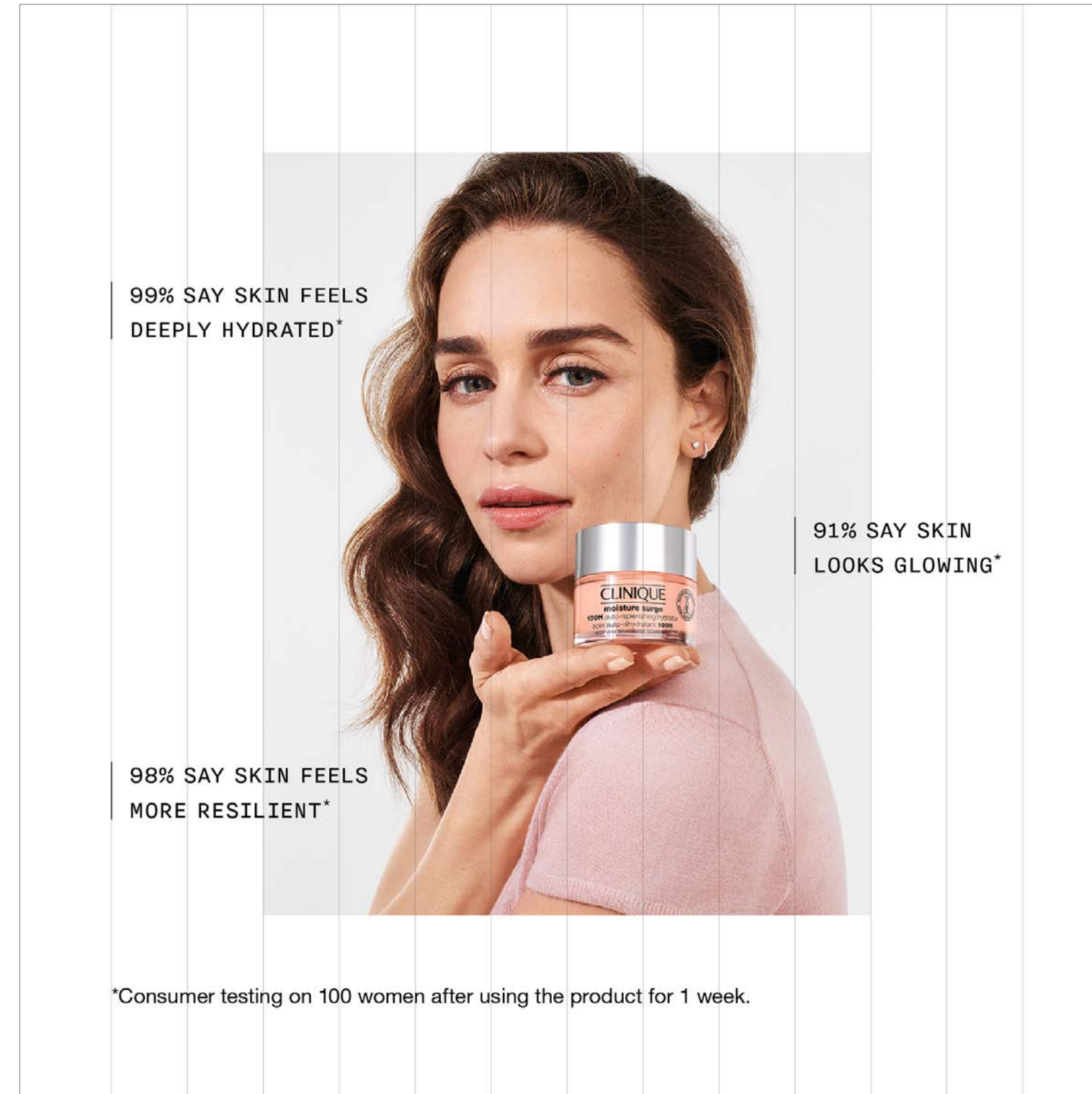
Multiple annotations can be used across the same layout to help connect annotations directly to graphic(s).

*THE GRID (EMAIL EXTRACT) Column Set: 12 | Outer Margin: 100px | Annotation Spacing: 33px*

Fight
wrinkles
full
strength.

Strengthen your
dermal structure for
younger-looking skin.

NEW.

85% SAY
LINES + WRINKLES
LOOK REDUCED*

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

1-line annotations can contain different sizes of Clinique's Nitti depending on content.

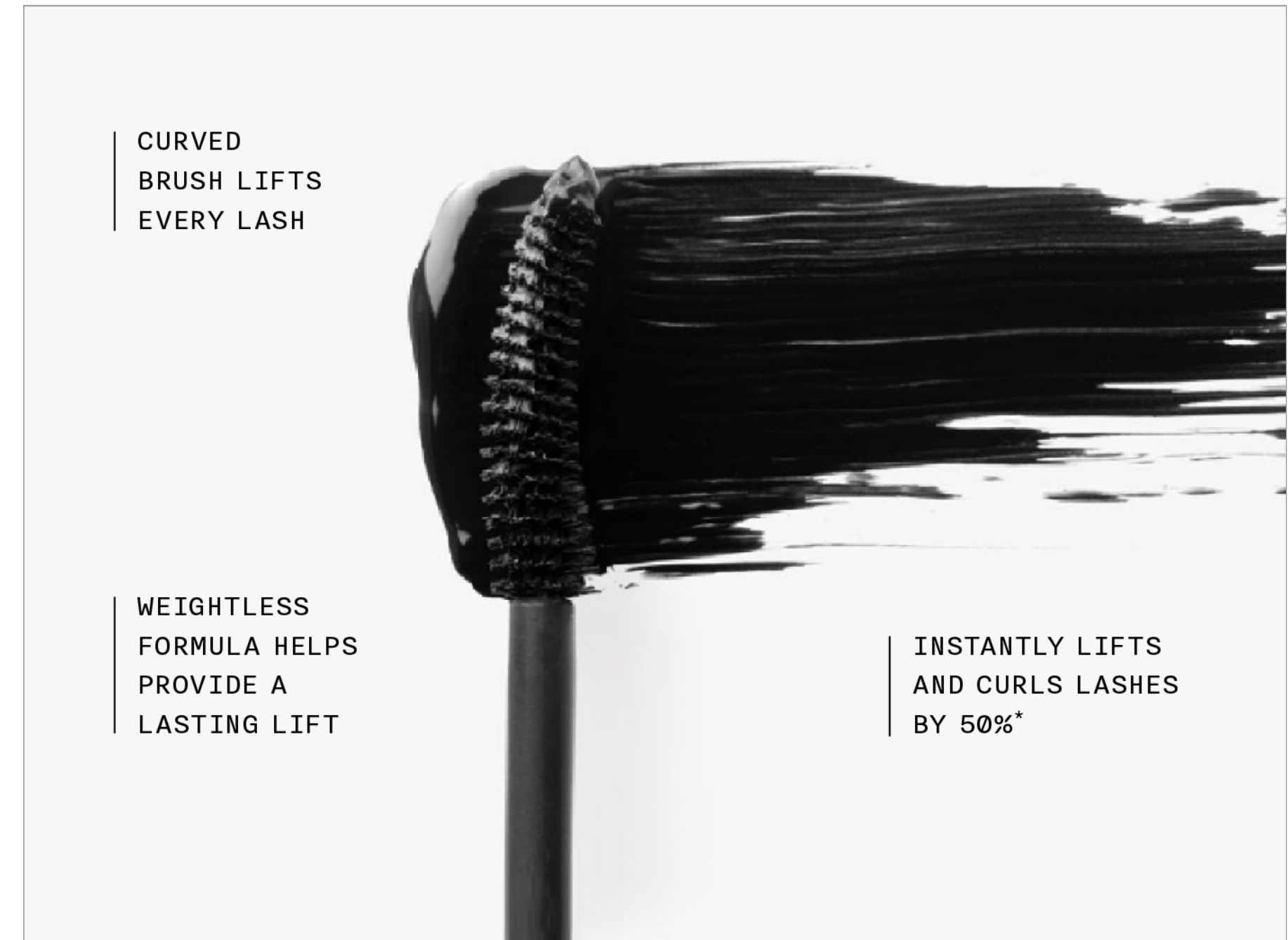*THE GRID Column Set: 12 | Outer Margin: 166px | Annotation Spacing: 55px*
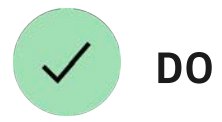
DO

Do directly tie an annotation to a visual.

1-line annotations create visual connections from visuals to copy.
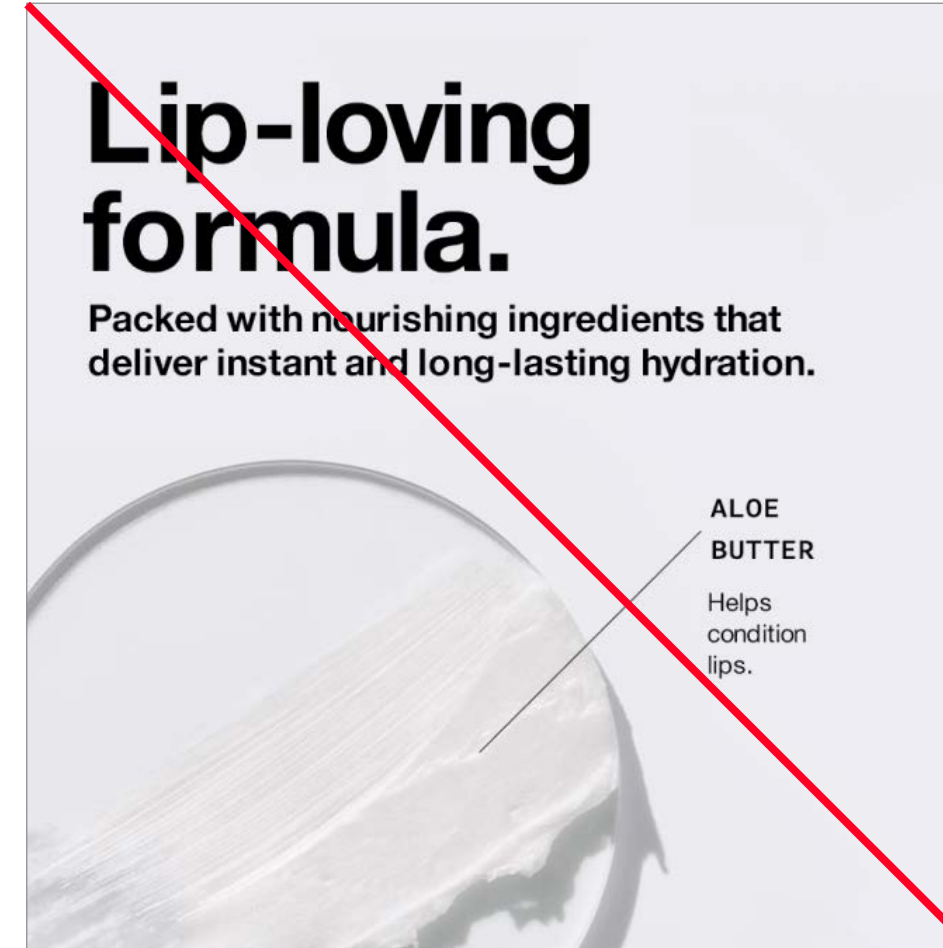

DO

Do use Clinique's Nitti type styles.

While other annotation styles do use Clinique's Helvetica Neue, the 1-line annotation style can only be paired with Clinique's Nitti.

DON'T

Do not attach annotation line(s) to headlines.

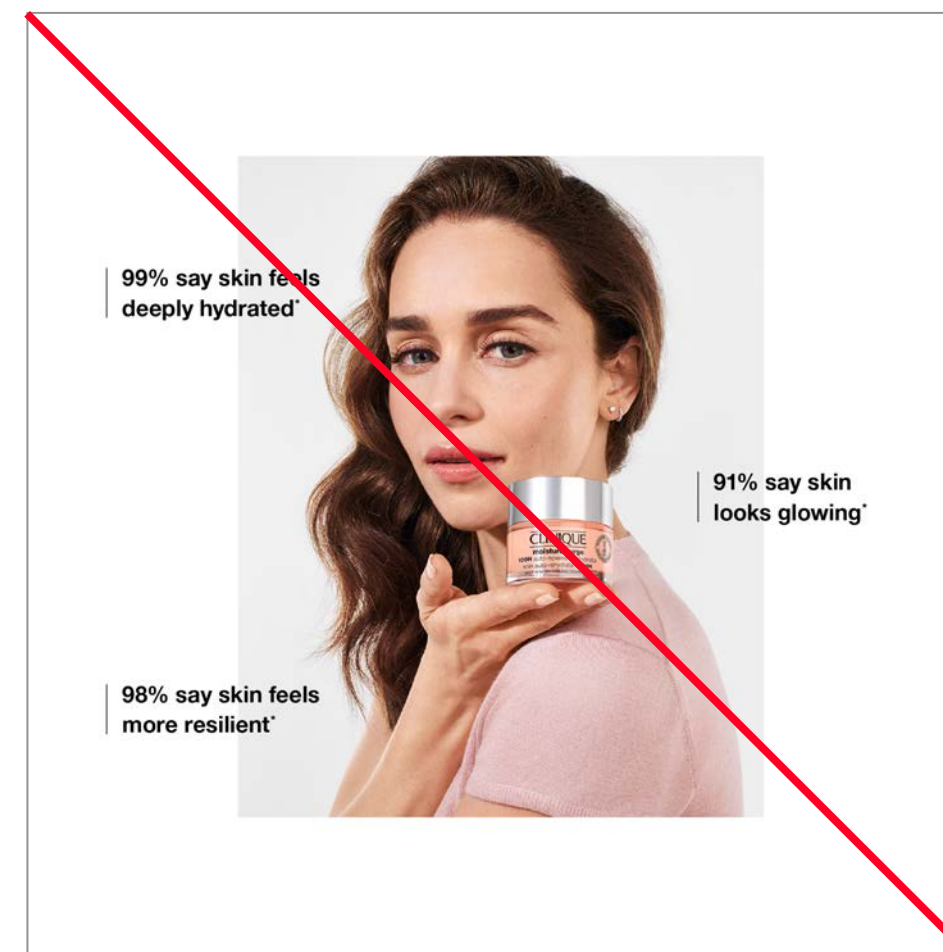*1-line annotations are meant to work simply as annotations and should not be set as headlines.*

DON'T

Do not make annotation line(s) diagonal.

Annotation lines across all styles can only be set vertically or horizontally.

DON'T

Do not use Clinique's Helvetica Neue type styles.

While other annotation styles do use Clinique's Helvetica Neue, 1-line annotations can only be set in Clinique's Nitti.

Labels.

We use two label styles. Both styles bring a sense of efficaciousness through their clinical, Rx-style visuals and application.

Neither style can be adjusted and must be used as they occur here and they cannot be together in the same layout.

Product benefit label

Create a clear hierarchy for product benefits.

Subheadline.

· Ingredient, benefit
· Ingredient, benefit
· Ingredient, benefit

PRODUCT NAME
00 OZ., *00.00*

The product benefit label is used in retail environments and organically structures ingredients and product name in a visually clinical copy setting.

PLEASE NOTE: The product benefit label is currently used in two ways — with and without the top line. Depending on context, layout, and imagery, there are instances where you will not need to add the top line.

Lab label

Create a dynamic headline style for product photography.

Headline.

Subheadline.

CLAIM
CLAIM

The lab label is **only paired with product photography** and creates visual storytelling and intrigue in its clinical look.

It is ideal for product photography that has a lot of white space around the actual product shots and for shorter, clever copy.
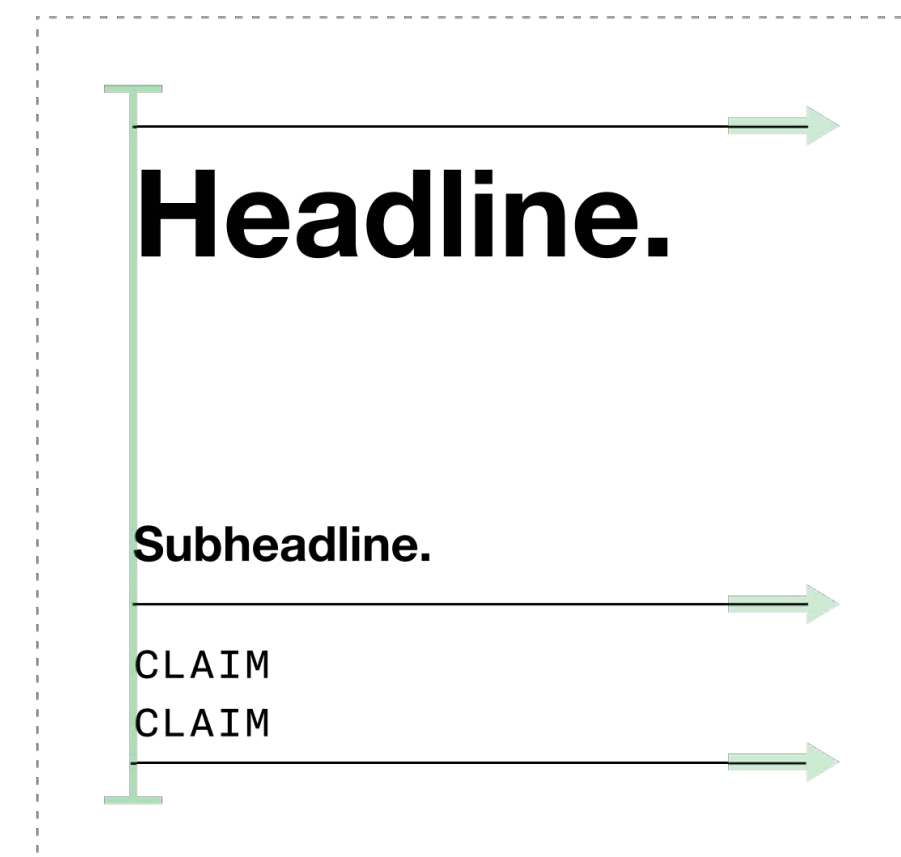
Line length and alignment.

Label lines should left align to the start of the copy, but may extend outward to create the label form.

Line length on a product benefit label.
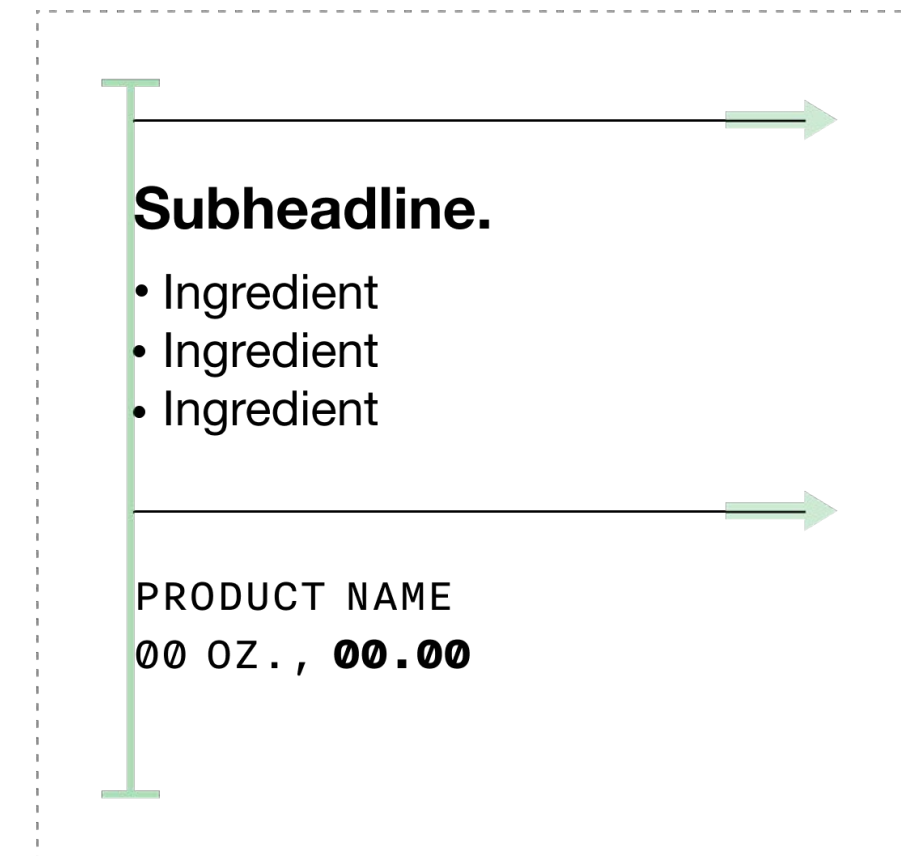
Subheadline.
• Ingredient
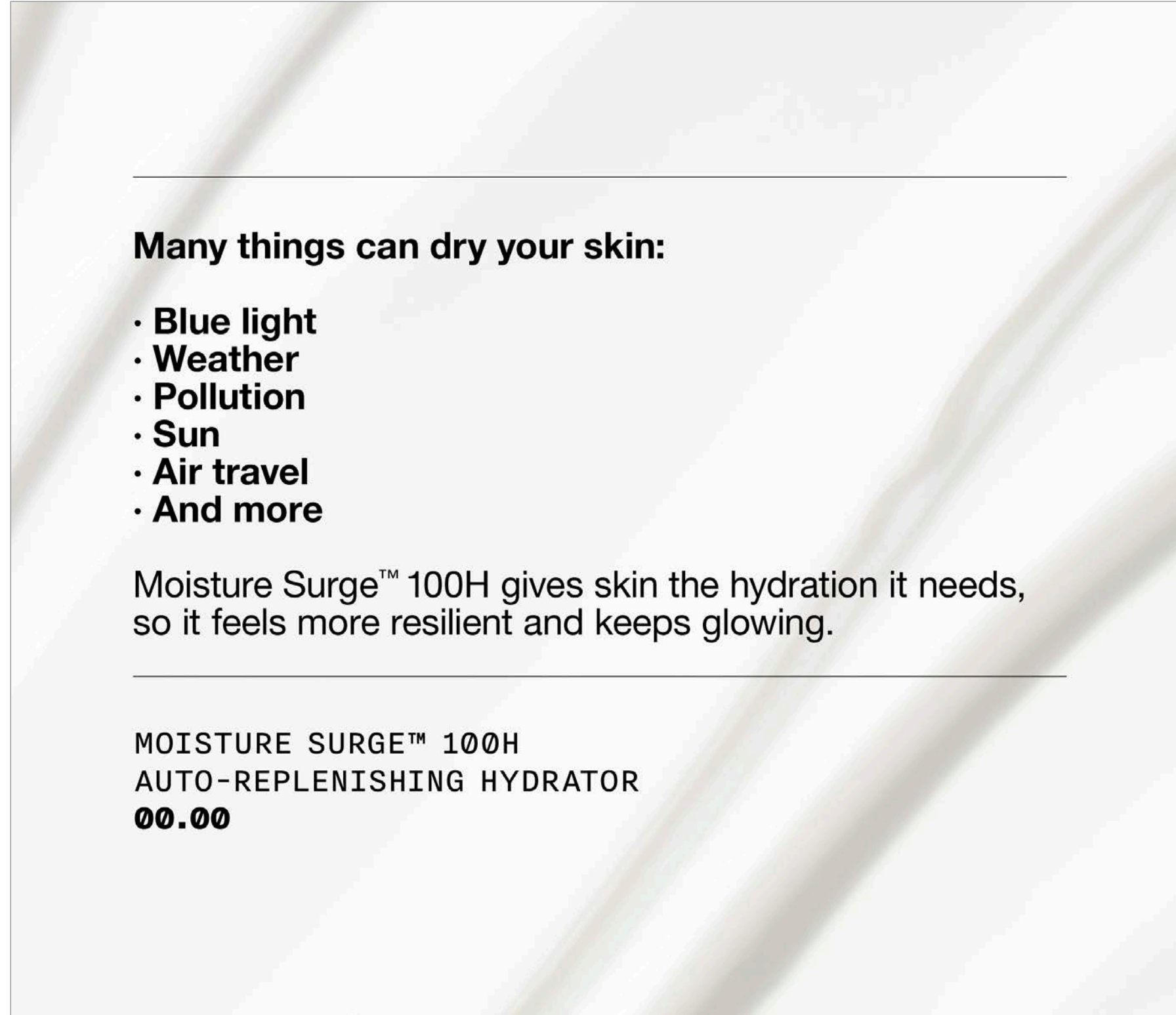• Ingredient
• Ingredient

PRODUCT NAME
00 OZ., *00.00*

Line length may extend beyond the copy to ensure it is fully enveloping all copy. Each line must be the same length.

Line length on a lab label.

Headline.

Subheadline.

CLAIM
CLAIM

Line length may extend beyond the copy to ensure it is fully enveloping all copy. Each line must be the same length.

Many things can dry your skin:

· **Blue light**
· **Weather**
· **Pollution**
· **Sun**
· **Air travel**
· **And more**

Moisture Surge™ 100H gives skin the hydration it needs, so it feels more resilient and keeps glowing.

MOISTURE SURGE™ 100H
AUTO-REPLENISHING HYDRATOR
00.00

·**Helps strengthen your dermal structure as it hydrates to visibly smooth lines and wrinkles**
·**Nourishing cream**

CLINIQUE SMART
CLINICAL REPAIR™
WRINKLE CORRECTING CREAM
00 OZ., **00.00***

CLINIQUE SMART
CLINICAL REPAIR™
WRINKLE CORRECTING CREAM
00 OZ., **00.00***

The product ingredient label can be applied to its native retail environment.

The product ingredient label can list several products under the benefits if attached to a multi-product line.

THE GRID *Column Set: 20 | Outer Margin: 150px | Logo height: 150px | Annotation Spacing: 50px*

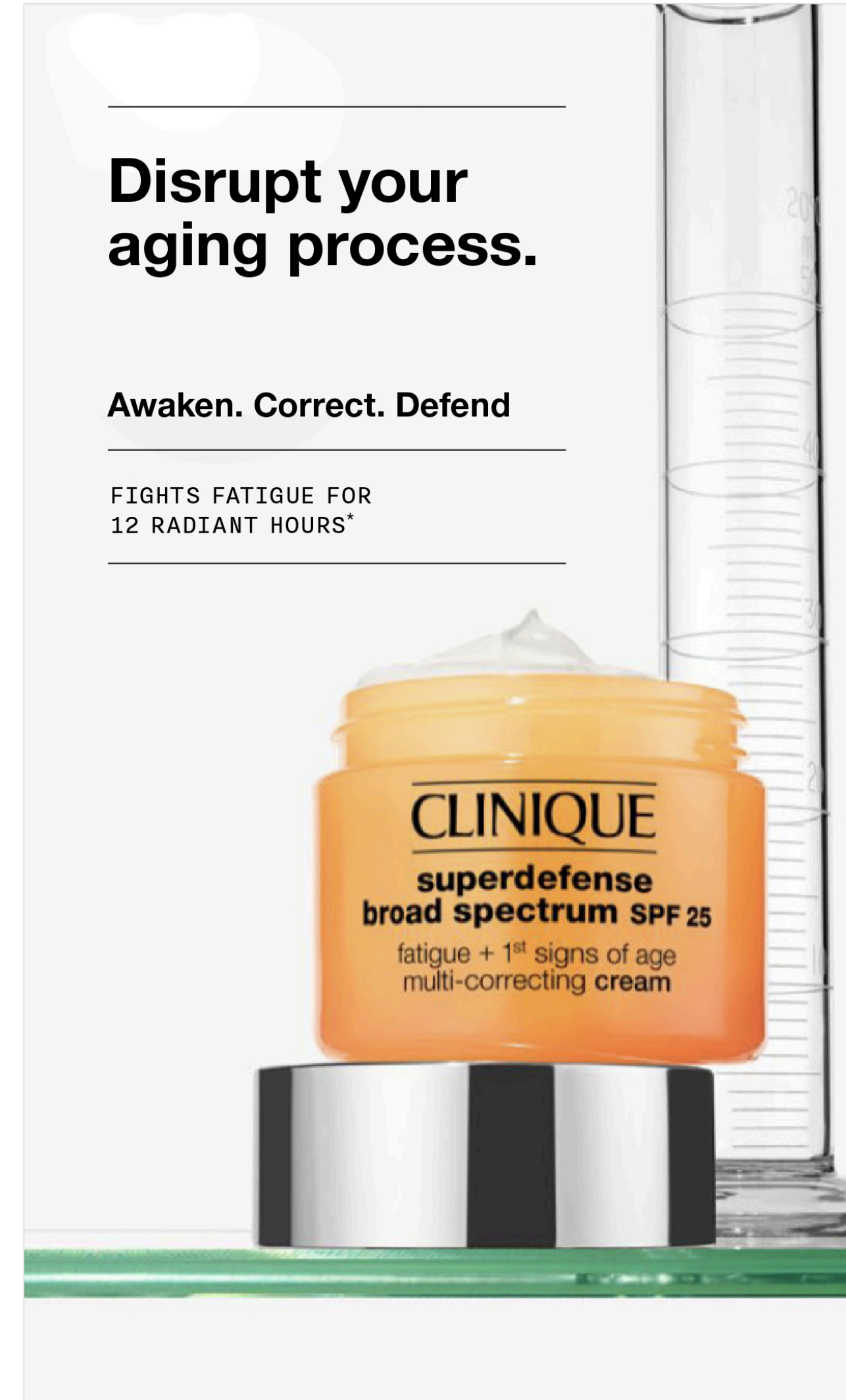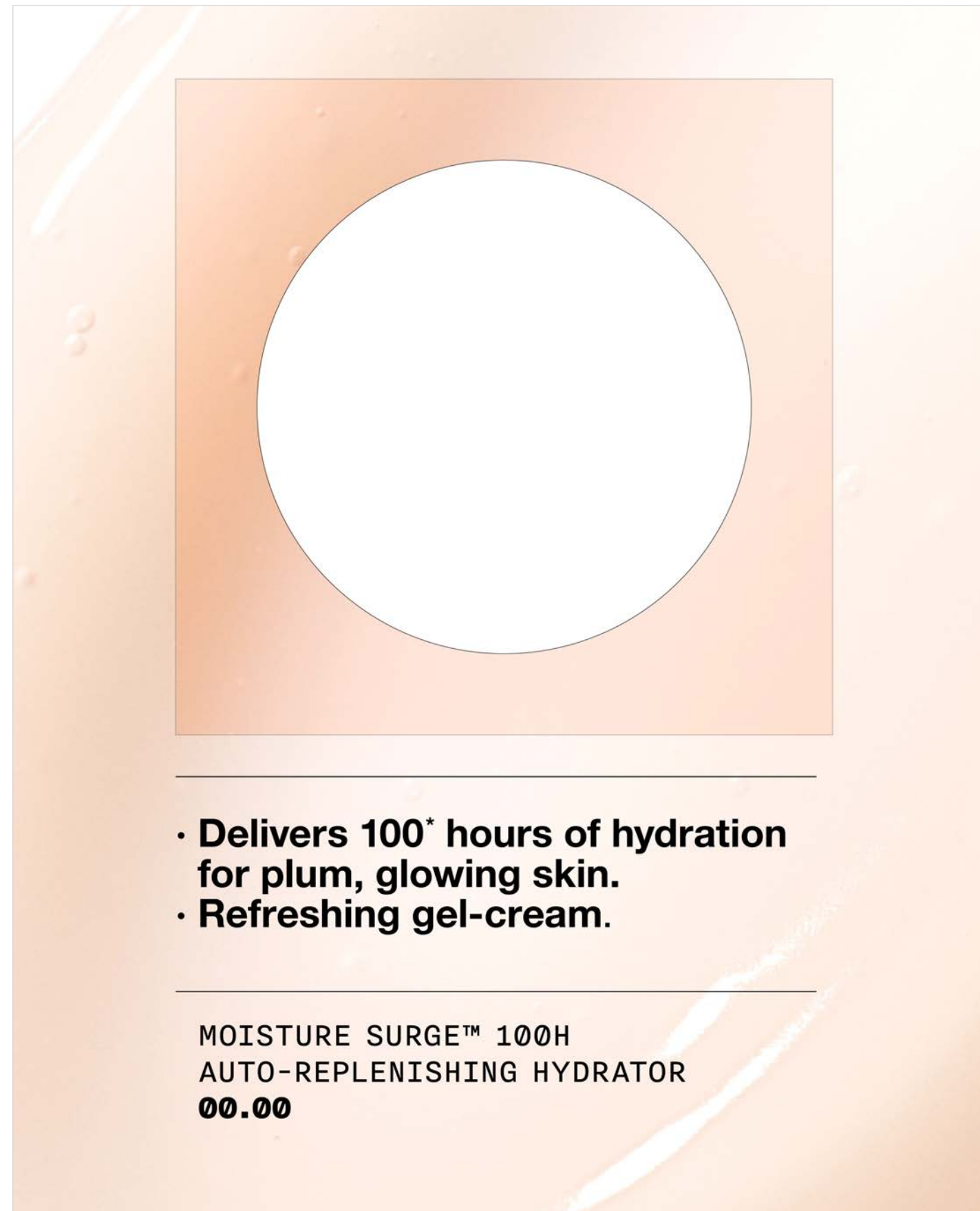THE GRID *Column Set: 20 | Outer Margin: 30px | Logo Height: 30px | Annotation Spacing: 10px*

The lab label can be applied to any area of the layout, as long as it does not go beyond the layout's outer margin.
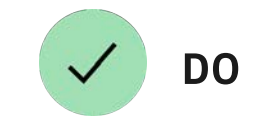
DO

Do use only with copy.

While other annotation styles allow the use of imagery – such as iconography – labels cannot be paired with imagery.

· **Delivers 100* hours of hydration for plum, glowing skin.**
· **Refreshing gel-cream**.

MOISTURE SURGE™ 100H
AUTO-REPLENISHING HYDRATOR
00.00

Disrupt your aging process.

Awaken. Correct. Defend

FIGHTS FATIGUE FOR
12 RADIANT HOURS*

CLINIQUE
superdefense
broad spectrum SPF 25
fatigue + 1st signs of age
multi-correcting cream

DO

Do use only with product photography that has plenty of space around the product.

To ensure legibility and fidelity of our fine lines, ensure that the product photography used has plenty of space around it to easily apply labels to without overlapping.

Do not change the orientation of labels.

Do not make the lab label's copy horizontal with vertical lines.

Do not pair labels with imagery.

While other annotation styles do allow imagery, labels cannot be paired with any imagery.

Do not deviate from pre-set label styles.

Do not change the position of copy, the position of lines, or the predetermined type styles of labels.
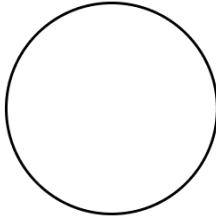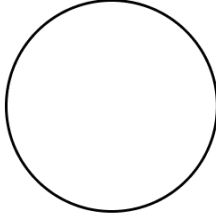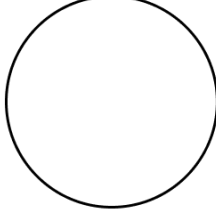
Tables.

Inspired by product labels and charts, tables provide hierarchy to content with layered information.

While this annotation style is fairly flexible, each table style should chunk content based on information type and should maintain consistency across the information types and type styles.

List table

Create easy-to-read vertical informational sets or infographics.

LOREM IPSUM   LOREM IPSUM

Lorem Ipsum
Lorem ipsum dolor sit
amet, consectetur.

Lorem Ipsum
Lorem ipsum dolor sit
amet, consectetur.

Lorem Ipsum
Lorem ipsum dolor sit
amet, consectetur.

List tables explain content from top
to bottom and separate levels of
information using lines.

Timeline table

Create easy-to-read vertical informational sets, timelines, or infographics.

Headline.   **Subheadline.**   **Subheadline.**
               Body Copy.   Body Copy.

Headline.   PRODUCT NAME
               00.00, 00.00**

Timeline tables plot content from left to
right and separate levels of information
using lines.

Line length and alignment.

Depending on table style, line length and alignment generally rely on copy length and graphics placements.
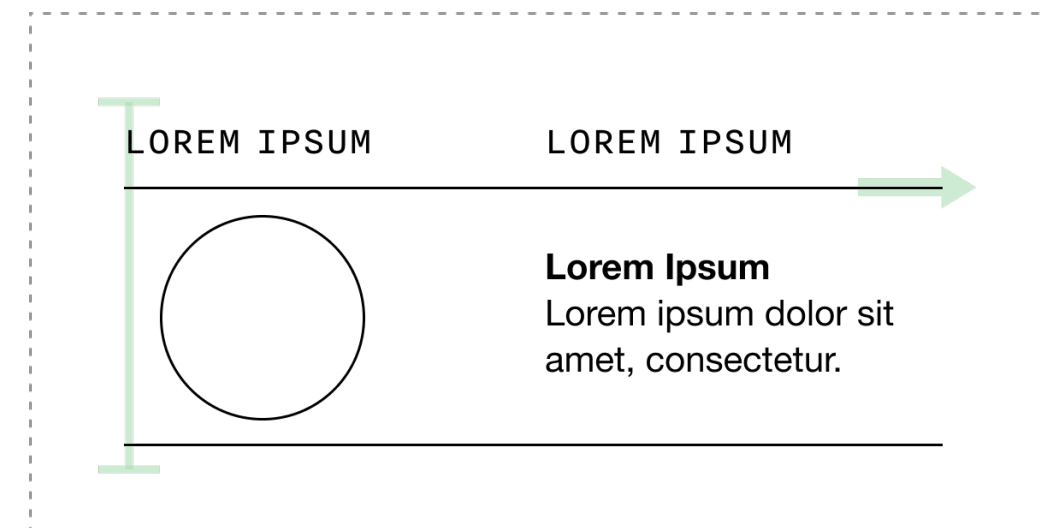
Line length on list tables.

LOREM IPSUM   LOREM IPSUM

Lorem Ipsum
Lorem ipsum dolor sit
amet, consectetur.

Table lines should left align to the start of the copy, but may extend outward to envelop all table content.

Line length on timeline tables.

Headline.   **Subheadline.**   **Subheadline.**
Body Copy.   Body Copy.
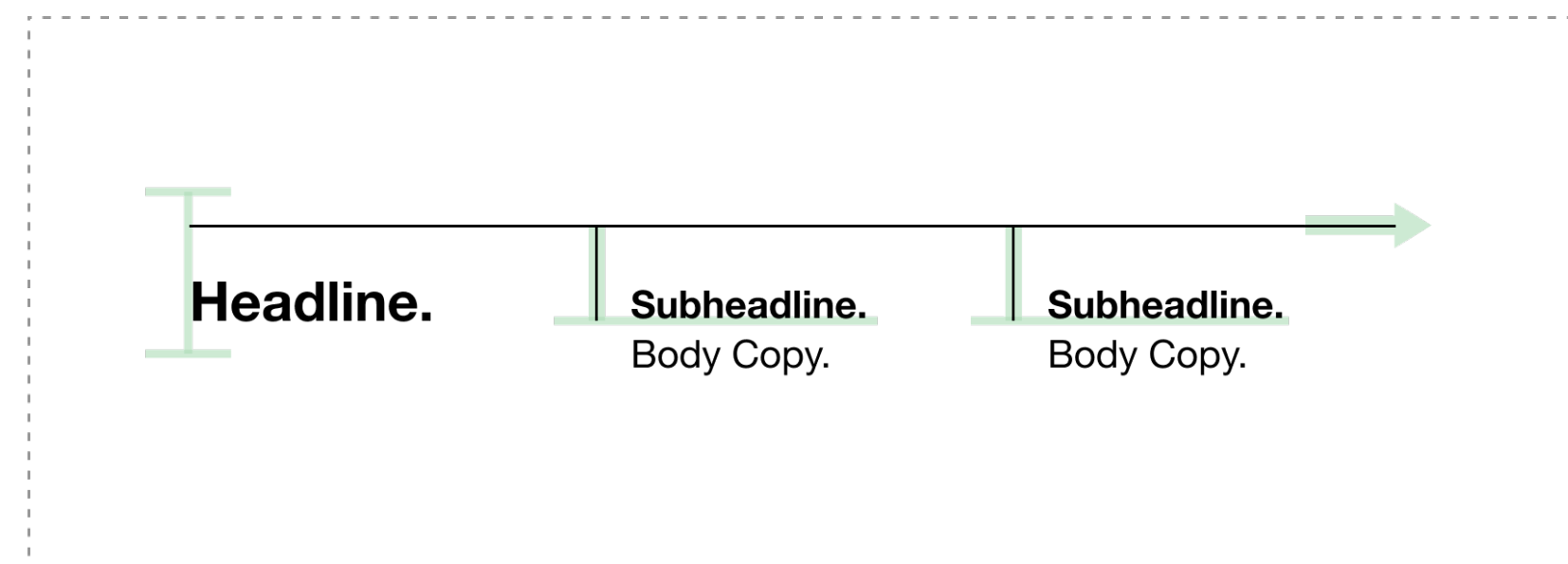
The starting timeline table line should left align to the start of the copy, but the horizontal line may extend outward to envelop all table content.

If there are descending timeline table lines, they should align to the bottom of the first line of the copy.

List tables group related content in clear and readable groupings.

List tables help to stack related content clearly and legibly. They can also provide titles for list sections.

List tables provide narrative and visual hierarchy to content that has multiple layers of information.

List tables group content in a meaningful and clear way.

BEFORE

AFTER

Timeline tables can be applied to "timelines" such as before and after photography.
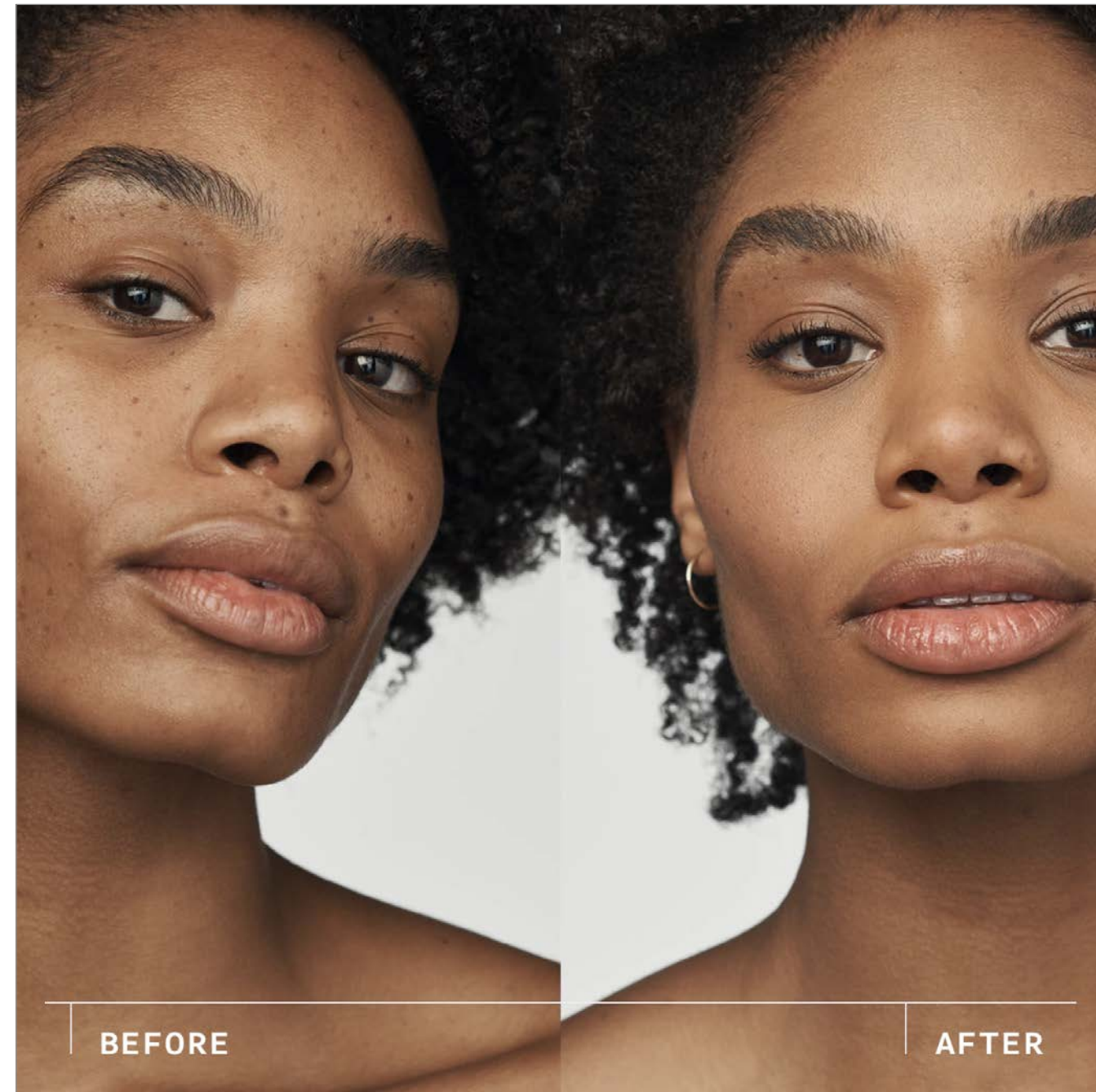
CLINIQUE SMART CLINICAL REPAIR™
WRINKLE CORRECTING EYE CREAM
00.00, 00.00

STEP 3

Eye cream

What it does:

Fortifies the delicate skin around the eye so it feels stronger and looks smoother.

Smart ingredients:

Peptide-rich CL1870 complex + procollagen sigesbeckia extract.

Timeline tables provide structure to related content across a series of connected content by breaking it up into sections.

How to recycle.

STEP

01

Remove the cap and pump and throw them away.

STEP

02

Rinse the bottle thoroughly.

Timeline tables can be used to show step-by-step processes from left to right.

Visibly reduces dark spots, smooths, and plumps.

EVEN BETTER CLINICAL™ SERUM FOUNDATION
BROAD SPECTRUM SPF 25
00.00, 00.00*

Rich, stay-true color plus a smoothing primer in one.

CLINIQUE POP™
LIP COLOUR + PRIMER
00.00, 00.00*

Lifts and curls for eyes that look brighter, more youthful.

HIGH IMPACT
ZERO GRAVITY™ MASCARA
00.00, 00.00*

Timeline tables take readers on a journey across multiple layers of content in a clear and legible way.

How to fight wrinkles smarter.

Start strong with Clinique Smart Clinical Repair™.

Helps fortify skin's natural structure.

Visibly reduces lines and wrinkles.

Skin feels stronger, looks smoother.
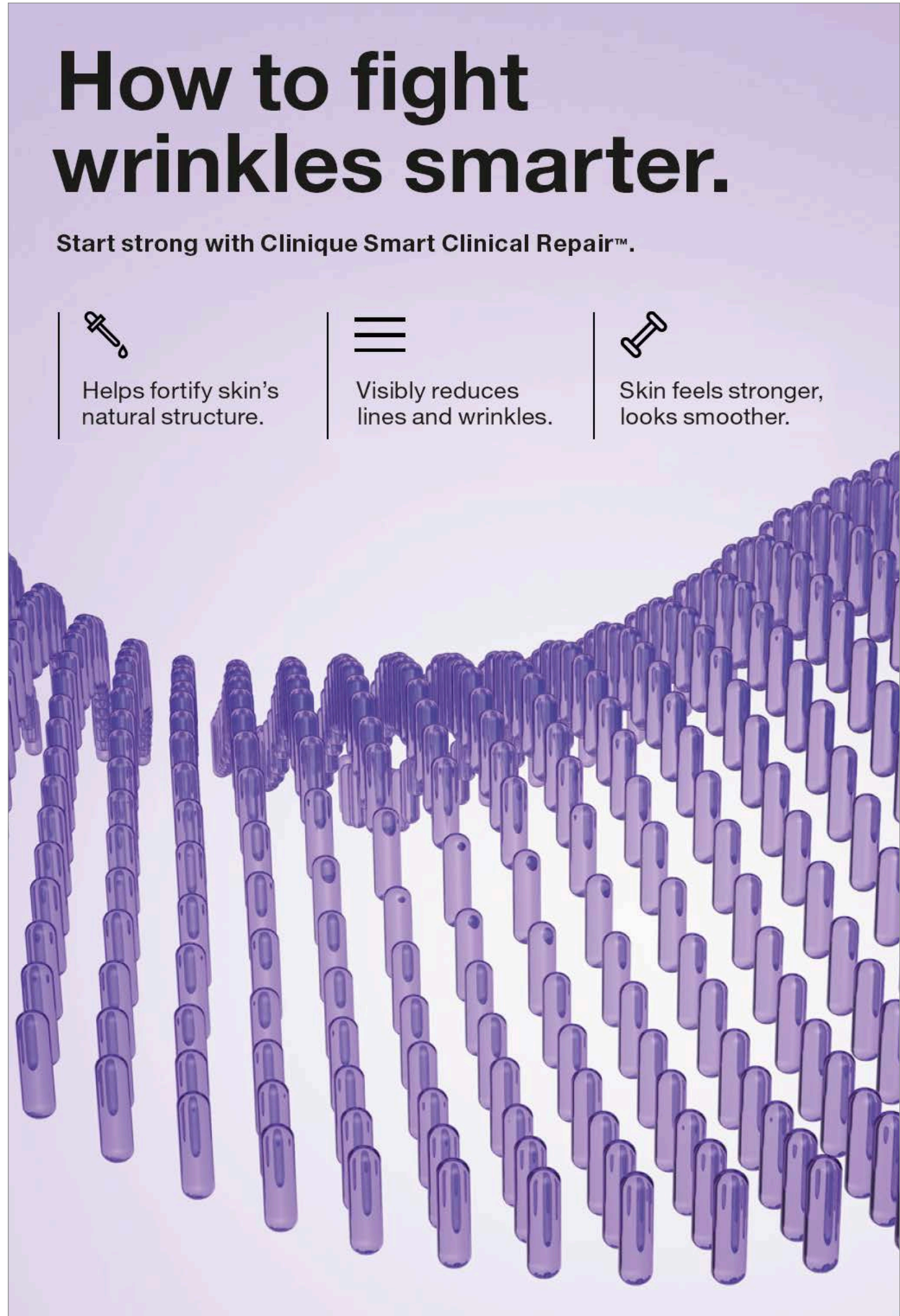
✓ DO

Do group content to help readability.

Use tables to separate dense information and bolster readability through chunking content.

EVEN BETTER CLINICAL™ SERUM FOUNDATION BROAD SPECTRUM SPF 25

EVEN BETTER™ MAKEUP BROAD SPECTRUM SPF 15

Benefits	Build with serum technologies: · Vitamin C helps restore radiance. · UP302 targets dark spots. · Salicylic acid helps smooth skin.	Restores a more even skin tone instantly and over time.
Oil free	✓	
Skin Type	Combination Oily, Oily	Dry Combination, Combination Oily
Coverage	Medium-to-full coverage	Medium coverage
Finish	Satin matte finish with 24H wear	Natural finish with 24H wear
Shades	42 shades	56 shades

✓ DO

Do use the same consistent type styles.

Tables help to bring consistency across content and infographics. Each "level" of information should be set uniformly (as seen in this example).

Meet
our newest
wrinkle
fighter.

Strengthens

Peptide-rich
complex helps
fortify skin's
dermal structure.

NOURISHES

Two weights of
hyaluronic acid
draw in moisture
to hydrate and
plump lines.

DON'T

Do not apply type inconsistently across levels of information.

In order to ensure legibility and readability, tables should be set meaningfully, always chunking content in the same type styles and using repetition across the information being dispersed.

Square frames.

Square frames build content blocks using squares that can be placed independently or be nested together to organize content inside of content.

Periodic frame

*Frames act as decorative elements, with the periodic frame being for **headlines and additional structured content**. Periodic frames evoke traditional scientific visual cues.*

LOREM IPSUM

Headline.

Subheadline

- Ed quis dolorec turibe atam excerru mqasitat
- A quidrus num deseui num onequ
- Os rerum iducium hit sitbus cilliuam quiero.

Periodic frames use a square frame to add emphasis to a headline and to provide an editorial, structured form to multiple lines of content.

They are always formatted with the headline top left aligned with supplement copy bottom left aligned.

They should include shorter copy such as a Call to Action, Price, or Call Out.

Elements frame

*Frames act as decorative elements, with the elements frame being for **a single, standout headline**. Elements frames evoke the large, elemental coding of periodic tables.*
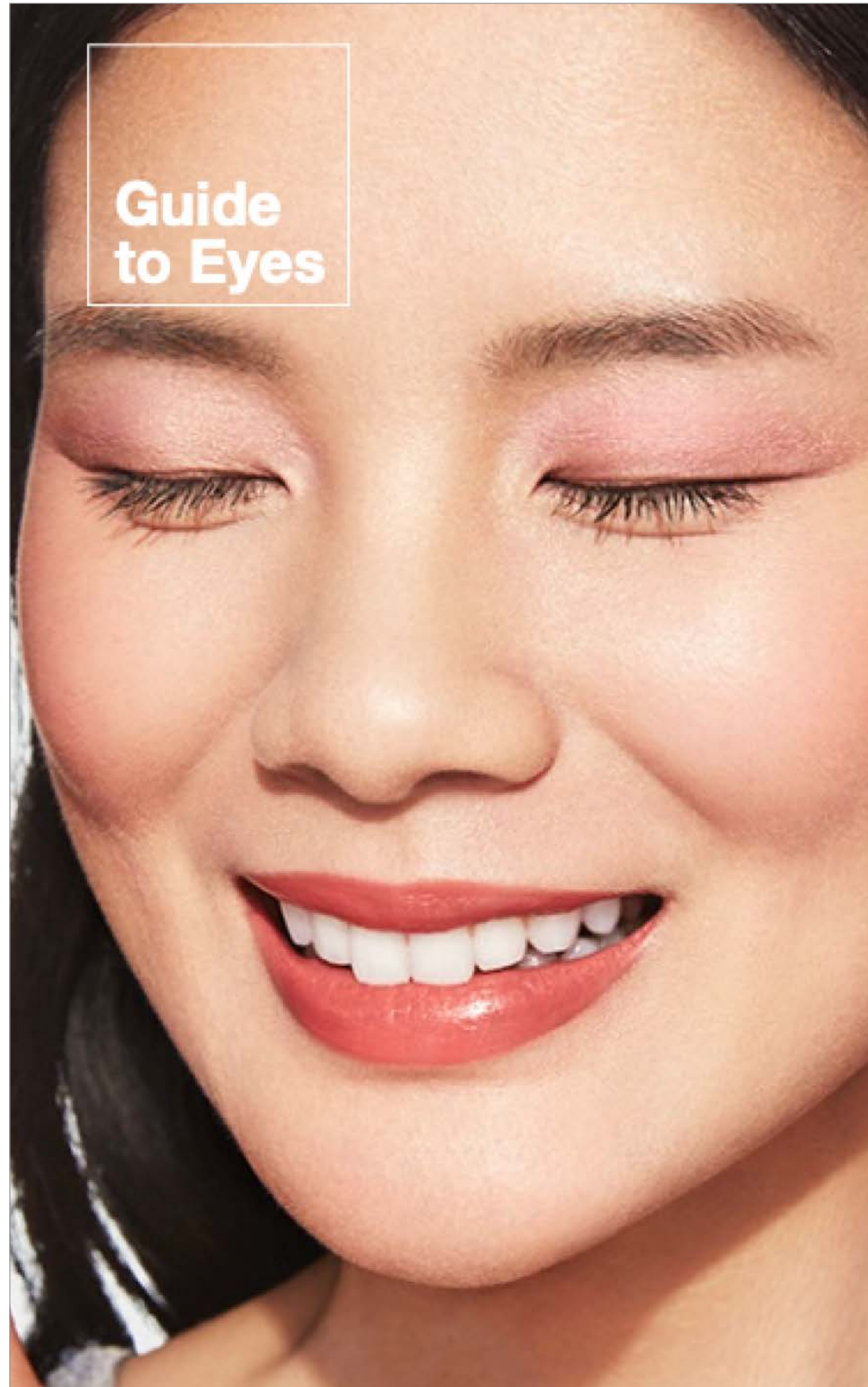
00.00

Head line.

Elements frames use a square frame to provide emphasis to compact, copy-heavy information.

They are always formatted with the headline bottom left aligned.

They may include a descriptor at the top left, such as a Call Out or a Price.

Periodic frames can be used to add emphasis to photography with headlines.

Periodic frames can be used to add emphasis to product headlines.

00.00

Moisture Surge Eye 96-Hour Hydro-Filler Concentrate

· Consectetuer adipiscing elit, sed diam euismod.
· Loret dolore magna aliquam erat volutpat.
· Ut wisi enim ad minim veniam, quis nostrud exerci.

Multiple single frames can be used across one layout.

NOTE: *Please ensure type is legible if this application is used.*

NOTE: *If using this periodic frame as a headline treatment across several sequential risers, the box should be exactly the same size in all instances.*

Start strong with Clinique Smart Clinical Repair.

Visibly reduces lines and wrinkles.

Skin feels stronger, looks younger.

Fortifies skin's dermal structure.

KEY INGREDIENT
aloe bioferment

Why it's key to hydration:

In skincare, fermentation
breaks large molecules down into
smaller ones, which are more
easily absorbed into skin.
The contents of aloe bioferment
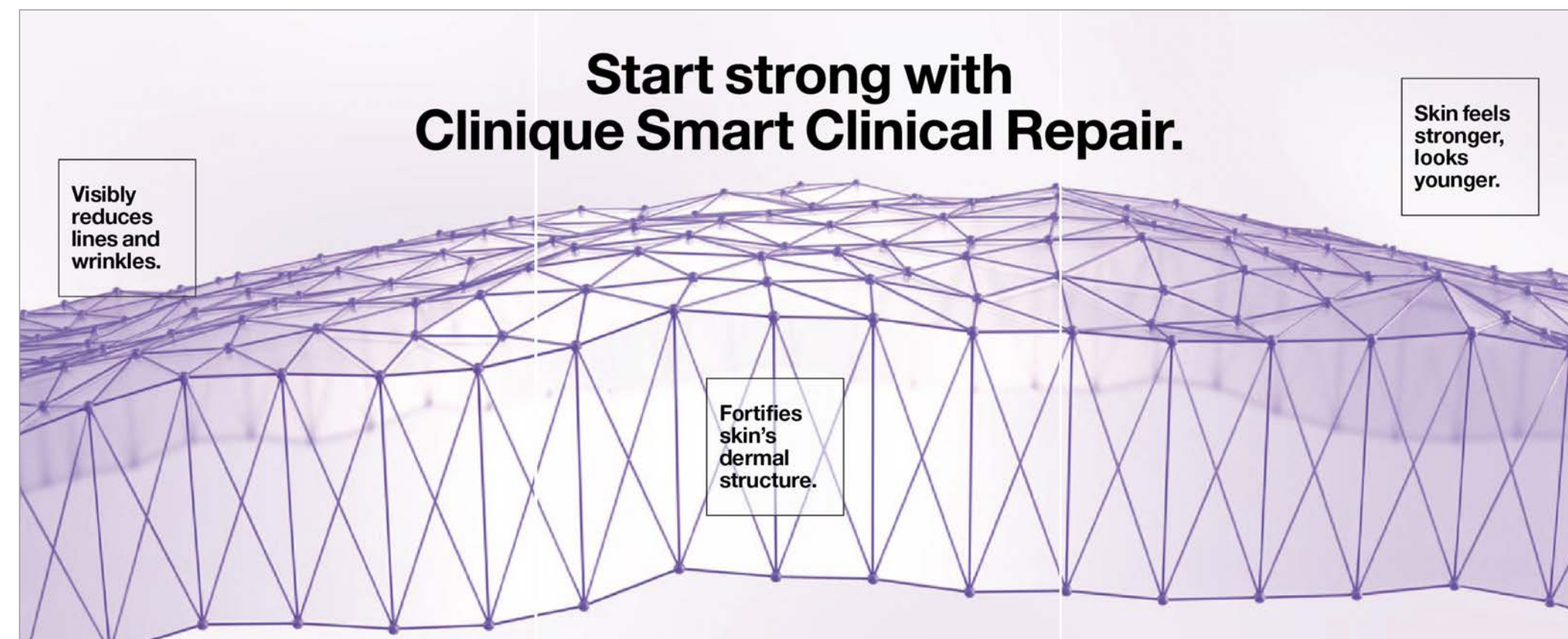are transformed into a
nutrient-rich ingredient that
helps keep skin hydrated.

KEY INGREDIENT
Vitamin C

Why it's key to concealing:

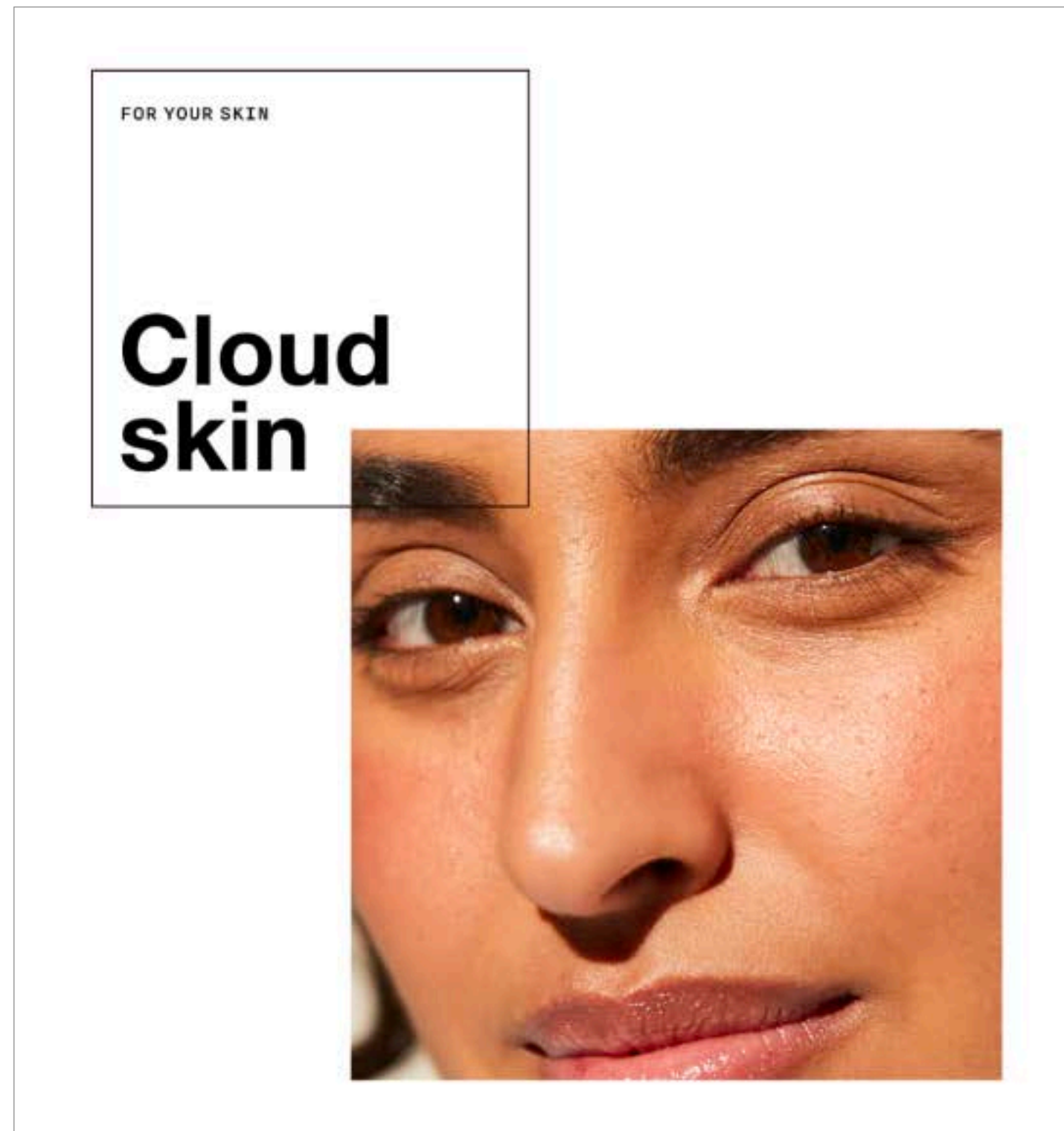Brightens skin and reduces
discolouration.

*Elements frames
can directly
overlap the
product, step, or
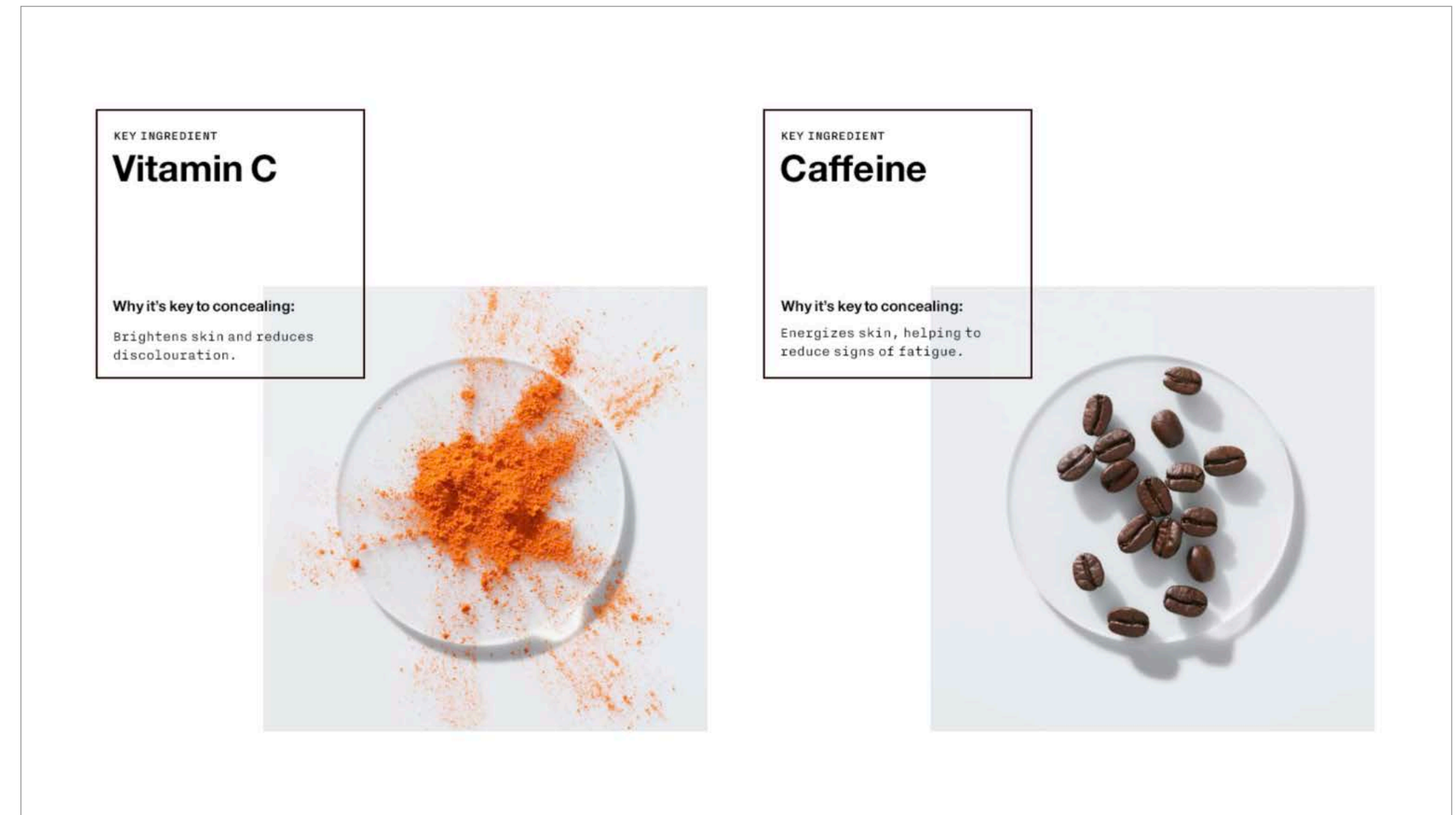ingredient(s) to
which they refer.*

DO

Do use the square frame decoratively to separate copy from visuals.

Unlike other annotation styles, the square frame is meant to be editorial and used in decorative ways to make headlines pop even more.

FOR YOUR SKIN

Cloud skin

DO

KEY INGREDIENT

Vitamin C

Why it's key to concealing:

Brightens skin and reduces discolouration.

KEY INGREDIENT

Caffeine

Why it's key to concealing:

Energizes skin, helping to reduce signs of fatigue.

Do use the elements frame to separate content.

The elements frame works best to both chunk content within the frame and then separate content across an environment, particularly within in-store applications.

Do not deviate from type styles.

Don't use a non-headline type style as the primary copy in a periodic frame. Only Clinique's Helvetica Neue can be used as a headline.

Do not stack square frames.

Don't place square frames too close to each other. They should be placed in a way that is both consistent and easy to read.

Do not change square frame hierarchy.

Don't change the hierarchy or type styles of square frames.

General annotation rules.

Weight(s) of annotation lines.

Annotation lines should be fine, but legible.

Due to the nature of our brand, our assets span small and large format applications and line weight may vary dramatically between a digital banner ad and a billboard.

While this section provides a framework for annotation weights, please use your best judgment to ensure **fine, but legible line weights**.

.5 pixels/points — Small format applications

Used in special instances of small applications, such as:
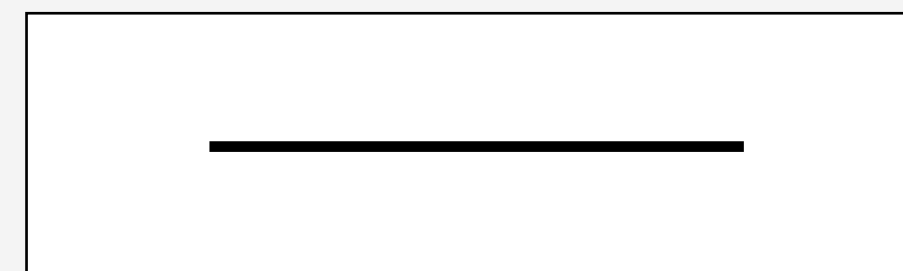
· Banner ads

1 pixel/point — General application

The most generally used weight, applied in, but not limited to:

· Social, print

3 pixels/points — Large format application

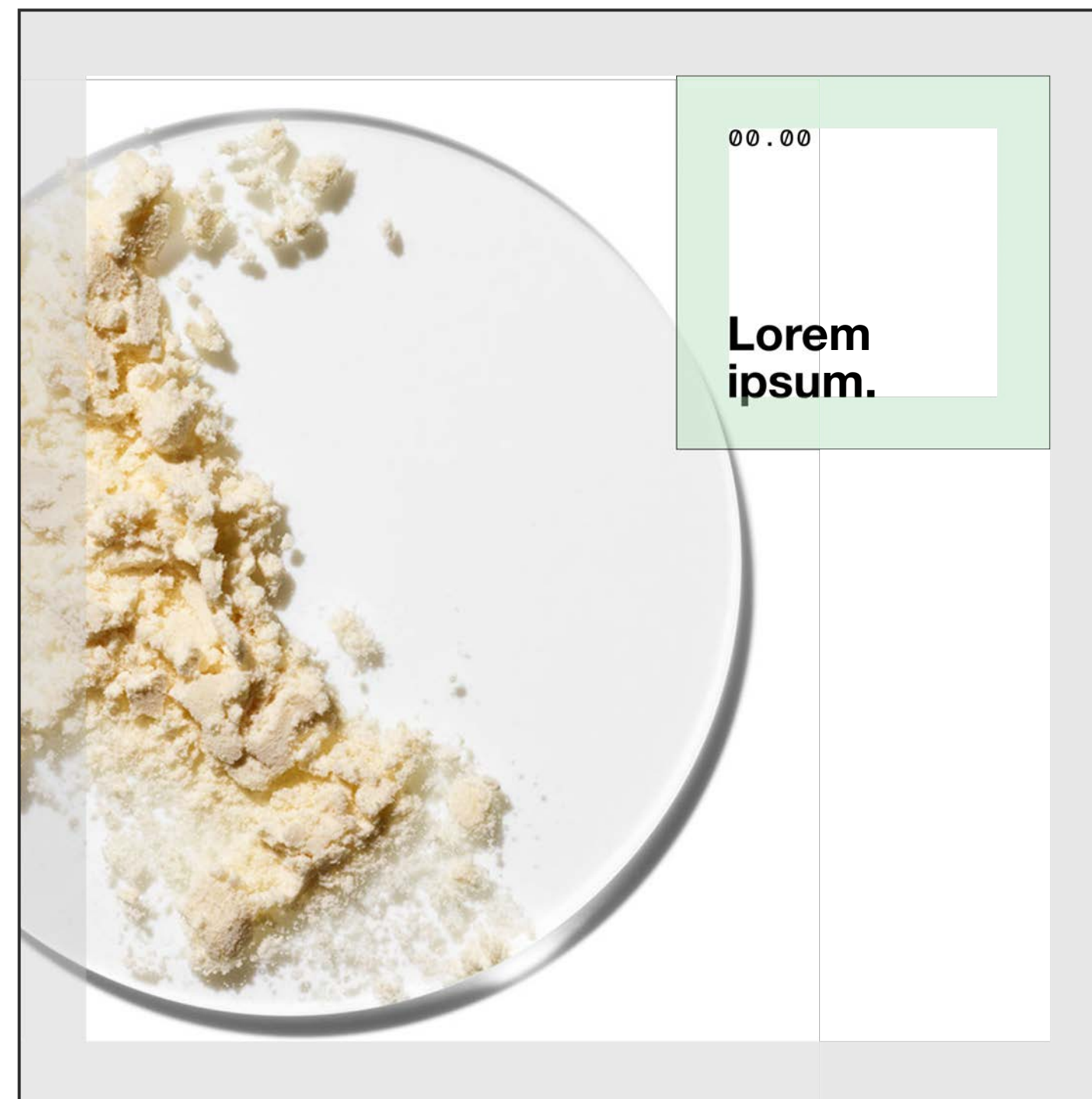Used in special instances of large applications, such as:

· Lightboxes, OOH

Spacing between the annotation lines and copy.

Spacing may vary between applications, but the recommended spacing is ÷4 the column set for large content (3000px width and over) and ÷3 the column set for small content (3000px width and under).

FOR EXAMPLE: LIGHTBOX

LARGER CONTENT
3000PX WIDTH AND OVER
(OUTER MARGIN ÷4)

Ratio: 1:1 (4320x4320px)
Recommended column set: 16

Divide the 4320px width of the asset by the column set's 16 for a 270px outer margin.
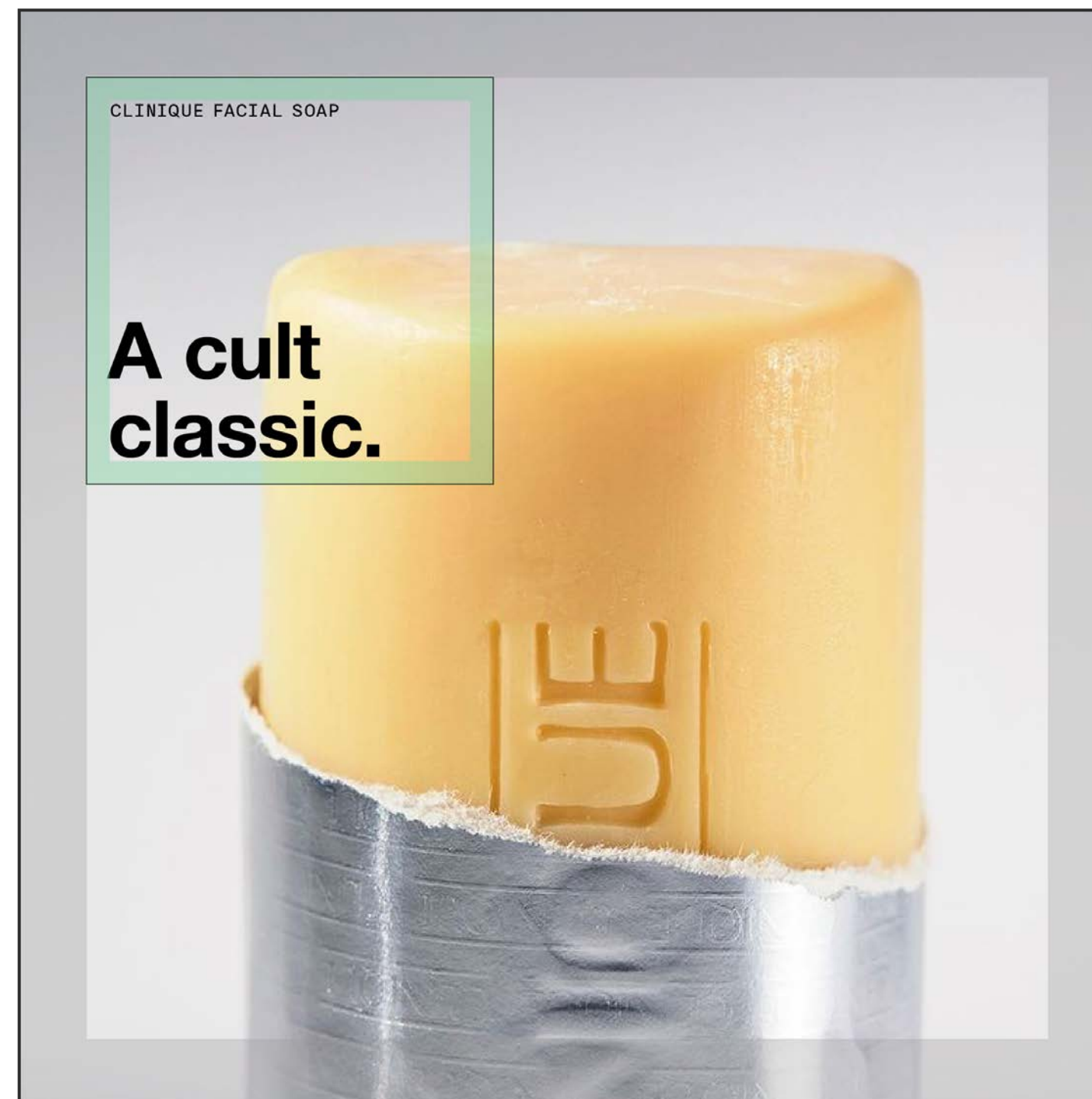
Divide the outer margin's 270px by 4 for 67.5px (round down to 67px) annotation spacing.

Spacing between the annotation lines and copy.

Spacing may vary between applications, but the recommended spacing is ÷4 the column set for large content (3000px width and over) and ÷3 the column set for small content (3000px width and under).

FOR EXAMPLE: INSTAGRAM POST

SMALLER CONTENT
3000PX WIDTH AND UNDER
(OUTER MARGIN ÷3)

Ratio: 1:1 (1080x1080px)
Recommended column set: 16

Divide the 1080px width of the asset by the column set's 16 for 67.5px. Round 67.5 down to create a 67px base grid.

Divide the 67px outer margin by 3 for 23.3px (round down to 23px) annotation spacing.

Color.

Color in layouts.

While Clinique Green is our brand's most prominent color, it must be applied infrequently and with the highest consideration for brand awareness.

Clinique Green.

Black, grey, and white.

Clinique Green in layouts.

Clinique Green can be applied only to brand-specific moments that are not tied directly to product.

It is best used naturally within photography or in type-driven layouts. Avoid using Clinique Green in moments of high-color contrast.

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.
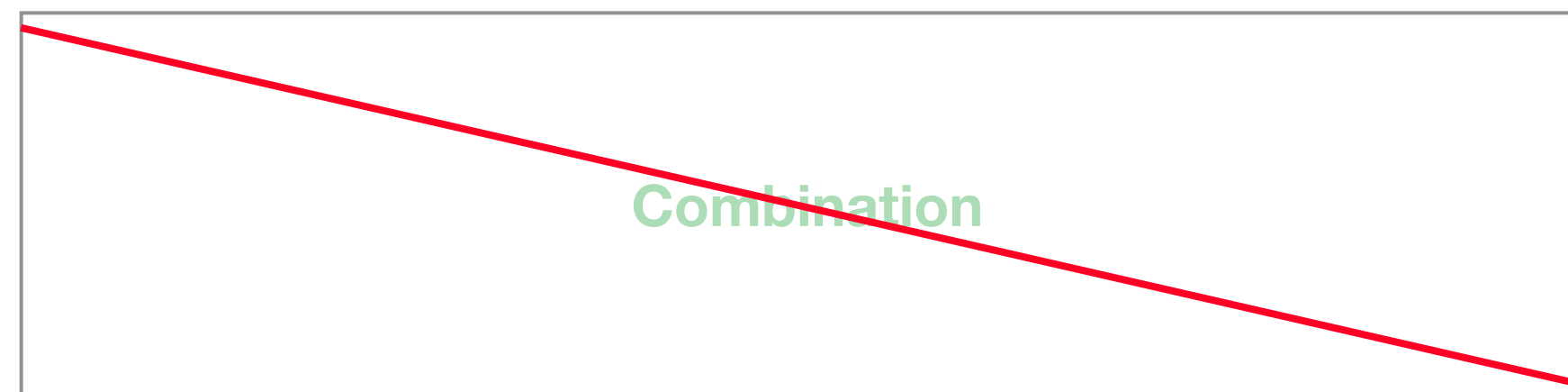
Combination

✓ **Black type on Clinique Green**   **Ratio: 13.8:1**

Normal Text   Pass

Large Text   Pass

Graphical & Interface   Pass

Combination
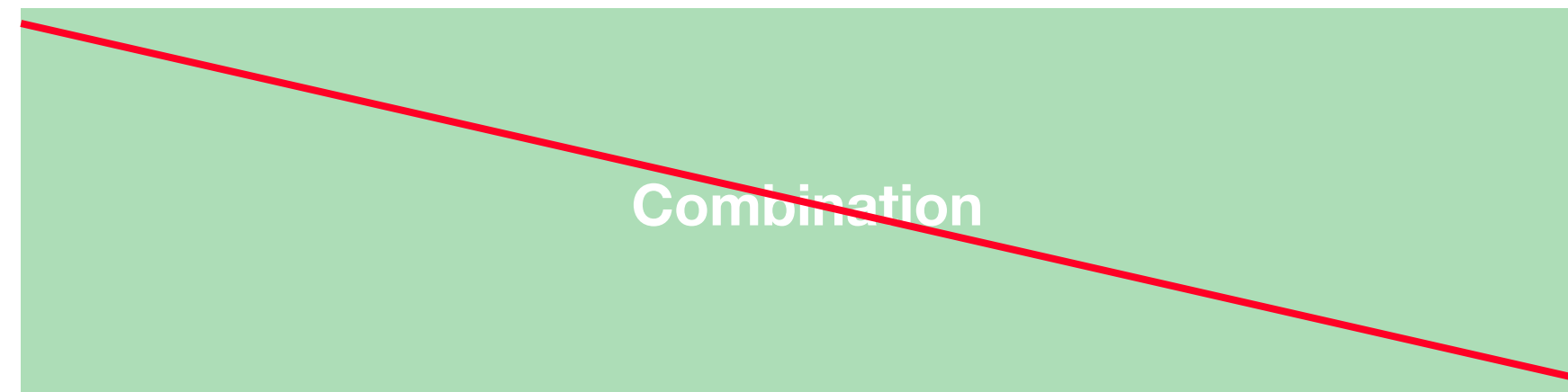
✕ **White type on Clinique Green**   **Ratio: 1.52:1**

Normal Text   Fail

Large Text   Fail

Graphical & Interface   Fail

Combination
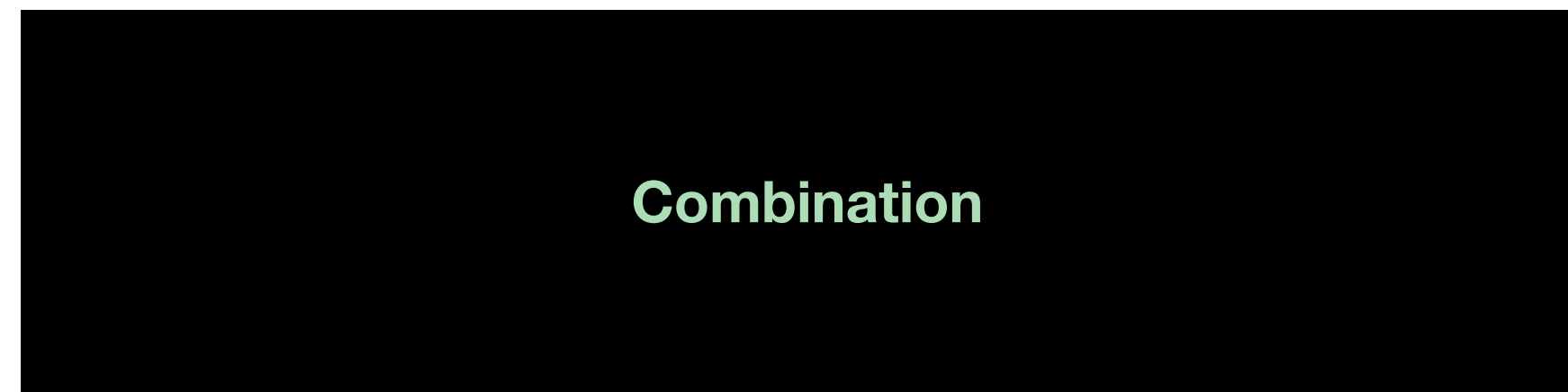
✓ **Clinique Green type on black**   **Ratio: 13.79:1**

Normal Text   Pass

Large Text   Pass

Graphical & Interface   Pass

Combination

✕ **Clinique Green type on white**   **Ratio: 1.52:1**
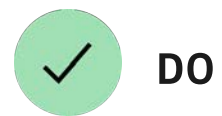
Normal Text   Fail

Large Text   Fail

Graphical & Interface   Fail

DO

Do use photography that naturally involves Clinique Green.

Clinique Green works well in natural moments, such as the backgrounds of photography.

DO

Do use Clinique Green in non-product layouts to drive brand equity.

Clinique Green can be used as the background of layouts that are not connected to products.

On clinique.com, this should be extremely limited where multiple assets often live together.

DON'T

Do not use Clinique Green in product-focused layouts.

Avoid using Clinique Green in layouts that do not raise brand equity (i.e., may be tied to a product).
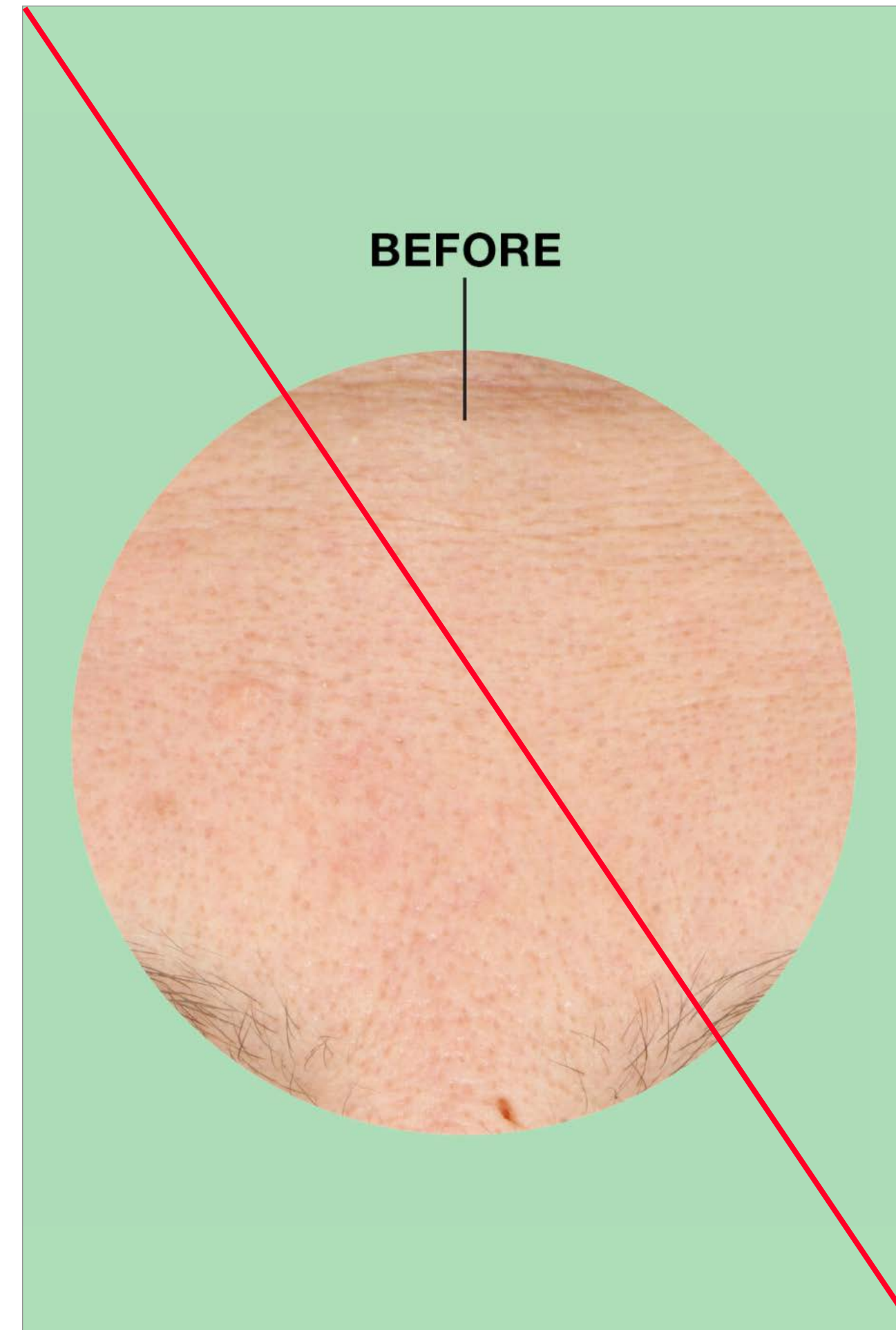
DON'T

Do not pair Clinique Green with uncomplimentary color combinations.

Avoid parking Clinique Green with uncomplimentary color combinations such as pinks, yellows, and oranges.

Black, grey, and white.

Our primary palette — black, grey, and white — are integral to the identity and equity of our brand.
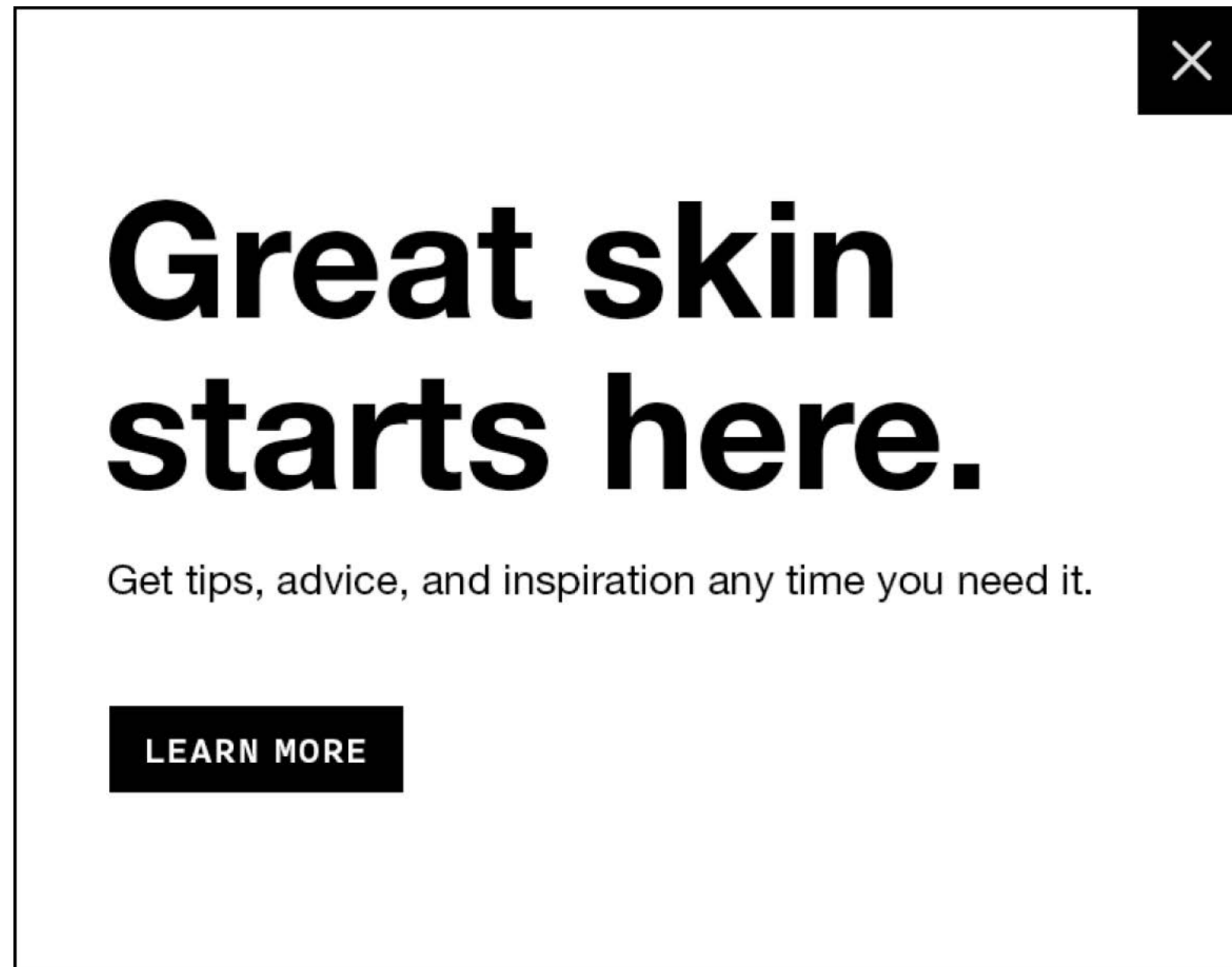
In layouts, white is used in both design and photography as a background color.

Grey is used as a photographic background color.

Black works across type and annotations, but should never be used as a full-flood background color.

✓ **DO** Do use black type.

Great skin starts here.
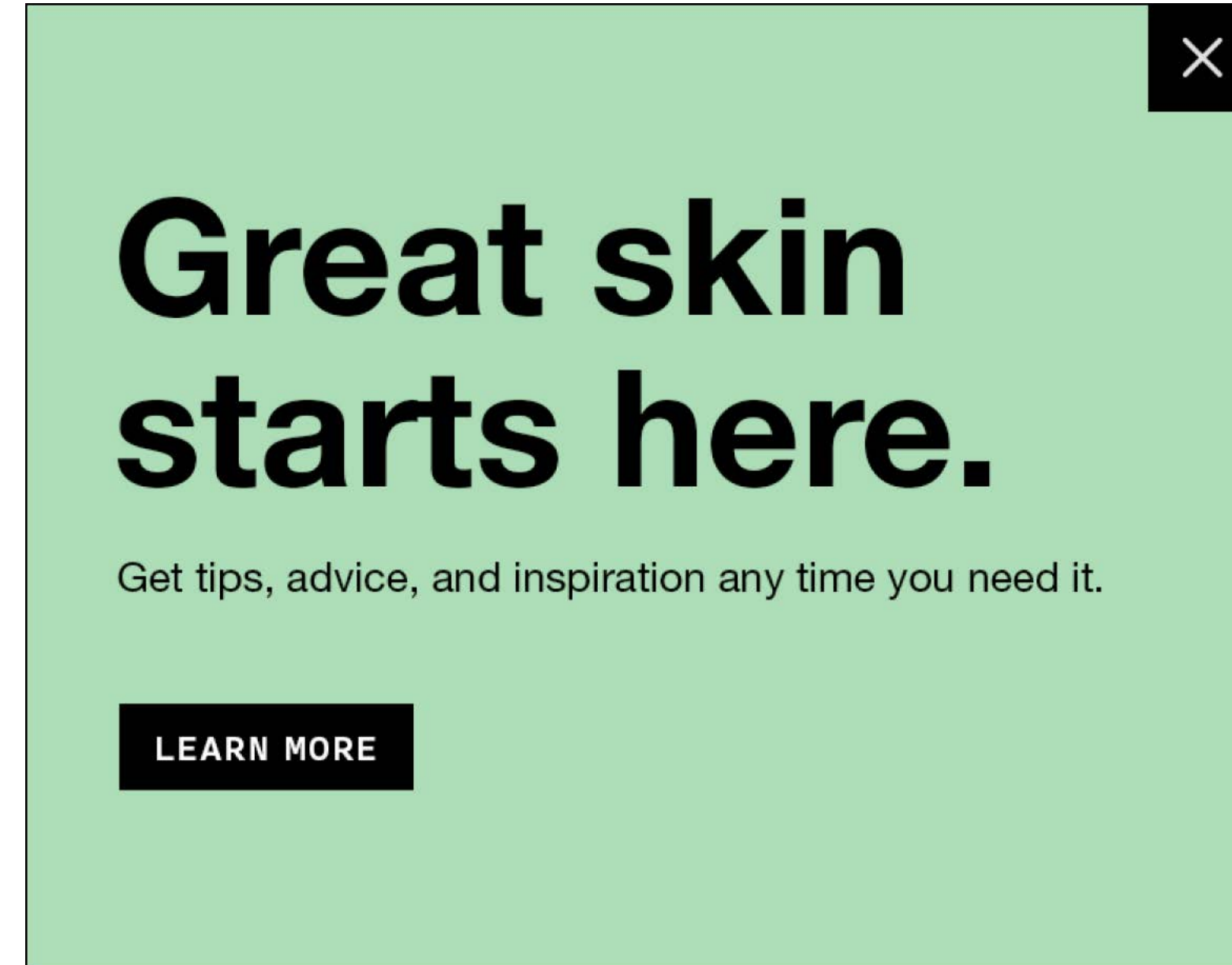
Get tips, advice, and inspiration any time you need it.

LEARN MORE

Black type is our signature look and should be used with gusto in layouts.

✓ **DO** Do flood with black in small surface areas.

Great skin starts here.

Get tips, advice, and inspiration any time you need it.

LEARN MORE

Black works best as a flood in small surface areas, such as Buttons or Calls To Action.

CL1870 PEPTIDE
COMPLEX™

SIGESBECKIA
EXTRACT

HYALURONIC
ACID

✓ DO

Do use grey as a natural color in photography as a full-flood background.*

Grey works best when used as the natural background of photography, including photography containing products, people, or ingredients.

* Please note that grey can be photo edited into the background of photography.

Great skin starts here.

Get tips, advice, and inspiration any time you need it.

LEARN MORE
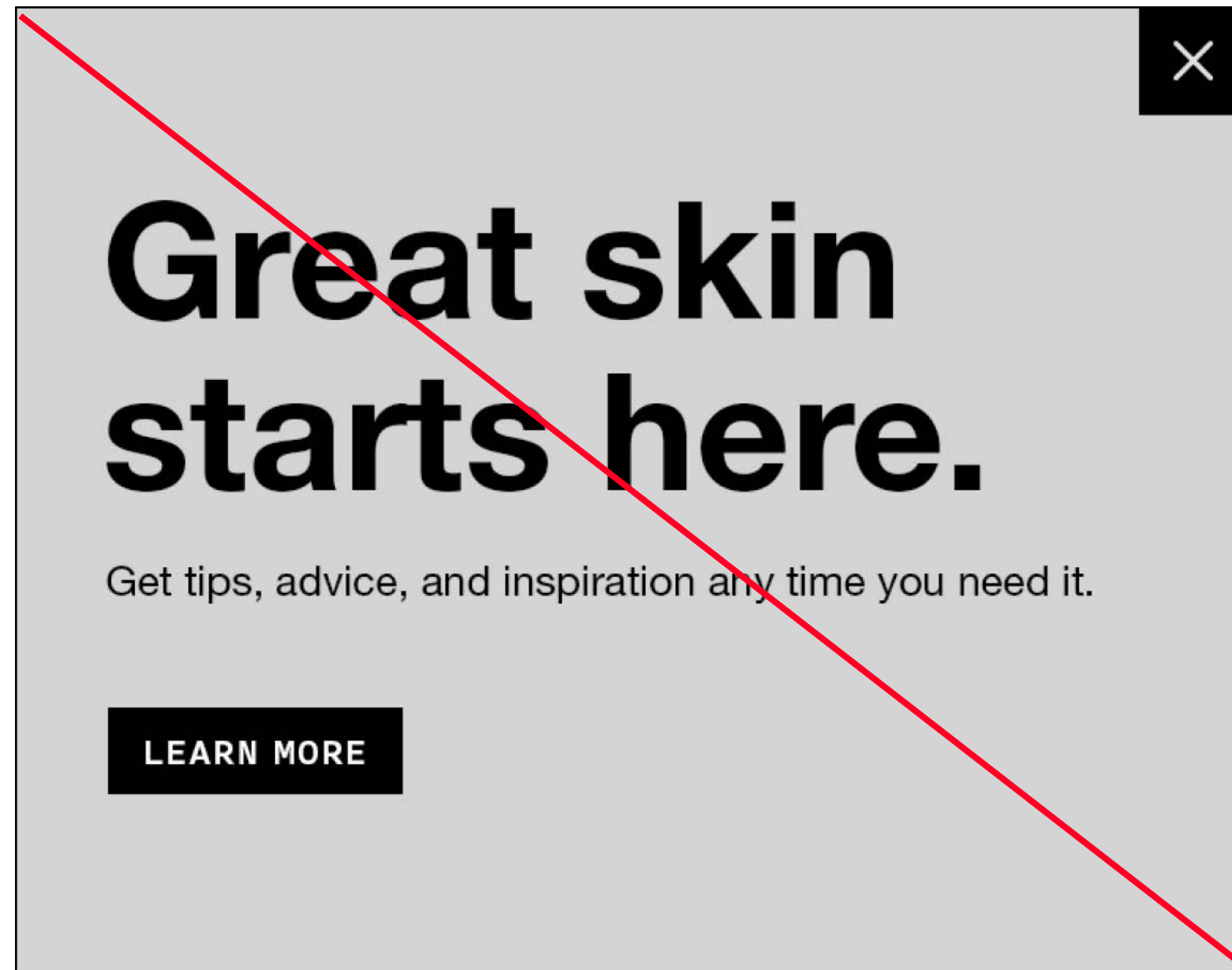
⊗ DON'T

Do not use grey as a full-flood background color in designed layouts.
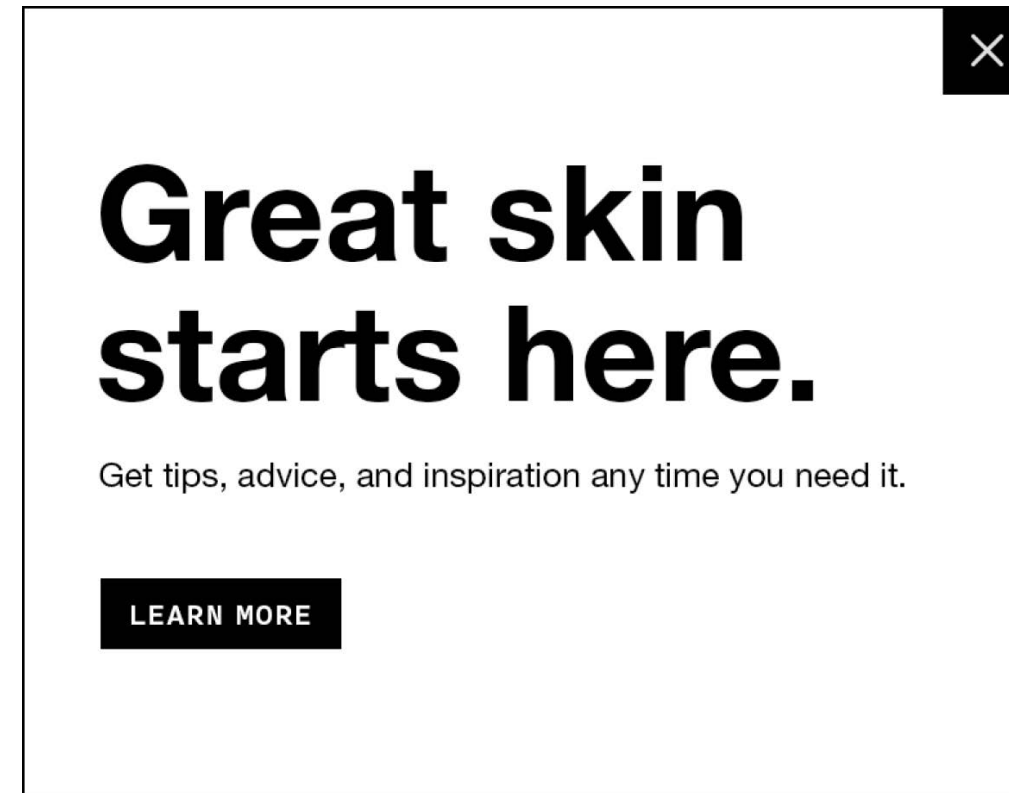
Grey should never be used as a full-flood or small surface area flood in designed layouts. Using grey as a primary color in layouts leaves the layout looking unfinished and unbranded.
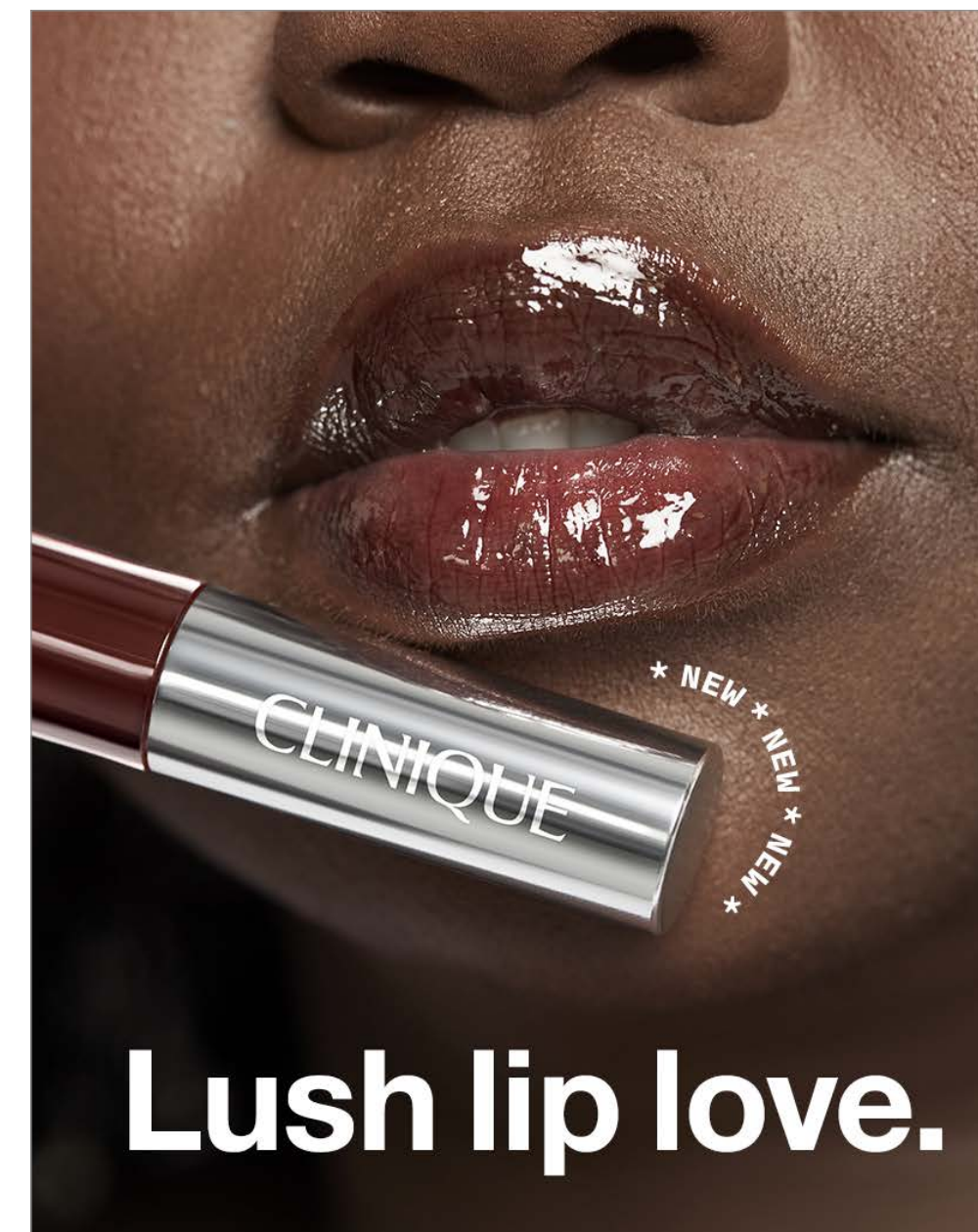
✓ **DO**

Do use white backgrounds.

Do use white as a full-flood background in layouts.

Great skin starts here.

Get tips, advice, and inspiration any time you need it.

LEARN MORE

✓ **DO**

Do use white type when accessible.

*Do use white type on top of photography **as long as it is legible.***

Lush lip love.

Heavyweight hydration with a light touch.

Now with aloe bio-ferment.

CLINIQUE moisture surge 100H auto-replenishing hydrator soin auto-réhydratant 100H ALOE VERA BIO-FERMENT TECHNOLOGY

CLINIQUE moisture surge hydrating lotion lotion hydratante

ALL SKIN TYPES TOUS TYPES DE PEAU

Saturate skin with Moisture Surge™ Hydrating Lotion. Then layer on new Moisture Surge™ 100H for hydration that goes over 10 layers deep.* Delivers 100 hours of hydration for skin that feels plumped and looks glowing.

Moisture Surge™100H Auto-Replenishing Hydrator. 00.00** Moisture Surge™Hydrating Lotion. 00.00**

*Into skin's surface: in vitro testing after 30 minutes. **Suggested retail price.
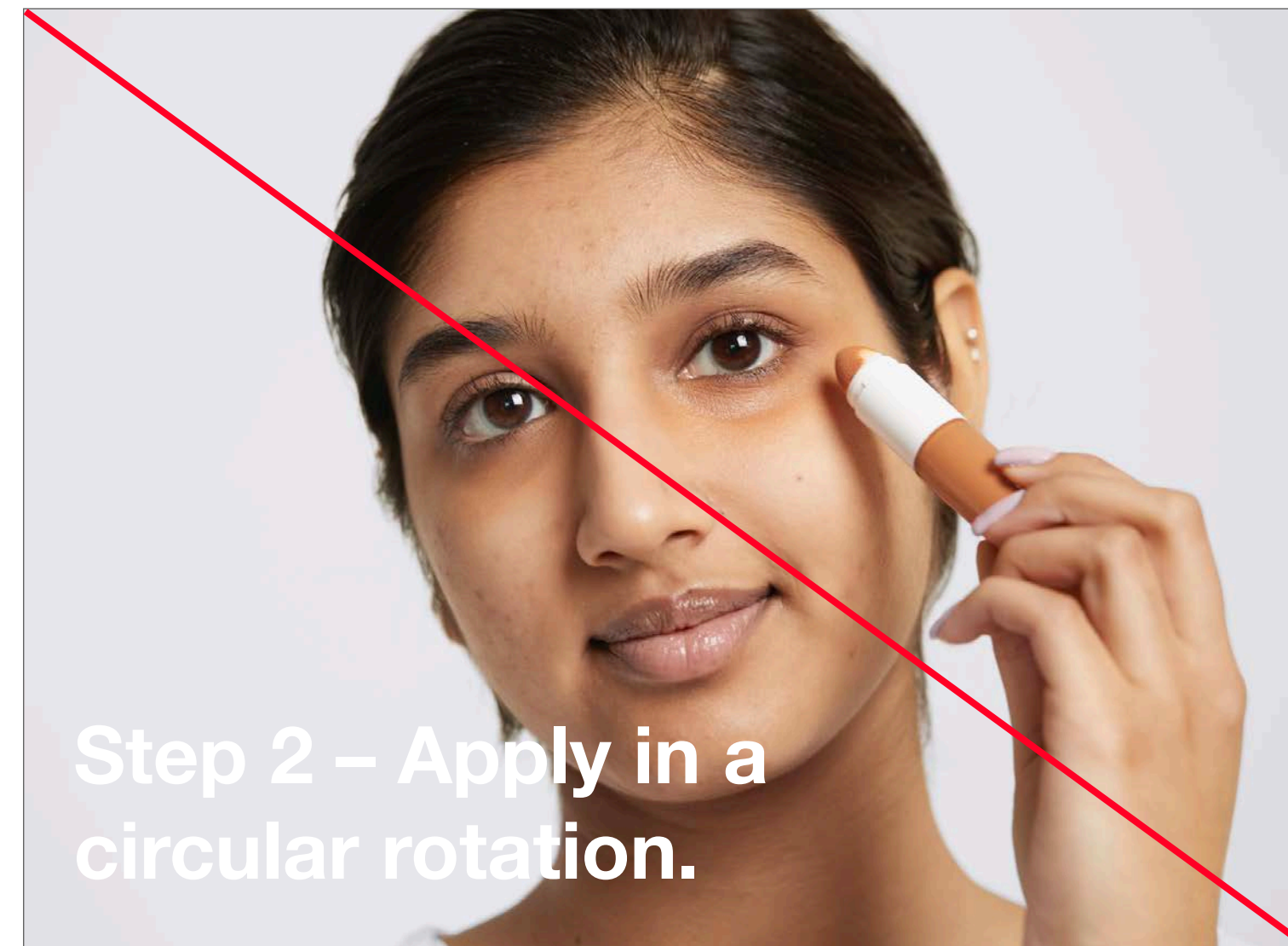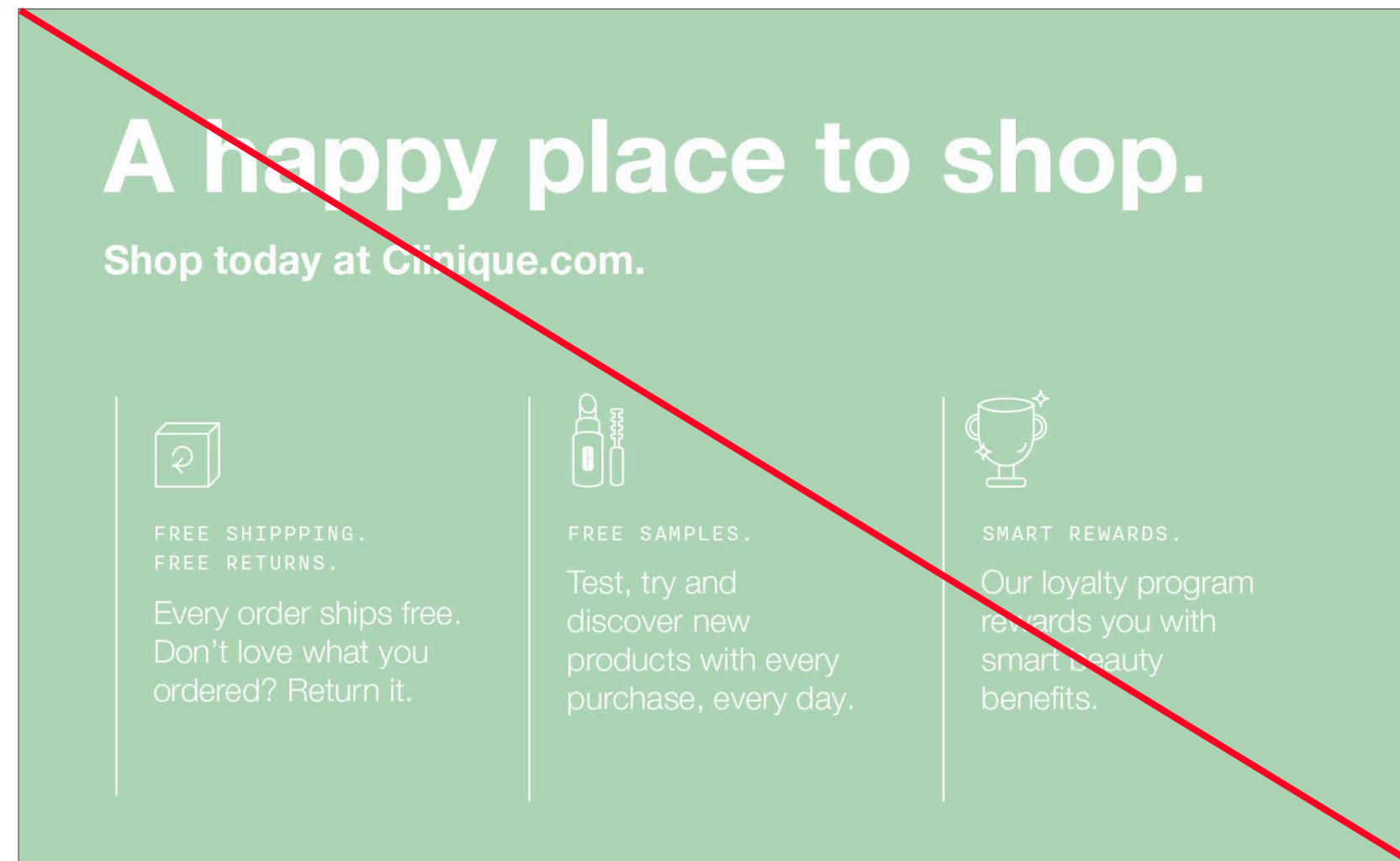
CLINIQUE

✓ **DO**

Do use white backgrounds.

White can also be used as a full-flood photographic background in layouts.*

* Please note that white can be photo edited into the background of photography.

A happy place to shop.

Shop today at Clinique.com.

FREE SHIPPPING.
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.

Step 2 – Apply in a circular rotation.

✕ DON'T

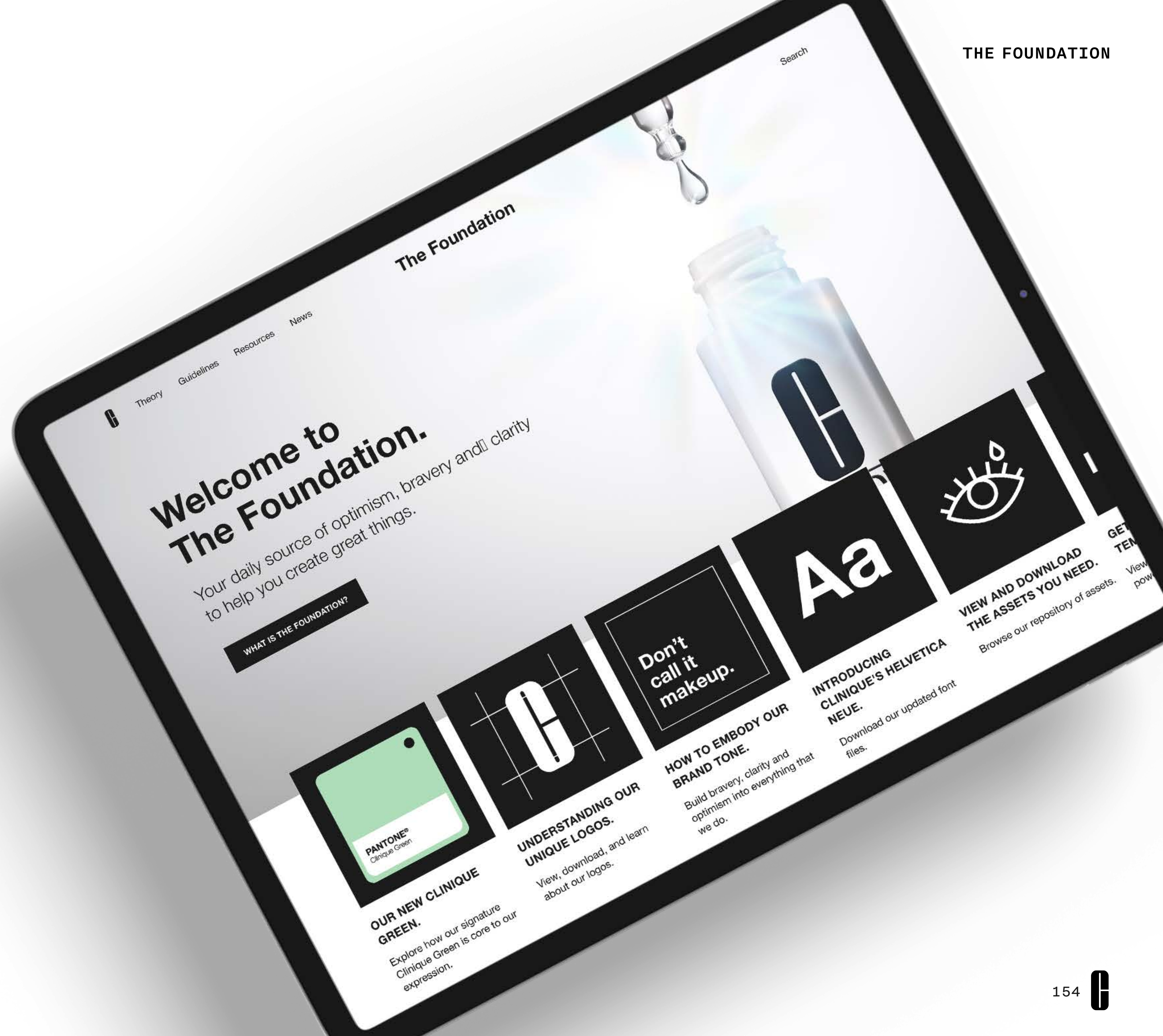**Do not use white type on Clinique Green or in other inaccessible color combinations.**

Using white type on Clinique Green is an inaccessible color combination. Do not use white type on any inaccessible color combination, including photography where the contrast ratio is not high enough.
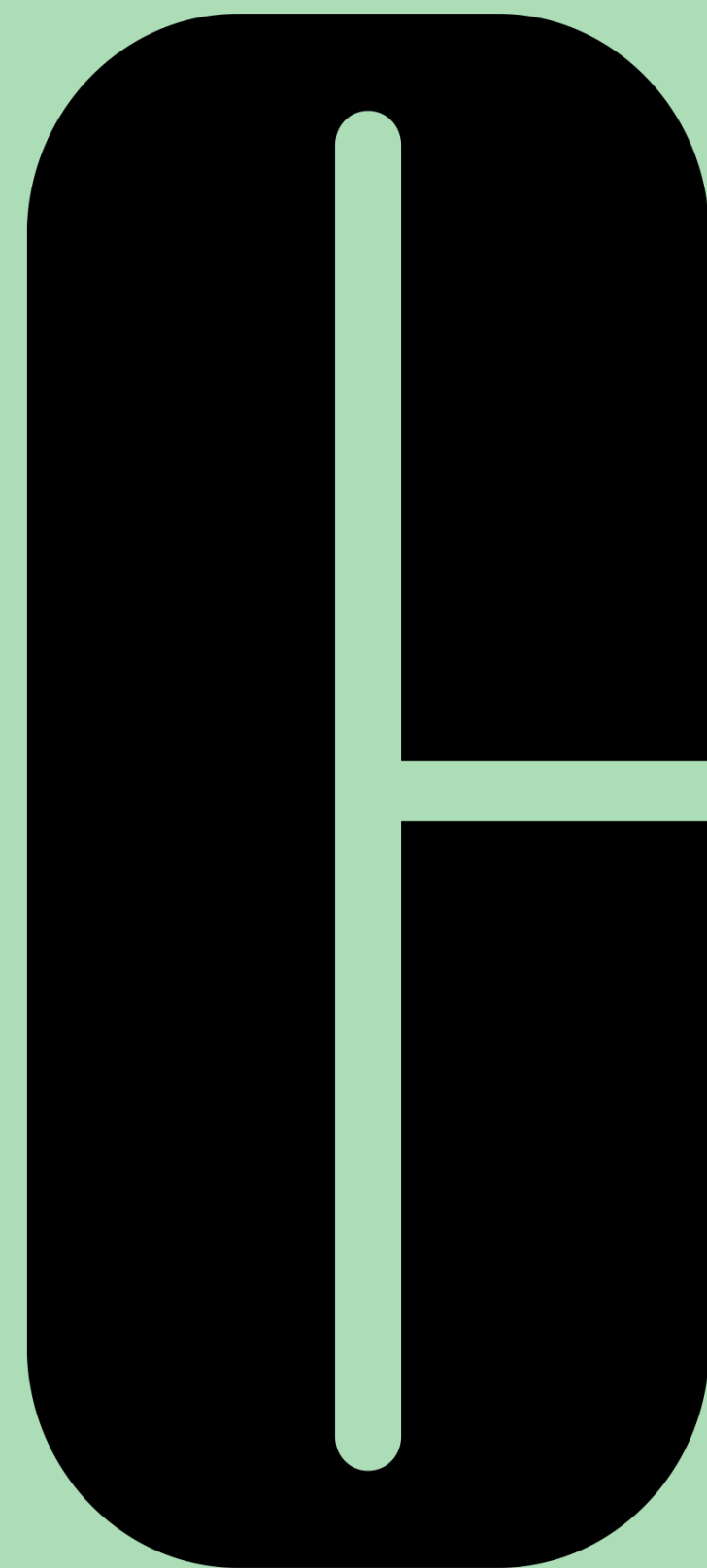
Templates.

It's easy to find our global layout templates.

All templates referenced in this document from a global level – particularly for digital content – can be found and downloaded on The Foundation.

DISTRIBUTED V2 DECEMBER 2022