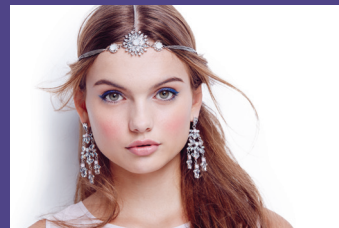


# claire's®

---

## BRAND IDENTITY GUIDELINES

FEBRUARY 2016



YOU  
LOOK  
*amazing*

# BRAND GUIDELINES

---

## WHAT ARE BRAND GUIDELINES

**Specific, clear** and **simple** rules about how your brand should appear and behave internally and externally.

Your brand guidelines become **your style bible**.

## WHY DO WE NEED BRAND GUIDELINES

Your brand is what helps **Friends recognize** and **trust** your business.

## WHY ARE BRAND GUIDELINES SO IMPORTANT

The brand image must be **consistent** across all touch points

# BRAND STRATEGY

---

VISION

MISSION

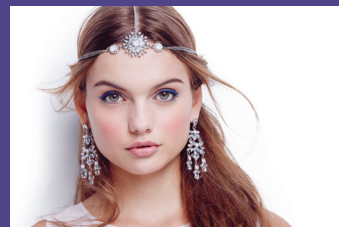
BRAND OVERVIEW

PERSONALITY

Product DNA

CLAIRE'S IS...

OUR GIRL



YOU  
LOOK  
*amazing*

A photograph of three young women in formal attire. The woman on the left has curly brown hair, wears a tiara, a silver sequined dress, black gloves, and holds a silver clutch. The woman in the center has long blonde hair, wears a tiara, a black backless dress with thin straps, and has glitter on her cheek. The woman on the right has dark hair with white flowers, wears a pink dress, and holds a silver clutch. They are outdoors at night with warm bokeh lights in the background.

# OUR VISION

TO BE THE **EMPORIUM OF CHOICE** FOR ALL GIRLS  
-IN AGE OR ATTITUDE-  
ACROSS THE WORLD. WE  
DELIVER THIS BY OFFERING  
A RANGE OF **INNOVATIVE,  
FUN AND AFFORDABLE  
PRODUCTS AND SERVICES**  
THAT CATER TO ALL OF HER  
ACTIVITIES, AS SHE GROWS UP,  
WHENEVER AND WHEREVER.



# OUR MISSION: GIRL'S BEST FRIEND

CLAIRE'S IS THE WORLD'S LEADING BRAND FOR FUN, AFFORDABLE AND FASHIONABLE JEWELRY, ACCESSORIES AND BEAUTY PRODUCTS.

WE EMBRACE EVERY GIRL'S **LOVE OF STYLE AND INDIVIDUALITY** BY:

PROVIDING HER A PLATFORM FOR HER **PERSONAL DISCOVERY AND SELF-EXPRESSION.**

**CONNECTING WITH HER AS OUR "FRIEND"** WITH WHOM WE SHARE HER MOST IMPORTANT PERSONAL MILESTONES - BE IT A FIRST EAR PIERCING, A FIRST DAY AT SCHOOL, A FIRST DATE, OR A FIRST JOB.

OFFERING HER A WIDE VARIETY OF PRODUCTS, WITH GOOD VALUE, IN INSPIRATIONAL DESTINATIONS THAT **SPEAK TO WHO SHE IS, AND WHO SHE WANTS TO BECOME.**

HAVE FUN!





# BRAND OVERVIEW

## BECAUSE YOU CAN ALWAYS COUNT ON YOUR BEST FRIEND...

...to help you pick out the perfect earrings to complete your new look. Or to show you how easy it is to put in a donut and do that "awesome hair thing". Or to have fun with you as you try on every one of the latest bangles, bags and bows...

## CLAIRE'S IS ALWAYS THERE FOR YOU...

From your first ear piercing to your first prom; from your first lip gloss to when you're ready for a little "make-over"; from your first day back to school to your first trip to a cool music festival; Claire's is where being UNIQUELY YOU is always "in style"

## IN STORE. ONLINE.

At the mall, on Twitter and all over Facebook. Pinning, tumblr-ing and Instagram-ing the latest looks, trends and "how tos", Claire's is the fun, approachable, bright, safe place, where all girls from everywhere are celebrated for being exactly who they are today and are encouraged to become their best self each day forward. No matter the occasion, no matter your style, and, no matter the you...

CLAIRE'S IS THE BEST  
FRIEND WITH WHOM  
YOU CAN ALWAYS BE **YOU**





# PERSONALITY



## **FUN:**

"WE ARE HAVING THE BEST TIME."



## **APPROACHABLE:**

"YOU LOOK SO AMAZING."



## **BRIGHT:**

"AND, THEN YOU CAN TRY IT LIKE THIS!"

# PRODUCT DNA



## MAKE ME SMILE

INCLUSIVE & ENTHUSIASTIC



## FASHIONABLE

ON TREND  
FOR OUR UNDER 12 GIRL



## FASHION FORWARD

FOREFRONT OF FASHION  
FOR OUR OVER 12 GIRL



## FUNCTIONAL

IN-THE-KNOW



## VALUE

THE RIGHT PRODUCT AT  
THE RIGHT PRICE



## MOM APPROVED

SAFE & THERE-FOR-YOU





# OUR PURPOSE

TO BE THE **BEST FRIEND** GIRLS TURN TO DURING **MEANINGFUL FIRSTS** AND THROUGHOUT THE PROCESS OF BECOMING THEMSELVES.

TO MAKE ALL GIRLS AND WOMEN SMILE, HELPING THEM EXPRESS THEIR INDIVIDUALITY BY OFFERING AN INNOVATIVE RANGE OF FUN AFFORDABLE **JEWELRY, BEAUTY** AND **ACCESSORIES**, WHEREVER, WHENEVER.

# CLAIRE'S IS...

---

## **ON-TREND & GLOBAL TREND-SETTING.**

NOT BEING BOUND TO FASHION.

Claire's brings you the latest trends from around the world and helps you make them a statement all your own.

---

## **AN ACCESSIBLE VALUE.**

NOT BEING CHEAP.

No matter if your style is in an in the moment impulse or an ongoing expression of your individuality, Claire's is where your money gets you the most "must have" jewelry and accessories.

---

## **A RESOURCE.**

NOT BEING A TEACHER.

Claire's supports friends every step of the way in the definition of their style and individuality.

---

## **YOUNG AT HEART.**

NOT BEING CHILDISH.

Claire's is an experience where everyone feels her most confident and energized.

---

## **ABUNDANT & VARIED.**

NOT BEING CONFUSING & CLUTTERED.

Because of Claire's broad assortment of the latest accessories and "how to advice", Claire's makes discovering and designing your personal style, surprising and unique in every visit.

---

## **AN INCLUSIVE COMMUNITY.**

NOT BEING SELECTIVE.

Claire's is a group of global best friends connected to and empowering each other, no matter the time, no matter the place, no matter the style.



# BRAND ELEMENTS

---

COPY TONE

PHOTOGRAPHY

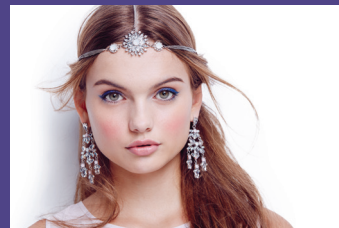
LOGOTYPE

COLORS

TYPEFACES

ICONS AND

ILLUSTRATIONS



YOU  
LOOK  
*amazing*

## COPY TONE

---

### FUN, APPROACHABLE & BRIGHT

Claire's Brand should retain the same tone of voice across all communications. The copy tone should also express fun, approachable and bright.

#### Claire's voice should be:

- Forthright (1st person)
- Fun
- Approachable
- Bright (smart)
- Optimistic
- Creative
- Generous
- Enthusiastic
- Expressive
- Stylish

YOU  
LOOK  
*amazing!*

YOUR EAR  
PIERCING  
*specialists*

I LIKE  
YOUR  
*style*

*getting ready*  
IS HALF THE  
FUN



## COPY TONE



BE YOUR SELFIE



@CLAIRES

#CLAIRESSTYLE



## PHOTOGRAPHY

---

A photograph plays an important role in communication; it sets a mood, tone of voice, and tells a story.

Wherever possible, first impression images (covers or entry points to the brand) should be used full-bleed.





# PHOTOGRAPHY

## IMAGERY STYLE

Claire's imagery - whether in-store, on-line or in social media - should be fun, approachable and bright. No matter the image, campaign or trend, our imagery should convey Claire's brand personality.

**FUN:** Claire's images should show friends always having the best time expressing themselves with each other and with Claire's jewelry and accessories.

**APPROACHABLE:** Claire's images should endeavor to have a friend looking to camera, so as to include the viewer, and a group of friends together.

**BRIGHT:** Our imagery should be clever in what it is depicting and how it works across channels i.e. shots should easily crop to square format for social media purposes.

Any and all imagery must come from Claire's digital imagery library or, in specialized cases, you should secure approval from Julie Gierke.





## PHOTOGRAPHY

## PRODUCT FOCUSED

Product focused photography features the product front and center, but with enough context to demonstrate how the product is being styled. As with primary imagery, product photos need to be able to work in a square format.

Any and all photography must come from Claire's digital image library. In highly specialized, unique cases you may receive one time basis usage approval by first submitting to Julie Gierke or Melissa Ernst for review.





## LOGOTYPE

The logotype is the most significant element of the Claire's brand. It should appear consistently throughout every application.

---

**claire's®**

**claires.com**

---

Minimum Size for Print

3/4 Inch Wide

A small version of the Claire's logotype, consisting of the word "claire's" in a bold, lowercase, sans-serif font. The text is contained within a thin rectangular border.

---

Minimum Size for Screen

100 pixels Wide

A small version of the Claire's logotype, consisting of the word "claire's" in a bold, lowercase, sans-serif font. The text is contained within a thin rectangular border.

---

Clear Space



---

Inversed Logotype



## LOGOTYPE

In order to maintain consistency avoid the following:

Do not outline

~~claire's~~

Do not use gradient, spectrum of colors, or colors outside brand color palettes

~~claire's~~

Do not alter or combine any graphics with the logotype

~~claire's~~

Do not stretch or distort

~~claire's~~

Do not angle

~~claire's~~

Do not use drop shadow

~~claire's~~

Do not place any graphic components within the defined clear space



Do **not** use holding shapes



Do not make the logotype read through

~~claire's beauty~~

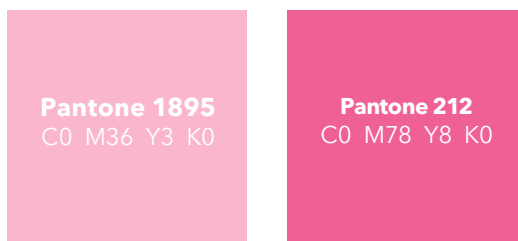


## COLORS

Mystical Grape (Pantone 7671) is the primary Claire's corporate color, and most direct representation of the brand. The secondary colors should be used as accents or to highlight information.



### CLAIRE'S CLUB

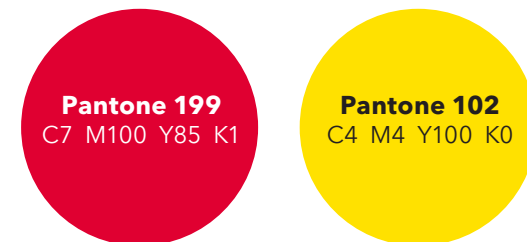


## SECONDARY COLORS

### IN STORE



### PROMOTIONAL AND CLEARANCE



### CLAIRE'S CARDING



# TYPEFACES

To ensure a consistent voice, only the brand typefaces shown here should be used in all Claire's communications.

---

## PRIMARY TYPEFACE

The primary brand typeface, Avenir Next, is a clean contemporary geometric sans serif typeface that is compatible with, but not identical to, the Claire's logotype.

### Avenir Next LT Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*+

### Avenir Next LT Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*+

### Avenir Next LT Pro Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*+

### Avenir Next LT Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*+

---

## SECONDARY TYPEFACE

The secondary brand typeface, Moon Flower, is a simple and playful geometric sans serif typeface that makes a great companion for Avenir Next.

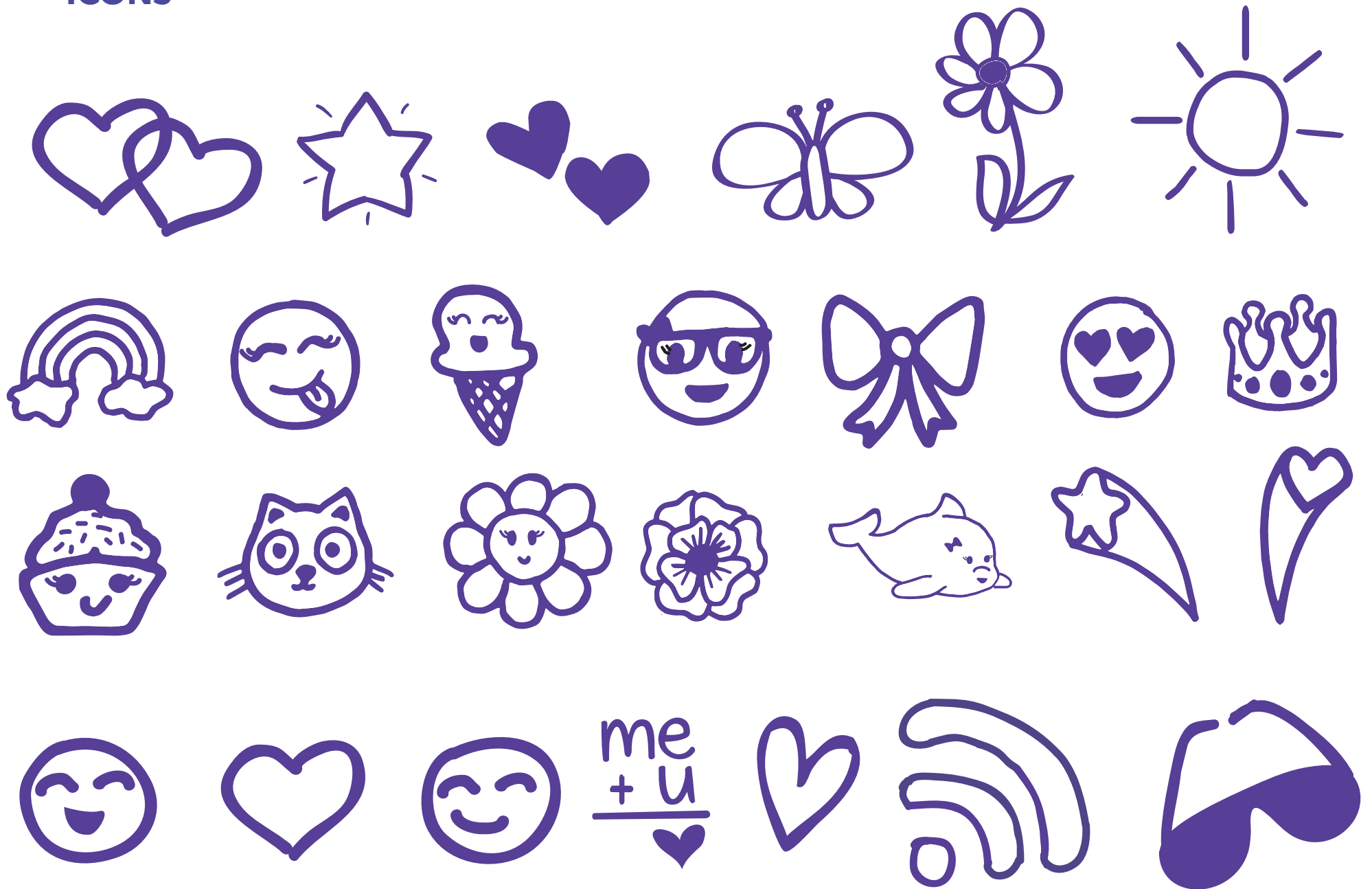
### MOON FLOWER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*+



## ICONS



# IMPLEMENTATION

---

CARDING

SIGNING

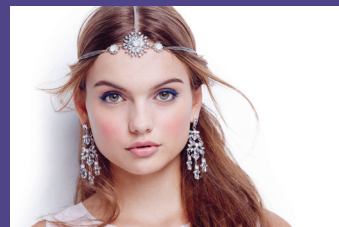
WEBSITE & EMAIL

STOREFRONT LOGO

STATIONERY

POWER POINT

SCREEN SAVER



YOU  
LOOK  
*amazing*



# CARDING

---

## Logo Lockup



LOCKUP



FOIL

Crown Foil #559

---

## Logo Placement



### STANDARD LOGO PLACEMENT

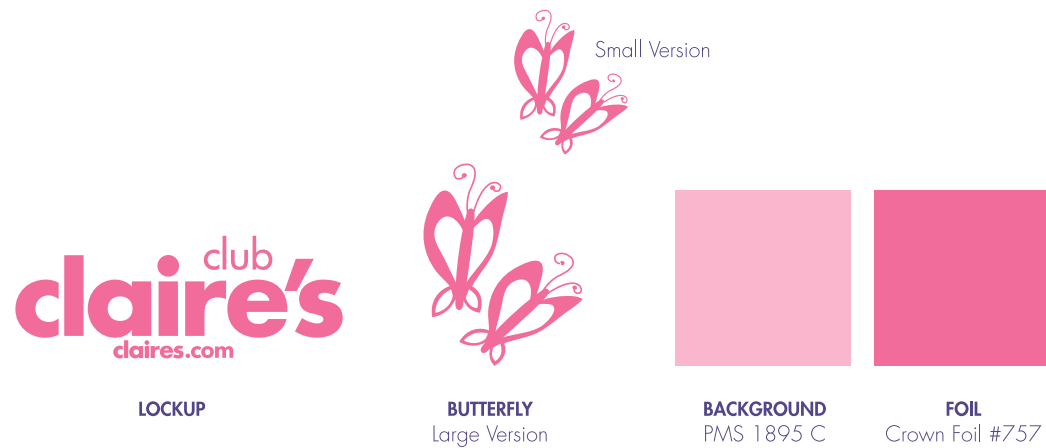
Bottom right corner

(If space prohibits bottom right corner - then top right corner should be used)

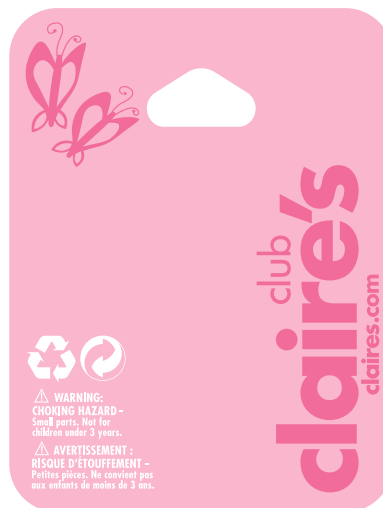
# CARDING

---

Logo, Butterfly & Color



Logo Placement



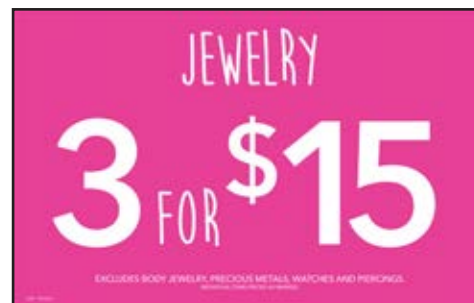
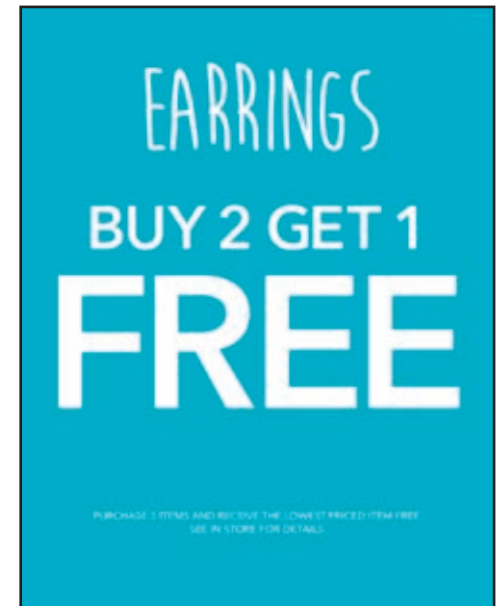
## SIGNING





## SIGNING

---



# WEBSITE AND EMAIL

Buy 1 Get 1 Free!

**claire's**

ONLINE EXCLUSIVES JEWELRY ACCESSORIES CLEARANCE

♡ OMG ♡

ENTIRE SITE  
**BUY 1 GET 1  
FREE**

ONLINE ONLY  
EXCLUSIONS APPLY

SHOP HAIR ▶ SHOP JEWELRY ▶  
SHOP ACCESSORIES ▶ SHOP BEAUTY ▶  
SHOP BRANDS ▶ SHOP TOP PICKS ▶

ULTIMATE SQUAD search

ENTER FOR YOUR CHANCE TO WIN A TRIP TO PARTICIPATE IN A CLAIRE'S PHOTOSHOOT!

CLICK TO ENTER NOW ▶

\*ENTRY CONDITIONS APPLY. REQUIRES PARENTAL CONSENT

www.clares.co.uk

volunteer shelter children 5th gr...

Most Visited Getting Started https://apps.face... 101 Fundraising ...

FREE TRACKED DELIVERY ON ALL ORDERS OVER £25.00

Login | Wish List | Store Locator | £

**claire's** Search Claire's

0 Items in your Bag

What's New Jewellery Accessories Hair Make Up Kids Brands Tech **Sale** Ear Piercing

PROM SOFT TOYS BEST FRIENDS PHONE CASES FROZEN Disney ICING

ONLINE ONLY

**3 FOR 2**

HAIR & JEWELLERY\*

SHOP HAIR ▶ SHOP JEWELLERY ▶

\*Excludes Sale, Shopping & Ear Care Solution. Cannot be used with the purchase of gift cards.

SUNGLASSES  
SHOP SUNGLASSES ▶

BEACH  
DESTINATION SUMMER  
SHOP HOLIDAY ▶

CLICK & COLLECT

PUCKER POPS  
SHOP PUCKER POPS ▶

ORDER BY 7PM FOR NEXT DAY DELIVERY | FREE UK DELIVERY OVER £25.00 | CLICK & COLLECT NOW IN ALL UK STORES

## STOREFRONT LOGO

### LOGO AND DITHER PRESENTATION

When paired with the Logo, the left and right side dither patterns outlined below should be followed as closely as possible.

#### DITHER USAGE - Contact Melissa Ernst

---

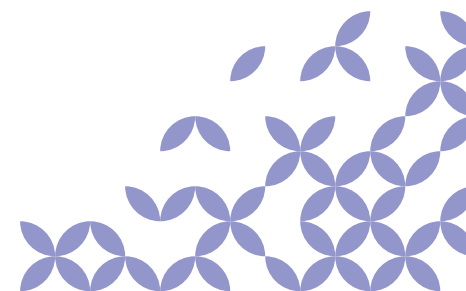
##### PRIMARY PATTERN WITH LOGO

Dither Pattern Left A:  
Main Logo Pattern



**claire's®**

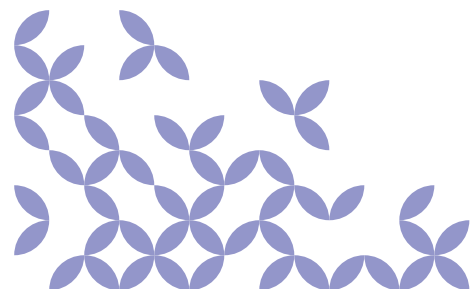
Dither Pattern Right A:  
Main Logo Pattern



---

##### SECONDARY PATTERN

Dither Pattern Left B  
Secondary Dither



Dither Pattern Right B  
Secondary Dither





# STATIONERY

## BUSINESS CARD

### Size

2" x 3.5"

### Paper Stock

Finch Fine Bright White Ultra  
Smooth 160# Cover

### Color

Pantone® 7671  
Process Black

### Type

Name: 10/12 pt Avenir Next,  
Pantone® 7671

Title & Address: 7/8.4 pt Avenir Next  
Regular, 80% Process Black

Back: 9/10.8 pt Avenir Next Regular  
in All Caps

### Pattern

4 Stars wide

Low contrast star pattern (90% /  
100% Mystical Grape)

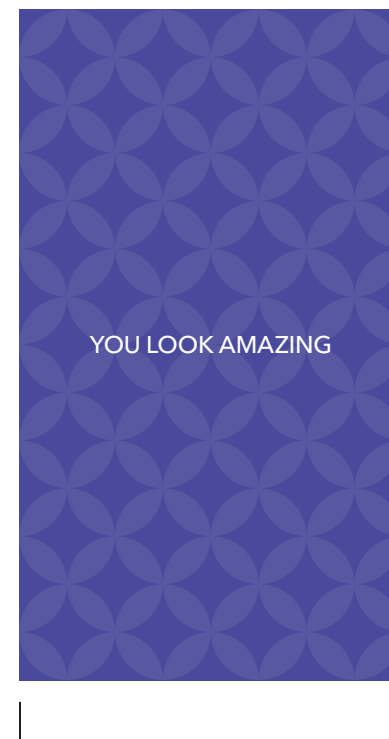
### FRONT



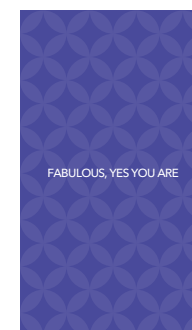
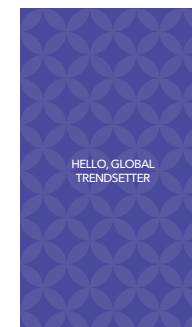
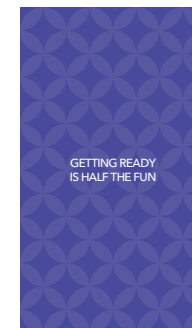
Logotype  
in Pantone® 7671

Dither Pattern  
10% tint of Pantone® 7671

### BACK



Low contrast  
star pattern (90% / 100%  
Mystical Grape)



# STATIONERY

## LETTERHEAD

### Size

US Letter 8.5" x 11"

### Paper Stock

Crane's Crest Fluorescent White  
Imaging 28 lb/105 gsm weight

### Color

Pantone® 7671  
Process Black

### Type

Address: 10/12 pt Avenir Next  
Regular, 80% Process Black

Logotype  
in Pantone® 7671

2400 West Central Road  
Hoffman Estates, IL 60192  
t: 847.765.1100  
f: 847.765.6747

claire's

Dither Pattern  
in 10% Pantone® 7671

## Fax

2400 West Central Road  
Hoffman Estates, IL 60192  
t: 847.765.1100  
f: 847.765.6747

claire's

**fax**

TO:	FROM:
COMPANY:	DATE:
FAX NUMBER:	FAX NUMBER:
PHONE NUMBER:	PHONE NUMBER:
# PAGES:	RE:

ADDITIONAL NOTES:

## Memo

claire's

**memo**

TO:	FROM:
PRIORITY:	DATE:
RE:	

# POWERPOINT

---

## TEMPLATE STANDARDS

### Size

PPT Standard:

### Type

Avenir Next Type Family



COVER SLIDE



GENERAL SLIDES



IMAGE OR CONTENT  
HEAVY SLIDE



DIVIDER SLIDE



## CONTACT

---

For More Information or Questions  
about The Claire's Visual Identity  
Guidelines Please Contact:

**Melissa Ernst**

Claire's In-Store Creative

[melissa.ernst@claires.com](mailto:melissa.ernst@claires.com)

**Julie Gierke**

Creative Marketing Manager

[julie.gierke@claires.com](mailto:julie.gierke@claires.com)

Claire's Stores, Inc.  
2400 West Central Road  
Hoffman Estates, IL 60192

**claire's**