



claire's®

FUN • APPROACHABLE • BRIGHT

CLAIRE'S IMAGERY, COPY & DESIGN - 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.

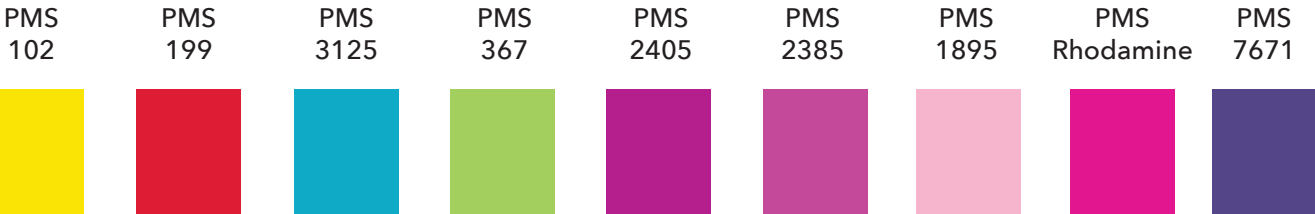
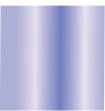


PACKAGING



PMS
7446

CROWN
559



PROMOTIONAL FONT:
 AVENIR NEXT MEDIUM
 AVENIR NEXT DEMI BOLD

SUBHEAD/PROMOS ALL CAPS:

FREE

NUMBERS:

20 50

10 \$15

HEADLINE FONT:

MOON FLOWER AND MOON FLOWER BOLD (-50) KERNING

SUMMER FUN

FUN FONTS:

KG Eyes Wide Open

Spring savings

KG Blank Space Sketch

JEWELRY - COSMETICS

PROMOTIONAL LOCK UPS:

BUY 1 GET 1
50%
OFF

% OFF STACKED NEXT TO #

BUY 1 GET 1
\$2

\$ ALWAYS SUPERSCRIPT, ADJUST BASELINE SHIFT SO
CURVE OF \$ HITS THE TOP OF THE NUMBER

BUY 2 GET 1
FREE

NEW

BUY 2
GET 1
FREE

OLD: STILL USED IN-STORE

\$5
OR LESS

\$ ALWAYS SUPERSCRIPT, ADJUST BASELINE SHIFT SO
CURVE OF \$ HITS THE TOP OF THE NUMBER

2016 NON-SEASONAL IMAGERY

PLEASE CONTACT JULIE GIERKE FOR ACCESS TO IMAGES



2016 NON-SEASONAL IMAGERY

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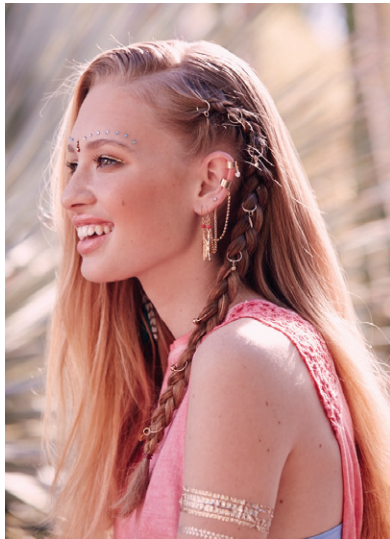


2016 NON-SEASONAL IMAGERY

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CLAIRE’S WOODFIELD: TYPE TREATMENTS AND COPY TONE

YOUR EAR
PIERCING
specialists

I LIKE
YOUR
style

YOU
LOOK
amazing ♡

getting ready
IS HALF THE
FUN

YOUR EAR
PIERCING
specialists

claire's

I LIKE
YOUR
style

claire's

YOU
LOOK
amazing!

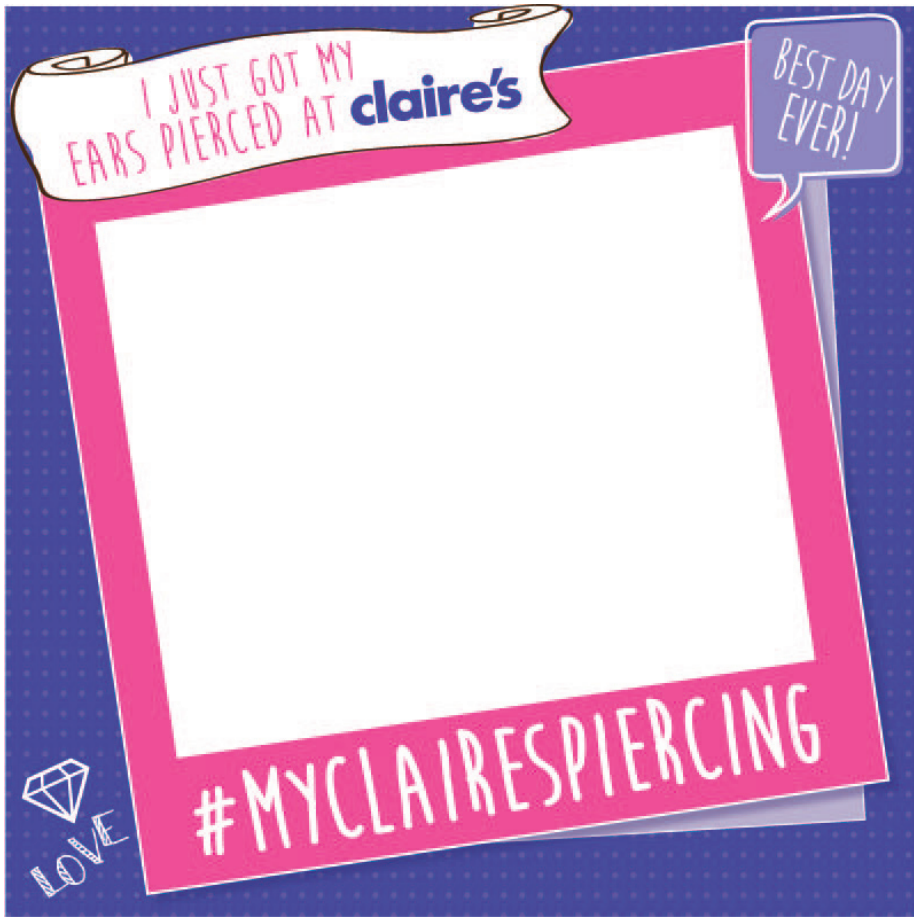
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CLAIRE’S WOODFIELD: TYPE TREATMENTS AND COPY TONE

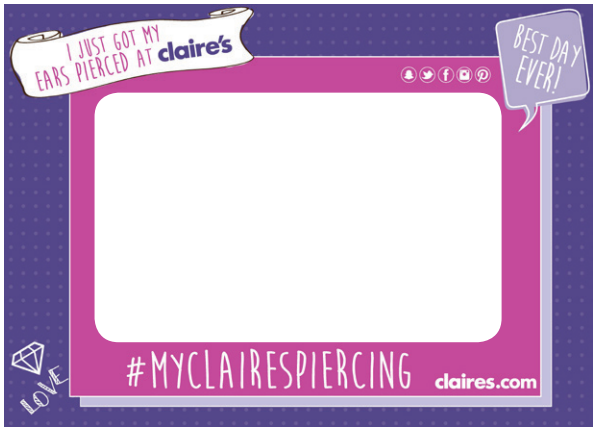




SELFIE FRAMES
CLAIRE’S 21 WOODFIELD:



ALL STORES



CLAIRE’S WOODFIELD: IN STORE APPLICATIONS





EAR PIERCING

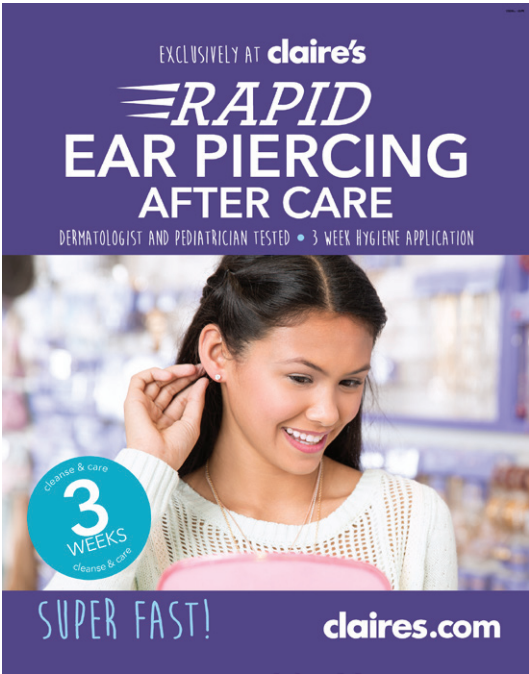
RAPID EAR PIERCING AFTER CARE

RAPID EAR PIERCING AFTERCARE LOGO

TYPE TREATMENTS AND COPY TONE

- DERMATOLOGIST AND PEDIATRICIAN TESTED
- 3 WEEK HYGIENE APPLICATION

SUPER FAST!



EAR PIERCING



claire's®

WOW MERCHANDISE



WOW LOGO

TYPE TREATMENTS AND COPY TONE

INCREDIBLE PRICES!
CHECK OUT OUR NEW VALUE LINE

MAKE SURE TO HAND KERN MOONFLOWER FONT.



IN STORE SIGNING



COLORS



PMS
7671



claire's®

CLAIRE'S CLUB



CLAIRE'S CLUB LOGO

TYPE TREATMENTS AND COPY TONE

PIERCING
PRINCESS

HAVE FUN!



COLORS



PMS
1895

PMS
Rhodamine



DREAMING



CLAIRE’S CLUB SPRING 2016

PLEASE CONTACT JULIE GIERKE FOR ACCESS TO IMAGES



CLAIRE'S CLUB SPRING 2016

PLEASE CONTACT JULIE GIERKE FOR ACCESS TO IMAGES





CLEARANCE: TYPE TREATMENTS AND COPY TONE



MAKE SURE TO HAND KERN MOONFLOWER FONT.

SUBHEAD/CATEGORY
AVENIR NEXT DEMI ALL CAPS:



FUN CALL OUT- OMG!
(CLEARANCE \$1 OR LESS):



MAKE SURE TO HAND KERN MOONFLOWER FONT.
-23% ROTATION



COLORS



PMS
102



PMS
199



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