



PALETTE: VIDEO SOCIAL 2016

PRIMARY COLORS
USE FOR UNDER AND OVER 12



SECONDARY COLORS
USE FOR OVER 12 ONLY



BLACK	PMS 7671	PMS RHODAMINE	PMS 3125	PMS 2405
				



PALETTE: CLAIRE'S BRAND COLORS 2016



PMS 102	PMS 199	PMS 3125	PMS 367	PMS 2405	PMS 2385	PMS 1895	PMS Rhodamine	PMS 7671

PRIMARY BRAND FONTS:

AVENIR NEXT LT PRO MEDIUM

AVENIR NEXT LT PRO DEMI BOLD

AVENIR NEXT LT PRO BOLD

MOON FLOWER BOLD

(-50) KERNING (-3) BASELINE SETTING ON LETTER R

FUN FONTS:

KG Eyes Wide Open

KG BLANK SPACE SKETCH

KG BLANK SPACE SOLID

KG ALL OF ME

claire's

SHAPES AND TEXT TREATMENTS

HOW TO:
Perfect
SIDE PONYTAIL

JoJo Siwa's
Back to SCHOOL
TOP 20
COUNTDOWN

BACK 2 SCHOOL Q&A
the claire's
& SQUAD

#claireslovesmixieq

4 ways to
WEAR IT!

SECRET
SALE
SHHH!

tech TALK
at claire's

#JOJOSBOWPARTY
#itsatclaires

BOOMERANG
style

Back to SCHOOL
TOP 20
COUNTDOWN
with JoJo Siwa!

BANDANAS
7 WAYS TO WEAR IT

with Estelle Fitz
@SoUrbanGirl

JoJo's
NEW LINE

how to:
GET THE
BOOMERANG
LOOK!

HOW TO:
DANCE
MAKEUP!

DIY
PINS & PATCHES

with Estelle Fitz
@SoUrbanGirl

claire's
JoJo
Siwa

@ClaireStores
@itsJoJoSiwa

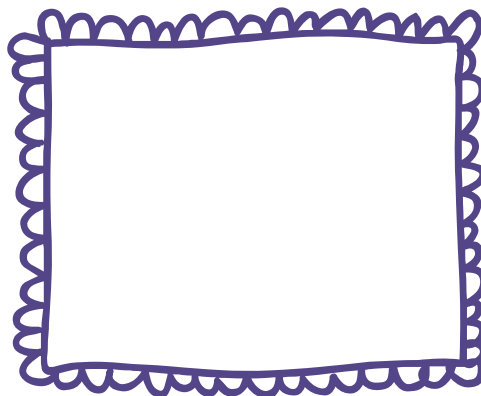
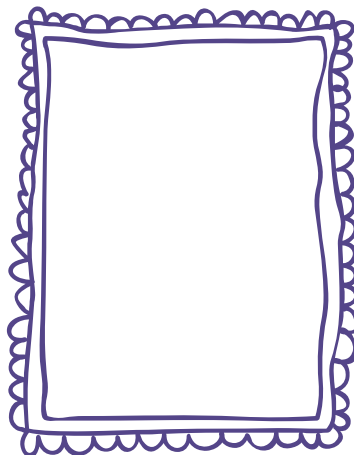
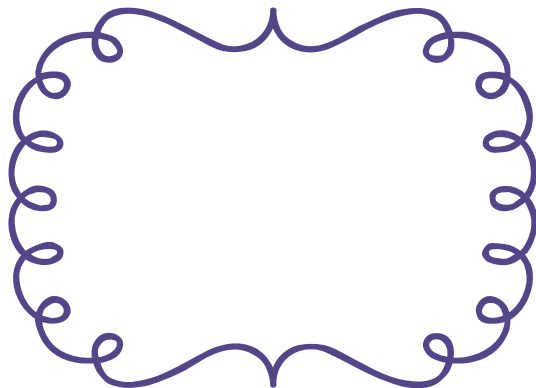
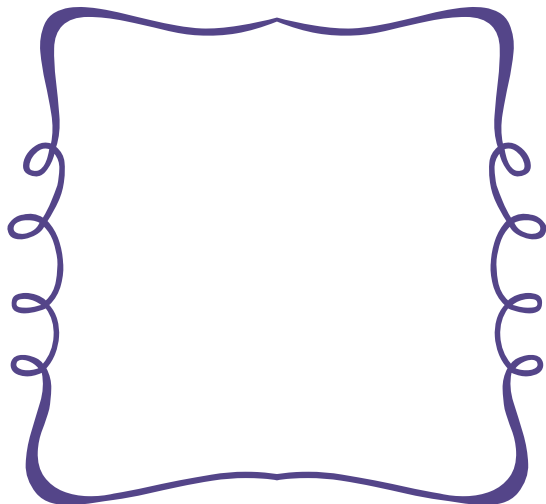
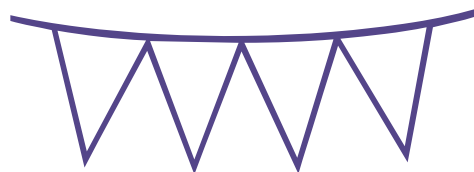
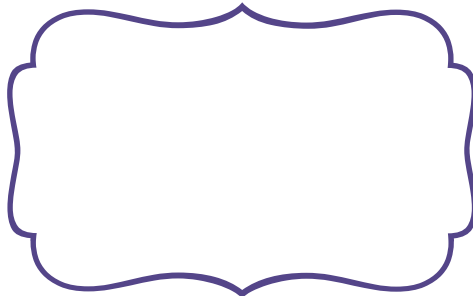
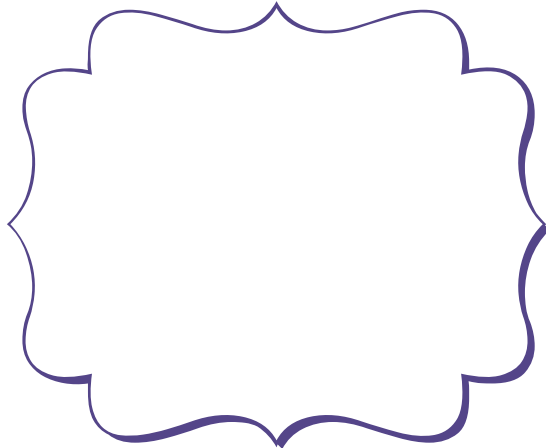
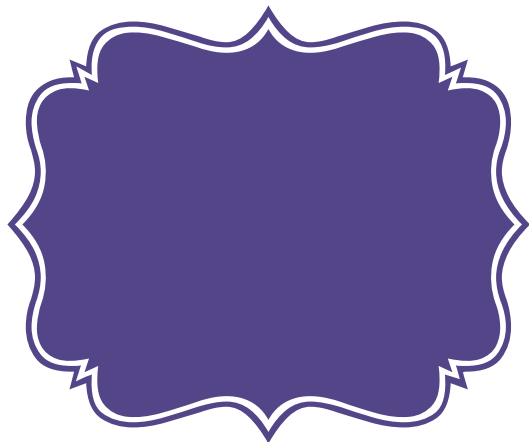
HOW TO:
Glitter
MAKEUP

TOTALLY 90's
gift ideas
with Jenna Ortega

TOTALLY 90's
gift ideas
with Jenna Ortega

Halloween style
#itsatclaires

ADDITIONAL SHAPES





your
BESTIE

hello,
BEAUTIFUL

getting ready
IS HALF THE
FUN

Dream #CLAIRESSTYLE
BIG @CLAIRES smile

WANT IT.
GOT IT.
LOVE IT.

BE YOUR SELFIE
😊 ❤️ 😊

BORN TO
SPARKLE!

YOU
LOOK
amazing

FABULOUS, YES YOU ARE!
#CLAIRESGIRLSROCK

♥️ OMG

HAVE FUN!

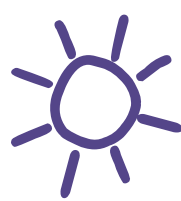
DREAMING



LOVE

I LIKE
YOUR
style

#CLAIRESGIRLS



PIERCING PRINCESS

PIERCING
PRINCESS



claire's®

CLAIRE'S LOGO COLORS

claires.com

claires.com

claires.com

claires.com

claires.com