

CLINIQUE

BRAND IDENTITY

Brand Story

Clinique was started in 1968 with the idea that great skin can be created which formed their philosophy of creating a makeup and skin care brand that is dermatologist guided, allergy tested, and 100% fragrance free. Now, with 55+ years of dermatological expertise, Clinique is one of the most trusted brands in the world with their products including skincare, makeup, and fragrances.

BRAND IDENTITY

Brand Personality

Clinique's brand personality is sophisticated, competent, and sincere, as well as chic, clean, fresh, and scientific. However, Clinique also has an aspect of maturity that has developed as part of their brand personality since it has been known used, and respected for so long. This trait in combination with Clinique never updating or changing their logo, has caused an association of Clinique's audience/clientele's age group being women who are middle-aged or older.

ARTIST STATEMENT

Changing the Brand and Visual Identity

Clinique is a cosmetic giant with its brand being world wide and well known. It is also one of the most popular cosmetic brands due to the quality of its products, however, it isn't popular among the younger age groups with only 19% of its users being 25 or younger. Clinique is currently struggling to compete in that younger market with newer trending makeup and skin care brands such as Too Faced and Charlotte Tilbury. My goal with the rebranding of Clinique is to make it appeal to the younger demographic by giving it a more youthful look and feeding into current the current "clean girl" makeup trend of that age group. My rebrand will still keep Clinique's philosophy and its personality while getting rid of its association with older age groups but keeping it familiar enough for it to still appeal to the older audience of Clinique's current users.

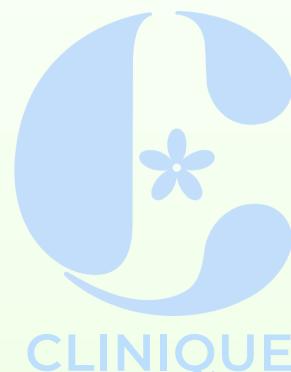
VISUAL IDENTITY

Main Logo



VISUAL IDENTIY

Logo Variations



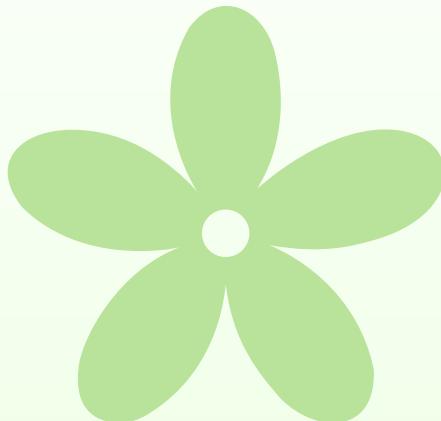
CLINIQUE

VISUAL IDENTITY

Assets

CLINIQUE

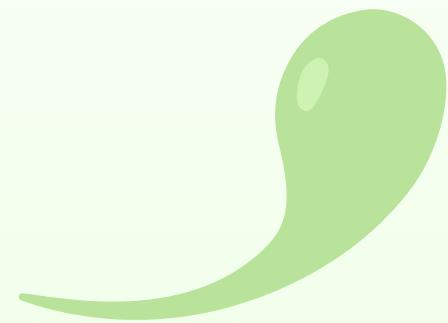
Clinique Name



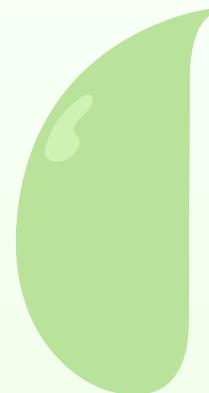
Clinique
Flower



Cream
Droplet



Smeared
Cream Drop



Large
Cream Drop

VISUAL IDENTIY

Patterns



VISUAL IDENTIY

Color Palet

Main Colors

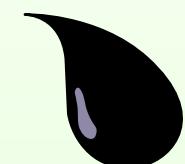


#CDF2B1
Clinique Fresh
Green



#B9E39A
Clinique Vibrant
Green

Variation Colors



#000000
Clinique
Classic
Black



#FBE3E6
Clinique
Cream
pink



#E9EDF2
Clinique
Clean
Blue



#FFC4E4
Clinique
Peony
Pink



#FFAF59
Clinique
Sunset
Orange



#D6B9E6
Clinique
Cashmere
Purple



#F7EE9C
Clinique
Lily
Yellow



#C3DEFA
Clinique
Happy
Indigo

VISUAL IDENTIY

Typography

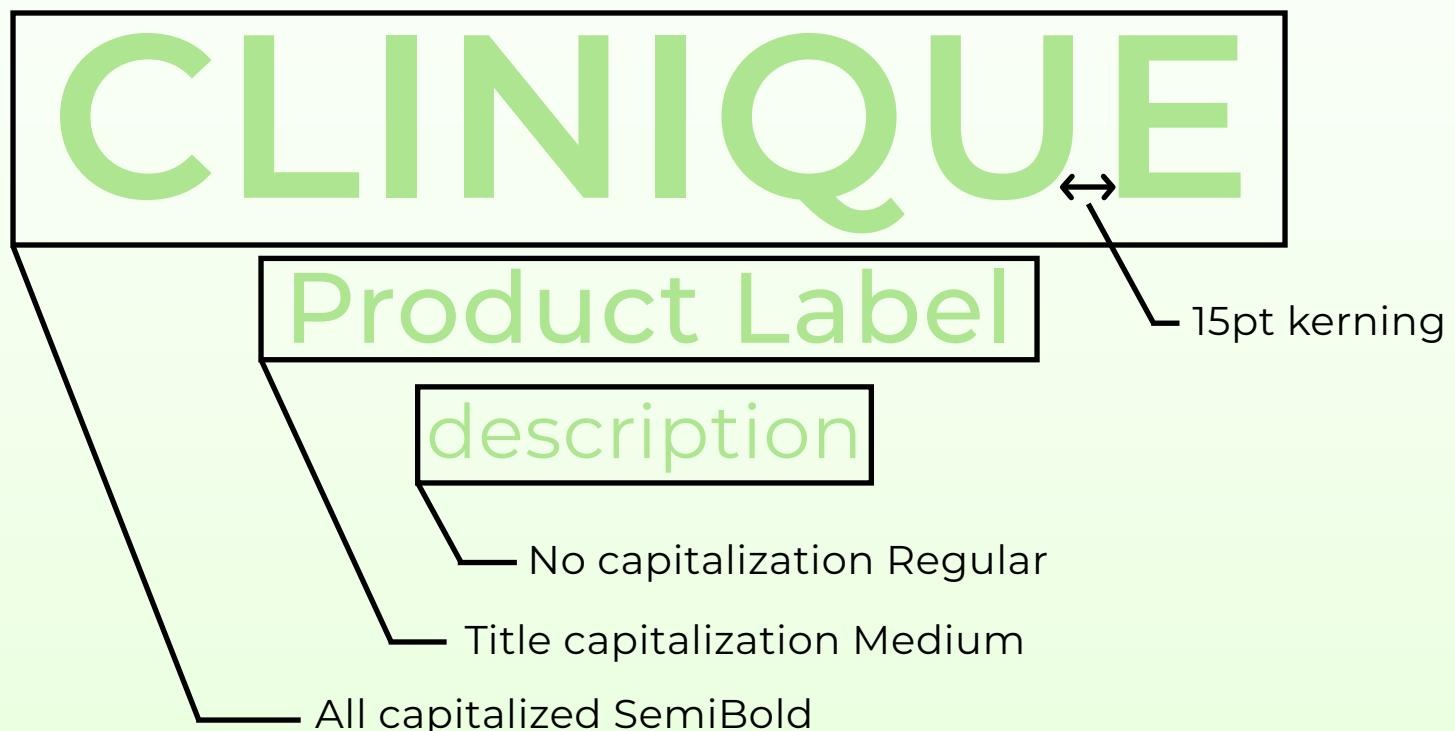
MONTSERRAT

SemiBold

Medium

Regular

VA
↔ 15



VISUAL IDENTIY

Mock-ups



VISUAL IDENTIY

Mock-ups



VISUAL IDENTIY

Mock-ups



VISUAL IDENTITY

Mock-ups



VISUAL IDENTITY

Mock-ups



THE END



CLINIQUE