LOGO

LOCKUP

APPROVED COLORS

MAIN BRAND COLORS

CROWN FOIL #559
Used for the logo on Claire's carding and packaging

PMS 271 at 80%
Background color on carding and packaging

PMS 7671
Used on acetate packaging for the text

AB FOIL
Used for the Claire's logo COSMETICS ONLY

CROWN FOIL #757
Used for the logo on Claire's Club carding and packaging only

PMS 1895
Background color on Claire's Club carding and packaging only

PMS 212
Used for text on the backs of Claire's Club carding and packaging only

SILVER CHROME
Used for cosmetics packaging only

MINT CHROME
Used for cosmetics packaging only

PINK CHROME
Used for cosmetics packaging only

ADDITIONAL APPROVED COLORS

PMS RHODAMINE

PMS 2385

PMS 2405

PMS 367

PMS 3125

WHITE
Used for text

FONT

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

FONT
Avenir Next LT Pro Medium & Avenir Next LT Pro Bold

Font should be 12pt, but may be as small as 9pt or as large as 14pt if needed to fit the product.

Product names are in all lower case Avenir Next LT Pro Medium, unless the product has a sub title. If the product has a subtitle, the title will be in Avenir Next LT Pro Bold, while the sub title will be in Avenir Next LT Pro Medium. Everything on the front must be translated in French and must be the same size as the English.

SECONDARY FONT OPTIONS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FONT
Moonflower Bold

abcdefghijklmnopqrstuvwxyz

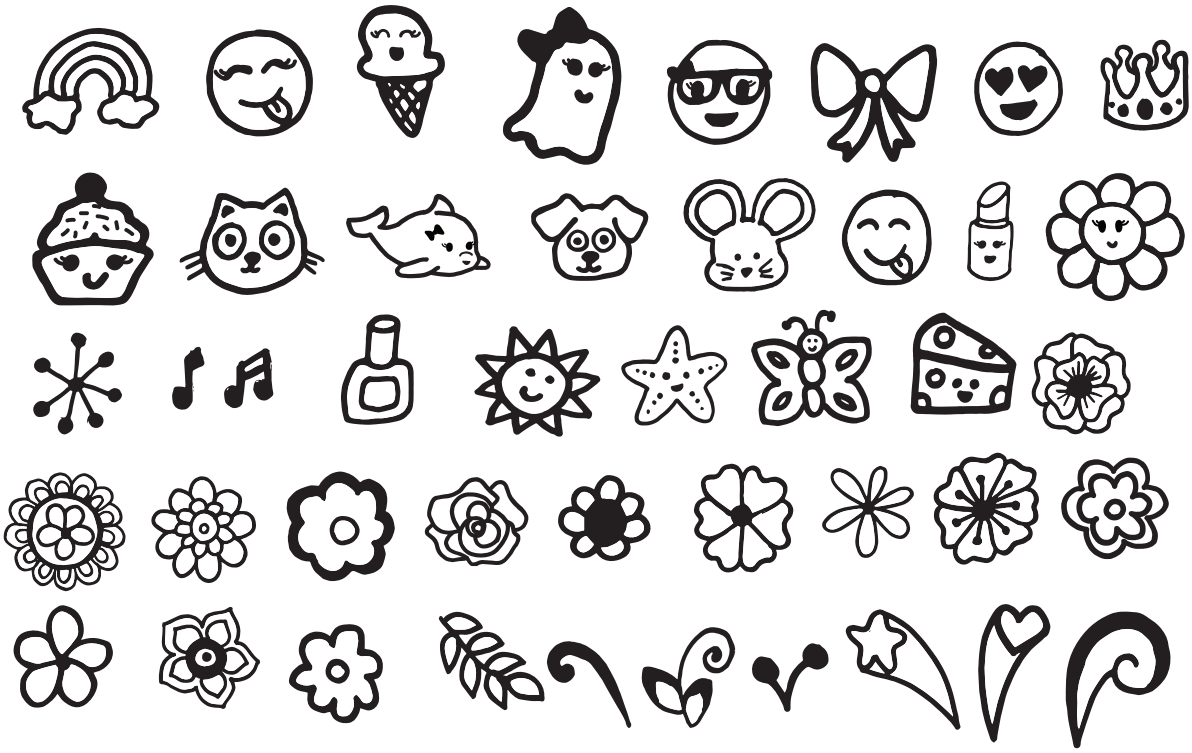
FONT
KG Eyes Wide Open

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FONT
KG Blank Space Sketch

CLAIRE'S CLUB ONLY

APPROVED ICONS



ICONS USAGE EXAMPLES

STICKER

HANG TAG

ACETATE BOX WITH INSERT CARD

BLISTER CARD

WARNINGS AND SYMBOLS

RECYCLE SYMBOLS

Goes on all carding and packaging, in the bottom left corner. Should be placed on the front if no text is being printed on the back. Global products get both symbols

CE MARKING

Goes on the back of all tech that is electrical. Products with these symbols must be approved by QA before released to print.

WASTE ELECTRONIC SYMBOL

Goes on the back of all tech that is electrical. Products with these symbols must be approved by QA before released to print.

⚠ WARNING:
CHOKING HAZARD -
Small parts. Not for children under 3 years.

⚠ AVERTISSEMENT :
RISQUE D'ÉTOUFFEMENT -
Petites pièces. Ne convient pas aux enfants de moins de 3 ans.

SMALL PARTS WARNING

Goes on the FRONT of all Claire's Club carding and packaging, as well as Holiday Carding. Please see guide on sizing regulations. These should be placed at the bottom, in thelower left hand corner, or centered.

Mfd. for CBI Distributing Corp.,
2400 W. Central Road
Hoffman Estates, IL 60192-1930 USA

Claire's Accessories UK LTD
Birmingham B24 8DW UK
Claire's Switzerland GmbH
c/o Curator & Horwath AG
Badenerstrasse 141
8004 Zürich, Switzerland

Mfd. for CBI Distributing Corp.,
2400 W. Central Road
Hoffman Estates, IL 60192-1930 USA

Claire's Accessories UK LTD
Birmingham B24 8DW UK
Claire's Switzerland GmbH
c/o Curator & Horwath AG
Badenerstrasse 141
8004 Zürich, Switzerland

ADDRESSES

Goes on cosmetics only.
These can be left justified or centered.

PRICE TICKETS AND CONCERTINAS

11274-8 02-52 454
Made in China
Fabriqué en Chine
Mfd. for CBI Distributing Corp.
2400 W Central Rd.
Hoffman Estates, IL 60192 USA
US$7.50 C$8.50
888711112743

NA PRICE TICKET

Leave space on the back of all NA carding and packaging for this ticket. Usually in the bottom right hand corner.

EU PRICE TICKET

Leave space on the back of all EU carding and packaging for this ticket. Usually in the bottom right hand corner.

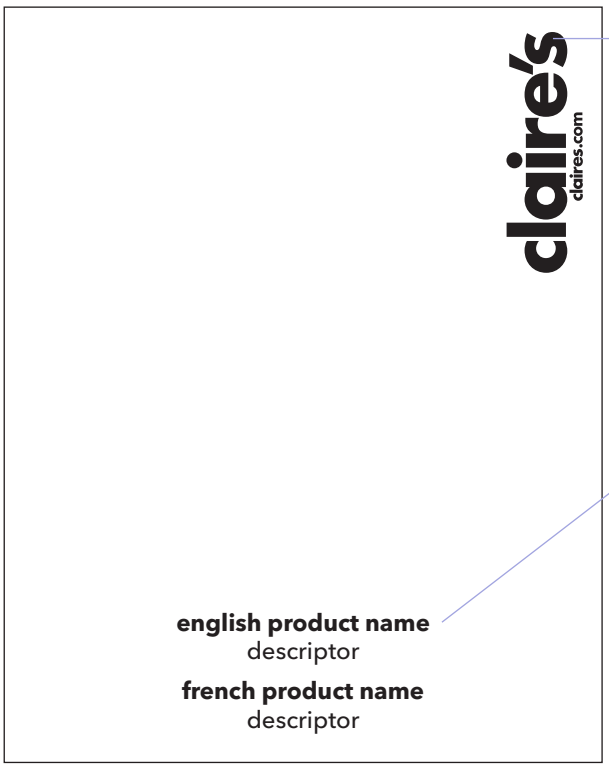
CONCERTINA PLACEHOLDER

CONCERTINA PLACEHOLDER

Use this on the back of all Claire's Club EU products as a place holder.

BOX AND ACETATE PACKAGING RULES

FRONT OF BOX



LOGO

Claire's logo should always be as shown, on it's side in the upper right hand corner and must contain the webside.

PRODUCT NAME

Each product should have the name in English and in French. English goes above French and they should be the same point size. Product names are to be in Avenir Next Lt Pro Medium, unless they have a descriptor. With a descriptor, the product name will be in Avenir Next Lt Pro Bold, while the descriptor will bein Medium.

PLACEMENT: Product names should be centered at the bottom of the packaging.

BACK OF BOX

PRODUCT NAME

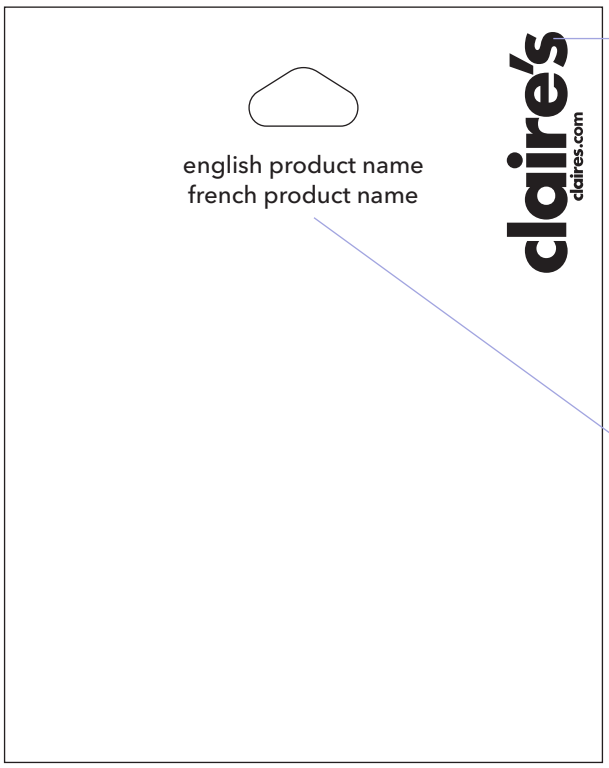
Global products must have the remaining 9 languages on the back. The same rules apply about font type and thinkness. You may make the point size smaller on the back if needed.

PLACEMENT: Product names should be centered at the top of the packaging. If there is no descriptor, you may separate the names with small bullets. See example below:

german · dutch · spanish · portuguese
italian · greek · czech · polish · hungarian

BLISTER CARD PACKAGING RULES

FRONT OF CARD



LOGO

Claire's logo should always be as shown, on it's side in the upper right hand corner and must contain the webside.

PRODUCT NAME

Each product should have the name in English and in French. English goes above French and they should be the same point size. Product names are to be in Avenir Next Lt Pro Medium, unless they have a descriptor. With a descriptor, the product name will be in Avenir Next Lt Pro Bold, while the descriptor will bein Medium.

PLACEMENT: Product names should be centered at the top of the card.

BACK OF CARD

PRODUCT NAME

Global products must have the remaining 9 languages on the back. The same rules apply about font type and thinkness. You may make the point size smaller on the back if needed.

PLACEMENT: Product names should be centered at the top of the packaging. If there is no descriptor, you may separate the names with small bullets.