

CALVIN KLEIN

Logo & Graphic Guidelines

v01 06.16.2017

Contents

A	Introduction	B	Logo Usage Guidelines	C	Klein Font Guidelines
A1	How To Use These Guidelines	B1	Master Brand Logo	C1	Introduction
A2	Brand Ethos, Peter Saville	B2	By Appointment Logo	C2	Font Assets and Files Klein Roman style fonts Klein Italic style fonts Klein Condensed style fonts
A3	Calvin Klein: Past & Present	B3	205 Logos: 205 Stacked Logo 205 Horizontal Logo	C3	Font Usage Guidelines
A4	Logo Architecture Chart	B4	CK Calvin Klein Logo CK Calvin Klein Stacked Logo CK Calvin Klein Horizontal Logo	C4	Glyph Chart
		B5	Better Sportswear & Classifications Logo		
		B6	Jeans Logos: Premium Jeans Logo Master Jeans Logo		
		B7	Underwear Logos: Premium Underwear Logo Master Underwear Logo Off Price Underwear Logo		
		B8	Swimwear Logos: Premium Swimwear Logo Mainline Swimwear Logo		
		B9	Performance Logos: Premium Performance Logo Mainline Swimwear Logo		
		B10	Golf Logo		
		B11	Home Logo		
		B12	Watches and Jewelry Logo		
		B13	Fragrance Logos Premium Fragrance Logo Mainline Fragrance Logo		
		B14	Outlet Logo		

Confidentiality Clause

The artwork and information contained herein and attached hereto, including, without limitation, the new logomarks, monograms, and Klein font library is highly confidential and proprietary information of PVH Corp. and Calvin Klein, Inc. (collectively, the “Company”).

This information may not be discussed, disclosed or shared by you with anyone inside or outside the Company, other than the people who are receiving this communication. Any disclosure of the images or information by you may result in disciplinary action against you by the Company, up to and including termination of employment, and could also result in legal action.

A Introduction

This package serves as a technical guide to the implementation of Calvin Klein's 2017 rebranding.

In addition to logo artwork, fonts and assets, it includes brand usage, restrictions and violations, plus detailed specifications for clear space, positioning, scale and file names.

A separate document will be issued in partnership with the global design teams, providing trim and design standards, for the usage of all the new logos and monograms.

All logo files and Klein font files will be made available on the PVH Digital Asset Library. For distribution to creative partners, licensees, or production vendors, please request through the Global Marketing Group.

A new era in the evolution of Calvin Klein

Evolution best describes the approach taken to the challenge of developing the identity of a global cultural legacy. The new 'CALVIN KLEIN' logotype draws upon the core character of the founder's original to retain its iconic familiarity across unprecedented diversity.

The new house font 'KLEIN' carries the DNA of the brand's history maintaining a genealogical continuum.

The master brand logo now uses capitalization. Capital letters are formal rather than personal, and in the context of the company's evolution with a new Creative Director, the capitalization of the logo defines the new perspective - Calvin Klein the entity rather than the individual. This shift to uppercase subliminally communicates the creative change with confidence, transparency and authenticity.

The more personal quality of the original upper and lowercase 'Calvin Klein' lettering is retained for aspects of the underwear lines, to communicate intimacy and the continuity of these timeless signature products.

The KLEIN font family functions to delineate coherent visual relationships between the various brand channels.

Peter Saville

Peter Saville is a designer whose contribution to culture has been unique. As a co-founder of the legendary independent UK label Factory Records, his artwork accessed a mass audience through pop music, best exemplified in the series of record sleeves he created for Joy Division and New Order between 1979 and 1993.

His radical designs seemed to break all the rules, omitting information about artists or titles, fundamentally questioning modes of consumption and communication. Saville went on to define a new role and significance for graphics in contemporary culture.

Historical Comparison of Logotypes

Calvin Klein

1975 (original)

Calvin Klein

1992 – 2016

Calvin Klein

CALVIN KLEIN

2017 –

Business Line	Past	Present
By Appointment	—	CALVIN KLEIN BY APPOINTMENT
205 (formerly known as “Collection”)	Calvin Klein collection	CALVINKLEIN205W39NYC CALVIN KLEIN 205 W39 NYC *
Asia Contemporary (formerly known as “Platinum”)	Calvin Klein platinum	CK CALVIN KLEIN CKCALVIN KLEIN
Europe Contemporary (formerly known as “Black Label”)	Calvin Klein	CK CALVIN KLEIN CKCALVIN KLEIN
Better Sportswear & Classifications (formerly known as “White Label”)	Calvin Klein	Calvin Klein
Jeans	Calvin Klein Jeans	CALVIN KLEIN JEANS ESTABLISHED 1978 CALVIN KLEIN JEANS *
Underwear	Calvin Klein underwear	CALVINKLEIN205W39NYC CALVIN KLEIN UNDERWEAR Calvin Klein Underwear *
Swimwear	Calvin Klein swimwear	CALVIN KLEIN SWIMWEAR Calvin Klein Swimwear *
Performance	Calvin Klein PERFORMANCE	CALVIN KLEIN PERFORMANCE Calvin Klein Performance *
Golf	Calvin Klein golf	CALVIN KLEIN GOLF
Home	Calvin Klein collection Calvin Klein home Calvin Klein	CALVIN KLEIN
Watches & Jewelry	Calvin Klein swiss made	CALVIN KLEIN 205 W39 NYC CALVIN KLEIN
Footwear	Calvin Klein collection Calvin Klein platinum Calvin Klein Calvin Klein Jeans Calvin Klein	CALVIN KLEIN 205 W39 NYC CK CALVIN KLEIN CALVIN KLEIN JEANS Calvin Klein *
Eyewear	Calvin Klein collection Calvin Klein platinum Calvin Klein Jeans Calvin Klein	CALVIN KLEIN 205 W39 NYC CALVIN KLEIN JEANS CALVIN KLEIN *
Fragrance	Calvin Klein	CALVIN KLEIN 205 W39 NYC CALVIN KLEIN
Outlet	Calvin Klein outlet	Calvin Klein Outlet

CALVIN KLEIN

MASTER BRAND LOGO

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

B Logo Usage Guidelines

Master Brand Logo

Calvin Klein Master Brand Logo

The new Master Brand Logo serves as our primary corporate mark. This will be used across all internal and external corporate communications, for our multi-brand lifestyle stores and, for fragrance, home, watches + jewelry, and eyewear. The new mark draws upon the core character of the original Calvin Klein logo to retain iconic familiarity across unprecedented brand diversity.

CALVIN KLEIN

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Logo Usage Chart

This chart illustrates the specific uses allowed for our new logo.

MASTERBRAND	MONOGRAM	CORPORATE COMMUNICATIONS	CORPORATE STATIONARY + BUSINESS CARHS	SOCIAL MEDIA + ECOMM PAGE MASTHEADS	OFFICE LOBBIES	MULTIBRAND LIFESTYLE STORES (PACKAGING + FACADE)
CALVIN KLEIN	CK WATCHES & JEWELERY AND EYEWEAR ONLY	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



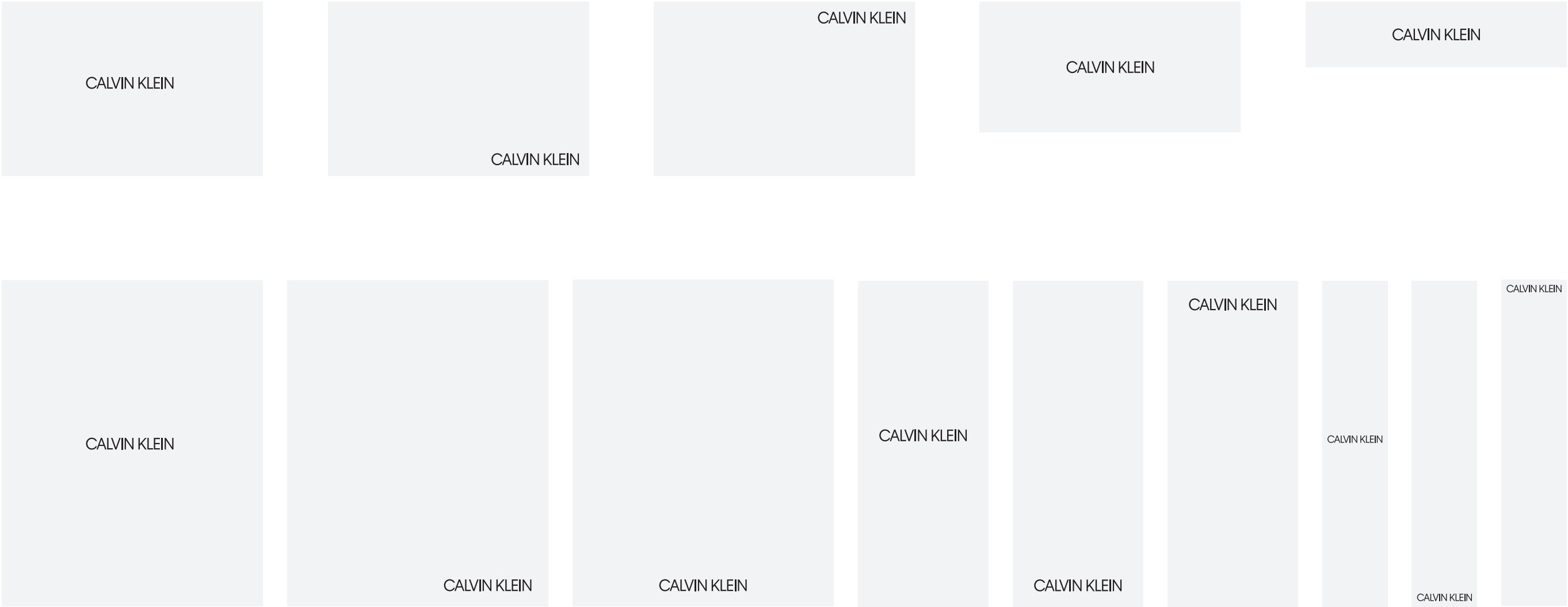
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

CALVIN
KLEIN

Don't make the logo thicker or thinner

CALVIN KLEIN

CALVIN KLEIN

Don't use a different font

CALVIN KLEIN

Don't use the logo white on black

CALVIN KLEIN

Don't separate logo components

CALVIN KLEIN

Calvin Klein Master Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.eps

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.png

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_MasterBrand_logo_black.jpg

Calvin Klein Master Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black_small.eps

White logo with transparent background



CalvinKlein_MasterBrand_logo_white_small.eps

By Appointment Logo

Calvin Klein By Appointment Logo

The All Uppercase Calvin Klein By Appointment logo has been updated to marry with the evolution of the master brand logo and to introduce a completely new business line while contextualizing it within the brand.

CALVIN KLEIN BY APPOINTMENT

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205W39NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205W39NYC	CALVIN KLEIN 205W39NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Logo Usage Chart

This chart illustrates the specific uses allowed for our new logo.

BUSINESS LINE	GARMENT LABEL	HANGTAGS	PACKAGING	ADVERTISING	POS	FACADE SIGNAGE
CALVIN KLEIN BY APPOINTMENT	custom	n/a	CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN BY APPOINTMENT	n/a	n/a

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



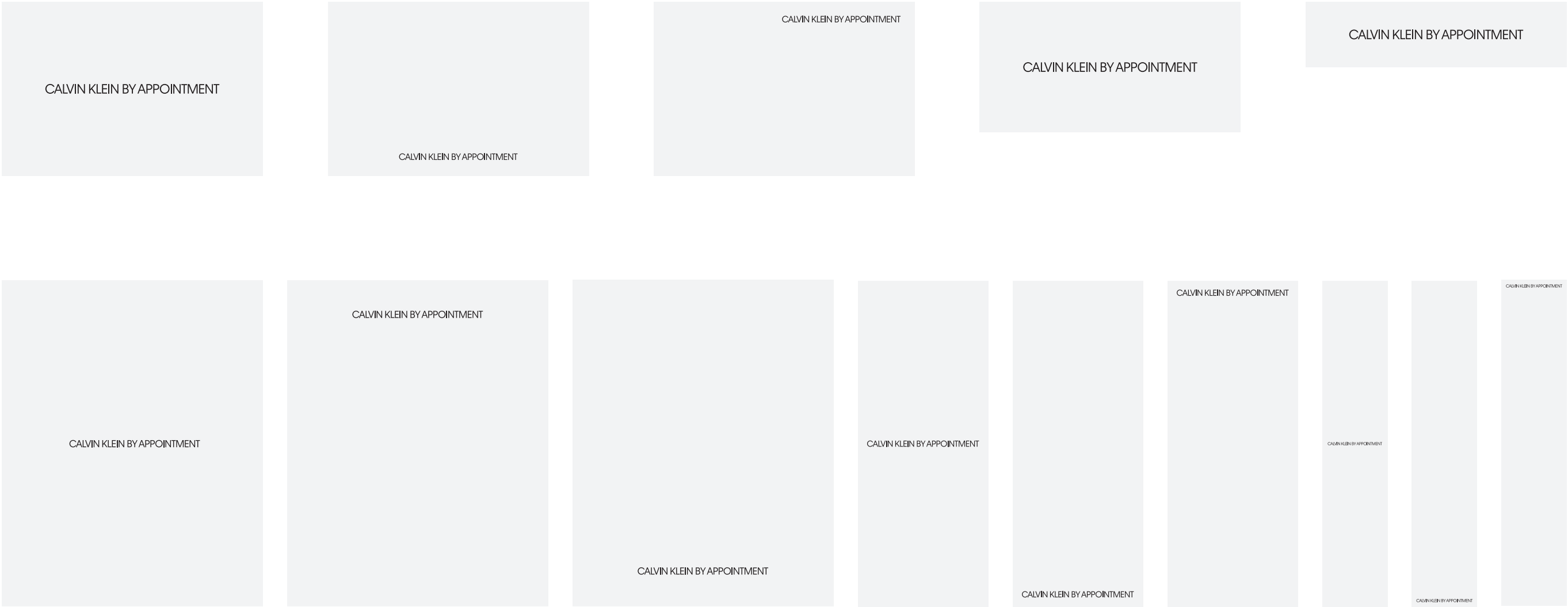
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't use a different font

CALVIN KLEIN BY APPOINTMENT

Don't change the format of the logo

CALVIN KLEIN
BY APPOINTMENT

Don't use the logo white on black



Don't make the logo thicker or thinner

CALVIN KLEIN BY APPOINTMENT

CALVIN KLEIN BY APPOINTMENT

Don't separate logo components

BY APPOINTMENT

Calvin Klein By Appointment Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_ByAppointment_logo_black.eps

White logo with transparent background



CalvinKlein_ByAppointment_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_ByAppointment_logo_black.png

White logo with transparent background



CalvinKlein_ByAppointment_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_ByAppointment_logo_black.jpg

Calvin Klein By Appointment Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_ByAppointment_logo_small_black.eps

White logo with transparent background



CalvinKlein_ByAppointment_logo_small_white.eps

205 Logos

205 Logos Overview

Two logos have been developed for our designer label (formerly known as Calvin Klein Collection). Both logos represent the business line in equal capacities.

Stacked Logo:

CALVIN KLEIN
205 W39 NYC

Horizontal Logo:

CALVINKLEIN205W39NYC

Logo Usage Chart

This chart illustrates the specific uses allowed for our new logos.

BUSINESS LINE	GARMENT / PRODUCT LABEL	HANGTAGS	PACKAGING	ADVERTISING	POS	FACADE SIGNAGE	SIS / SHOWROOM
CALVIN KLEIN 205 W39 NYC APPAREL	CALVIN KLEIN 205 W39 NYC or CALVINKLEIN205W39NYC	CALVINKLEIN205W39NYC	CALVINKLEIN205W39NYC	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC
CALVIN KLEIN 205 W39 NYC ACCESSORIES	CALVIN KLEIN 205 W39 NYC or CALVINKLEIN205W39NYC	CALVINKLEIN205W39NYC	CALVINKLEIN205W39NYC	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	n/a	
CALVIN KLEIN 205 W39 NYC FOOTWEAR	CALVIN KLEIN 205 W39 NYC or CALVINKLEIN205W39NYC	CALVINKLEIN205W39NYC	CALVINKLEIN205W39NYC	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	n/a	
CALVIN KLEIN 205 W39 NYC EYEWEAR	CALVIN KLEIN 205 W39 NYC or CALVINKLEIN205W39NYC	CALVINKLEIN205W39NYC	CALVINKLEIN205W39NYC	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	n/a	

205 Stacked Logo

The Calvin Klein 205 W39 NYC logo was created for our design label business because a principle address is synonymous with the culture of a legendary fashion house. This is for top-tier categories such as men’s and women’s 205 apparel, tailored, accessories, eyewear, footwear, watches + jewelry, and premium underwear.

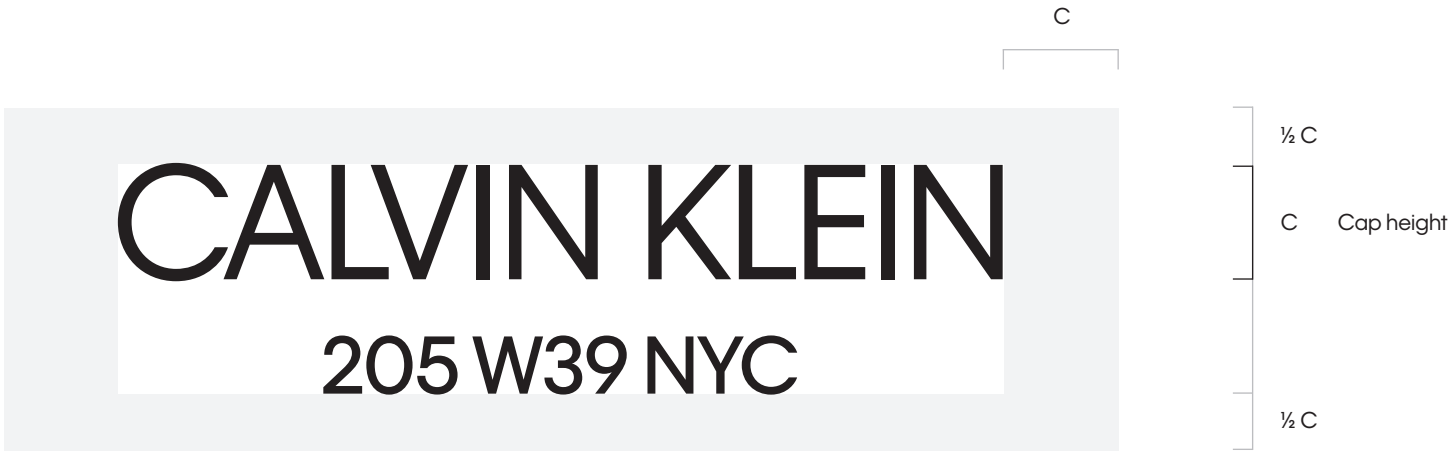
CALVIN KLEIN
205 W39 NYC

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205W39NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



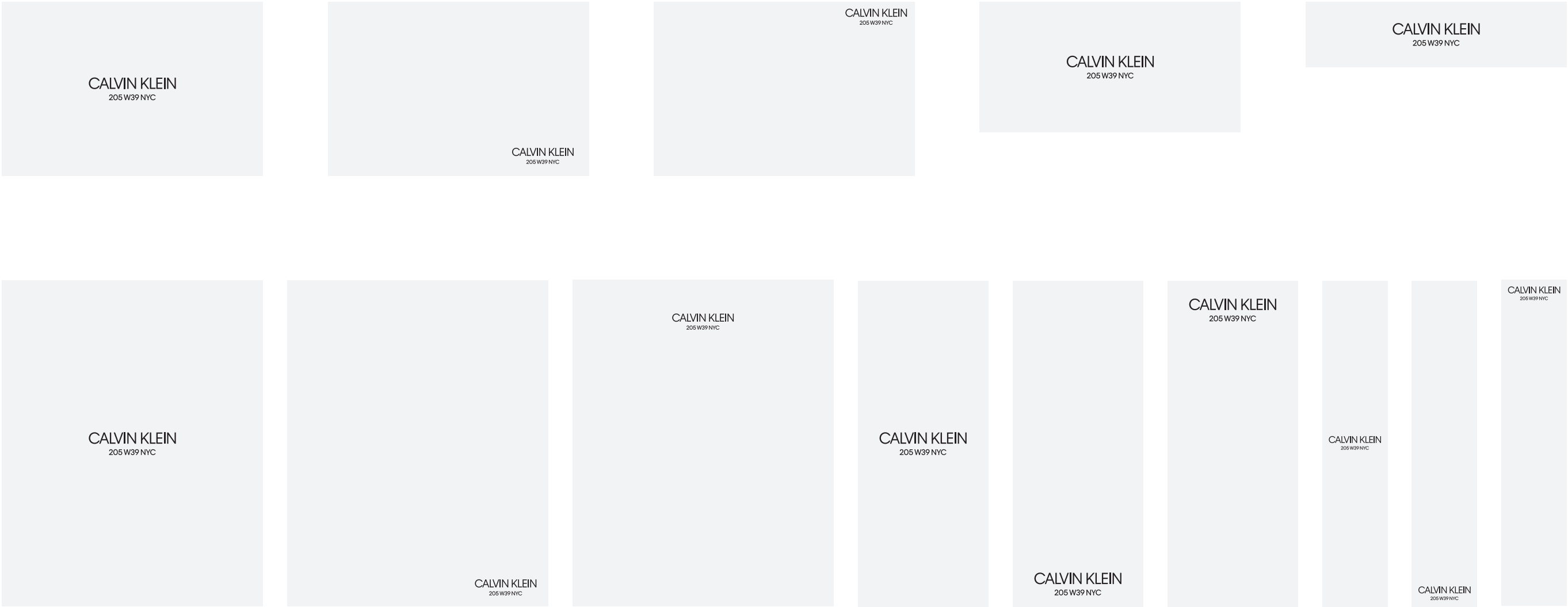
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't use a different font

CALVIN KLEIN
205 W39 NYC

Don't change the format of the logo

CALVIN KLEIN
205 W39 NYC

Don't make the logo thicker or thinner

CALVIN KLEIN
205 W39 NYC

CALVIN KLEIN
205 W39 NYC

Calvin Klein 205 Stacked Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_205_Stacked_logo_black.eps

White logo with transparent background



CalvinKlein_205_Stacked_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_205_Stacked_logo_black.png

White logo with transparent background



CalvinKlein_205_Stacked_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_205_Stacked_logo_black.jpg

Calvin Klein 205 Stacked Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_205_Stacked_logo_small_black.eps

White logo with transparent background



CalvinKlein_205_Stacked_logo_small_white.eps

205 Horizontal Logo

This variation of the 205 logo incorporates the address to represent the culture of a legendary fashion house, but omits line break and spacing to evoke a 'LIVE' continuous data stream.

CALVINKLEIN205W39NYC

Within Architecture

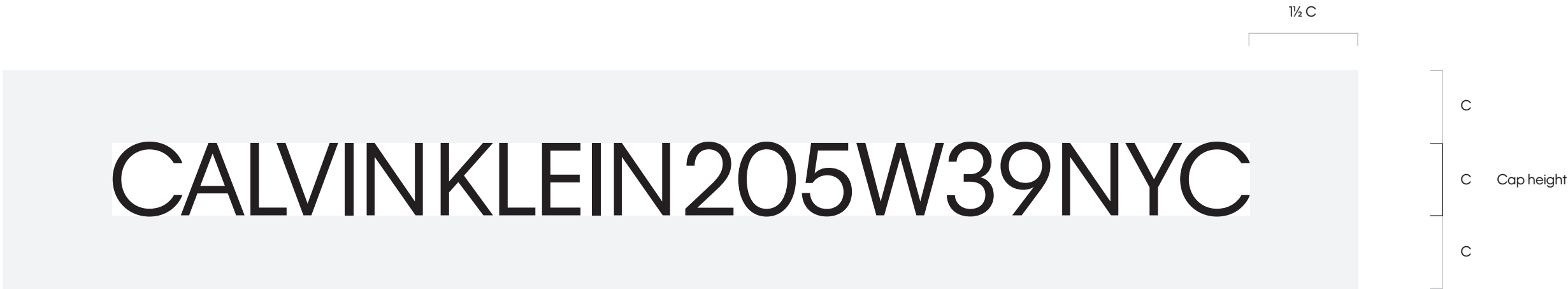
BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



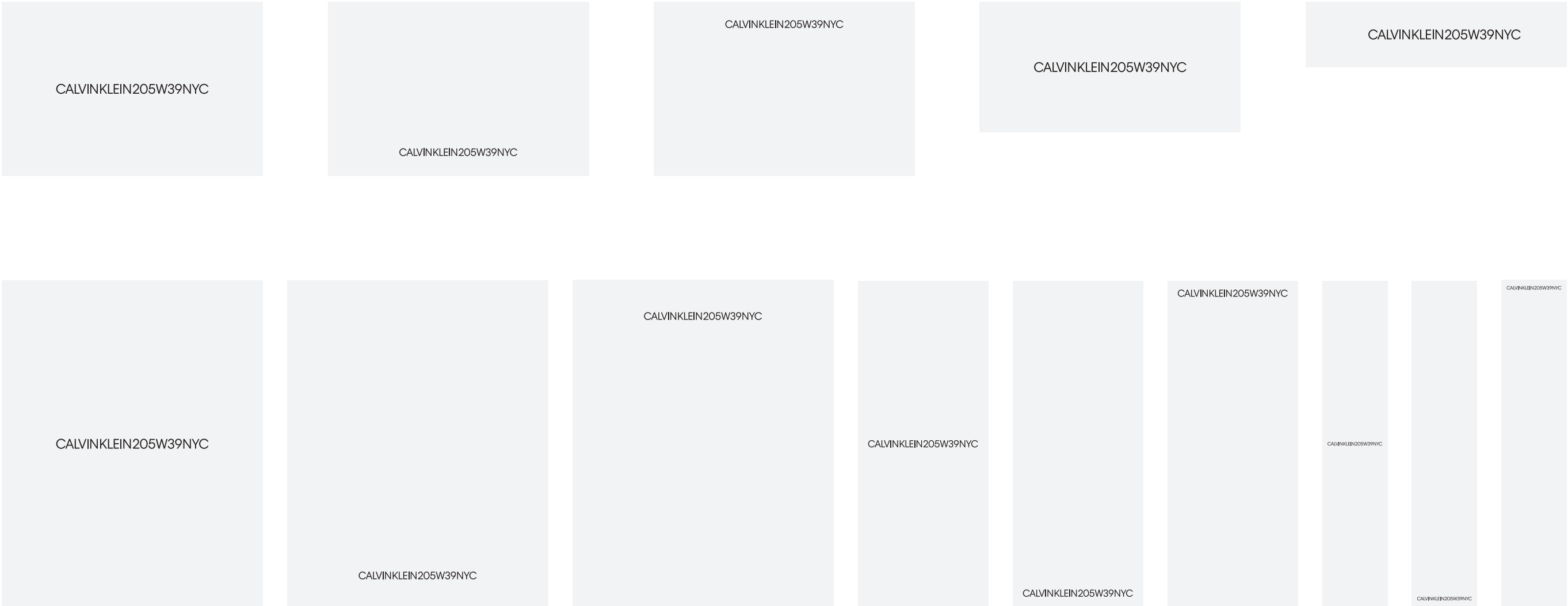
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

CALVINKLEIN 205 W39 NYC

Don't make the logo thicker or thinner

CALVINKLEIN205W39NYC

CALVINKLEIN205W39NYC

Don't use a different font

CALVINKLEIN205W39NYC

Don't use the logo white on black (without special permission)



Don't separate logo components (without special permission)

205W39NYC

Calvin Klein 205 Horizontal Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_RTW_Horizontal_logo_black.eps

White logo with transparent background



CalvinKlein_RTW_Horizontal_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_RTW_Horizontal_logo_black.png

White logo with transparent background



CalvinKlein_RTW_Horizontal_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_RTW_Horizontal_logo_black.jpg

Calvin Klein 205 Horizontal Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_RTW_Horizontal_logo_small_black.eps

White logo with transparent background



CalvinKlein_RTW_Horizontal_logo_small_white.eps

CK Calvin Klein Logo

CK Calvin Klein Logos Overview

Two logos have been developed for our contemporary label.
The Stacked Logo is the primary logo for this business line.
The Horizontal Logo is only meant for extreme horizontal applications.

Stacked Logo:



Horizontal Logo:



Logo Usage Chart: CK Calvin Klein

This chart illustrates the specific uses allowed for our new logos.

BUSINESS LINE	MONOGRAM	GARMENT LABEL	SLG TRIM	SHOE + HANDBAG EXTERIOR TRIM	SHOE + HANDBAG INTERIOR TRIM	HANGTAG	PACKAGING	ADVERTISING	POS	FSS / SIS SIGNAGE / SHOWROOM
CK CALVIN KLEIN APPAREL: EUROPE + ASIA	CK	CK CALVIN KLEIN or CKCALVIN KLEIN	n/a	n/a	n/a	CKCALVIN KLEIN	CK CALVIN KLEIN	CK CALVIN KLEIN	CK CALVIN KLEIN	CK CALVIN KLEIN or CKCALVIN KLEIN
CK CALVIN KLEIN ACCESSORIES: ASIA	CK	n/a	CK CALVIN KLEIN	CK CALVIN KLEIN	CK CALVIN KLEIN	CKCALVIN KLEIN	CK CALVIN KLEIN	CK CALVIN KLEIN	CK CALVIN KLEIN	CK CALVIN KLEIN or CKCALVIN KLEIN
CK CALVIN KLEIN FOOTWEAR: ASIA	CK	n/a	n/a	CK CALVIN KLEIN	CK CALVIN KLEIN	n/a	CK CALVIN KLEIN	CK CALVIN KLEIN	CK CALVIN KLEIN	n/a
CK CALVIN KLEIN SOFT ACCESSORIES: ASIA	CK	n/a	n/a	CK CALVIN KLEIN	CK CALVIN KLEIN	n/a	CK CALVIN KLEIN	CK CALVIN KLEIN	CK CALVIN KLEIN	n/a

CK Calvin Klein Logo

The CK Calvin Klein logo was created exclusively for our contemporary men’s and women’s apparel lines in Asia and Europe. This logo also covers tailored, footwear, accessories, SLGs and soft accessories in Asia only.



Within Architecture

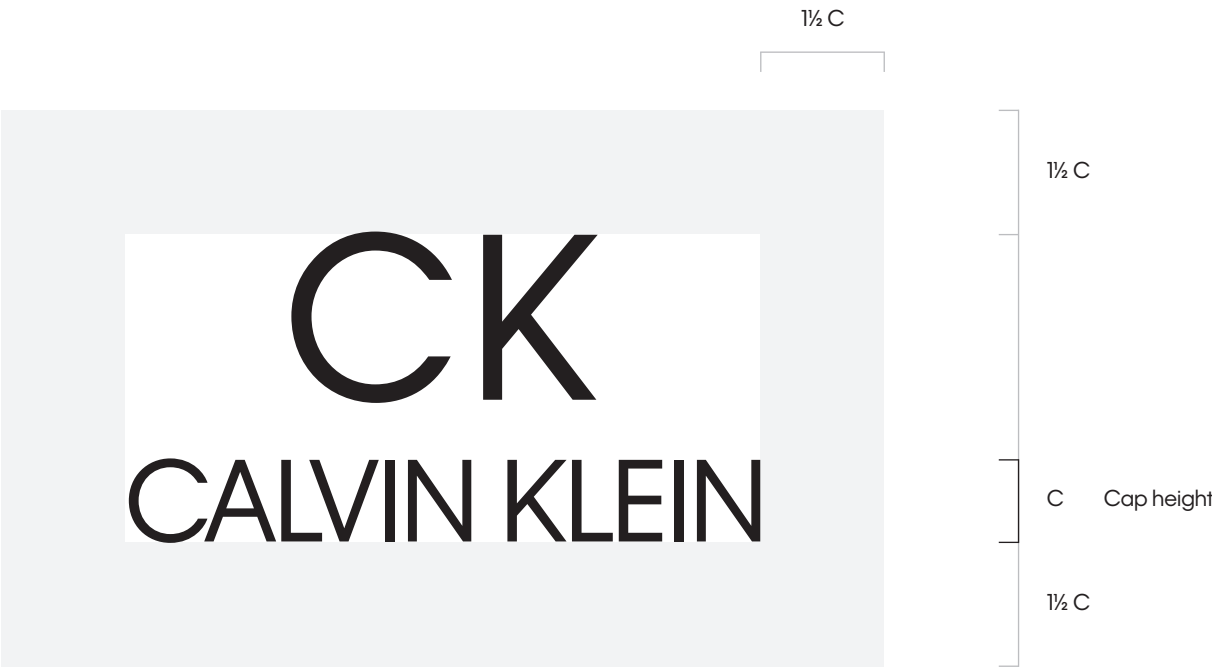
BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item edges than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



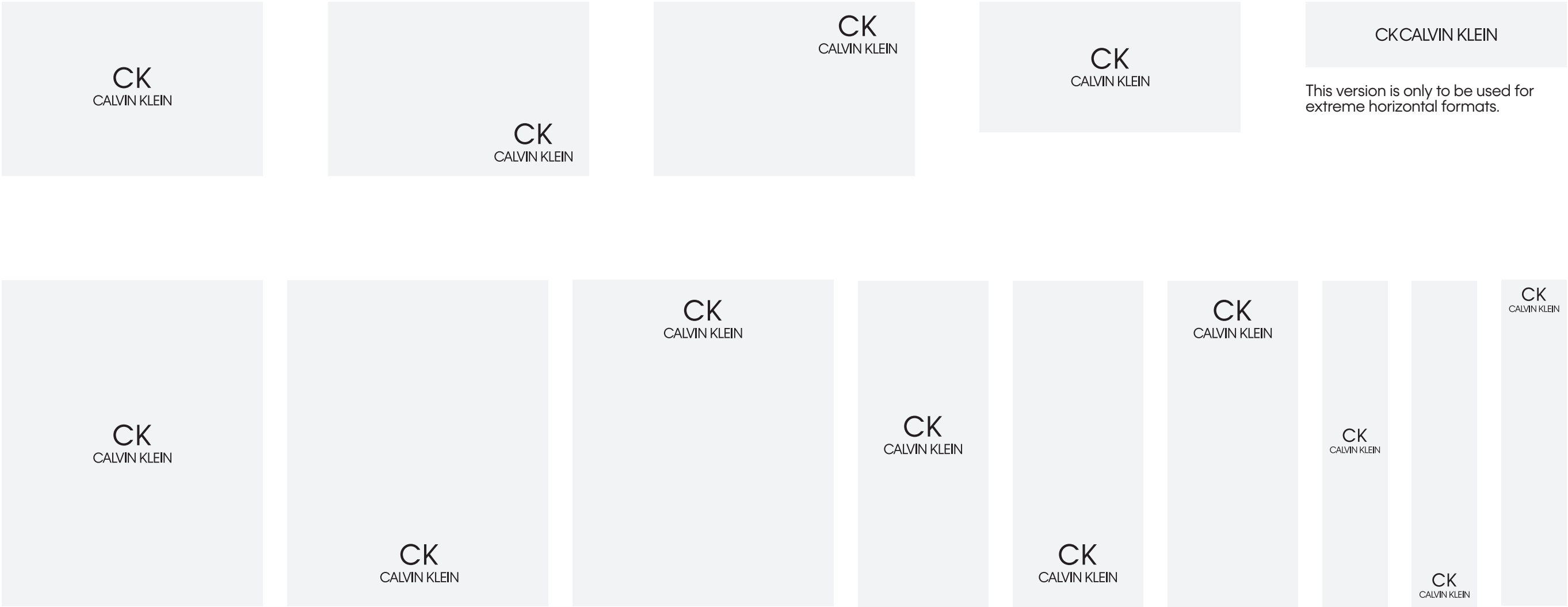
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Usage Guidelines: Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo



Don't make the logo thicker or thinner



Don't use a different font



Don't use the logo white on black



Don't separate logo components



CK Calvin Klein Stacked Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

CalvinKlein_205_Stacked_logo_black.eps

EPS format CMYK

Black logo with transparent background



CalvinKlein_CKCalvinKlein_Stacked_logo_black.eps

White logo with transparent background



CalvinKlein_CKCalvinKlein_Stacked_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_CKCalvinKlein_Stacked_logo_black.png

White logo with transparent background



CalvinKlein_CKCalvinKlein_Stacked_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_CKCalvinKlein_Stacked_logo_black.jpg

CK Calvin Klein Stacked Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_CKCalvinKlein_Stacked_logo_small_black.eps

White logo with transparent background



CalvinKlein_CKCalvinKlein_Stacked_logo_small_white.eps

CK Calvin Klein Horizontal Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_CKCalvinKlein_Horizontal_logo_black.eps

White logo with transparent background



CalvinKlein_CKCalvinKlein_Horizontal_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_CKCalvinKlein_Horizontal_logo_black.png

White logo with transparent background



CalvinKlein_CKCalvinKlein_Horizontal_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_CKCalvinKlein_Horizontal_logo_black.jpg

CK Calvin Klein Horizontal Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_CKCalvinKlein_Horizontal_logo_black_small.eps

White logo with transparent background



CalvinKlein_CKCalvinKlein_Horizontal_logo_white_small.eps

Better Sportswear & Classification Logo

Better Sportswear & Classification Logo

The new Lowercase/Uppercase Calvin Klein logo is meant to be used for our Better Sportswear and Classification businesses (formerly white label), covering men’s and women’s apparel, tailored, accessories, dress shirts, ties, socks, footwear, etc. It is a return to the original mark from the start of the brand. The logo may also be used on Underwear waistbands to preserve the equity that has been on that business since launch (see page 64).

Calvin Klein

Our new North American Sportswear Logo is drawn from the same typeface as of our original 1975 logo:

Calvin Klein

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Logo Usage Chart 1/2

This chart illustrates the specific uses allowed for our new logos.

BUSINESS LINE	MONOGRAM	WOVEN LABEL	HANGTAG	BUTTON TAG	JOKERS	STREAMER	OVERLAY	INTERIOR GARMENT LABEL	HARDWARE TRIM	OUTER PACKAGING	ADVERTISING	POS	FACADE / SIS SIGNAGE / SHOWROOM
Calvin Klein MEN'S SPORTSWEAR (O+O)	ck	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	n/a	n/a	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein
Calvin Klein SUITS (PEERLESS)	ck	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	n/a	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein
Calvin Klein DRESS FURNISHINGS (PVH)	ck	Calvin Klein	Calvin Klein	Calvin Klein	n/a	Calvin Klein	Calvin Klein	Calvin Klein	n/a	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein
Calvin Klein WOMEN'S APPAREL + MEN'S OUTERWEAR (G-III)	ck	Calvin Klein	Calvin Klein	n/a	Calvin Klein	Calvin Klein	Calvin Klein	n/a	n/a	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein
Calvin Klein WOMEN'S HANDBAGS, SLGS, COLD WEATHER (G-III)	ck	Calvin Klein	Calvin Klein	n/a	n/a	n/a	Calvin Klein	n/a	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein
Calvin Klein FOOTWEAR (JIMLAR)	ck	n/a	n/a	n/a	n/a	n/a	n/a	Calvin Klein	Calvin Klein	Calvin Klein	n/a	Calvin Klein	Calvin Klein
Calvin Klein MEN'S BAGS, SLGs + MEN'S/WOMEN'S BELTS (MAX LEATHER)	ck	Calvin Klein	Calvin Klein	n/a	Calvin Klein	Calvin Klein	Calvin Klein	n/a	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein

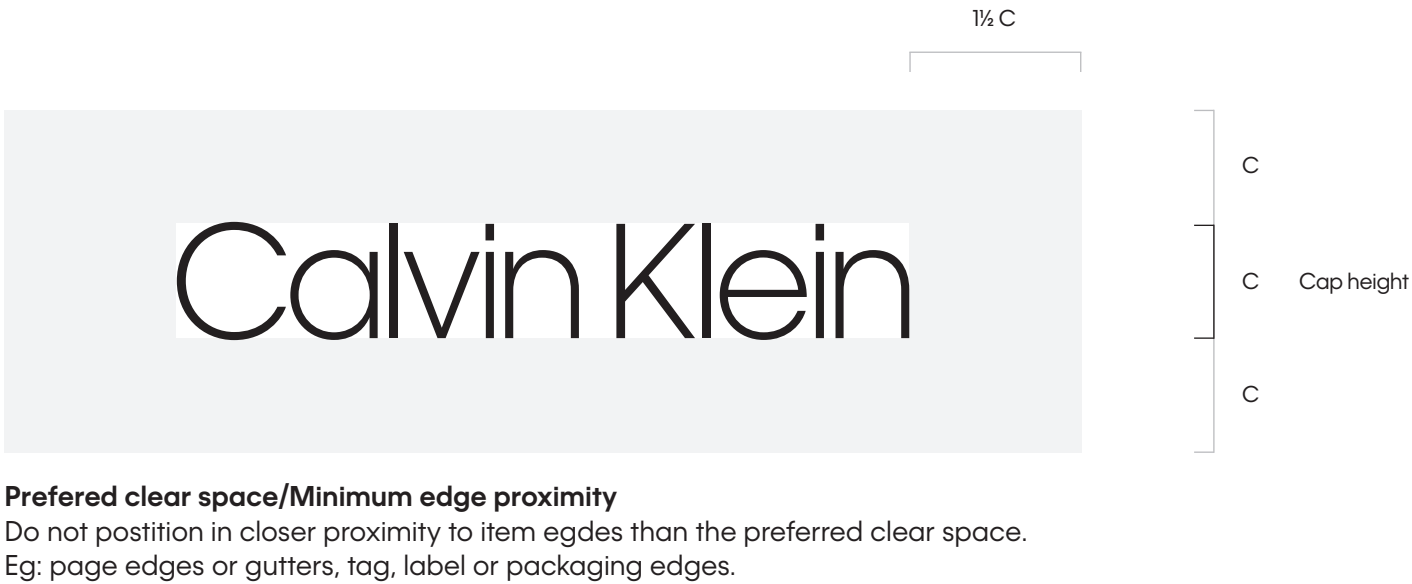
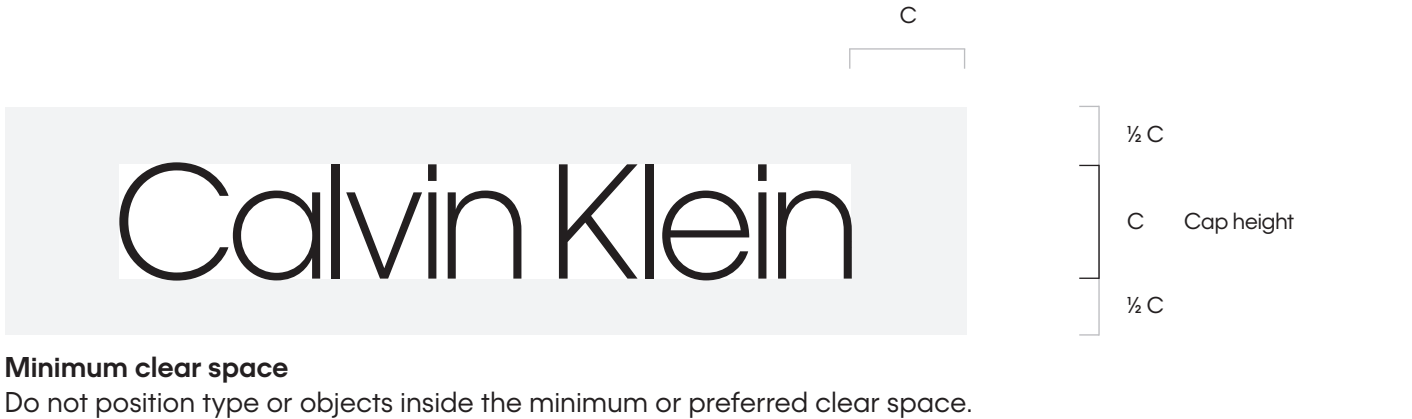
Logo Usage Chart 2/2

This chart illustrates the specific uses allowed for our new logos.

BUSINESS LINE	MONOGRAM	WOVEN LABEL	HANGTAG	BUTTON TAG	JOKERS	STREAMER	OVERLAY	INTERIOR GARMENT LABEL	HARDWARE TRIM	OUTER PACKAGING	ADVERTISING	POS	FACADE / SIS SIGNAGE / SHOWROOM
Calvin Klein SOCKS (AMERICAN ESSENTIALS)	ck	n/a	Calvin Klein	n/a	n/a	Calvin Klein	Calvin Klein	n/a	n/a	Calvin Klein	n/a	Calvin Klein	Calvin Klein
Calvin Klein KHQ (BOYS TAILORED)	ck	Calvin Klein	Calvin Klein	n/a	n/a	n/a	n/a	n/a	n/a	Calvin Klein	n/a	n/a	Calvin Klein
Calvin Klein LUGGAGE (G-III)	ck	n/a	Calvin Klein	n/a	n/a	n/a	n/a	Calvin Klein	Calvin Klein	Calvin Klein	n/a	n/a	Calvin Klein
Calvin Klein HOISERY (KAYSER ROTH)	ck	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Calvin Klein	n/a	n/a	Calvin Klein
Calvin Klein DRESS FURNISHINGS, BAGS SLGS, BELTS, COLD WEATHER (EU CLASSIFICATIONS)	ck	Calvin Klein	Calvin Klein	Calvin Klein	n/a	n/a	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



Usage Guidelines: Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo



Don't make the logo thicker or thinner



Don't use a different font



Don't use the logo white on black



Don't separate logo components



Better Sportswear & Classification Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_BetterSportswear_logo_black.eps

White logo with transparent background



CalvinKlein_BetterSportswear_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_BetterSportswear_logo_black.png

White logo with transparent background



CalvinKlein_BetterSportswear_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_BetterSportswear_logo_black.jpg

Better Sportswear & Classification Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_BetterSportswear_logo_small_black.eps

White logo with transparent background



CalvinKlein_BetterSportswear_logo_small_white.eps

Jeans Logos

Jeans Logo Overview

Within the Calvin Klein Jeans business, there are two logos to support distinct product tiers:

- The Premium Jeans Logo is a heritage play, incorporating “ESTABLISHED 1978” to denote a new premium denim line that will be distributed across premium retail and premium wholesale channels.
- The Master Jeans Logo is executed for our main line business sold across mass wholesale, ecommerce, and retail.

Premium Jeans Logo:

CALVIN KLEIN JEANS
ESTABLISHED 1978

Main Line Logo:

CALVIN KLEIN JEANS

Jeans Logo Usage Chart

This chart illustrates the specific uses allowed for our new logos.

*Please note the jeans monogram artwork differs from the masterbrand and CK Calvin Klein monogram.

BUSINESS LINE	MONOGRAM*	INTERIOR LABEL	EXTERIOR LABEL(S)	HANGTAG/JOKERTAG/ SAFETY SEAL	OUTER PACKAGING	ADVERTISING	POS	FSS / SIS / SHOWROOM
CALVIN KLEIN JEANS ESTABLISHED 1978 PREMIUM LINE		CALVIN KLEIN JEANS ESTABLISHED 1978	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVIN KLEIN JEANS ESTABLISHED 1978
CALVIN KLEIN JEANS MAIN LINE	CK	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS
CALVIN KLEIN JEANS COSTCO	tbd	Calvin Klein Jeans	Calvin Klein Jeans	Calvin Klein Jeans	n/a	n/a	n/a	n/a
CALVIN KLEIN JEANS ACCESSORIES	CK	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS
CALVIN KLEIN JEANS FOOTWEAR	CK	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	n/a	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS
CALVIN KLEIN JEANS SOCKS	CK	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	n/a	CALVIN KLEIN JEANS	n/a
CALVIN KLEIN JEANS EYEWEAR	CK	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	n/a	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS	CALVIN KLEIN JEANS

Premium Jeans Logo

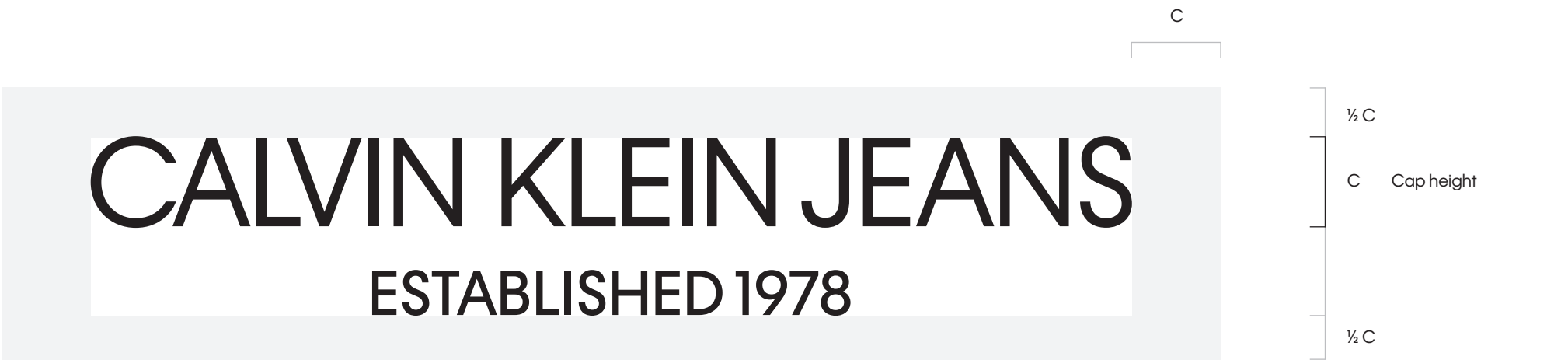
CALVIN KLEIN JEANS
ESTABLISHED 1978

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



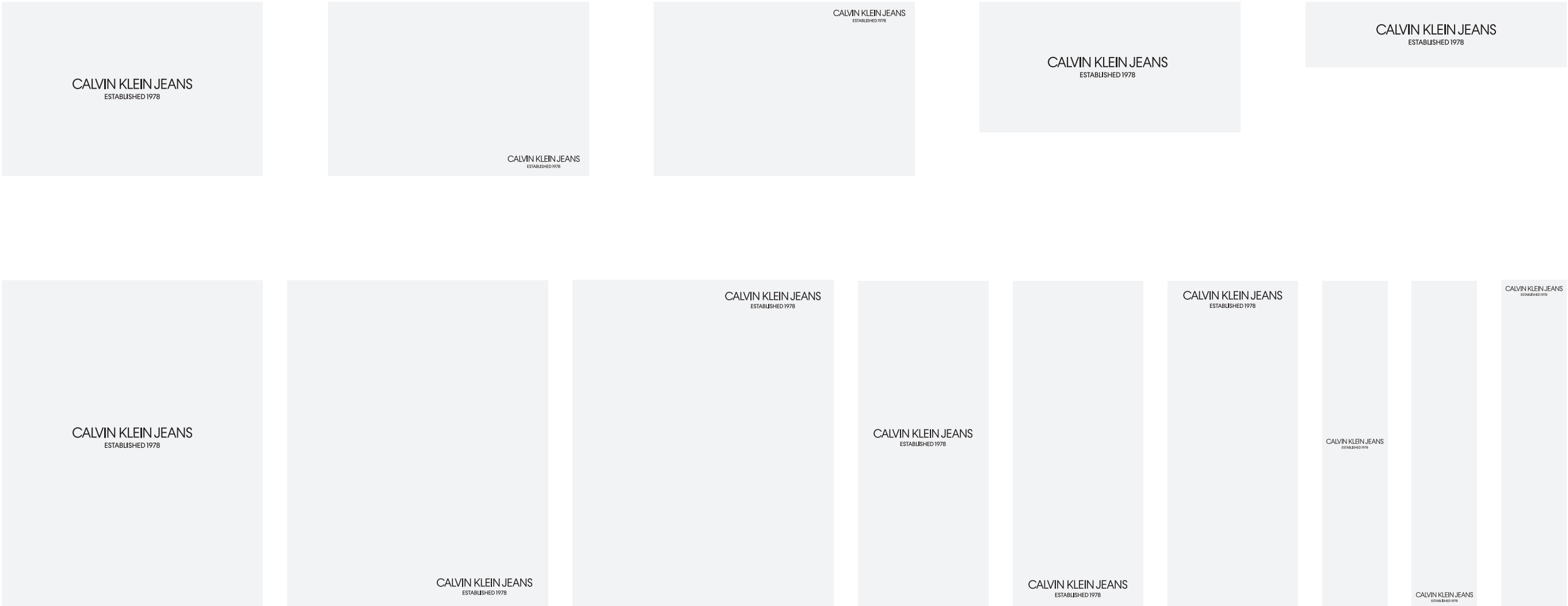
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item edges than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Usage Guidelines: Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

CALVIN KLEIN
JEANS
ESTABLISHED 1978

Don't make the logo thicker or thinner

CALVIN KLEIN JEANS
ESTABLISHED 1978

CALVIN KLEIN JEANS
ESTABLISHED 1978

Don't use a different font

CALVIN KLEIN JEANS
ESTABLISHED 1978

Don't use the logo white on black

CALVIN KLEIN JEANS
ESTABLISHED 1978

Don't separate logo components

ESTABLISHED 1978

Calvin Klein Premium Jeans Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_PremiumJeans_logo_black.eps

White logo with transparent background



CalvinKlein_PremiumJeans_logo__white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_PremiumJeans_logo_black.png

White logo with transparent background



CalvinKlein_PremiumJeans_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_PremiumJeans_logo_black.png

Calvin Klein Premium Jeans Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_PremiumJeans_logo_black.eps

White logo with transparent background



CalvinKlein_PremiumJeans_logo_white.eps

Master Jeans Logo

The All Uppercase Master Jeans Logo has evolved to marry with the evolution of the master brand logo.

CALVIN KLEIN JEANS

Within Architecture

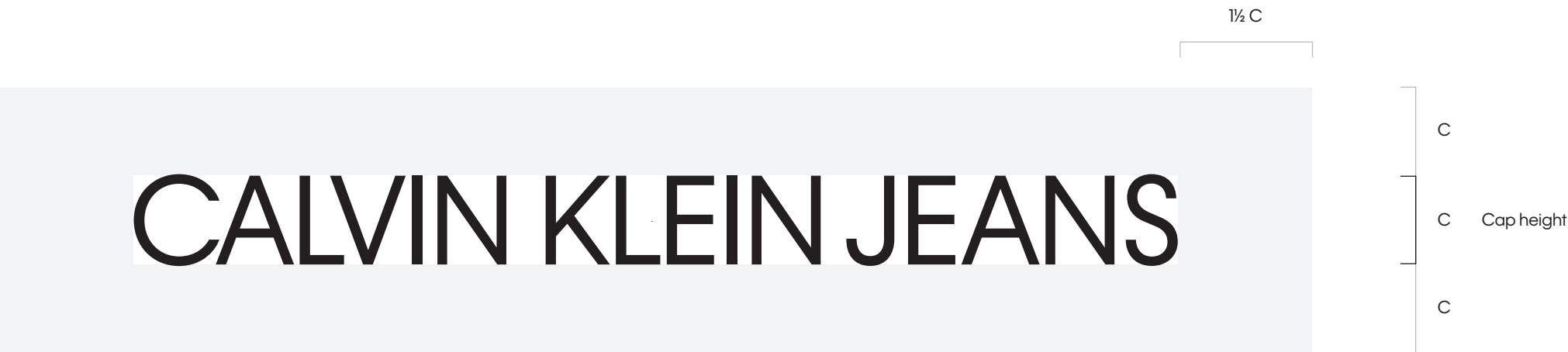


Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



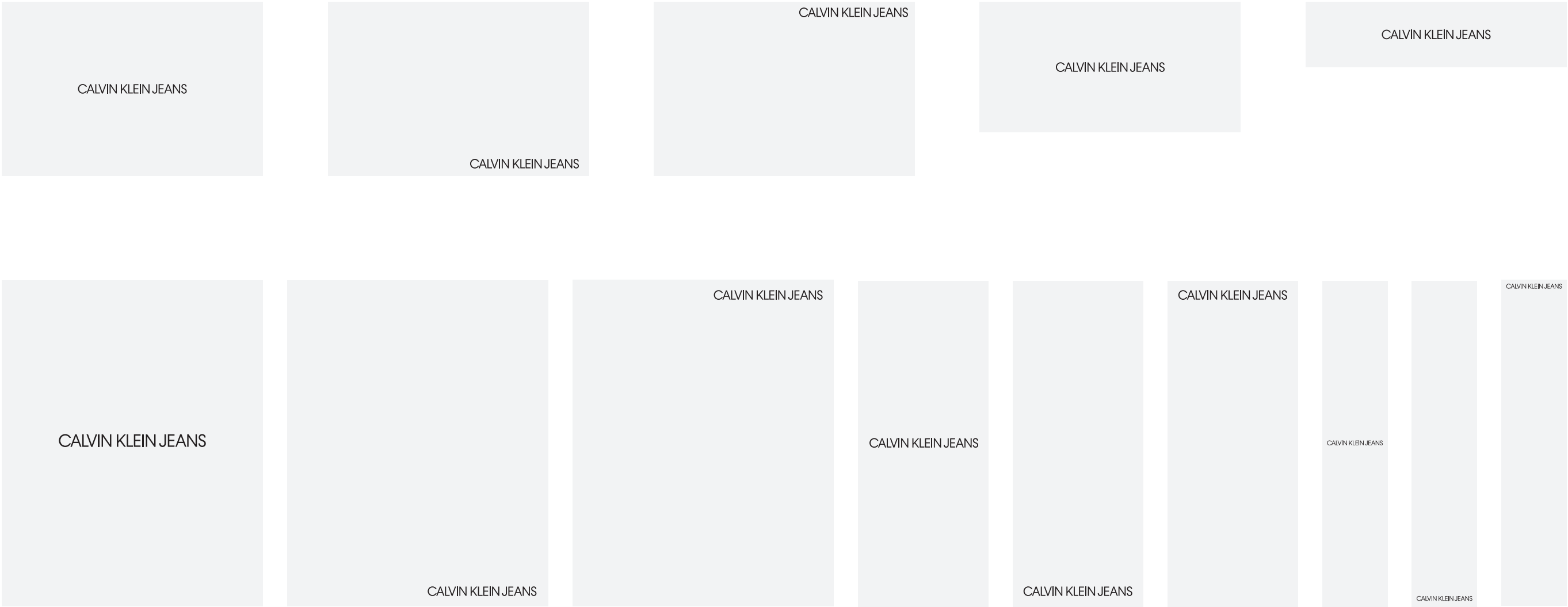
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Usage Guidelines: Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

CALVIN KLEIN
JEANS

Don't make the logo thicker or thinner

CALVIN KLEIN JEANS

CALVIN KLEIN JEANS

Don't use a different font

CALVIN KLEIN JEANS

Don't use the logo white on black



Don't separate logo components

JEANS

Calvin Klein Jeans Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_Jeans_logo_black.eps

White logo with transparent background



CalvinKlein_Jeans_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_Jeans_logo_black.png

White logo with transparent background



CalvinKlein_Jeans_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_Jeans_logo_black.jpg

Calvin Klein Jeans Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_Jeans_logo_small_black.eps

White logo with transparent background



CalvinKlein_Jeans_logo_small_white.eps

Underwear Logos

Underwear Logos Overview

There are three executions of the Calvin Klein Underwear logo to support three distinct product tiers across the business:

- Premium Underwear will use the 205 logo to differentiate the business line and incorporate with 205.
- The Master Underwear Logo is used for the majority of all mass underwear programs sold worldwide.
Sub-brands such as BLACK or other future programs, will live within this tier with slight modifications.
- The Lowercase/Uppercase Underwear logo is used for our Off-Price business at clubs and outlet.

Premium Underwear Logo:

CALVINKLEIN205W39NYC

Master Underwear Logo:

CALVIN KLEIN
UNDERWEAR

Off-Price Underwear Logo:

Calvin Klein
Underwear

Underwear Logo Usage Chart

This chart illustrates the specific uses allowed for our new logos.

BUSINESS LINE	WAISTBAND	EXTERIOR GARMENT LABEL	INTERIOR GARMENT LABEL	HANGTAGS	OUTER PACKAGING	ADVERTISING	POS	FACADE SIGNAGE
CALVINKLEIN205W39NYC PREMIUM LINE	CALVINKLEIN205W39NYC	CALVIN KLEIN	CALVIN KLEIN	CALVINKLEIN205W39NYC	CALVINKLEIN205W39NYC	n/a	n/a	n/a
CALVIN KLEIN BLACK CALVIN KLEIN BLACK LINE	Calvin Klein	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN BLACK	CALVIN KLEIN BLACK	n/a	CALVIN KLEIN UNDERWEAR	n/a
CALVIN KLEIN UNDERWEAR LARGEST VOLUME	Calvin Klein	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN PROGRAM NAME	CALVIN KLEIN PROGRAM NAME	CALVIN KLEIN UNDERWEAR	CALVIN KLEIN UNDERWEAR	CALVIN KLEIN UNDERWEAR
Calvin Klein Underwear OFF-PRICE/OUTLET LINE	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein Program Name	Calvin Klein Program Name	n/a	n/a	n/a

Premium Underwear Logo

CALVINKLEIN205W39NYC

Within Architecture

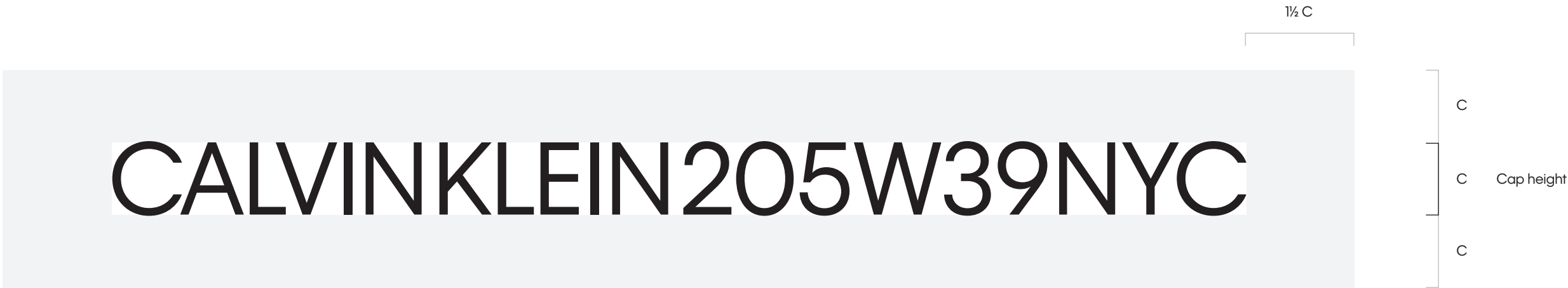
BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205W39NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205W39NYC	CALVIN KLEIN 205W39NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



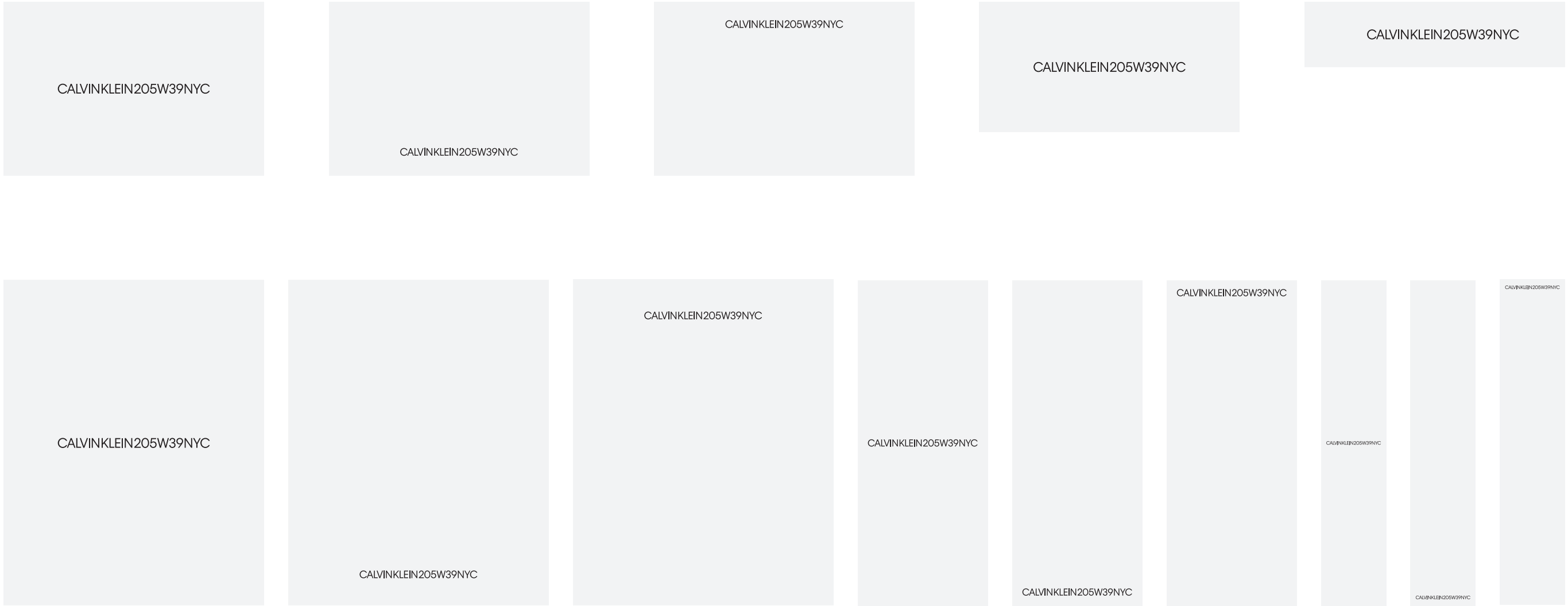
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

CALVINKLEIN 205 W39 NYC

Don't make the logo thicker or thinner

CALVINKLEIN205W39NYC

CALVINKLEIN205W39NYC

Don't use a different font

CALVINKLEIN205W39NYC

Don't use the logo white on black



Don't separate logo components

205W39NYC

Calvin Klein 205 Horizontal Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_205_Horizontal_logo_black.eps

White logo with transparent background



CalvinKlein_205_Horizontal_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_205_Horizontal_logo_black.png

White logo with transparent background



CalvinKlein_205_Horizontal_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_205_Horizontal_logo_black.jpg

Calvin Klein 205 Horizontal Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_205_Horizontal_logo_small_black.eps

White logo with transparent background



CalvinKlein_205_Horizontal_logo_small_white.eps

Master Underwear Logo

The All Uppercase Master Underwear logo is used for the majority of all mass underwear programs sold worldwide. Sub-brands such as BLACK or other future programs will live within this tier with slight modifications.

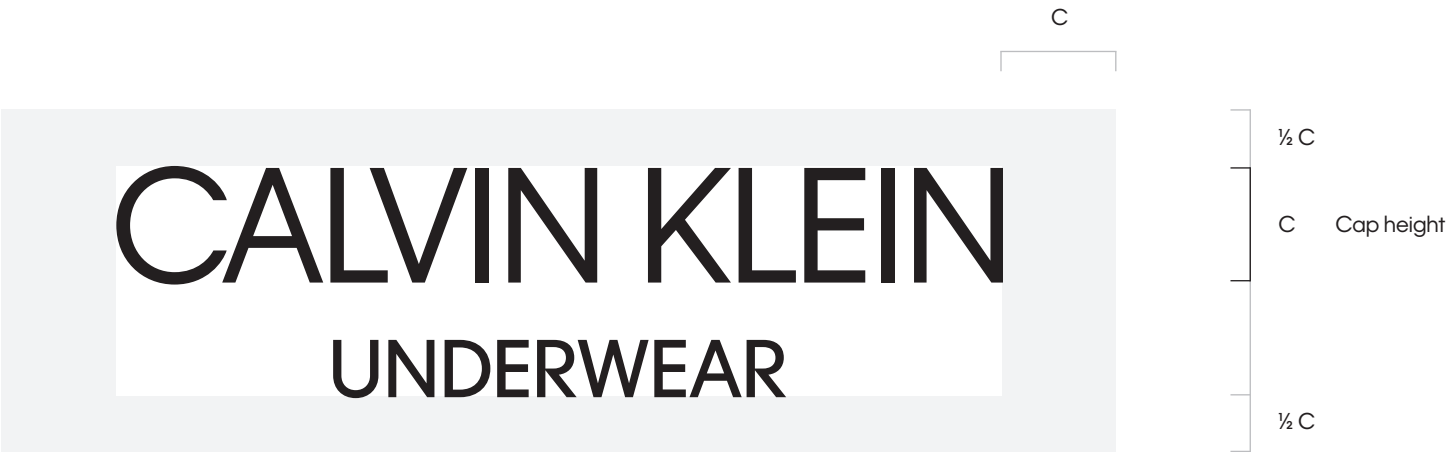
CALVIN KLEIN
UNDERWEAR

Within Architecture

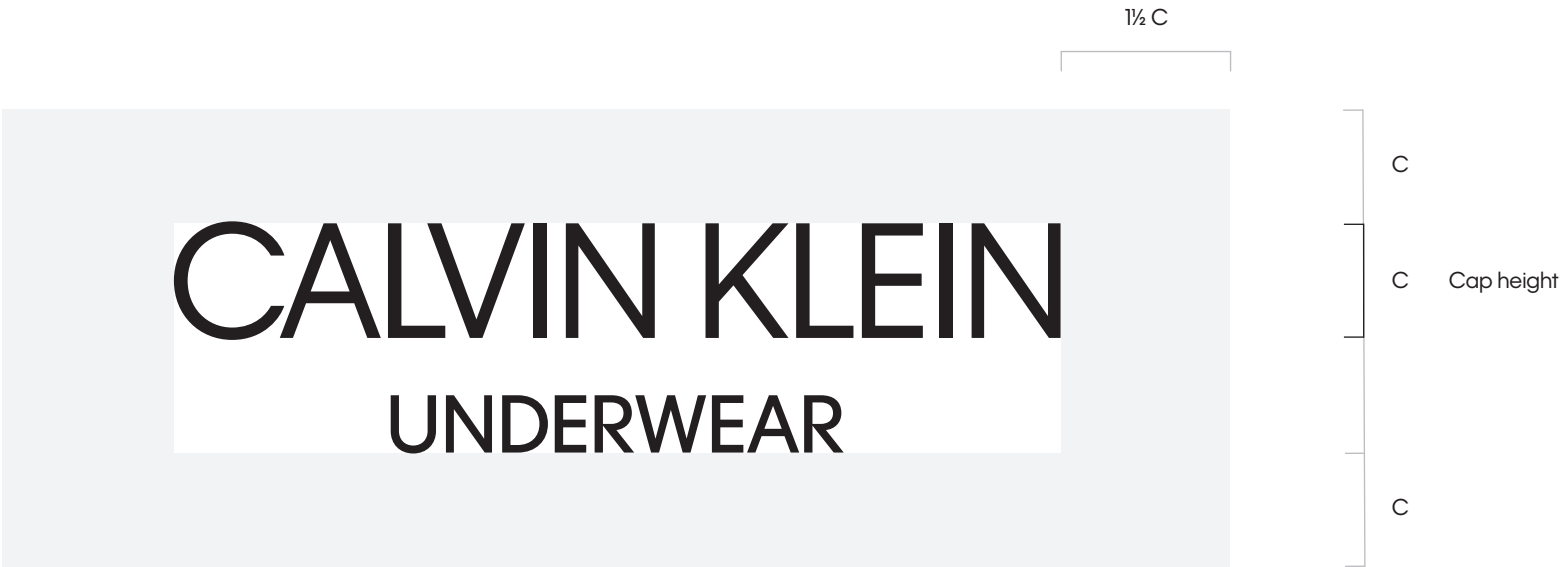
BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



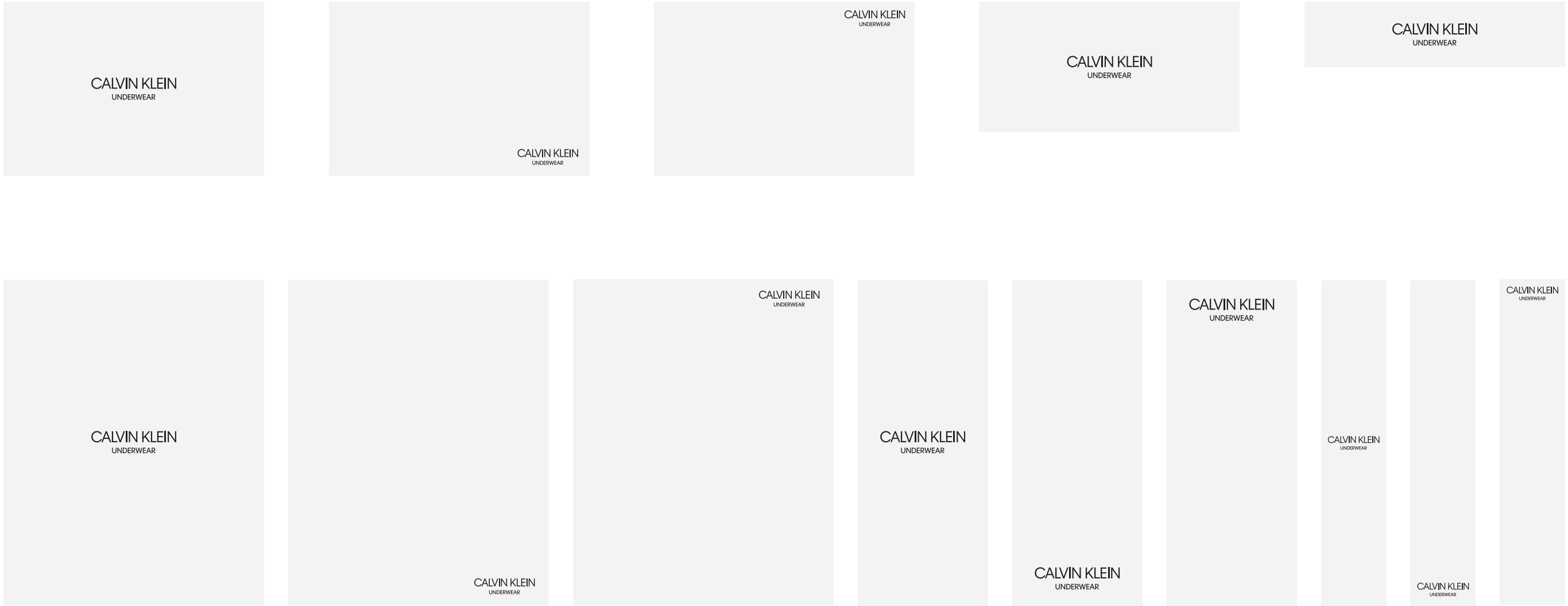
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Usage Guidelines: Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space. The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't use a different font

CALVIN KLEIN
UNDERWEAR

Don't change the format of the logo

CALVIN KLEIN
UNDERWEAR

Don't use the logo white on black



Don't make the logo thicker or thinner

CALVIN KLEIN
UNDERWEAR

CALVIN KLEIN
UNDERWEAR

Don't separate logo components

UNDERWEAR

Calvin Klein Master Underwear Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_MasterUnderwear_logo_black.eps

White logo with transparent background



CalvinKlein_MasterUnderwear_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_MasterUnderwear_logo_black.png

White logo with transparent background



CalvinKlein_MasterUnderwear_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_MasterUnderwear_logo_black.jpg

Calvin Klein Master Underwear Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_MasterUnderwear_small_black.eps

White logo with transparent background



CalvinKlein_MasterUnderwear_small_white.eps

Off-Price Underwear logo

Calvin Klein

Underwear

Within Architecture

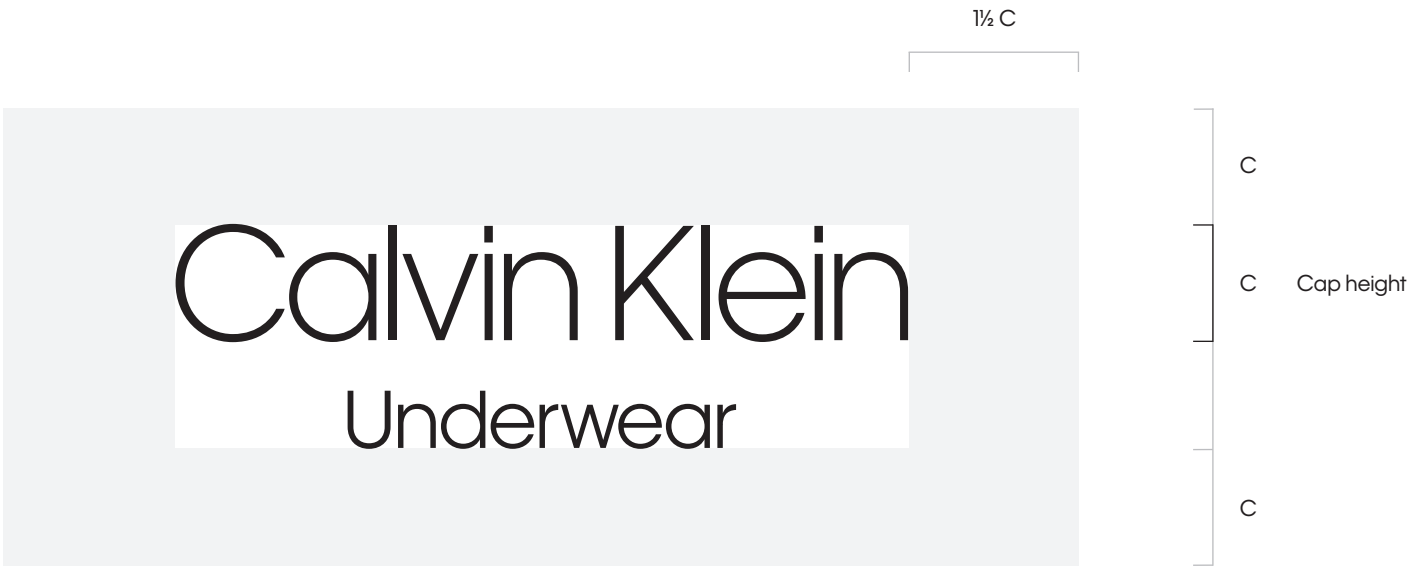
BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Usage Guidelines: Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

Calvin Klein
Underwear

Don't make the logo thicker or thinner

Calvin Klein Underwear Calvin Klein Underwear

Don't use a different font

Calvin Klein
Underwear

Don't use the logo white on black



Don't separate logo components

Underwear

Off-Price Underwear Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_OffPriceUnderwear_logo_black.eps

White logo with transparent background



CalvinKlein_OffPriceUnderwear_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_OffPriceUnderwear_logo_black.png

White logo with transparent background



CalvinKlein_OffPriceUnderwear_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_OffPriceUnderwear_logo_black.jpg

Off-Price Underwear Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_OffPriceUnderwear_logo_small_black.eps

White logo with transparent background



CalvinKlein_OffPriceUnderwear_logo_small_black.eps

Swimwear Logos

Swimwear Logos Overview

There are two executions of the Calvin Klein Swimwear logo, created to support two distinct product tiers across the business:

- The Premium Swimwear Logo signals a higher-priced swimwear line, designed in Europe for retail and premium wholesale.
- The Main Line Swimwear logo covers mainline swimwear lines designed by G-III and Europe, for mass wholesale distribution across Europe, Asia, and North America.

Premium Swimwear Logo:

CALVIN KLEIN
SWIMWEAR

Main Line Swimwear Logo:

Calvin Klein
Swimwear

Swimwear Logo Usage Chart

This chart illustrates the specific uses allowed for our new logos.

*In any envioronment where Premium and Mainline product is mixed, please default to the Premium logo for signage or POS needs. Please check with Store Design and Planning, or Global Marketing if you have questions.

BUSINESS LINE	MONOGRAM	WAISTBAND	GARMENT LABEL	HANGTAGS	OUTER PACKAGING	ADVERTISING	POS	SIS US
Calvin Klein Swimwear MAIN LINE APPAREL	ck	Calvin Klein Swimwear	Calvin Klein Swimwear	Calvin Klein Swimwear	Calvin Klein Swimwear	Calvin Klein Swimwear	Calvin Klein Swimwear	Calvin Klein
CALVIN KLEIN SWIMWEAR PREMIUM APPAREL	ck	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR
CALVIN KLEIN SWIMWEAR PREMIUM ACCESSORIES	ck	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN SWIMWEAR	n/a

Premium Swimwear Logo

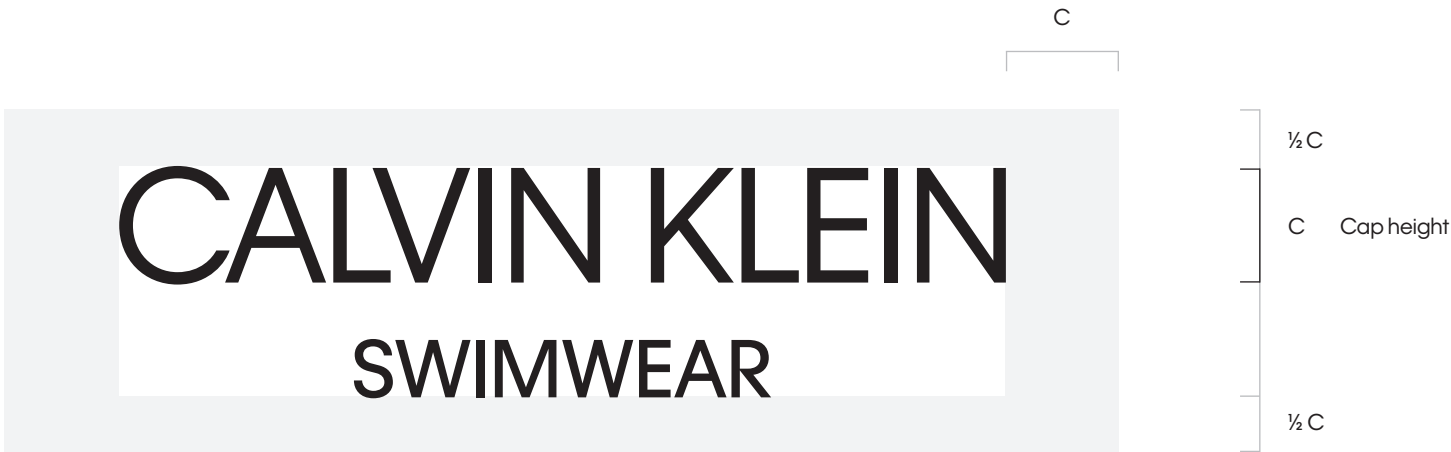
CALVIN KLEIN
SWIMWEAR

Within Architecture

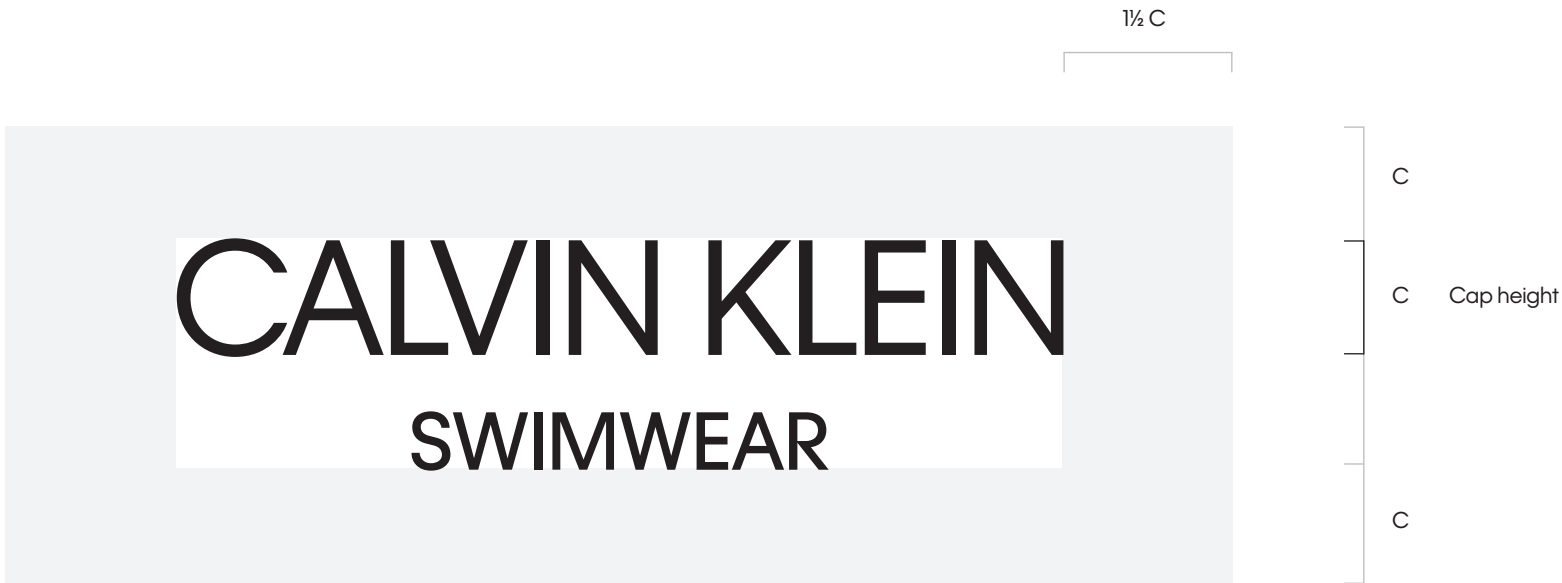
BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



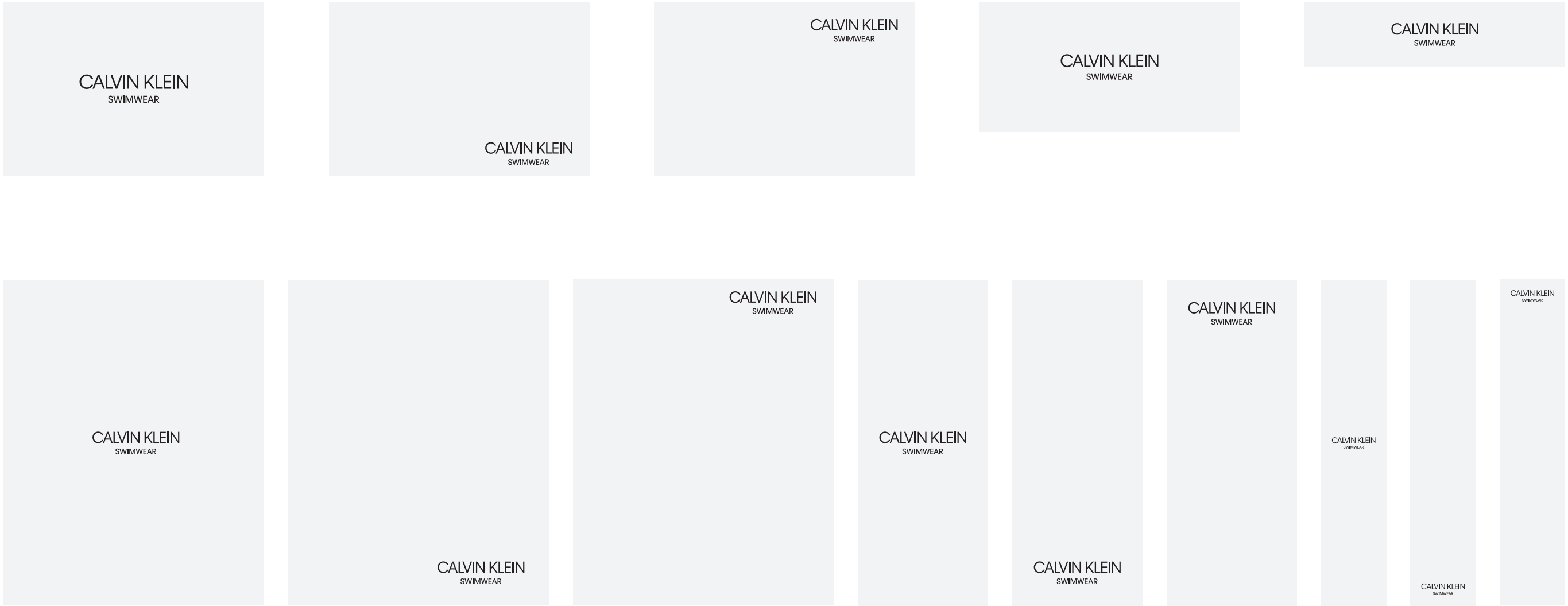
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item edges than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Usage Guidelines: Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

CALVIN KLEIN
SWIMWEAR

Don't make the logo thicker or thinner

CALVIN KLEIN
SWIMWEAR

CALVIN KLEIN
SWIMWEAR

Don't use a different font

CALVIN KLEIN
SWIMWEAR

Don't use the logo white on black (without special permission)

CALVIN KLEIN
SWIMWEAR

Don't separate logo components

SWIMWEAR

Premium Swimwear Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_PremiumSwimwear_logo_black.eps

White logo with transparent background



CalvinKlein_PremiumSwimwear_logo__white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_PremiumSwimwear_logo_black.png

White logo with transparent background



CalvinKlein_PremiumSwimwear_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_PremiumSwimwear_logo_black.jpg

Premium Swimwear Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_EuropeSwimwear_logo_black.eps

White logo with transparent background



CalvinKlein_EuropeSwimwear_logo_white.eps

Main Line Swimwear Logo

Calvin Klein
Swimwear

Within Architecture

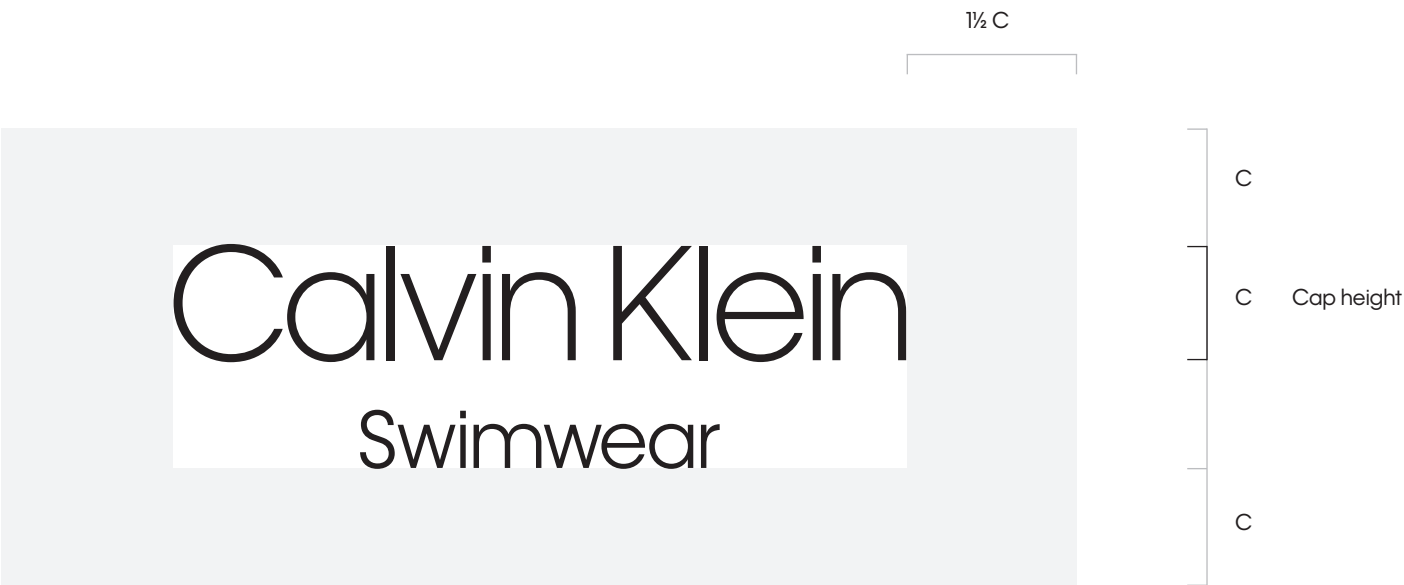
BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



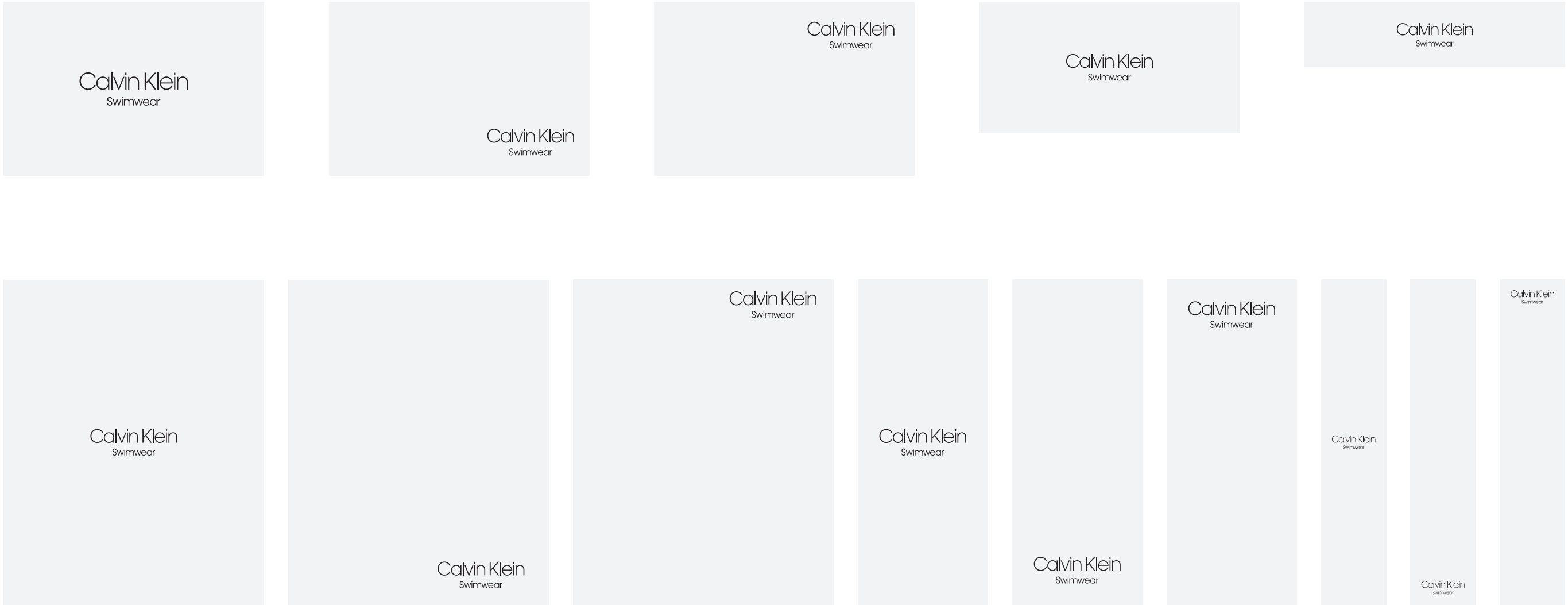
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item edges than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Usage Guidelines: Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

Calvin Klein
Swimwear

Don't make the logo thicker or thinner

Calvin Klein
Swimwear

Calvin Klein
Swimwear

Don't use a different font

Calvin Klein
Swimwear

Don't use the logo white on black



Don't separate logo components

Swimwear

Main Line Swimwear Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_MainlineAmericaSwimwear_logo_black.eps

White logo with transparent background



CalvinKlein_MainlineSwimwear_logo__white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_MainlineSwimwear_logo_black.png

White logo with transparent background



CalvinKlein_MainlineSwimwear_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_MainlineSwimwear_logo_black.jpg

Main Line Swimwear Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_MainlineSwimwear_logo_black.eps

White logo with transparent background



CalvinKlein_MainlineSwimwear_logo_white.eps

Performance Logos

Performance Logos Overview

There are two executions of the Calvin Klein Performance logo, created to support two distinct product tiers across the business:

- The Premium Performance Logo signals a higher-priced performance line, designed in Asia for retail and premium wholesale.
- The Mainline Performance logo covers the mainline performance line designed by G-III, for mass wholesale and retail distribution across North America.

Premium Performance Logo:

CALVIN KLEIN
PERFORMANCE

Main Line Performance Logo:

Calvin Klein
Performance

Performance Logo Usage Chart

This chart illustrates the specific uses allowed for our new logos.

*In any envioronment where Premium and Mainline product is mixed, please default to the Premium logo for signage of POS needs. please check with Store Design and Planning, or Gloab Marketing if you have questions.

BUSINESS LINE	MONOGRAM	WAISTBAND	GARMENT LABEL	HANGTAGS	OUTER PACKAGING	ADVERTISING	POS	FSS / SIS / SHOWROOM
CALVIN KLEIN PERFORMANCE	TBD	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN PERFORMANCE
Calvin Klein Performance MAIN LINE APPAREL	TBD	Calvin Klein Performance	Calvin Klein Performance	Calvin Klein Performance	Calvin Klein Performance	Calvin Klein Performance	Calvin Klein Performance	Calvin Klein Performance

Premium Performance Logo

CALVIN KLEIN
PERFORMANCE

Within Architecture

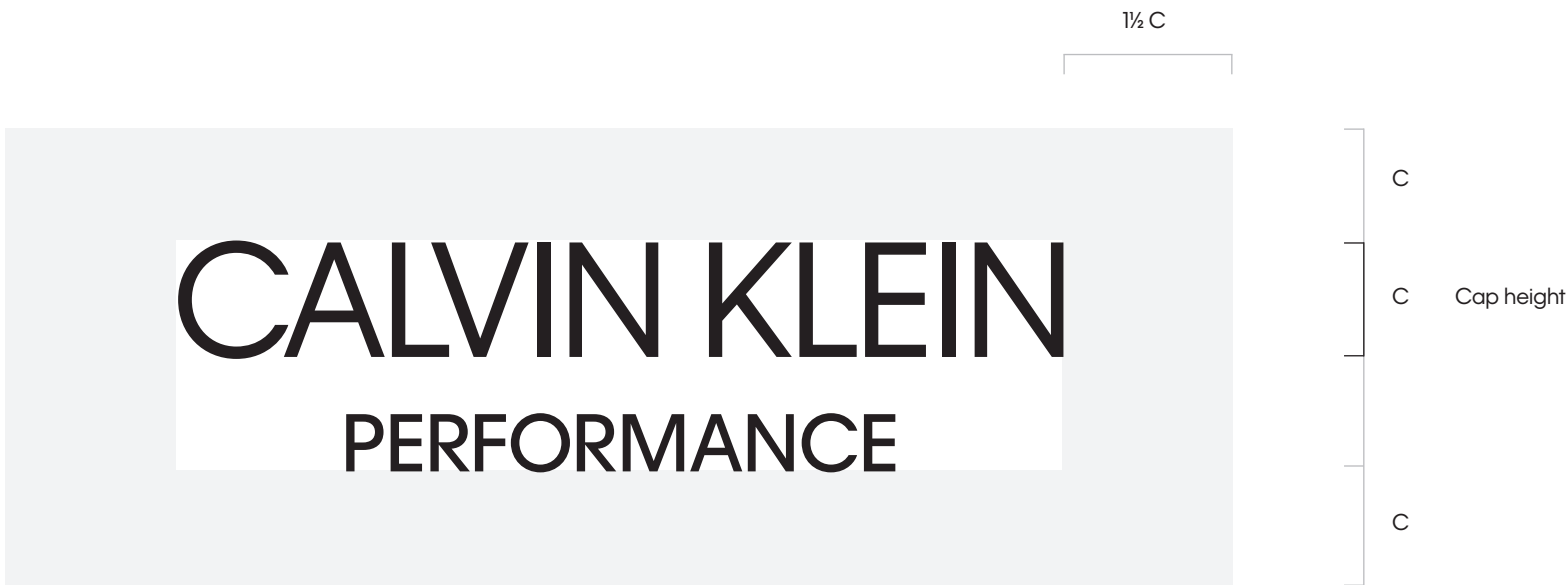
BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



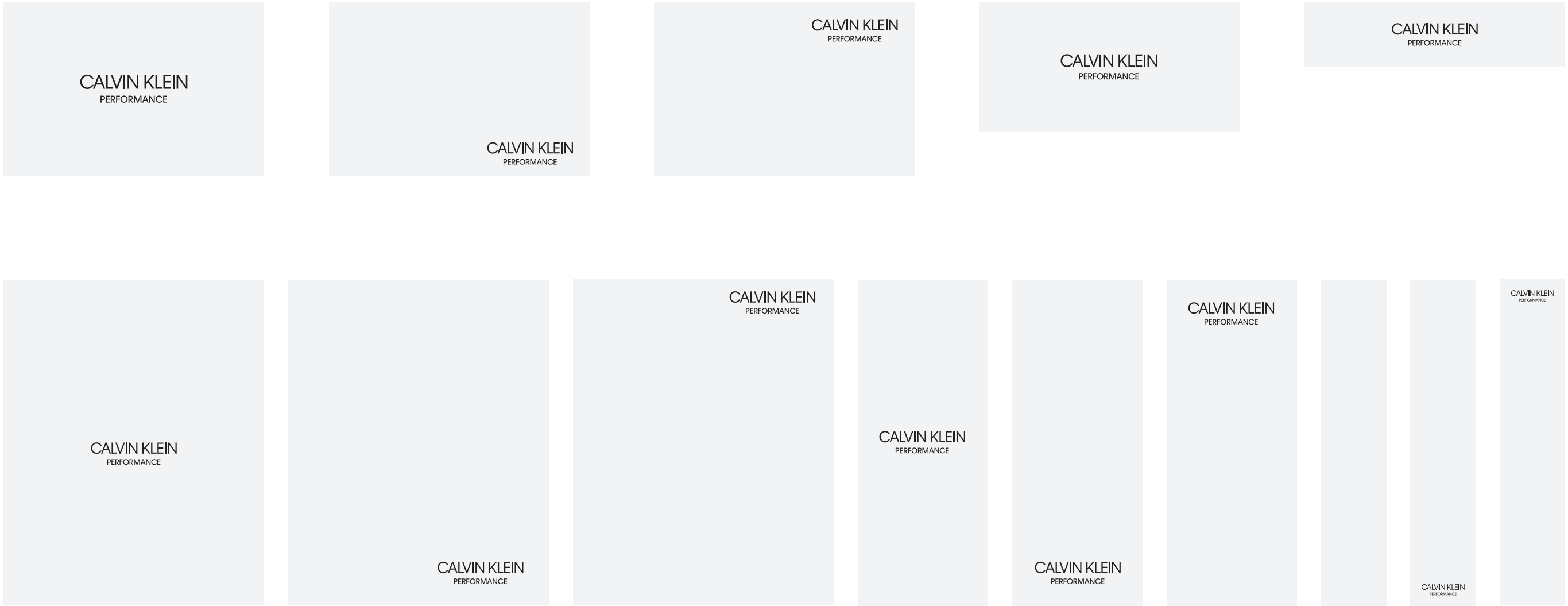
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Usage Guidelines: Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

CALVIN KLEIN
PERFORMANCE

Don't make the logo thicker or thinner

CALVIN KLEIN
PERFORMANCE

CALVIN KLEIN
PERFORMANCE

Don't use a different font

CALVIN KLEIN
PERFORMANCE

Don't use the logo white on black (without special permission)

CALVIN KLEIN
PERFORMANCE

Don't separate logo components

PERFORMANCE

Premium Performance Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_PremiumPerformance_logo_black.eps

White logo with transparent background



CalvinKlein_PremiumPerformance_logo__white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_PremiumPerformance_logo_black.png

White logo with transparent background



CalvinKlein_PremiumPerformance_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_PremiumPerformance_logo_black.jpg

Premium Performance Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_PremiumPerformance_logo_black.eps

White logo with transparent background



CalvinKlein_PremiumPerformance_logo_white.eps

Main Line Performance Logo

Calvin Klein
Performance

Within Architecture

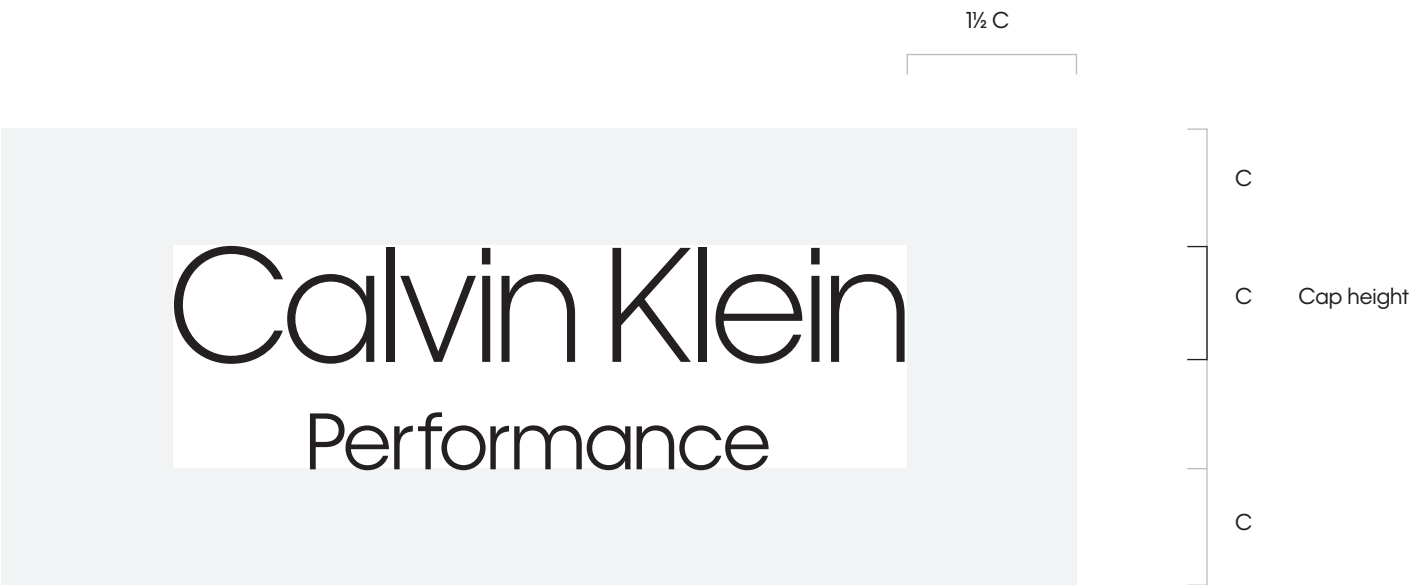
BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



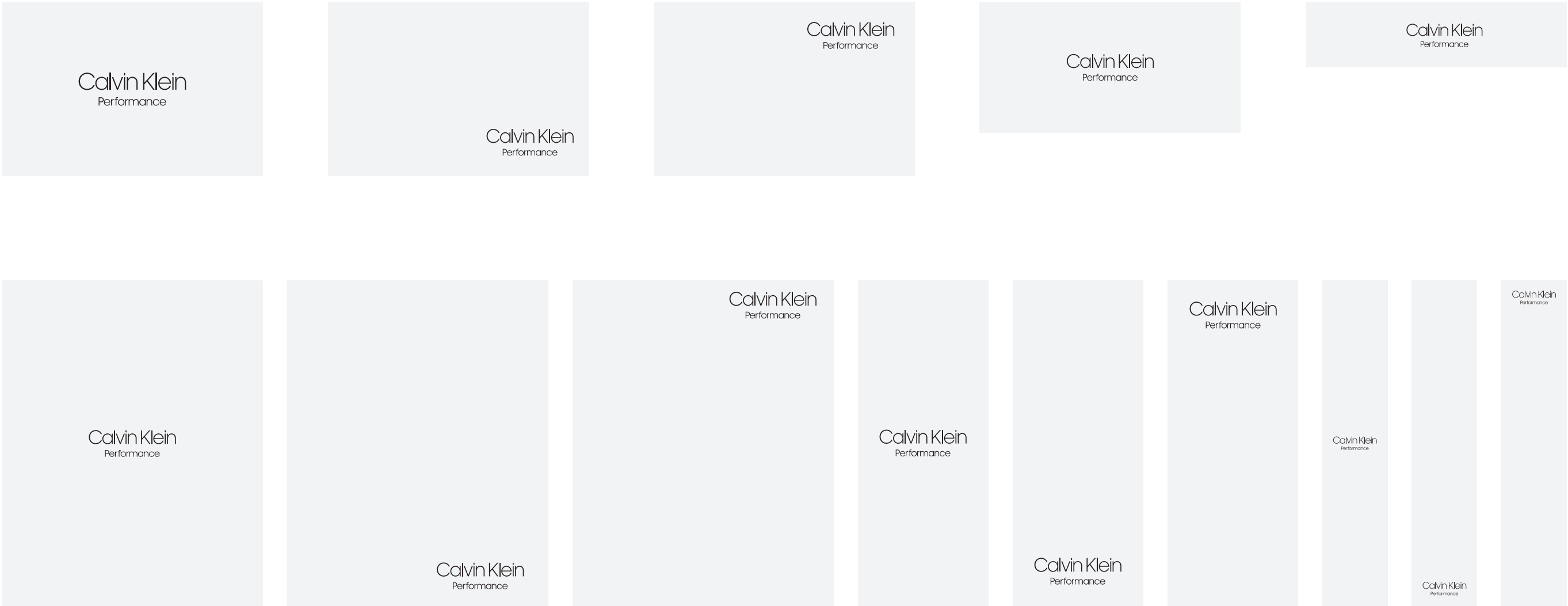
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item edges than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Usage Guidelines: Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't use a different font

Calvin Klein
Performance

Don't change the format of the logo

Calvin Klein
Performance

Don't use the logo white on black



Don't make the logo thicker or thinner

Calvin Klein Calvin Klein
Performance Performance

Don't separate logo components

Performance

Main Line Performance Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_MainlinePerformance_logo_black.eps

White logo with transparent background



CalvinKlein_MainlinePerformance_logo__white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_MainlinePerformance_logo_black.png

White logo with transparent background



CalvinKlein_MainlinePerformance_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_MainlinePerformance_logo_black.jpg

Main Line Performance Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_MainlinePerformance_logo_black.eps

White logo with transparent background



CalvinKlein_MainlinePerformance_logo_white.eps

Golf Logo

Calvin Klein Golf Logo

The All Uppercase Golf logo marries with our new master brand logo, adopting all caps.

CALVIN KLEIN
GOLF

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Golf Logo Usage Chart

This chart illustrates the specific uses allowed for our new logos.

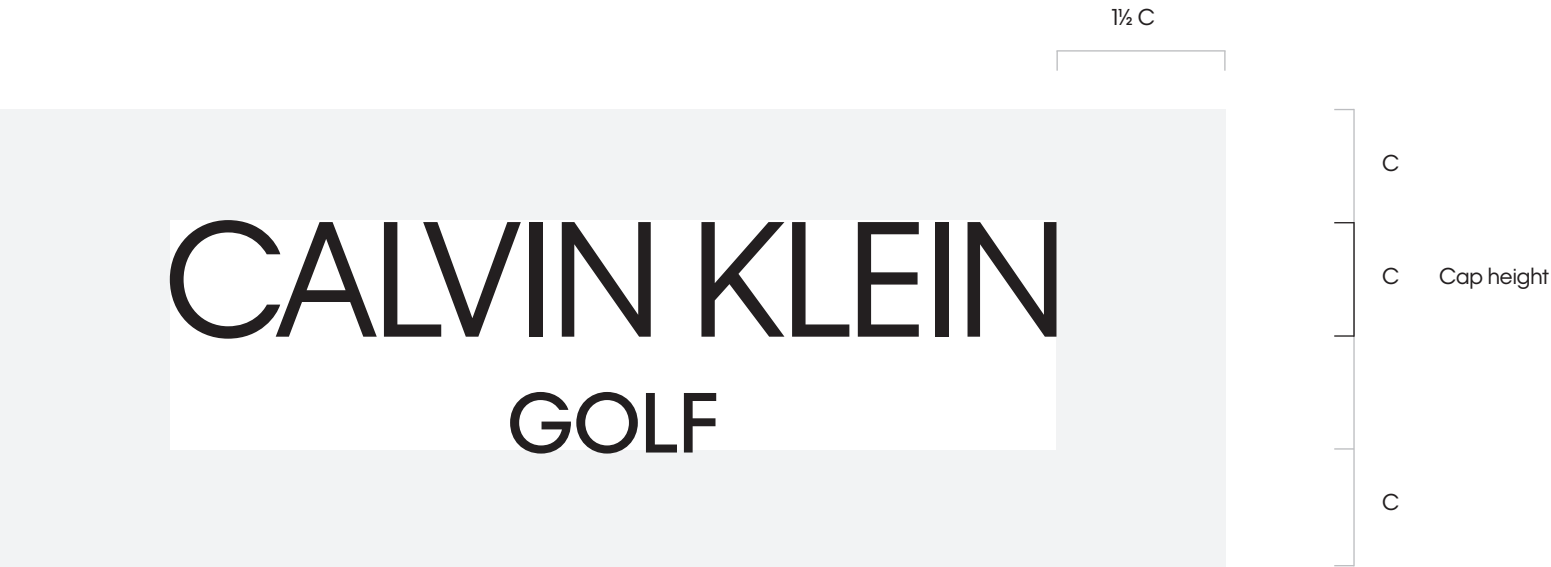
BUSINESS LINE	MONOGRAM	HANGTAG	INTERIOR LABEL	EXTERIOR LABEL(S)	ZIPPER	HARDWARE	OUTER PACKAGING	ADVERTISING	POS	FSS / SIS SIGNAGE / SHOWROOM
CALVIN KLEIN GOLF APPAREL	TBD	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF	n/a	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF
CALVIN KLEIN GOLF ACCESSORIES	TBD	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF	n/a	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF	CALVIN KLEIN GOLF

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



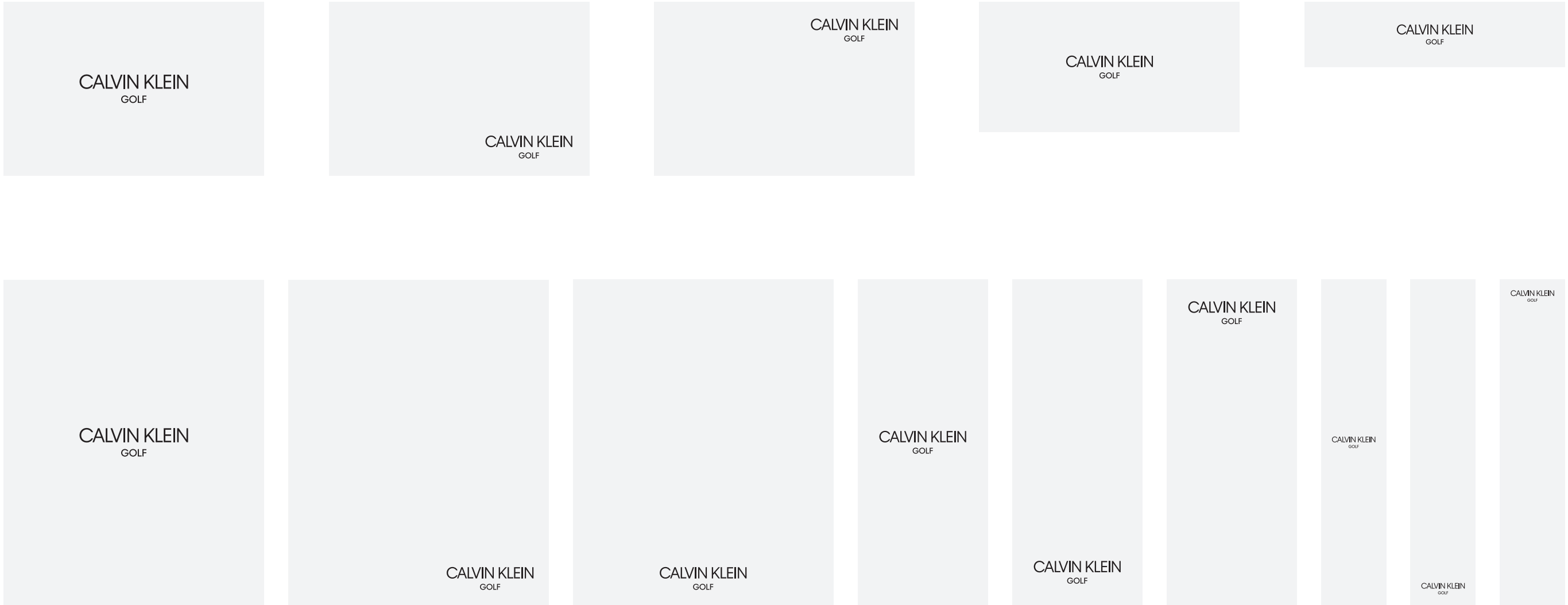
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space. The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

CALVIN KLEIN
GOLF

Don't make the logo thicker or thinner

CALVIN KLEIN GOLF **CALVIN KLEIN**
GOLF GOLF

Don't use a different font

CALVIN KLEIN
GOLF

Don't use the logo white on black



Don't separate logo components

GOLF

Calvin Klein Golf Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_Golf_logo_black.eps

White logo with transparent background



CalvinKlein_Golf_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_Golf_logo_black.png

White logo with transparent background



CalvinKlein_Golf_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_Golf_logo_black.jpg

Calvin Klein Golf Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_Golf_logo_black.eps

White logo with transparent background



CalvinKlein_Golf_logo_white.eps

Home Logo

Calvin Klein Master Brand Logo

Home uses the Master Brand Logo. Product will speak for itself as a Home line.

CALVIN KLEIN

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Home Logo Usage Chart

This chart illustrates the specific uses allowed for our new logos.

BUSINESS LINE	PRODUCT TRIM	BEDDING + BATH	DOWN	RUGS	TABLETOPS + TABLE LINEN + GIFTS	FABRICS	DECOR PILLOWS	GARMENT LABEL	PACKAGING	COLLABORATIONS	ADVERTISING	POS	IN STORE SIGNAGE / SHOWROOM
CALVIN KLEIN PREMIUM	CALVIN KLEIN	CALVIN KLEIN	n/a	CALVIN KLEIN	CALVIN KLEIN	n/a	n/a	CALVIN KLEIN	CALVIN KLEIN	tbd	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN
CALVIN KLEIN MID/BETTER	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	n/a	CALVIN KLEIN	n/a	CALVIN KLEIN	CALVIN KLEIN	tbd	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN
CALVIN KLEIN ENTRY	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	n/a	CALVIN KLEIN	n/a	CALVIN KLEIN	CALVIN KLEIN	tbd	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN
CALVIN KLEIN OFF-PRICE	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	n/a	CALVIN KLEIN	n/a	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	tbd	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



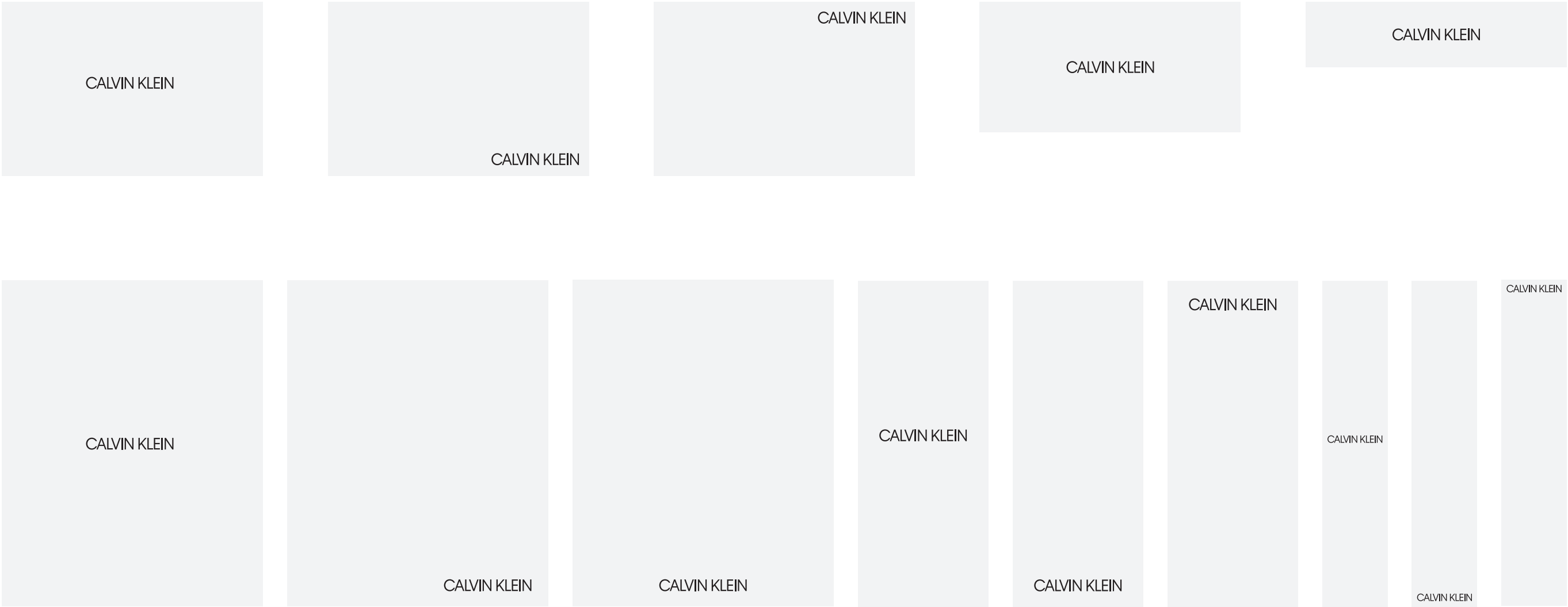
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

CALVIN
KLEIN

Don't make the logo thicker or thinner

CALVIN KLEIN

CALVIN KLEIN

Don't use a different font

CALVIN KLEIN

Don't use the logo white on black

CALVIN KLEIN

Don't separate logo components

CALVIN KLEIN

Calvin Klein Master Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.eps

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.png

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_MasterBrand_logo_black.jpg

Calvin Klein Master Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.eps

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.eps

Watches & Jewelry Logo

Calvin Klein Watches and Jewelry Overview

Two logos are being used for our watches and jewelry lines.

Premium Watches and Jewelry Logo:

CALVIN KLEIN
205 W39 NYC

Master Logo:

CALVIN KLEIN

Watches and Jewelry Logo Usage Chart

This chart illustrates the specific uses allowed for our new logos.

BUSINESS LINE	MONOGRAM	WATCH TRIM	JEWELRY TRIM	HANGTAG/JEWELRY CARE/ WATCH INSTRUCTIONS	PACKAGING	ADVERTISING	POS	FSS / SIS / SHOWROOM
CALVIN KLEIN MAIN	CK	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	tbc	tbc	CALVIN KLEIN
CALVIN KLEIN 205 W39 NYC PREMIUM	TBD	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	n/a	n/a	n/a

Calvin Klein Premium Watches and Jewelry Logo

Calvin Klein Premium Watches and Jewelry uses the 205 Stacked Logo to align with the designwe label business.

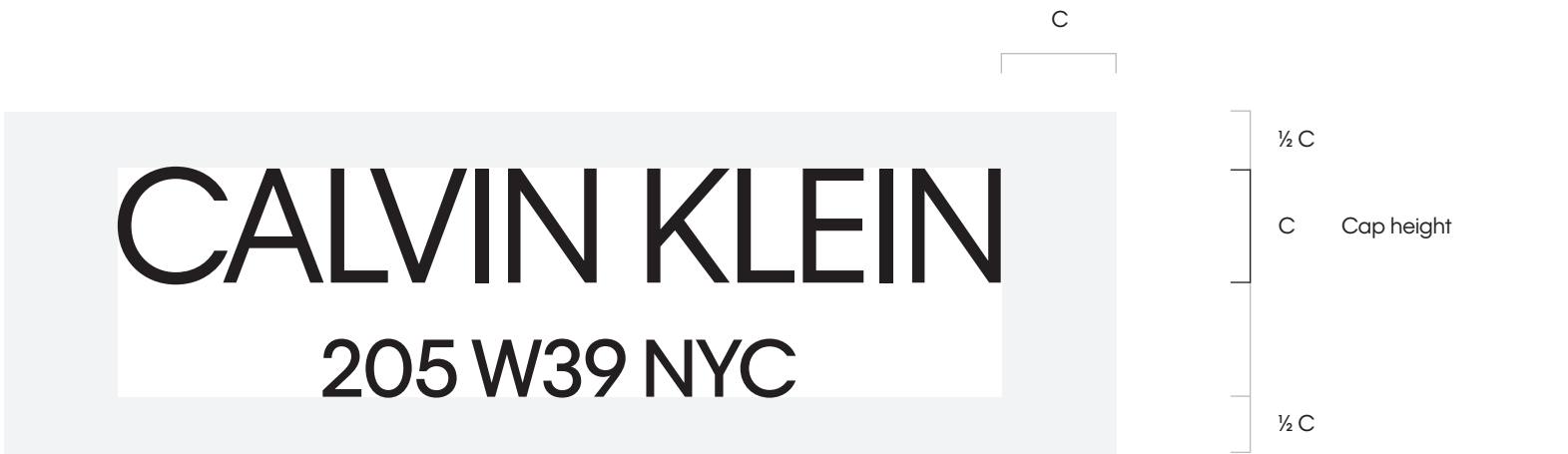
CALVIN KLEIN
205 W39 NYC

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



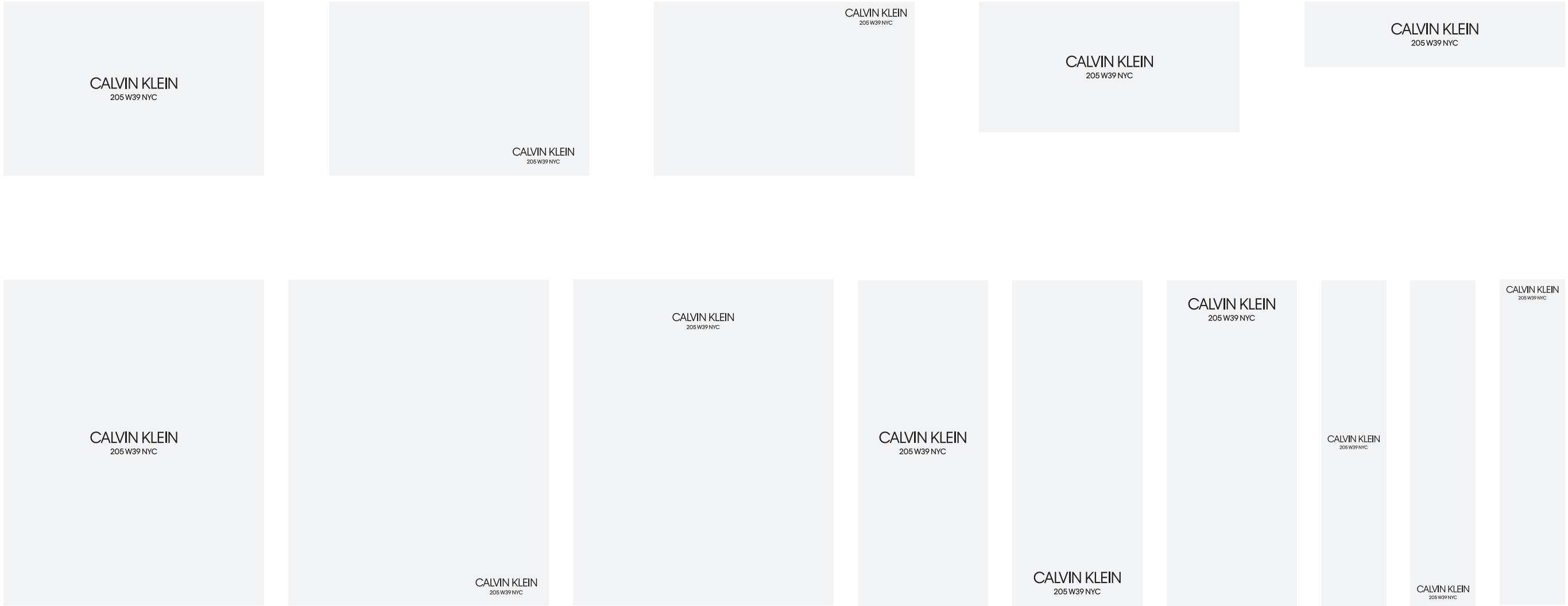
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't use a different font



Don't change the format of the logo



Don't make the logo thicker or thinner



Calvin Klein 205 Stacked Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_205_Stacked_logo_black.eps

White logo with transparent background



CalvinKlein_205_Stacked_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_205_Stacked_logo_black.png

White logo with transparent background



CalvinKlein_205_Stacked_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_205_Stacked_logo_black.jpg

Calvin Klein 205 Stacked Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_205_Stacked_logo_small_black.eps

White logo with transparent background



CalvinKlein_205_Stacked_logo_small_white.eps

Calvin Klein Master Brand Logo

Uses Master Brand Logo, as product will speak for itself as Watches and Jewelry line.

CALVIN KLEIN

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



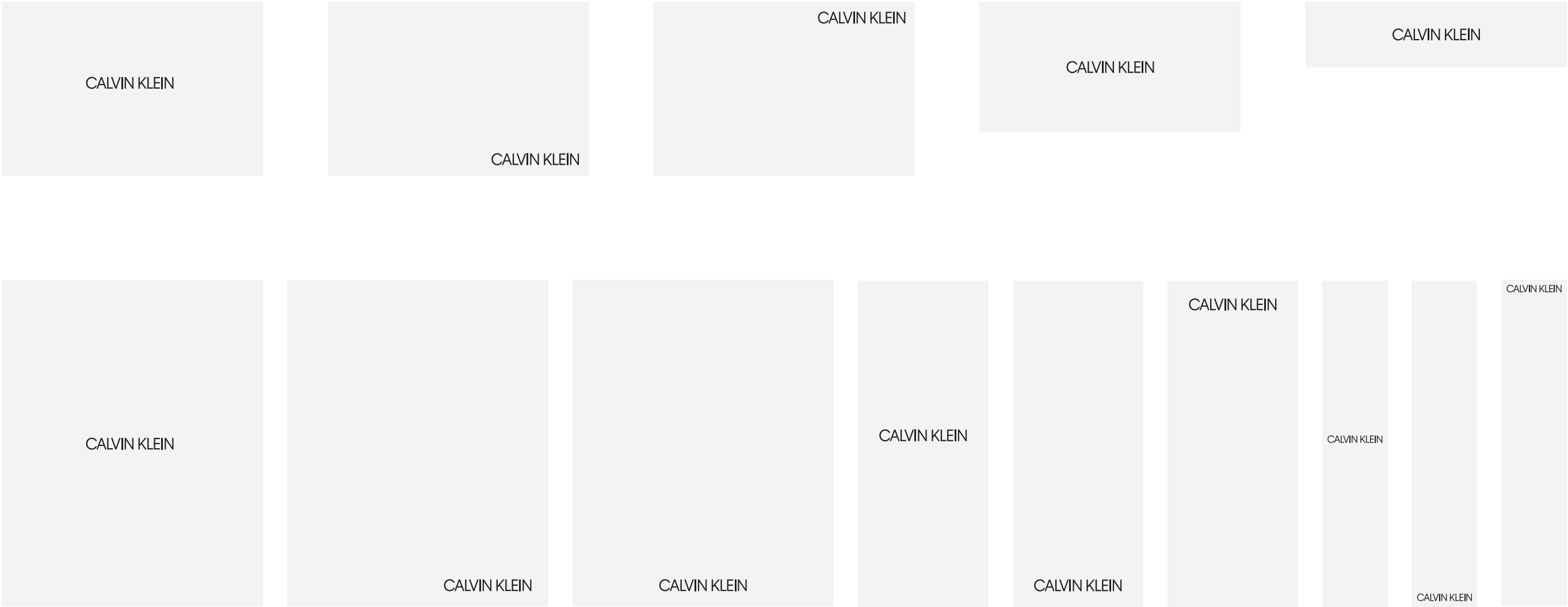
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo



Don't make the logo thicker or thinner

CALVIN KLEIN

CALVIN KLEIN

Don't use a different font

CALVIN KLEIN

Don't use the logo white on black

CALVIN KLEIN

Don't separate logo components

CALVIN

KLEIN

Calvin Klein Master Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.eps

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.png

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_MasterBrand_logo_black.jpg

Calvin Klein Master Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.eps

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.eps

Fragrance Logos

Fragrance Logos Overview

Two logos are being used for our fragrance lines.

Premium Fragrance Logo:

CALVIN KLEIN
205 W39 NYC

Master Fragrance Logo:

CALVIN KLEIN

Fragrance Logos Usage Chart

This chart illustrates the specific uses allowed for our new logos.

BUSINESS LINE	BOTTLE	CARTON	PACKAGING	ADVERTISING	POS
	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN
	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN
	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN
	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN	CALVIN KLEIN
	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC

Calvin Klein Premium Fragrance Logo

Calvin Klein Premium Fragrance uses the 205 Stacked Logo to align with the designwe label business.

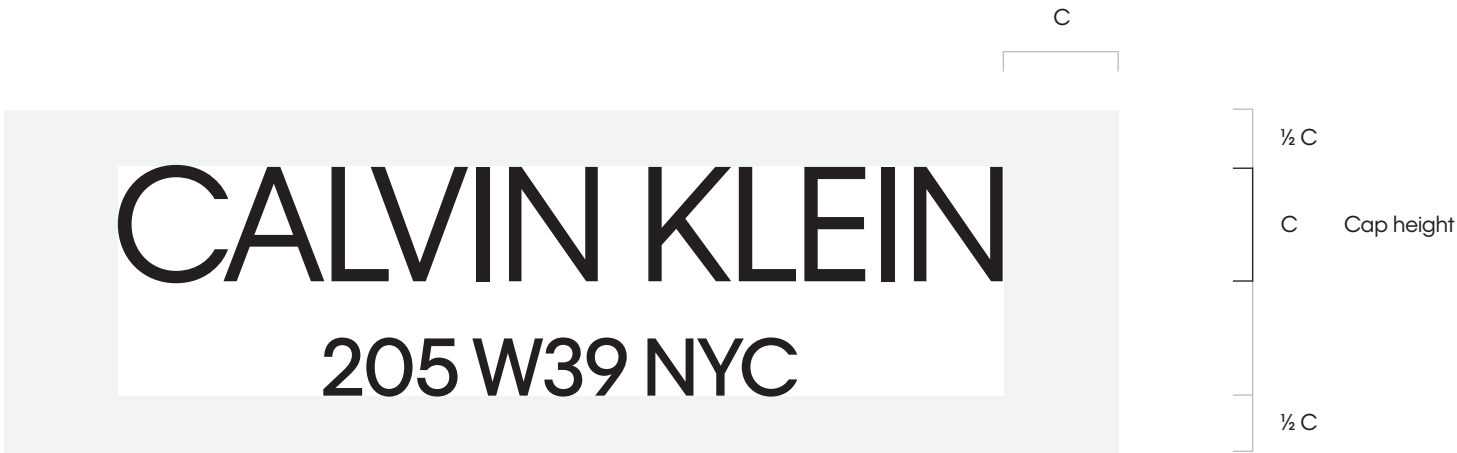
CALVIN KLEIN
205 W39 NYC

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



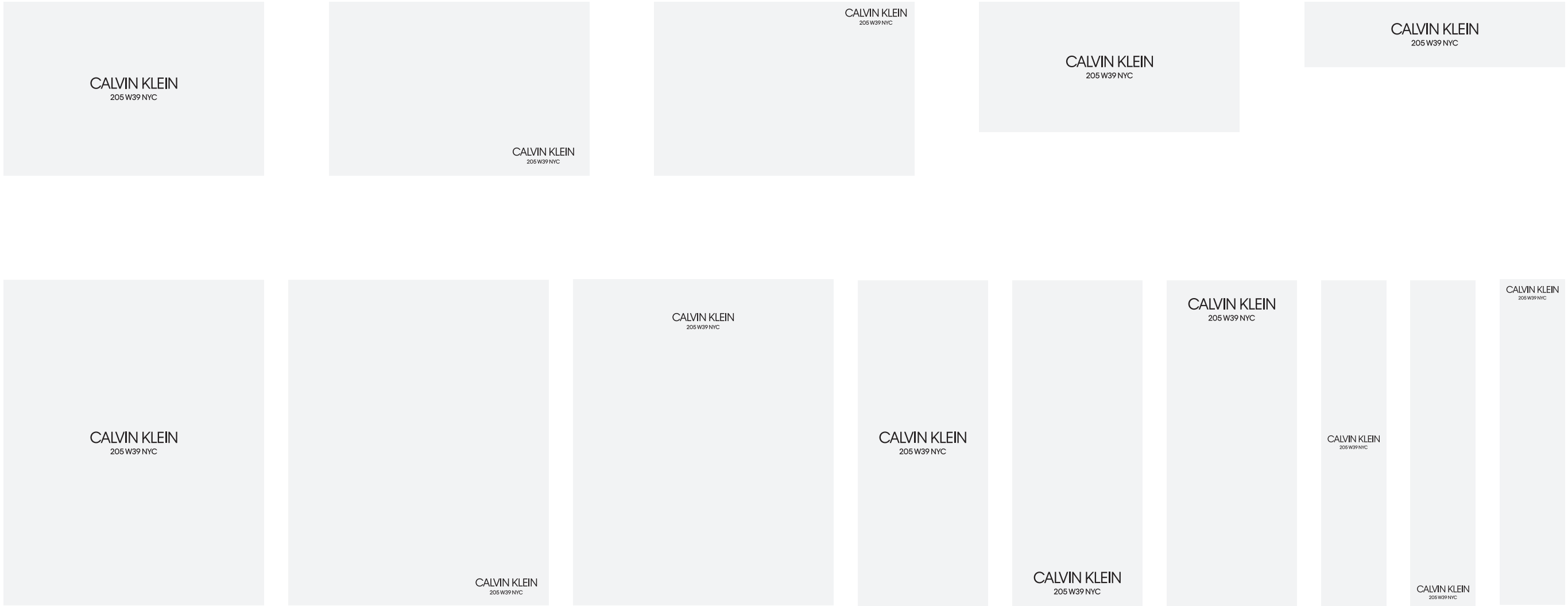
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item egdes than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space. The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

CALVIN KLEIN
205 W39 NYC

Don't make the logo thicker or thinner

CALVIN KLEIN
205 W39 NYC

CALVIN KLEIN
205 W39 NYC

Don't use a different font

CALVIN KLEIN
205 W39 NYC

Calvin Klein 205 Stacked Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_205_Stacked_logo_black.eps

White logo with transparent background



CalvinKlein_205_Stacked_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_205_Stacked_logo_black.png

White logo with transparent background



CalvinKlein_205_Stacked_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_205_Stacked_logo_black.jpg

Calvin Klein 205 Stacked Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_205_Stacked_logo_small_black.eps

White logo with transparent background



CalvinKlein_205_Stacked_logo_small_white.eps

Calvin Klein Master Fragrance Logo

Calvin Klein Fragrances uses the Master Brand Logo for all scent lines. The exception is the 205 line, which is branded with the 205 Stacked Logo to align with the designer label business.

CALVIN KLEIN

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



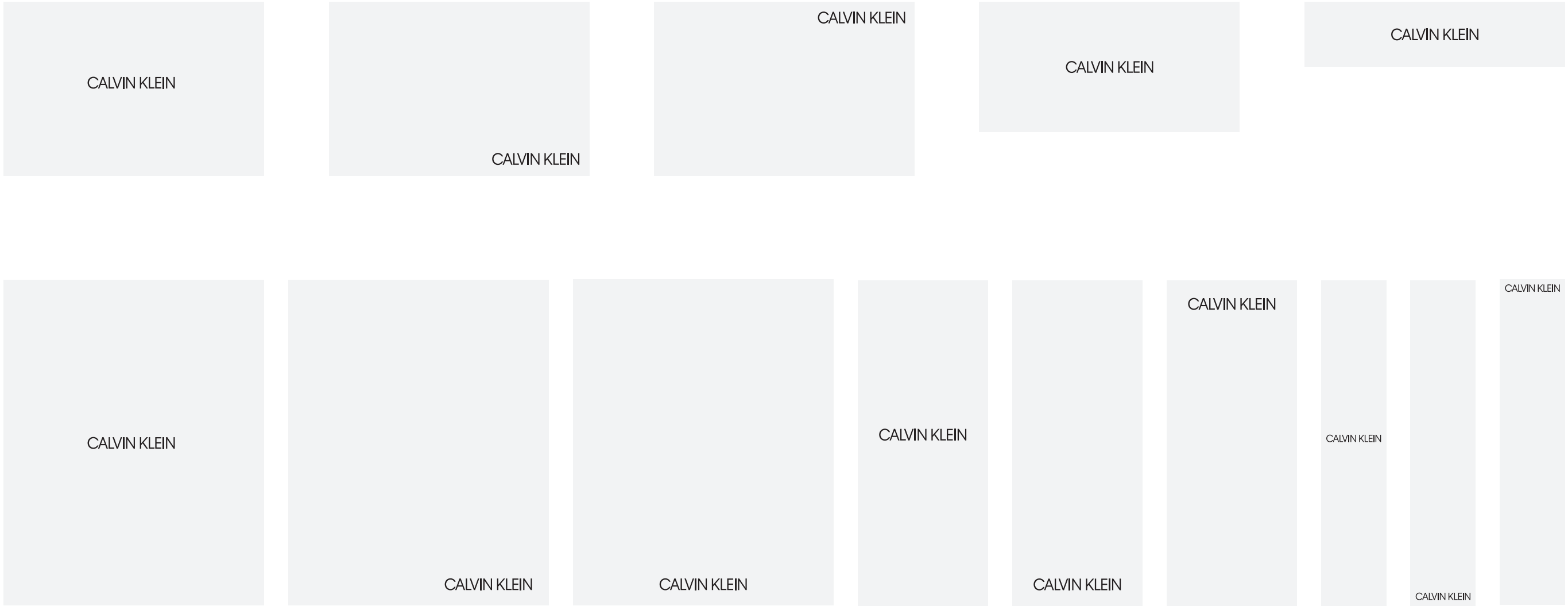
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item edges than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo



Don't make the logo thicker or thinner



Don't use a different font



Don't use the logo white on black



Don't separate logo components



Calvin Klein Master Brand Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.eps

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.png

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_MasterBrand_logo_black.jpg

Calvin Klein Master Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_MasterBrand_logo_black.eps

White logo with transparent background



CalvinKlein_MasterBrand_logo_white.eps

Outlet Logo

Calvin Klein Outlet Logo

The Lowercase/Uppercase Calvin Klein Outlet logo was created to anchor all consumer marketing communications in support of the Outlet businesses worldwide. Currently, it is not meant for use across store signage, trim, or packaging.

Calvin Klein Outlet

Within Architecture

BY APPOINTMENT	205	CONTEMPORARY	BETTER SPORTSWEAR & CLASSIFICATION	JEANS	UNDERWEAR	SWIMWEAR	PERFORMANCE	GOLF	HOME	WATCHES & JEWELRY	FRAGRANCE	OUTLET
CALVIN KLEIN BY APPOINTMENT	CALVIN KLEIN 205 W39 NYC	CK CALVIN KLEIN	Calvin Klein	CALVIN KLEIN JEANS ESTABLISHED 1978	CALVINKLEIN205W39NYC	CALVIN KLEIN SWIMWEAR	CALVIN KLEIN PERFORMANCE	CALVIN KLEIN GOLF	CALVIN KLEIN	CALVIN KLEIN 205 W39 NYC	CALVIN KLEIN 205 W39 NYC	Calvin Klein Outlet
	CALVINKLEIN205W39NYC			CALVIN KLEIN JEANS	CALVIN KLEIN UNDERWEAR	Calvin Klein Swimwear	Calvin Klein Performance			CALVIN KLEIN	CALVIN KLEIN	
					Calvin Klein Underwear							

Logo Usage Chart

This chart illustrates the specific uses allowed for our new logos.

BUSINESS LINE	WOVEN LABEL	HANGTAG	BUTTON TAG	JOKERS	STREAMER	OVERLAY	OUTER PACKAGING	ADVERTISING	POS	FSS SIGNAGE	CONSUMER COMMUNICATIONS
Calvin Klein	Calvin Klein	Calvin Klein	n/a	Calvin Klein	Calvin Klein	Calvin Klein	Calvin Klein	n/a	Calvin Klein	Calvin Klein	Calvin Klein Outlet

Clear Space

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.



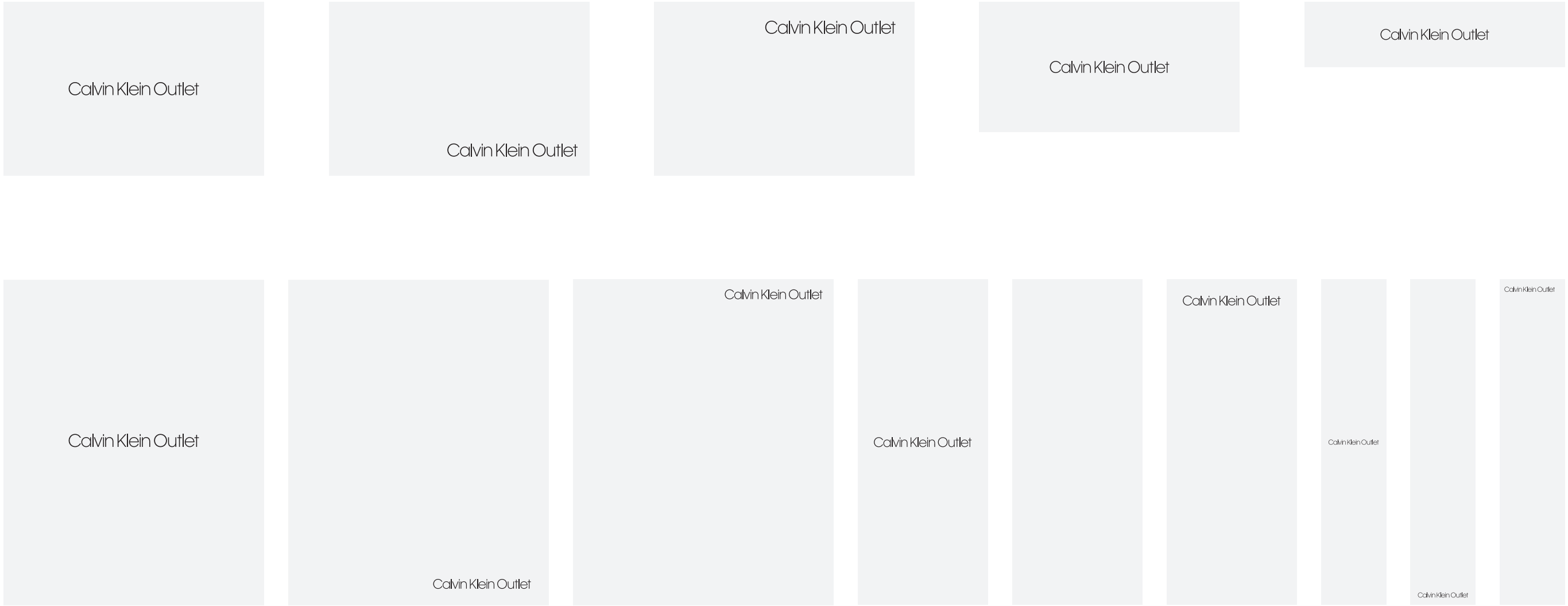
Minimum clear space
Do not position type or objects inside the minimum or preferred clear space.



Preferred clear space/Minimum edge proximity
Do not position in closer proximity to item edges than the preferred clear space.
Eg: page edges or gutters, tag, label or packaging edges.

Scale & Positioning

The logotype is to be used at a moderate size – not too big or too small – in relation to the available space.
The logo must be centered or ranged, not positioned randomly.



Logo Violations

Please respect the logotypes.

Don't recreate the logo using the Klein font
Always place the logo EPS or JPEG file in your document



Don't change the format of the logo

Calvin Klein
Outlet

Don't make the logo thicker or thinner

Calvin Klein Outlet
Calvin Klein Outlet

Don't use a different font

Calvin Klein Outlet

Don't use the logo white on black



Don't separate logo components

Outlet

Calvin Klein Outlet Logo

The standard version of this logo should be used from 14pt up to any maximum size. There is no requirement to modify the logo for use at extra large sizes.

The EPS files will generate the best results, especially at large sizes.

EPS format CMYK

Black logo with transparent background



CalvinKlein_Outlet_logo_black.eps

White logo with transparent background



CalvinKlein_Outlet_logo_white.eps

PNG format RGB

Black logo with transparent background



CalvinKlein_Outlet_logo_black.png

White logo with transparent background



CalvinKlein_Outlet_logo_white.png

JPEG format RGB

Black logo with white background



CalvinKlein_Outlet_logo_black.jpg

Calvin Klein Outlet Logo: Small

A version of the logo has been created for improved legibility between 14pt and 5pt. Use in all instances where the cap height is smaller than 14pt (5mm).

Minimum size 5pt. Preferred minimum size 6pt. Avoid any use smaller than 5pt.

EPS format small CMYK

Black logo with transparent background



CalvinKlein_Outlet_logo_black.eps

White logo with transparent background



CalvinKlein_Outlet_logo_white.eps

C Klein Font Family Guidelines

Klein Font Family

The Klein typeface is a new sans serif especially commissioned and exclusively designed for the new Calvin Klein identity. Evoking the typefaces used by Calvin Klein first in the 1970s, and then revisited in the 1990s, Klein moves forward while maintaining an ongoing continuum.

Its reductive geometric style, referencing the classic shapes of modernism, has an inherent certainty and is a clear and clean voice for Calvin Klein. The typeface is one of the strongest and most unique parts of the identity and will only be available for use by Calvin Klein and its subsidiaries, further consolidating the new vision.

Klein has been designed with multiple uses and mediums in mind. Working seamlessly between screen, print and product, it will work for headlines or for text. With four weights from Light to Bold in both roman and italic, it allows designers to effortlessly articulate their message. A condensed version in two weights for headline gives even greater variety but within the same style. So whether it is for a website viewed on a mobile device, or an advert in print, the consistency of the Klein typeface and the Calvin Klein identity will always be clear.

Klein 45 Light
Klein 55 Regular
Klein 65 Medium
Klein 75 Bold

Klein 46 Light Italic
Klein 56 Regular Italic
Klein 66 Medium Italic
Klein 76 Bold Italic

Klein 57 Condensed Reg
Klein 67 Condensed Med

Klein 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;\$&@%()/.,'""-

Klein 55 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;\$&@%()/.,'""-

Klein 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;\$&@%()/.,'""-

Klein 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;\$&@%()/.,'""-

Open Type Format



Klein_45 Light.otf

Open Type Format



Klein_55 Regular.otf

Open Type Format



Klein_65 Medium.otf

Open Type Format



Klein_75 Bold.otf

Klein 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;\$&@%()/.,"'-

Klein 56 Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;\$&@%()/.,"'-

Klein 66 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;\$&@%()/.,"'-

Klein 76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;\$&@%()/.,"'-

Open Type Format



Klein_46 Light Italic.otf

Open Type Format



Klein_56 Regular Italic.otf

Open Type Format



Klein_66 Medium Italic.otf

Open Type Format



Klein_76 Bold Italic.otf

Klein 57 Condensed Reg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;\$&@%()/.,'" -

Klein 67 Condensed Med

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;\$&@%()/.,'" -

Open Type Format



Klein-57 Condensed Reg.otf

Open Type Format



Klein-67 Condensed Med.otf

Text Setting: auto leading, tracking 0

Klein 45 Light can be used for body copy above 10pt.

Klein 65 Medium is used for **emphasis**.

Klein 46 Light Italic is used sparingly for instances such as *dates* and *speech*.

Klein 55 Regular is the default option for body copy in all sizes.

Klein 75 Bold is used for **emphasis**.

Klein 56 Regular Italic is used sparingly for instances such as *dates* and *speech*.

Klein 57 Condensed Reg and 67 Condensed Med are used where space is limited.

Small Text Setting: auto leading, tracking 0

Klein 55 Regular is the default option for body copy below 10pt.

Klein 75 Bold is used for **emphasis**.

Klein 56 Regular Italic is used sparingly for instances such as *dates* and *speech*.

Klein 65 Medium can be used for small body copy below 10pt.

Klein 75 Bold is used for **emphasis**.

Klein 56 Regular Italic is used sparingly for instances such as *dates* and *speech*.

Klein 57 Condensed Reg can be used for body copy below 10pt.

Klein 67 Condensed Med is used for emphasis.

Display Setting: auto leading, tracking –20

Klein 45 Light, 55 Regular and 65 Medium
can be used for headlines, signage and at large sizes.
Do not use Klein 75 Bold.
Italics are to be used *only* sparingly.

Display Setting: auto leading, tracking –10

Klein 57 Condensed Reg and 67 Condensed Med can be
used for bespoke applications.

Full Character Set

Each weight of the font contains the below characters.

	A	B	C	D	E	F	G	G	H	I	J	K	L	M	N	O	P	Q	R	R	S	T	U	V	W	X	Y	Z
Æ	Œ	Ɓ	Ɖ	Ɗ	Ø	ɑ	ɓ	ɔ	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	t	u	v
w	x	y	z	ı	ı	β	æ	œ	Ɔ	đ	ŋ	ø	0	1	2	3	4	5	6	7	8	9	.	,	:	;	...	-
–	—	‘	”	”	”	‘	’	,	”	”	’	«	»	‹	›	/	\	!	ı	?	¿	&	*	@	[	]	(	)
{	}	_			†	‡	§	•	¶	©	®	®	™	^	~	\$	€	¥	£	¢	ƒ	Ö	×	ℳ	₹	₹	₹	₹
₹	%	%	‰	‰	°	#	ª	º	+	–	=	÷	×	<	>	.	’	‘	”	^	˘	˘	˘	,	˘	-	.	”
˘		ü	ý	Ɔ	ÿ	ı	Ł	Ł	Œ	œ	Š	š	Ÿ	Ž	Á	À	Â	Ä	Å	Ã	Ä	Ä		Æ	Ć	Č	Ĉ	Č
Ď	Đ	É	È	Ê	Ë	Ě	Ě	È	Ě	Ğ	Ĝ	Ğ	Ğ	Đ	Ŋ	đ	ŋ	℥	℥	Í	Ì	Î	İ	İ	Ĭ	Ĭ	Ĭ	Ĭ
Ƙ	Í	Ĺ	Ĺ	Ĺ	Ł	Ŋ	Ŋ	Ŋ	Ŋ	Ó	Ò	Ô	Ö	Ö	Ö	Ö	Ø	Ŕ	Ŗ	Ŗ	Ŋ	Ŋ	Ö	Ś	Š	Ŝ	Ş	Ş
Ť	Ť	Ť	Ú	Ù	Û	Ü	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů	Ů
ǎ	ā	ǎ	æ	ć	č	ĉ	ĉ	đ	đ	é	è	ê	ë	ě	ě	è	ē	ğ	ĝ	ĝ	ĝ	ğ	ħ	ĥ	í	ì	î	ï
ī	ĩ	ö	ĵ	ķ	í	ĺ	ĵ	ĵ	Ł	ñ	ń	ň	ň	ŋ	ó	ò	ô	ö	ö	ö	ö	ö	ø	ŕ	ř	ŕ	ś	š
ŝ	ş	‡	ƒ	†	‡	‡	‰	ú	ù	û	ü	ű	ű	ű	ű	ű	ŵ	ŵ	ŵ	ŵ	ý	ÿ	ÿ	ÿ	ÿ	ž	ž	ž
Ş	2	ç	ş	†	6	À	È	Ĵ	Ů	q	ę	ĵ	ı	ff	½	¼	⅓	⅛	⅔	¾	⅜	⅝	⅞	/	3	4	5	6
0	1	2	3	4	5	6	7	8	9	7	8	9	0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5
.	,	8	9		Ğ	Ĝ	Ğ	Ğ	Ŕ	Ŗ	Ŗ	Ŗ	t	‡	‡	‡	%	‰	W	ℳ	ƒ	ı	ℳ	₹	₹	₹	₹	₹
’	+	–	×	÷	=	<	>	¿	ı	-	-	—	‹	›	«	»	(	)	[	]	{	}	/	\		@	’	”
-	’	^	˘	˘	˘	˘	˘	˘	,																			

Klein 55 Regular

Klein 55 Regular

Thank You