



crocs™
COME AS YOU ARE™

2020 BRAND GUIDELINES CHAPTER 1

CORE BRAND GUIDELINES

BRAND GUIDELINES CONTENTS

CHAPTER 1 — CORE BRAND GUIDELINES

This deck includes assets and direction for evergreen color palette and graphic elements, campaign fonts, comfort icons, key franchise details, and voice and photography guidelines.

CHAPTER 2 — 2020 MARKETING GUIDELINES

This seasonal tactical deck provides marketing tools and timing for our global campaigns. It defines our key marketing styles and provides messaging selection guidance and other important information.

CHAPTER 3 — 2020 CELEBRITY RULES & ASSETS

This deck provides guidelines for using celebrity assets, including approved photographs, key product styles, and approved copy for each style.

CHAPTER 4 — 2020 CAMPAIGN CREATIVE DIRECTION

This deck includes examples of our various seasonal campaigns, including the overarching campaign update to Come As You Are™. Also included is direction for our four key marketing pillars: Classic, Personalization, Crocs Brooklyn, and LiteRide™.

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ABOUT THESE GUIDELINES

- All files and still-life photographs are available to download on Brand Portal.
- Due to the sensitive nature of celebrity assets, these will be available to select marketing team members in each region. Please contact your regional marketing lead for more information.
- Select on-figure photography associated with this deck is available on Brand Portal.
- Use only the color palette and graphic elements provided for this season.
- Global Marketing has provided translated/trans-created celebrity headlines for the regions in this deck. These headlines have been approved by Legal, regional marketing leads and the celebrity partners, and should not be altered. If you have any questions, please contact your regional marketing lead.
- All images of Priyanka, Zooey, Sejeong, Suzu, and the Chinese celebrity are approved by the celebrities and final. These can be used starting 01/01/2020. All celebrity assets must be removed from the market by 12/20/2020.



BRAND STORY

A world leader in innovative, casual footwear, Crocs, Inc., is dedicated to the future of comfort. The original and most famous style, the Classic Clog, is instantly recognized around the world, and for good reason: since 2002, Crocs has sold more than 300 million pairs in over 90 countries!

We know that smart doesn't have to mean complicated; we achieved our status as a global leader in the casual footwear category by taking an inherently simple approach to uniting style, modern comfort and value. Every day, we make a choice to have an open mind and look on the bright and colorful side of life. We embrace and celebrate the uniqueness in everyone, inviting the world to Come As You Are™.

BRAND VALUES

DELIGHTFULLY DEMOCRATIC

We celebrate one-of-a-kinds and stand together with all different kinds.

PEOPLE-PURPOSED DESIGN

We think people-first at every step. We design for everything you do and everywhere you go.

INHERENT SIMPLICITY

We know smart doesn't have to mean complicated. So we keep things simple, light and totally intuitive.

IMAGINATIVE INNOVATION

We stretch the possibilities of design and creative thinking so you can reach your highest potential.

UNAPOLOGETIC OPTIMISM

We make a choice every day to have an open mind and look on the bright and colorful side.

CONFIDENTLY COMFORTABLE

We support comfort at every level, because when you're comfortable, you can do anything.



PRIMARY LOGO

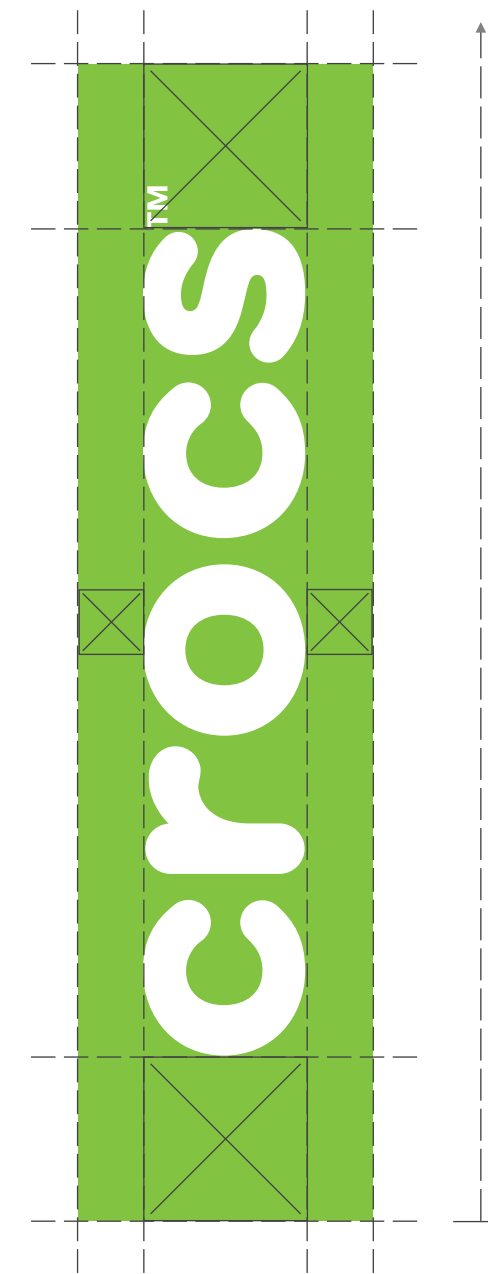
crocsTM

crocsTM



LOGO SAFE ZONE

Do not include the TM symbol when centering the logo. Ensure plenty of negative space on all sides. Reach out to Global Marketing for assistance.



VERTICAL USE

When using the logo in a vertical manner, which should be rare, rotate the logo 90 degrees counter-clockwise.

CORE COLOR PALETTE

PANTONE 376: VOLT GREEN, (I.E., CROCS GREEN)

Instantly recognizable and indelibly linked to the Crocs brand. This is the traditional color of our logo and packaging.

PANTONE 376 C **C54 M0 Y100 K0** **R151 G194 B78** **#97C24E**

PANTONE COOL GRAY 11

Our preferred color option instead of true black. Used for text, logos and packaging (Crocs At WorkTM).

PANTONE COOL GRAY 11 **C65 M60 Y50 K30** **R68 G68 B68** **#444444**

WHITE **C0 M0 Y0 K0** **R255 G255 B255** **#FFFFFF**

COME AS YOU ARE™ LOGO USAGE

The trademark (Come As You Are™) has been registered in the U.S., Canada, Mexico, Europe, China, Japan and Korea. It will not be translated in the registered countries, and it will NOT be used in Australia, where the substitution is “Come One, Come All.”

Come As You Are™ should always be featured in English.

In countries that legally require translations, they will need to be managed on a country-by-country basis. Please consult with your regional legal team and inform Global Marketing Operations of any countries that legally require translation prior to release in the market.

We understand the importance in some Asia markets of having the local characters included in the advertising to convey the meaning of Come As You Are™. Please note that Come As You Are™ must be featured in English along with local characters.

PREFERRED LOCKUP

This can be used in any campaign color on white, or in white on a solid color.

crocs[™]
COME AS YOU ARE™



COME AS YOU ARE™ WITHOUT CROCS LOGO

These should be used within Crocs-owned properties where the logo is already a prominent element. They can be used in any campaign color on a white background, or in white on any color or photo.

COME AS YOU ARE[™]



CROCS.COM LOCKUP ONLY

This should be used in #444444 on white or, in rare cases, in white on a solid color or photo.

crocs[™]
COME AS YOU ARE™

SOCIAL LOCKUP

This can be used in any campaign color on white, or in white on a solid color or photo.

crocs[™]
#ComeAsYouAre

VOICE & TONE

Crocs is calling all one-of-a-kinds and inviting them to COME AS YOU ARE!

The Crocs brand voice celebrates the individual spirit and fully embodies the brand tagline of “COME AS YOU ARE”. We are delightfully democratic, and truly want everyone to feel comfortable in their own shoes.

We are committed to our style-telling strategy and feature our products on a diverse cast of human beings, inspiring consumers from all walks of life while expressing our brand values.

The tone of our copy should be informal, genuine, simple, timely, and direct. It should enhance our imagery and support it with purpose, rather than add for the sake of adding. Less is always more. The writing should also be real, relevant, and witty when appropriate. Humor never hurts but clichés, excessive jargon and insincerity do. Copy should always honor and respect the unique individuals that we feature, be they a celebrity or a trailblazer, and never pander.

To put ourselves on equal terms and stay relevant to our customers, we write from a third person POV and communicate directly with the reader. The goal is to reach as many people as possible in the most meaningful way, build long-lasting relationships, and speak to being “confidently comfortable”, as opposed to being exclusive or solitary.

CROCS IS

Accepting
Active
Bold
Colorful
Colloquial
Comfortable
Confident
Different
Engaging
Familiar
Fun
Iconic
Inclusive
Independent
Inviting
Playful
Positive
Relaxed
Relevant
Relatable
Sharp
Stylish
Unique
Vibrant

CROCS IS NOT

Functionally Athletic
Unaware
Clownish
Lazy
Arrogant
Sales-y
Outcast
Confrontational
Overly Slangy
Silly
Condescending
Disconnected
Dry
Demanding
Aloof
Naïve
Antisocial
Weird
Gaudy



BRAND NAME PRESENTATION

“Crocs” should always be capitalized or written in all-caps to match context. Use the possessive apostrophe without the extra “s” to reflect real pronunciation.

ACCEPTABLE USE EXAMPLES

- Crocs is located in Niwot, Colorado.
- All-cap headline: THE NEXT GENERATION OF CROCS COMFORT
- Introducing Crocs’ new line of shoes.

UNACCEPTABLE USE EXAMPLES

- With an x: Crox
- Lower-case: crocs (except in logo)
- Singular: Croc

NOTE: a singular shoe should be referred to by its silhouette rather than back-formed from the company name.

PRODUCT NAMES

Product names are an important part of our brand identity. All Crocs product names are vetted by the legal team for worldwide usage and must be preserved. Use the full consumer-facing name, including any special characters.

THESE FRANCHISES MUST BEGIN WITH THE WORD “CROCS”

Crocs At Work™
 Bling
 Brooklyn
 Bump It
 Chameleons™
 Eve
 Freesail
 Fun Lab
 Gianna
 Isabella
 Karin
 Kelli
 Kinsale
 Laura
 LeighAnn
 Lina (d’Orsay)
 Reviva™
 Rio
 Sarah
 Serena
 Sienna
 Sloane
 Torino
 Tulum

THESE FRANCHISES MUST APPEAR WITH A™

Crocband™
 Crocs At Work™
 Crocs Chameleons™
 Crocs Reviva™
 Crocs™
in a logo or before “shoes” or “footwear” when speaking generally
 LiteRide™
 Reviva by Crocs™
 Swiftwater™

JIBBITZ™ CHARMS

Always use “Jibbitz™ charm(s)” as a full phrase with the trademark symbol. In a shortened environment, such as a CTA, use “Jibbitz™” alone (e.g., “Shop Jibbitz™”). Avoid using “charm” alone in any context.

COPY STYLING FOR DESIGN

CAPITALIZATION

HEADLINES SHOULD BE ALL CAPS AND NO PERIODS

The exception being that the headline has punctuation for emphasis. Body copy should be written in paragraph form as such.

AMPERSAND

Ampersand (&) should be used only to strategically save space and never takes the place of “and” in body copy.

NUMBERS & PERCENTAGES

In headlines, use either figures or words for numbers. This will depend on the design.

EXAMPLES:

TWO FOR \$35

or

2 FOR \$35

In body copy, spell out single-digit numbers (one through nine) and use figures for double-digit numbers and zero (0, 10, 100).

EXAMPLE:

**For a limited time only, buy two styles
and get 30% off your order.**

DATES

Use the following format for dates: MM/DD/YYYY or MM/DD/YY in shortened contexts. Omit the preceding “0” from the single-digit months in informal contexts.

For drop-down menus, write the first three letters of the month: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov and Dec

When used in body copy, months should be spelled out in full, and write the day using a figure (e.g., “January 6”). In an environment where the month must be shortened, use the following abbreviations: Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Use numbers, not words, for decades. Do not use an apostrophe when pluralizing.

EXAMPLES:

the 1990s

or

the '90s

NOTE: *the right/closing apostrophe ' Opt+Shift+] and not the left/opening one ‘*

When a date span crosses days, do not use a space around the en-dash.

EXAMPLE:

October 2–4

COPY STYLING FOR DESIGN

DATES (CONTINUED)

However, when a date span crosses months, write out the months in full (except to strategically save space or in drop-down menus, in which case abbreviate according to the list above) and use one space on either side of the en-dash. This is the only exception to the en-dash spacing rule.

EXAMPLE:

October 2 – November 4

TIMES

Use the 12-hour system. Use a colon as a separator, and omit the “:00” for even times in customer-facing text. The initialisms “a.m.” and “p.m.” are written without punctuation or a preceding space in all-caps situations, such as in headlines.

EXAMPLE:

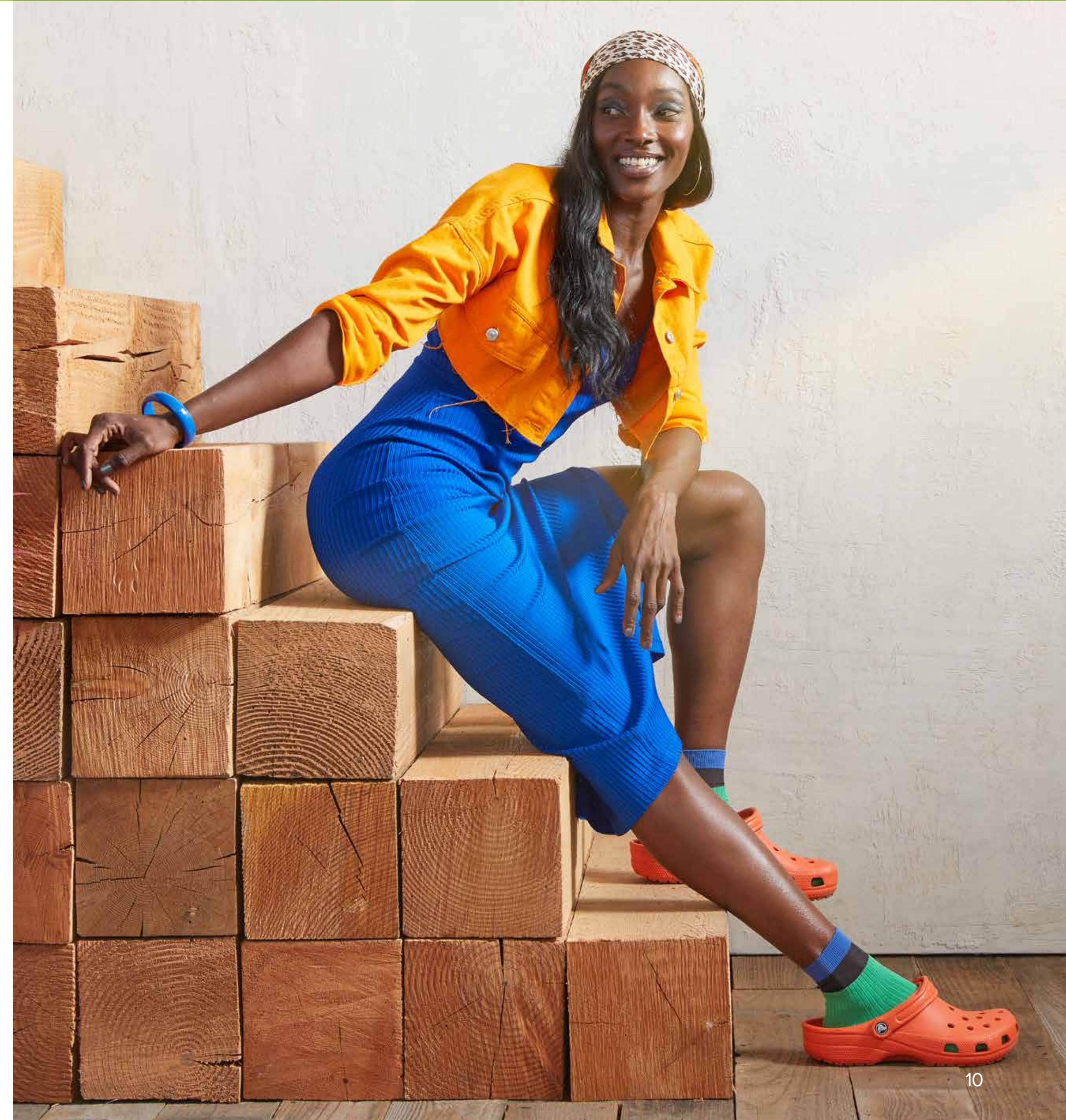
SALE TODAY 10AM–2PM ONLY

CURRENCIES

When referring to currencies, use currency symbols (e.g. €, \$, £, ¥) with no space after the symbol and the amount. Please do not convert currencies.

EXAMPLE:

Free shipping on orders over C\$54.99.



TYPOGRAPHY

Typography is a key part of communicating a unified Crocs personality. We will continue to use Proxima Nova as our font in 2019.

All headline treatments should use Extrabold.

For body copy, use Proxima Nova Regular in sentence case. In most cases, this text should be set on a white background. See page 5 for color codes.

Proxima Nova Extrabold:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Proxima Nova Regular:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Proxima Nova Italic:

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

COMFORT ICONS & DEFINITIONS

Comfort icons, excluding the LiteRide™ logo, cannot be paired with celebrity activations or imagery at any time.

Comfort icons cannot be paired with on-figure activations or imagery at any time.

Comfort icons cannot be used in digital display ads.

Comfort icon usage in-store is limited to globally provided materials. All additional asset requests must be briefed to Global Creative.

Comfort icon usage on-site is limited to product description pages (PDPs).



ICONIC CROCS COMFORT™

Lightweight • Flexible • 360-degree comfort

The heart and “sole” of Iconic Crocs Comfort™ is a wonderful material we call Croslite™. It’s not rubber. It’s foam resin, engineered for comfort. It’s soft, flexible and incredibly light, but it’s also remarkably tough, which is why you’ll find it used in every pair of Crocs™ shoes.

DUAL CROCS COMFORT™

Blissfully supportive • Soft • All-day comfort

As always, the story of Crocs comfort begins with a Croslite™ foam foundation, but we add an extra helping of shock-absorbing material to create Dual Crocs Comfort™. The results are supportive, deeply cushioned shoes that make every step feel fantastic.

LITERIDE™

Revolutionary • Sink-in softness • Innovative comfort

Created from equal parts science and magic, LiteRide™ foam is the newest innovation in the legendary world of Crocs comfort. This revolutionary closed-cell material is even lighter and softer than Croslite™ foam, delivering a delightful mix of support and sink-in softness underfoot. And with a foundation of Iconic Crocs Comfort™, each pair is destined for the comfort zone.

CROCS REVIVA™

Revitalizing bounce • Soothing massage • Casual comfort

Reenergize and put more bounce in your days with the Crocs Reviva™ Collection of sandals, flips and slides. Designed to massage with every step, Crocs Reviva™ footbeds feature bliss-inducing bubbles that soothe the soles and provide that spa-visit afterglow while you’re on the go. They’re the perfect companions for your daily routines, weekend escapes and the search for calm in between. Effervescent, effortless and revitalizing — Crocs Reviva™ is your first step toward sensational comfort.

LOGOS & USAGE



INTERNAL USE

This can be used anywhere on Crocs-owned properties where the full Crocs logo is shown in close proximity. This includes retail stores, websites, emails and other marketing assets.

FRANCHISE TAGLINE

**EQUAL PARTS
SCIENCE *and* MAGIC**

“Equal Parts Science and Magic” is only to be used on product-only images. This is not to be used for on-figure photography or with celebrity imagery.

EXTERNAL USE

This should be used for wholesale assets and digital ads where the full Crocs logo is not shown.

POP QUIZ

Q: Is LiteRide™ a comfort story or a franchise?

A: Yes. It’s both.

INTERNAL TECH STORY

Use this version when LiteRide™ footbeds are used in another franchise, like Crocs At Work™.

ADDITIONAL GUIDELINES

For seasonal graphics, logo color options, and approved headlines, see **Chapter 4: Campaign Mockups**.

LOGO



FRANCHISE TAGLINE

**ADD A LITTLE
BOUNCE *to* YOUR DAY**

LOGO



FRANCHISE TAGLINE

CERTIFIABLY COMFORTABLE™