

Keith Haring™

THE BRAND BOOK

ABOUT THE ARTIST



KEITH HARING WAS AN AMERICAN ARTIST FAMOUS FOR HIS POP AND GRAFFITI-INSPIRED ART AND AS A FORERUNNER IN USING FASHION AND PRODUCT TO CONNECT HIS WORK TO A WIDE, DIVERSE GLOBAL AUDIENCE.

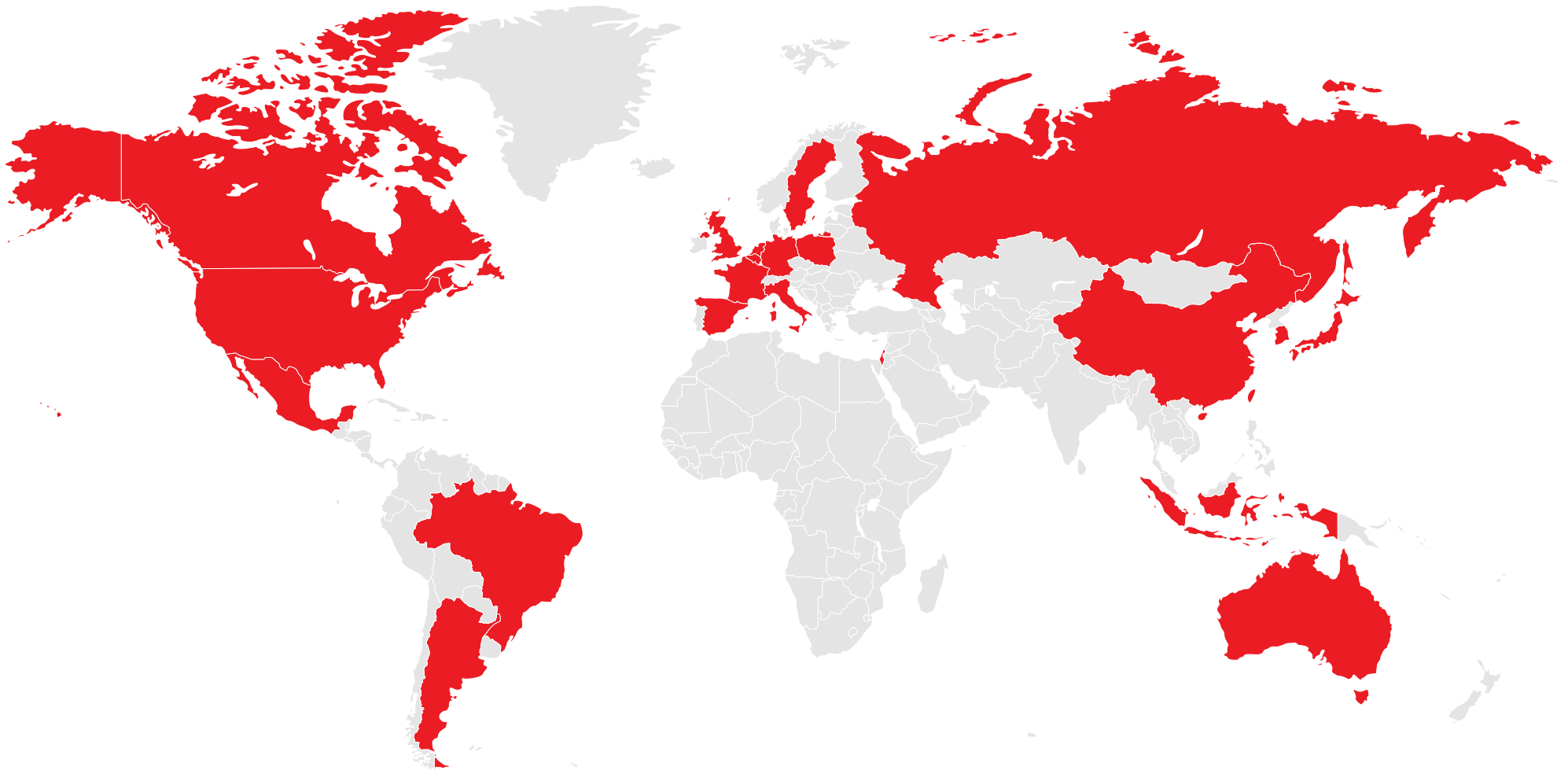
FOR NEARLY 40 YEARS HIS ICONIC, INSTANTLY RECOGNIZABLE IMAGES HAVE BEEN USED TO SPREAD HIS MESSAGE OF PEACE AND LOVE. HIS WORK CAN BE SEEN IN GALLERIES, MUSEUMS, BOOKS, MAGAZINES, DOCUMENTARIES, AND IN BRAND COLLABORATIONS AND MARKETING CAMPAIGNS WORLDWIDE.

BRAND PURPOSE

THE KEITH HARING BRAND IS ROOTED IN TELLING KEITH HARINGS UNIQUE STORY AND IN SPREADING THE MESSAGES OF **PEACE, LOVE, EQUALITY AND COMPASSION** THAT MADE HIM A GLOBAL SENSATION. KEITH CREATED POWERFUL SYMBOLS AND ICONS IN HIS ART THAT HE USED TO COMMUNICATE WITH PEOPLE AT ALL LEVELS. KEITH HARING IS THE PLACE WHERE BRANDS CAN JOIN IN ON THE ONGOING CONVERSATION ABOUT OUR WORLD AND WHO WE ARE.

AN INTERNATIONAL BRAND

KEITH HARING IS AN INTERNATIONAL ART LICENSE THAT WORKS WITH RENOWNED BRANDS ACROSS PRODUCT CATEGORIES INCLUDING APPAREL, ACCESSORIES, ELECTRONICS, FOOD AND BEVERAGE, AND MANY OTHERS. KEITH HARING HAS RUN HUNDREDS OF LICENSED PROGRAMS, THE STRONGEST MARKETS BEING ASIA, EUROPE AND THE US.



BRAND ASSETS

KEITH HARINGS WORK GREW TO ICONIC POPULARITY FROM HIS SPONTANEOUS CHALK DRAWINGS IN THE NEW YORK CITY SUBWAY IN THE 1980S. HIS PAINTINGS, DRAWINGS, SCULPTURES AND MURALS WERE SOON IN GALLERIES AND MUSEUMS AROUND THE WORLD. HE FAMOUSLY OPENED HIS OWN SHOPS TO SELL T-SHIRTS AND OTHER PRODUCTS, MAKING HIS ART ACCESSIBLE TO EVERYONE, NOT JUST ART COLLECTORS. HIS ICONOGRAPHY HAS BECOME PART OF THE POPULAR CULTURE AND IS A WIDELY RECOGNIZED VISUAL LANGUAGE WORLDWIDE.

SIGNATURE

Keith HaringTM

PRIMARY WORDMARK

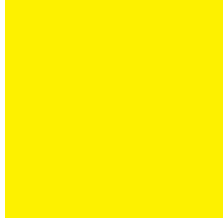
K-HaringTM

ALTERNATE WORDMARK

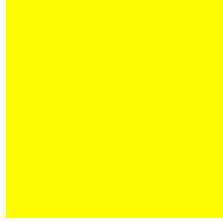
Keith HaringTM

COLOR PALETTE

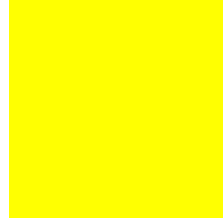
YELLOW



PANTONE
PROCESS YELLOW



PANTONE
180 U



PANTONE
108C

BLUE



PANTONE
206C



PANTONE
285 C



PANTONE
180 U

ORANGE



PANTONE
165 C



PANTONE
172 C



PANTONE ORANGE
021 U

CYAN



PANTONE PROCESS
CYAN



PANTONE
298 C

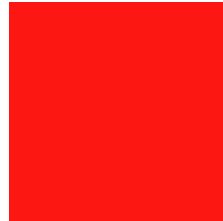
RED



PANTONE
185 C



PANTONE
192 C



PANTONE RED
032 U

VIOLET



PANTONE
PURPLE C



PANTONE
252 C

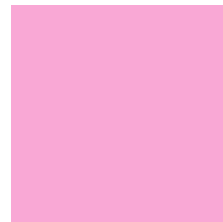
MAGENTA



PANTONE PROCESS
MAGENTA



PANTONE
232 C



PANTONE
230 U

GREEN

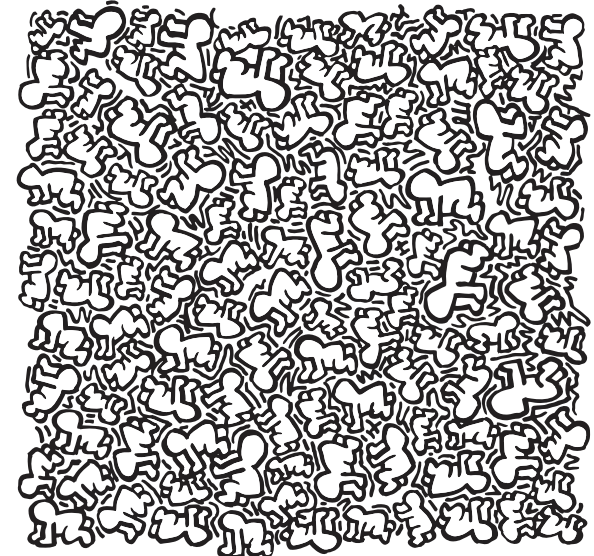
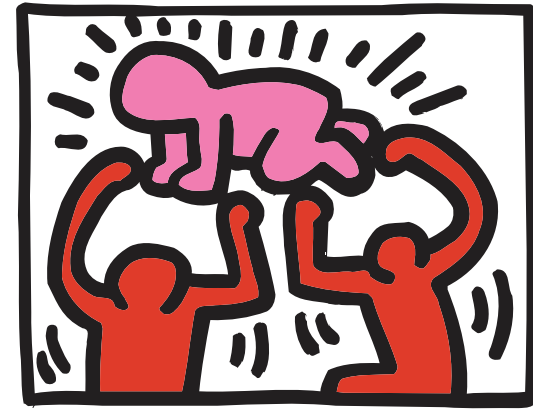
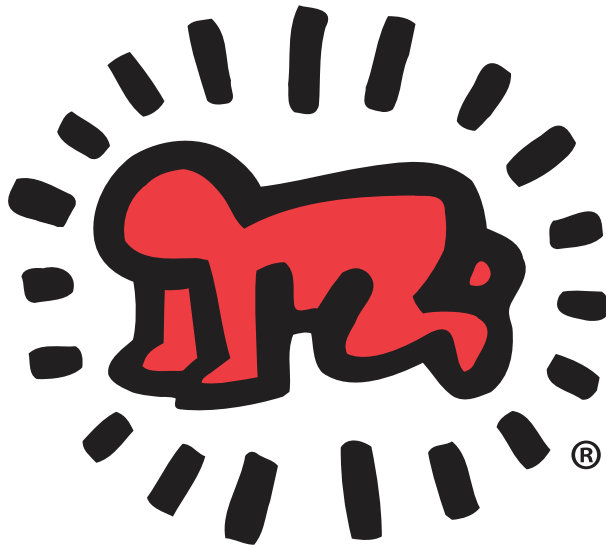


PANTONE
359 C

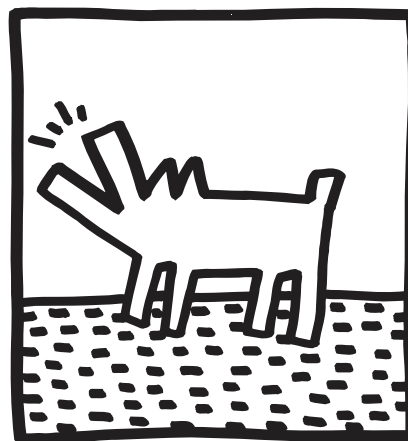
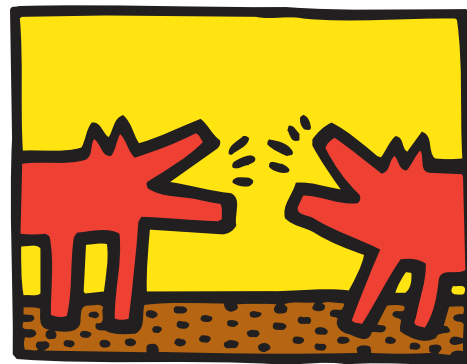
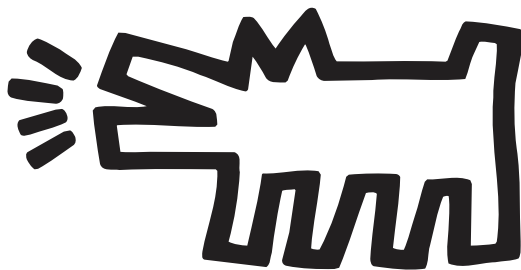
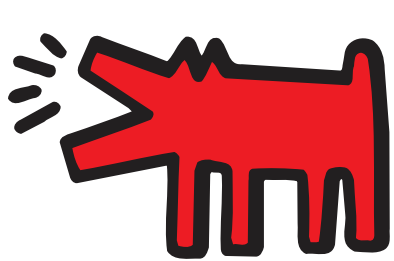


PANTONE
375 C

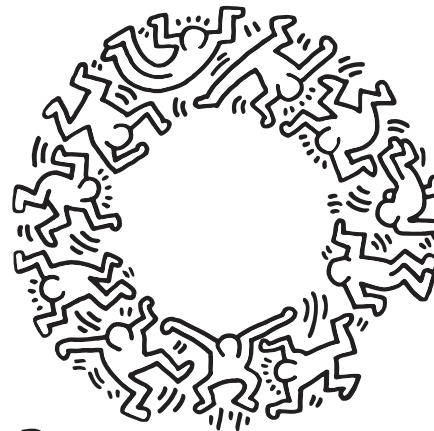
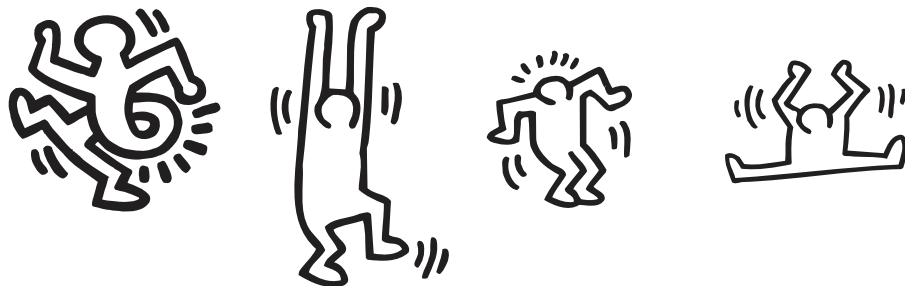
RADIANT BABY



BARKING DOG



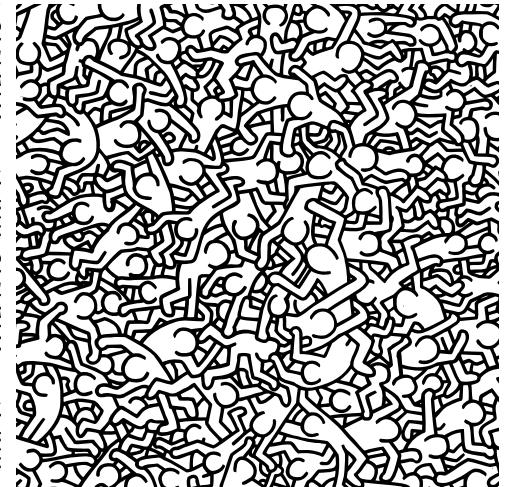
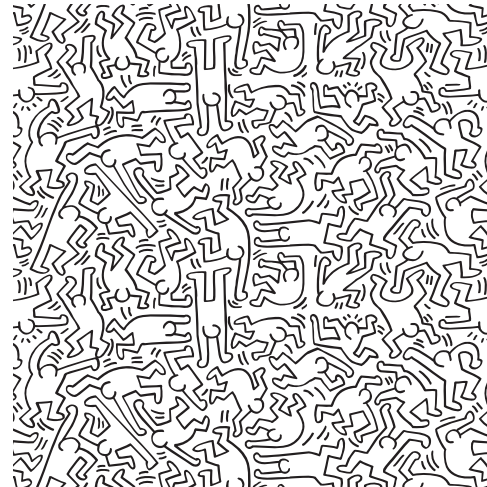
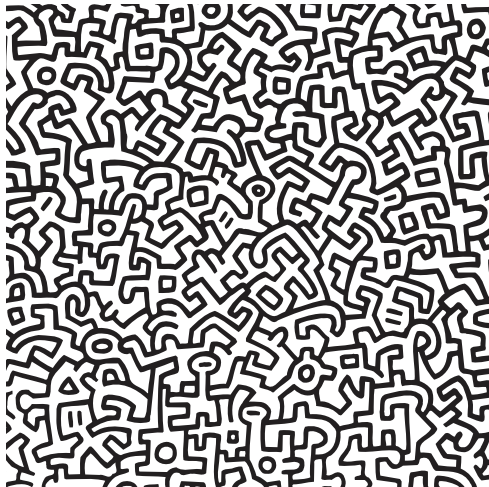
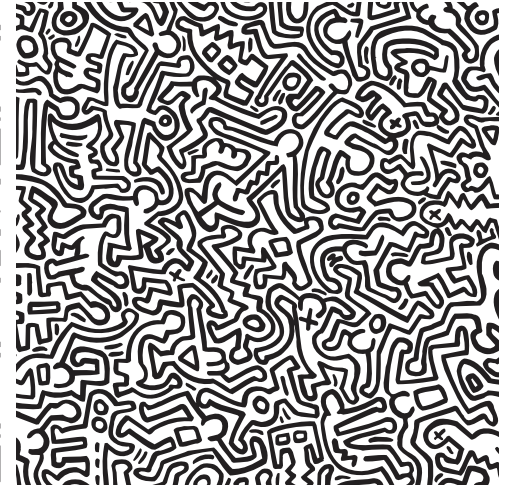
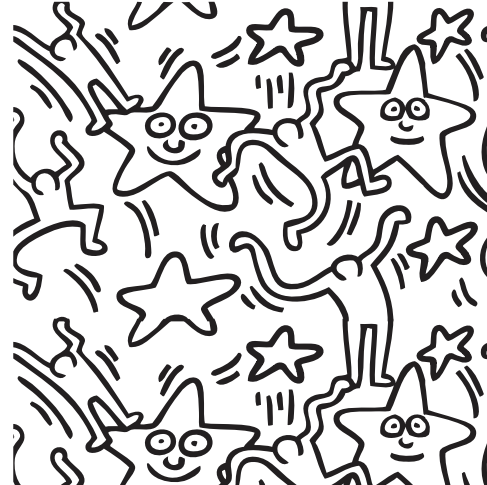
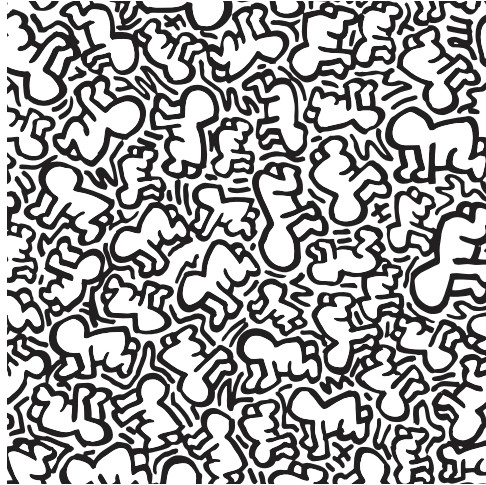
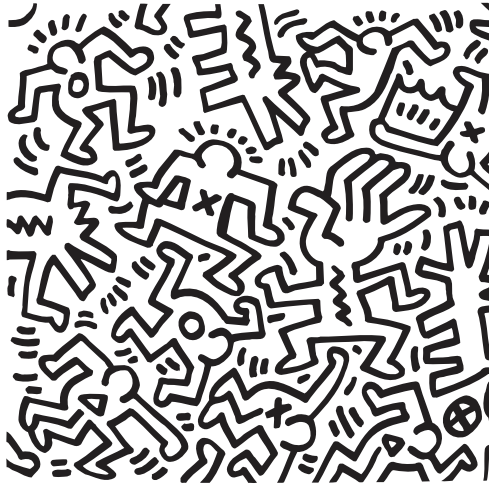
FIGURES



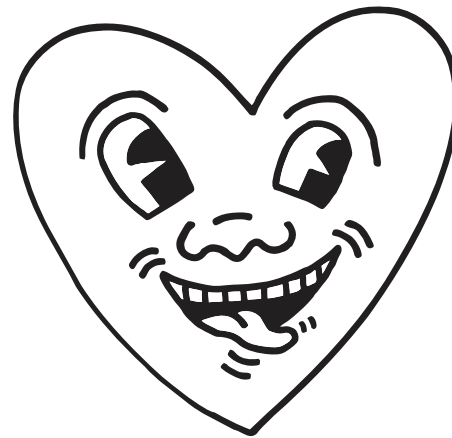
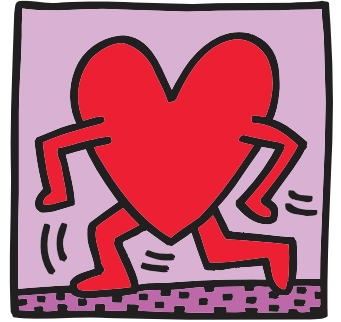
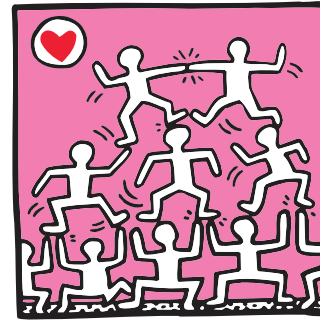
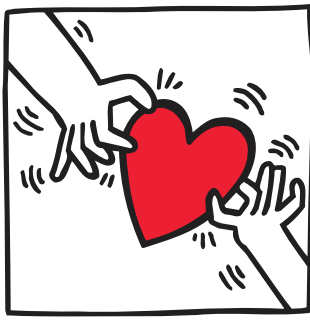
CRACK ISWACK!



PATTERNS



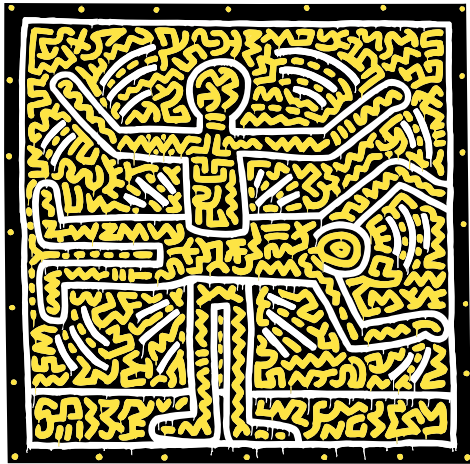
HEARTS AND LOVE



SUBWAY DRAWINGS

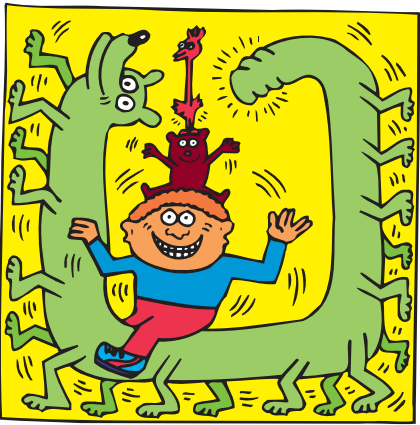


PAINTINGS



FREE SOUTH AFRICA

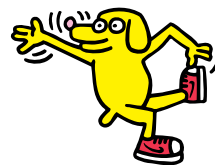
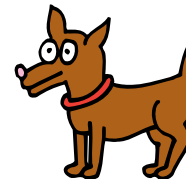
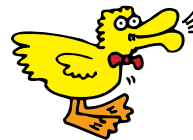
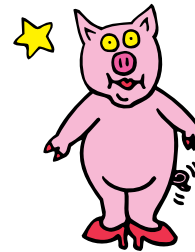
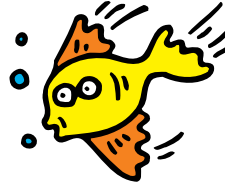
CHILDRENS ILLUSTRATIONS



LIL' ANGEL



CAT HAT



SCULPTURE



BRAND COLLABORATIONS

APPAREL



COACH 1941
2018



JEREMY SCOTT
2009



OBEY
2011



ADIDAS
2006



FOREVER 21
2015



MEUNDIES
2017



UNIFORM EXPERIMENT
2011



COMME DES GARCONS
2011



BEST SELLER
2018



ACCESSORIES



HERSCHEL SUPPLY CO.
2017



HAWKERS
2017



HAPPY SOCKS
2018



NEW ERA
2013



BEAMS
2018



SAMSONITE
2016



OLYMPIA LE-TAN
2016



PINTRILL
2017



COACH OUTLET
2017

FOOTWEAR



COACH 1941
2018



TOMS
2016



ADIDAS
2010



REEBOK
2010



NICHOLAS KIRKWOOD
2010



TOMMY HILFIGER
2010

HEALTH AND BEAUTY



CLARISONIC
2015



THE FACE SHOP
2013



TENGA
2012



LALINE
2015



SAGAMI RUBBER
2011



RMK
2010



DKNY
2013

ELECTRONICS



PHILIPS
2011



TURNTABLE LABS
2017



POPSOCKETS
2017



MSY
2017



CASE SCENARIO
2010



COLETTE
2016



MICROSOFT
2017



LG
2011



MICROSOFT
2017

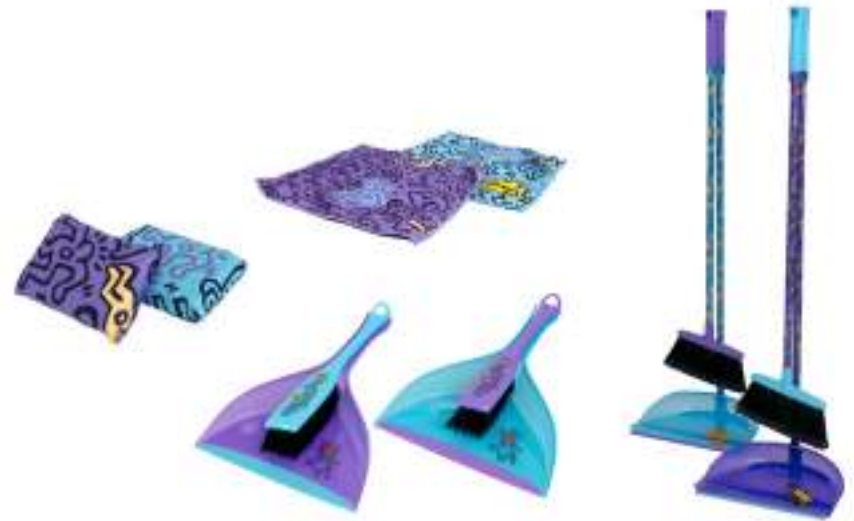
HOUSEWARES



PLATEX
2013



IZOLA
2012



CASABELLA
2011



VILLEROY AND BOCH
1991



MORI
2012



CASTILLA TEXTILES
2009



LIGNE BLANCHE
2009



BLIK
2005

FURNITURE



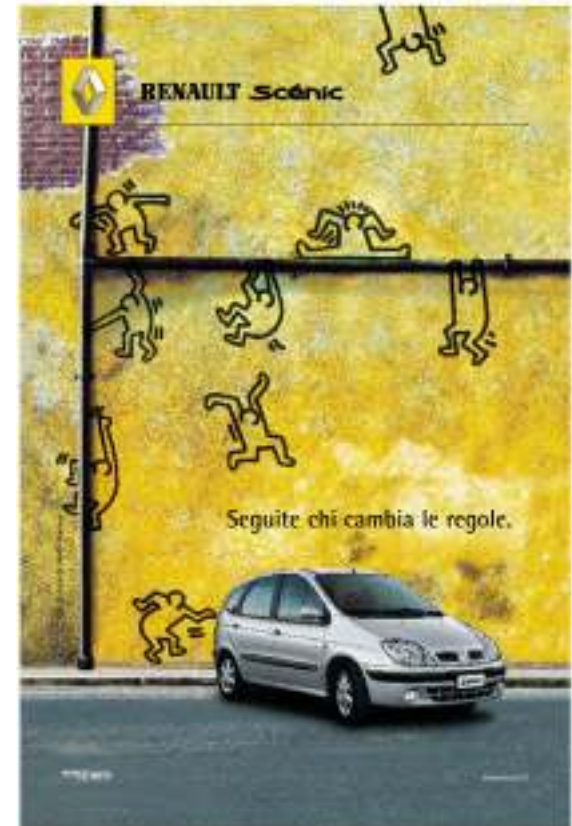
CREATIVANDO
2009



VILAC
2010



BRETZ
2002

[illegible][illegible]

Keith Hanig™

FOOD AND BEVERAGE



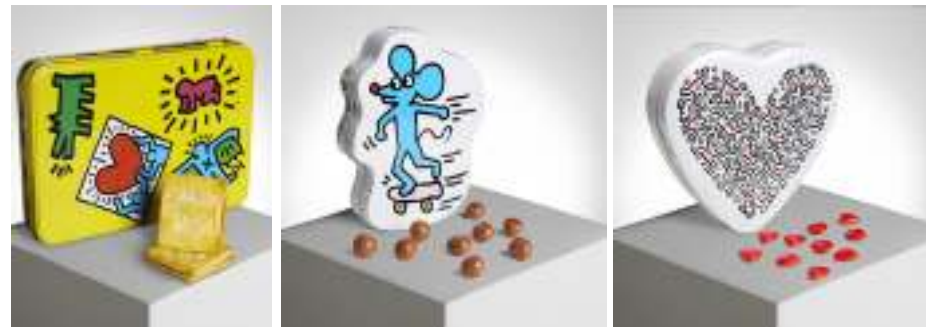
1800 TEQUILA
2015



JOHNNIE WALKER
2011



HENNESSY
2011



LIGNE BLANCHE
2009



ABSOLUTE
2007

STATIONARY



OMY
2015



HACHETTE
2015



MOLESKIN
2017



MUDPUPPY
2019

CHILD AND INFANT



PETIT BATEAU
2015



GAP KIDS
2015



DIFRAX
2014



BUMKINS
2010



ERGOBABY
2017



SPORTING GOODS



ATAQUER
2017



KINETICS
2010



LIXX
2016



SPALDING
2016



ALIEN WORKSHOP
2013



STL
2016



TOYS



VILAC
2010



KIDROBOT
2013



MEDICOM TOY
2017



MUDPUPPY
2014



FRANCE CARTES
2013

APPAREL CHINA



AIMER
2019

Keita Hanjy

APPAREL CHINA



AIMER

2019

APPAREL

LACOSTE

2019



APPAREL



LACOSTE

2019

ACCESSORIES CHINA



NESCAFÉ
2018

Keita Hanj

ACCESSORIES CHINA



MALL EVENT

CENTURY LINK MALL SHANGHAI



Keith Haring

MALL EVENT



CENTURY LINK MALL

SHANGHAI

Keith Haring

