

One Of A Kind 2022 Winter Show Guidelines

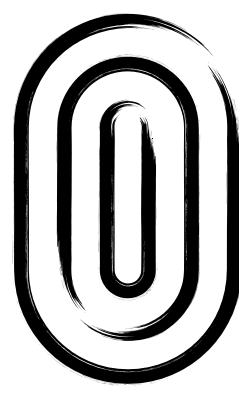
Logos



Lockup

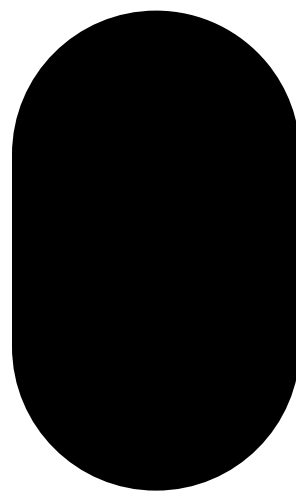


Wordmark

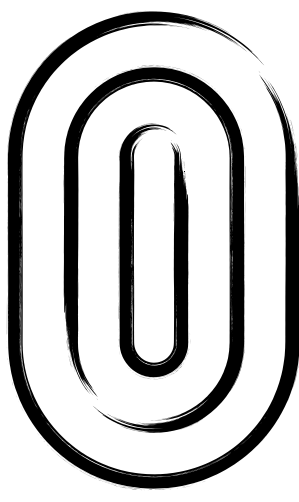


Icon

Brand Elements



Framing device
(Print only)



Thinner stroke fingerprint icon
for use at large scale



Brushstroke

Typography

Berlingske Serif Medium
For Headlines

Title Case. Optical kerning, -15 spacing, 90% leading.

GT America Thin
For Headlines

Title Case. Optical kerning, -15 spacing, 90% leading.

GT America Light
For Subheads and Body Copy

Subheads: Title Case, optical kerning, -10 spacing, 100% - 120% leading.
Body Copy: Sentence case, 0 spacing, 120% leading.

Colours

Brand



Cream:	Black:
RGB 249 241 225	RGB 0 0 0
CMYK 0 4 11 0	CMYK 0 0 0 100
Pantone 9184 U	Pantone Neutral Black U
HEX #F9F1E1	HEX #000000

Winter Show 2022



<i>Print</i> Tweaked Warm Gold:	<i>Digital</i> Gold Texture:	Midnight Navy:
RGB 230 151 24	<i>File Provided</i>	RGB 20 30 74
CMYK 8 45 100 1		CMYK 100 92 40 40
Pantone 7408 U		Pantone 295 U
HEX #E69718		HEX #14214A

Colour Combinations



Black on Gold Texture	Cream on Midnight Navy
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Photography



*Not final art



*Not final art



Vignettes:
Vignette shots may be used in the framing device or within a row or column of your layout.

Clipped objects:
Used in conjunction with the fingerprint icon. All clipped object files contain a clipping path and layer comps separating the object and shadow. Place the layers separately into your file and set the shadow to multiply.

Theme

Discover
Gifts of
Wonder

Give the Gift of...
Creativity
Craft
Personalization

Headline

Subhead (pick one noun without "...")

Layout Principles & Examples



- Ensure the fingerprint icon always appears somewhere on the page, but never more than once!
- Use thin rules to separate content
- Match headline size and leading to logo
- Ensure all body copy is the same pt size
- Align subheads and body copy to baseline or top of headline copy
- Always include "2022 Winter Show" words in that order
- If breaking "2022 Winter Show" in two lines, break after 2022 and keep Winter Show together

Digital Ad Examples

*Photography is FPO!

