

One Of A Kind @

2024 Winter Campaign Guidelines

VERSION 1.0
21AUG24

PREPARED BY
local.

With the rise of AI dominating public conversation, there's a strong counter appetite for things that are distinctly human. Awe is very human. This headline approach draws attention to the handcrafted aspect of OOAK as a very human experience in our increasingly machine/AI world. Especially in the Winter when people are shopping for themselves and looking for things they have a personal connection with.

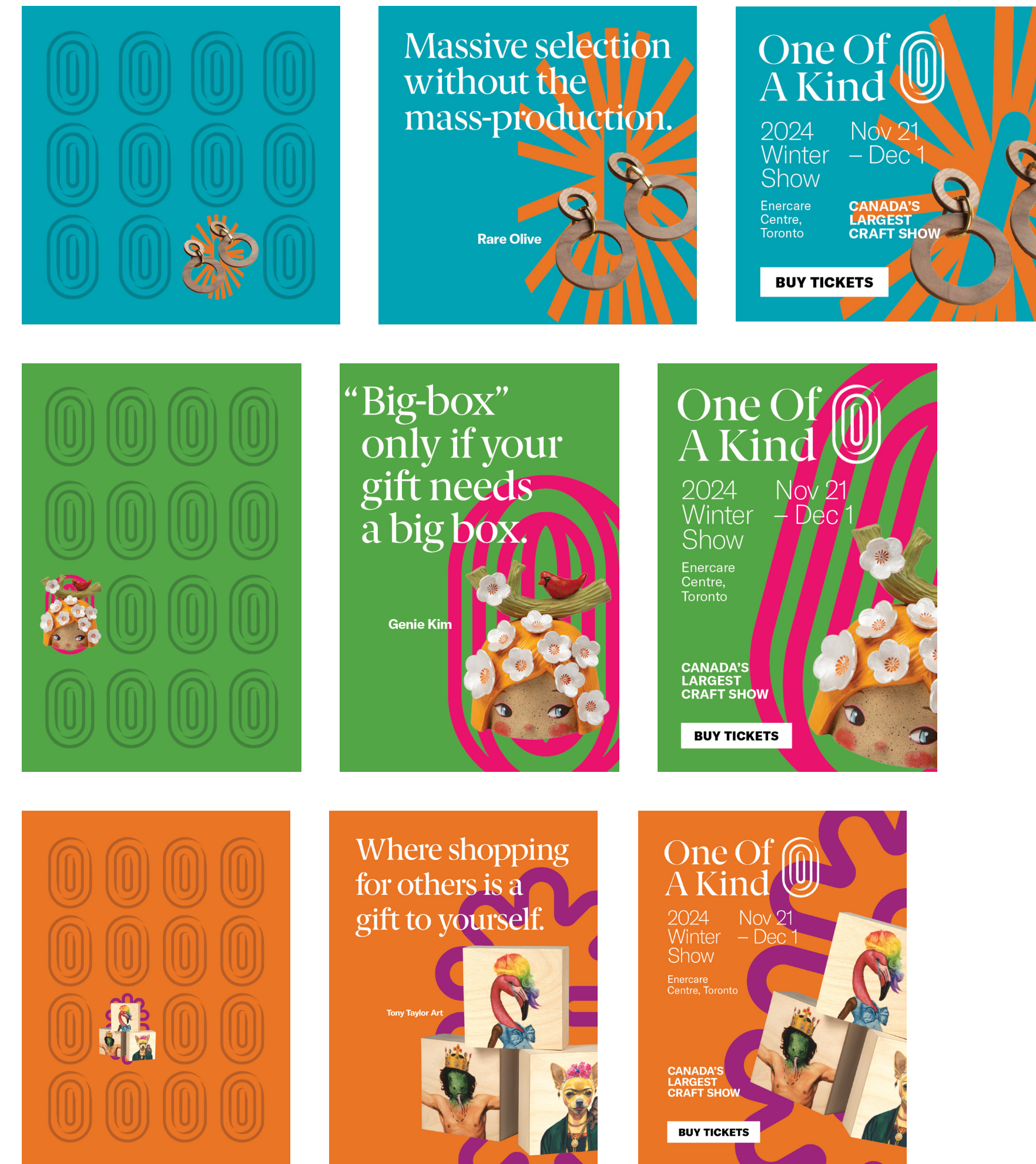
For Winter, headlines will continue to overtly play with the human-made sentiment. Nod to the current world of AI, algorithms and automation. And, lean into the human connection that people feel when they buy things made by people. The 2024 Winter campaign will utilize a refined version of our 2024 Spring & 2023 Winter campaign colour palettes, with a mixture of new and refined unique fingerprints, to create a visually arresting brand campaign to bring more attention to all that One Of A Kind show has to offer.

SAMPLE CAMPAIGN APPLICATIONS

PRINT



DIGITAL (3 FRAME GIFs SHOWN)



CAMPAIGN BRAND ANATOMY

PRINT

DIGITAL (3 FRAME GIFs SHOWN)

Winter Campaign Headline
(Pre-selected range provided)

Special Offer
(if needed)

Graphic Device: Unique Fingerprints

Artisan Name

Artisan Product
(HiRes/close cropped)

Show Info Slug
(OOAK Logo/Show/Location/Date/url)

QR Code
(Custom trackable urls supplied by marketing manager)

Show Tagline

Fingerprint Pattern
(core OOAK fingerprint creating a uniform pattern)

Unique Lockup
(unique fingerprint and artisan product, meant to disrupt the pattern)

Winter Campaign Headline
(Pre-selected range provided)

Graphic Device: Unique Fingerprints

Artisan Name

Artisan Product
(HiRes/close cropped)

Show Info Slug
(OOAK Logo/Show/Date/Location)

'BUY TICKETS' Button

Show Tagline

FONTS

HEADLINE FONT: BERLINGSKE SERIF, MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%&()

BODY COPY FONT: GT AMERICA

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Winter CAMPAIGN HEADLINES

HEADLINE FONT: BERLINGSKE SERIF, MEDIUM

In our busy, automated, isolated, algorithmic, digital, mass-produced world – there’s a strong counter appetite for things that are distinctly human. Awe is very human. This ongoing campaign approach draws attention to the handcrafted aspect of OOAK as a very human experience in our sometimes very impersonal feeling world.

These Winter Campaign Headlines are flexible and can be paired with any subject matter, theme, shape, context, language, etc., being used.

No mall vibes.
Just mall-sized.

W24 HEADLINE 1

USAGE
– OOH / DIGITAL

Massive selection
without the
mass-production.

W24 HEADLINE 2

USAGE
– DIGITAL / PRINT

“Big-box” only
if your gift
needs a big box.

W24 HEADLINE 3

USAGE
– DIGITAL / PRINT

Small biz.
Big feels.

W24 HEADLINE 4

USAGE
– OOH / PRINT

Where shopping
for others is a gift
to yourself.

W24 HEADLINE 5

USAGE
– OOH / PRINT

PRODUCT/ITEM IMAGES

Here are our 2024 Winter collection of product/item images to use across all marketing materials where needed.

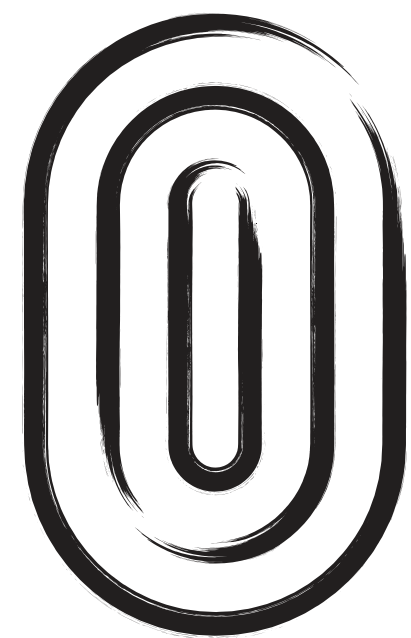


GRAPHIC DEVICE: UNIQUE FINGERPRINTS

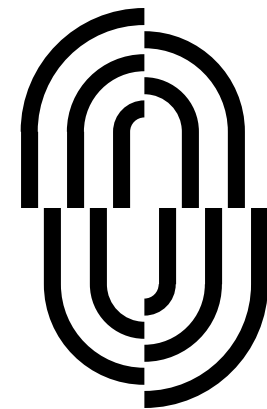
Base on our core symbol, these visual markers deliver on the promise of 'awe,' celebrate our unique culture, creativity, and community that is experienced at OOAK.

These 'fingerprints' (ideally) should be strategically paired with the subject matter, theme, shape, context, language, etc., being shown. However, you may also use fingerprints to add/ subtract visual energy from items that could use it.

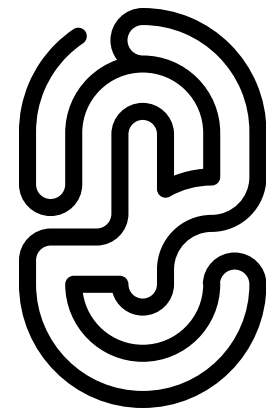
CORE SYMBOL



SUGGESTED PAIRING
 – Traditional Products
 – Conservative Products



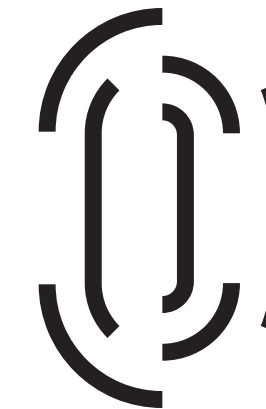
FINGERPRINT 1
 SUGGESTED PAIRING
 – Minimalist Items
 – Simple Graphic Items



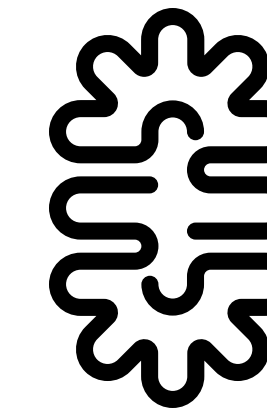
FINGERPRINT 2
 SUGGESTED PAIRING
 – Modernist Items
 – Simple Bold Items



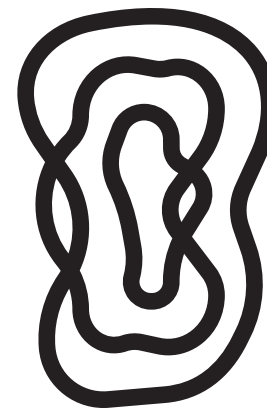
FINGERPRINT 3
 SUGGESTED PAIRING
 – Bold Graphic Items
 – Items with Moving Parts



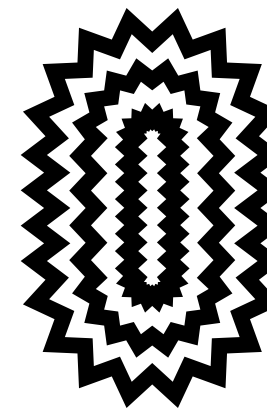
FINGERPRINT 4
 SUGGESTED PAIRING
 – Minimalist Items
 – Simple Graphic Items



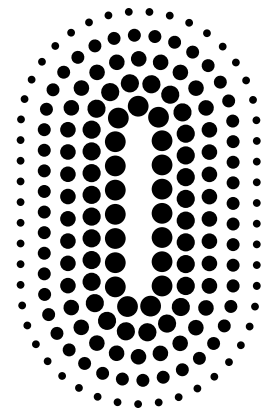
FINGERPRINT 5
 SUGGESTED PAIRING
 – Printed Items
 – Precision Items



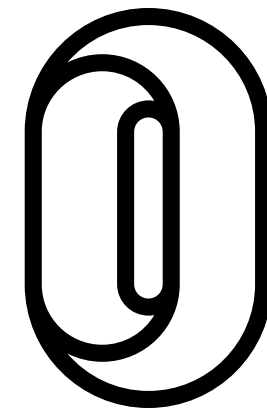
FINGERPRINT 6
 SUGGESTED PAIRING
 – Abstract Art Items
 – Freehanded Items



FINGERPRINT 7
 SUGGESTED PAIRING
 – Energetic Graphic Items
 – Zig Zag Patterns



FINGERPRINT 8
 SUGGESTED PAIRING
 – Energetic Graphic Items
 – Lighting Items



FINGERPRINT 9
 SUGGESTED PAIRING
 – Mechanical Items
 – Dimensional Items



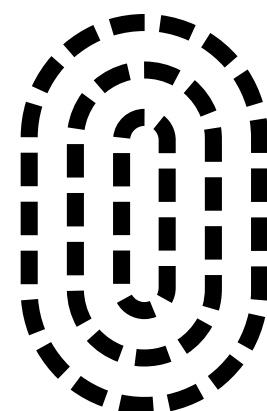
FINGERPRINT 10
 SUGGESTED PAIRING
 – Modernist Items
 – Mechanical Items



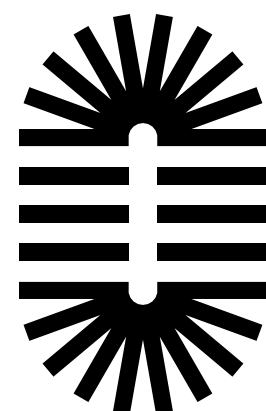
FINGERPRINT 11
 SUGGESTED PAIRING
 – Urbanist Items
 – Radiant Items



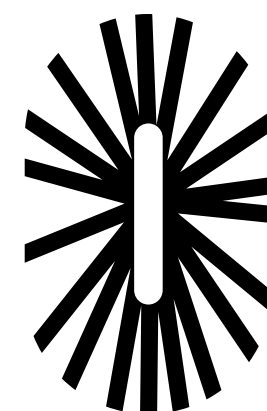
FINGERPRINT 12
 SUGGESTED PAIRING
 – Stitched Items
 – Handcrafted Patterns



FINGERPRINT 13
 SUGGESTED PAIRING
 – Stitched Items
 – Fabric Items



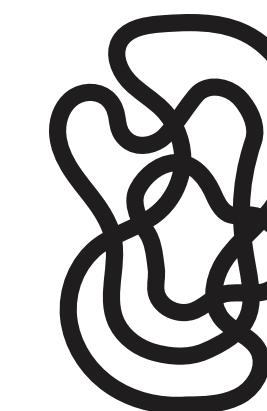
FINGERPRINT 14
 SUGGESTED PAIRING
 – Printed Items
 – Mechanical Items



FINGERPRINT 15
 SUGGESTED PAIRING
 – Luxury Items
 – Luminescent Items



FINGERPRINT 16
 SUGGESTED PAIRING
 – Bold Graphic Items
 – Dimensional Items



FINGERPRINT 17
 SUGGESTED PAIRING
 – Artistic Items
 – Freehanded Items

COLOUR PALETTE FOR MARKETING MATERIALS

	Winter SET 1	Winter SET 2	Winter SET 3	Winter SET 4	Winter SET 5
<p>OVERALL Each Winter colour palette set is meant to be used with it's corresponding 'Accent' colour. You may only use the colours from the selected set. DO NOT mix and match colours from any other set.</p> <p>PRIMARY This core palette should be used as the only background colours throughout the OOAK 2024 Winter Show Campaign.</p>	<p>PRIMARY</p> <p>OOAK RED PMS 185 C4 M100 Y90 K0 R227 G30 B48 #E21E30</p>	<p>OOAK BLUE PMS 7710 C78 M16 Y28 K0 R0 G161 B179 #00A1B3</p>	<p>OOAK GREEN PMS 7738 C71 M11 Y100 K1 R83 G167 B70 #53A746</p>	<p>OOAK LILAC PMS 2587 C54 M80 Y0 K0 R135 G82 B161 #8752A1</p>	<p>OOAK ORANGE PMS 158 C4 M66 Y99 K0 R234 G116 B36 #EA7424</p>
<p>DARK This palette may only be used for our core symbol patterns, especially on digital marketing communications.</p>	<p>DARK</p> <p>OOAK DARK RED PMS 200 C16 M100 Y96 K6 R196 G24 B40 #C41828</p>	<p>OOAK DARK BLUE PMS 2237 C86 M34 Y39 K5 R0 G128 B142 #00808E</p>	<p>OOAK DARK GREEN PMS 2278 C77 M27 Y100 K12 R67 G130 B62 #43823E</p>	<p>OOAK DARK LILAC PMS 7678 C67 M86 Y14 K2 R113 G68 B136 #714488</p>	<p>OOAK DARK ORANGE PMS 2020 C21 M72 Y100 K10 R184 G93 B39 #B85D27</p>
<p>ACCENT This palette may only be used for our fingerprint graphics. You may also use these colours in a limited fashion to highlight content sections online (ie. 'Must See...')</p>	<p>ACCENT</p> <p>OOAK TURQUOISE PMS 2251 C81 M7 Y71 K0 R0 G168 B118 #00A876</p>	<p>OOAK ORANGE PMS 158 C4 M66 Y99 K0 R234 G116 B36 #EA7424</p>	<p>OOAK PINK PMS 213 C2 M99 Y31 K0 R234 G15 B109 #EA0F6D</p>	<p>OOAK BLUE PMS 7710 C78 M16 Y28 K0 R0 G161 B179 #00A1B3</p>	<p>OOAK PURPLE PMS 2415 C43 M99 Y18 K2 R156 G37 B122 #9C257A</p>
<p>UNIVERSAL Universal use: logo, text, lines, buttons, action phrase (ie. 'BUY NOW'), etc. above the primary and accent colours.</p>	<p>UNIVERSAL</p> <p>WHITE PMS WHITE C0 M0 Y0 K0 R255 G255 B255 #FFFFFF</p>				<p>BLACK PMS BLACK C0 M0 Y0 K100 R0 G0 B0 #000000</p>

COLOUR PALETTE FOR SHOW SIGNAGE

	SIGNAGE SET 1	SIGNAGE SET 2	SIGNAGE SET 3	SIGNAGE SET 4	SIGNAGE SET 5	SIGNAGE SET 6	SIGNAGE SET 7	SIGNAGE SET 8
<p>OVERALL Each signage colour palette set is meant to be used with it's corresponding 'Dark' colour. You may only use the colours from the selected set. DO NOT mix and match colours from any other set.</p> <p>Each colour has been tested for accessibility and pass at least a AA Large rating.</p> <p>PRIMARY This core palette should be used as the only background colours throughout the OOAK 2024 Winter Show Campaign.</p>	<p>PRIMARY</p> <p>OOAK RED PMS 185 C4 M100 Y90 K0 R227 G30 B48 #E21E30</p>	<p>OOAK BLUE PMS 7710 C78 M17 Y28 K0 R9 G160 B178 #09A0B2</p>	<p>OOAK GREEN PMS 369 C71 M12 Y100 K1 R86 G164 B70 #56A446</p>	<p>OOAK ORANGE PMS 716 C5 M67 Y100 K0 R232 G116 B36 #E87424</p>	<p>OOAK TURQUOISE PMS 2416 C81 M7 Y72 K0 R0 G168 B118 #00A876</p>	<p>OOAK PINK PMS 213 C1 M100 Y31 K0 R234 G14 B109 #EAOE6D</p>	<p>OOAK PURPLE PMS 2415 C43 M100 Y18 K2 R154 G36 B121 #9A2479</p>	<p>OOAK LILAC PMS 2587 C54 M80 Y0 K0 R135 G82 B161 #8752A1</p>
<p>DARK This palette may only be used for our fingerprint graphics on all signage.</p>	<p>DARK</p> <p>OOAK DARK RED PMS 200 C16 M100 Y96 K6 R196 G24 B40 #C41828</p>	<p>OOAK DARK BLUE PMS 2237 C86 M34 Y39 K5 R0 G128 B142 #00808E</p>	<p>OOAK DARK GREEN PMS 2278 C77 M27 Y100 K12 R67 G130 B62 #43823E</p>	<p>OOAK DARK ORANGE PMS 2020 C21 M72 Y100 K10 R184 G93 B39 #B85D27</p>	<p>OOAK DARK TURQ. PMS 2245 C87 M24 Y78 K9 R0 G133 B94 #00855E</p>	<p>OOAK DARK PINK PMS 217 C5 M100 Y35 K12 R202 G13 B94 #CA0D5E</p>	<p>OOAK DARK PURPLE PMS 2425 C52 M100 Y31 K14 R128 G33 B100 #802164</p>	<p>OOAK DARK LILAC PMS 7678 C67 M86 Y14 K2 R113 G68 B136 #714488</p>
<p>UNIVERSAL Universal use: logo, text, lines, action phrases (ie. 'BUY NOW'), etc. above the primary and dark colours.</p>	<p>UNIVERSAL</p> <p>WHITE PMS WHITE C0 M0 Y0 K0 R255 G255 B255 #FFFFFF</p>						<p>BLACK PMS BLACK C0 M0 Y0 K100 R0 G0 B0 #000000</p>	