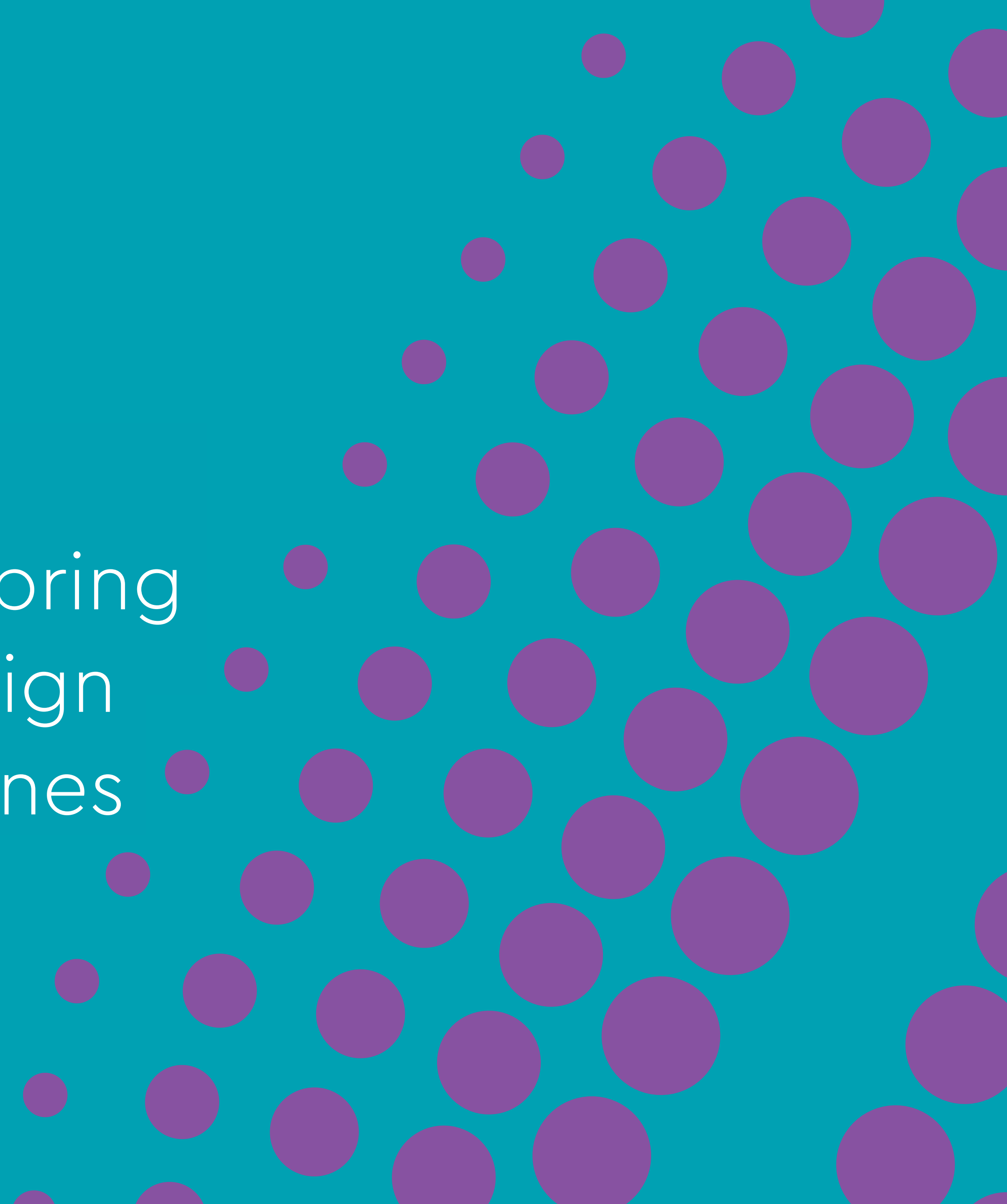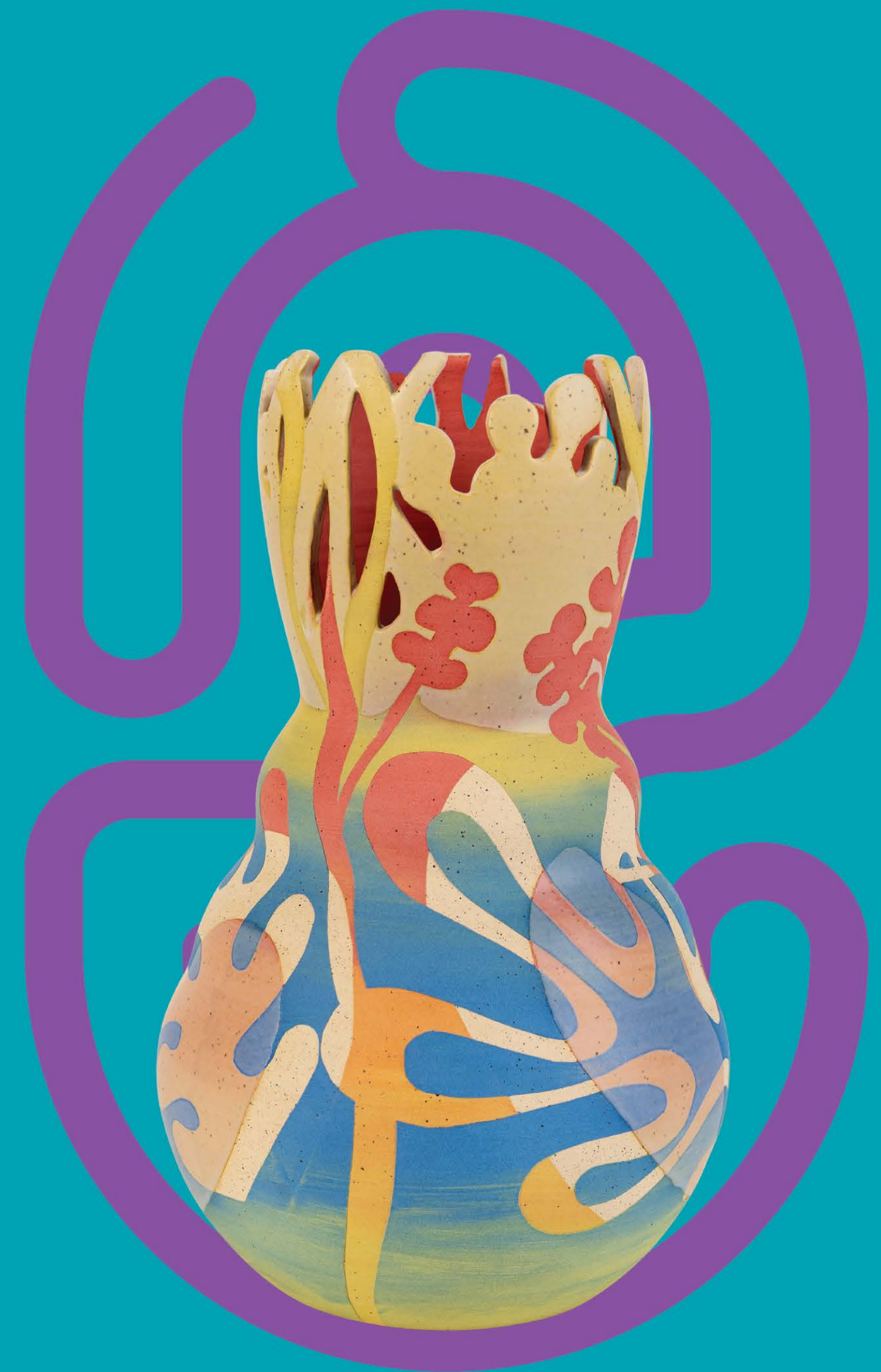# One Of A Kind

2025 Spring Campaign Guidelines

Our algorithms may suggest "recommended" content, but how accurate can it truly be? These recommendations are driven by patterns and data – not by our unique styles, tastes, or preferences.

At OOAK, we take a more human approach. We foster real connections, genuine understanding, and experiences designed for you – not just an algorithm's best guess. We put the power back in the hands of our shoppers, with guidance from passionate artisans who don't just sell products – they craft them with care and expertise. Here, you decide what's truly right for you.
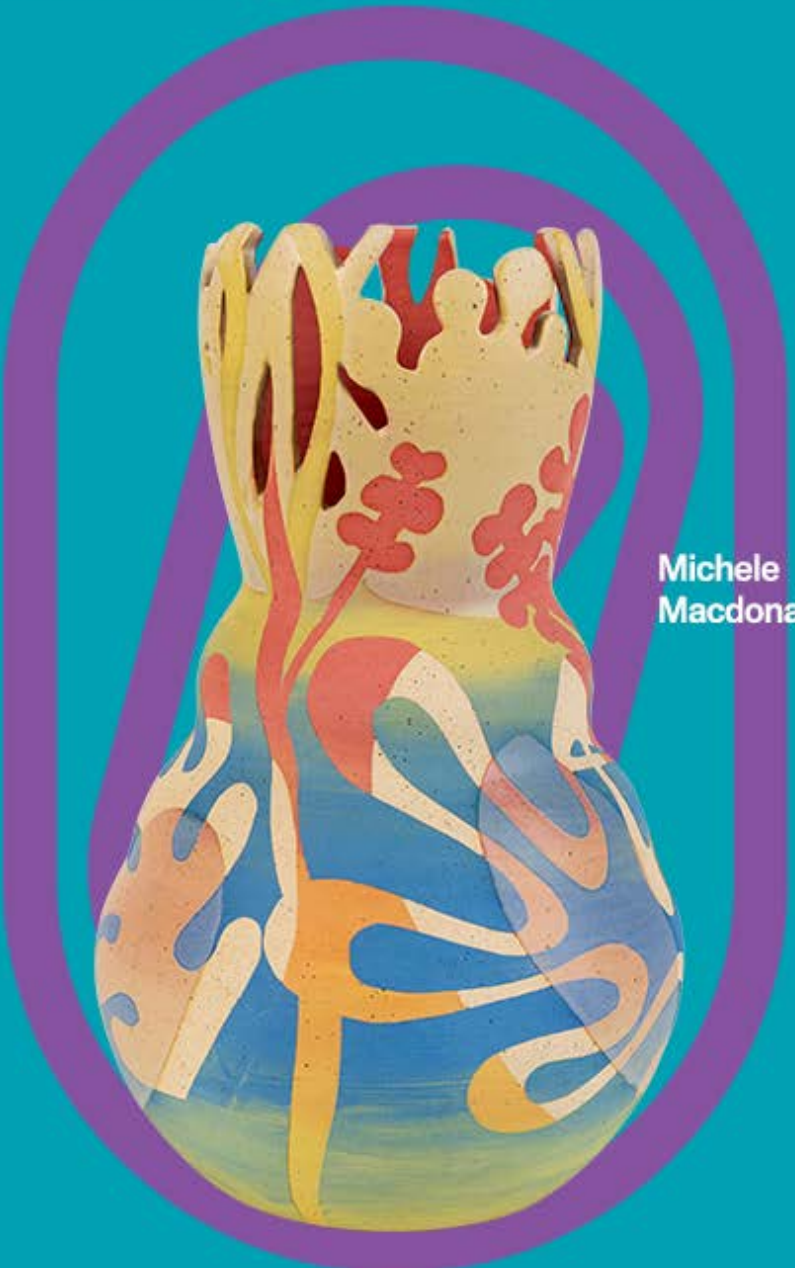
The 2025 Spring campaign builds on the essence of individuality with a fresh visual identity. By refining our colour palette and incorporating a mix of new and existing unique fingerprints, we've created a bold, attention-grabbing campaign that highlights everything the One Of A Kind Show has to offer.

SAMPLE CAMPAIGN APPLICATIONS

PRINT

DIGITAL (3 FRAME GIFs SHOWN)

CAMPAIGN BRAND ANATOMY

PRINT

DIGITAL (3 FRAME GIFs SHOWN)

Spring Campaign Headline
(Pre-selected range provided)

Artisan Product
(HiRes/close cropped)

Show Info Slug
(OOAK Logo/Ticket info/Location/Date)
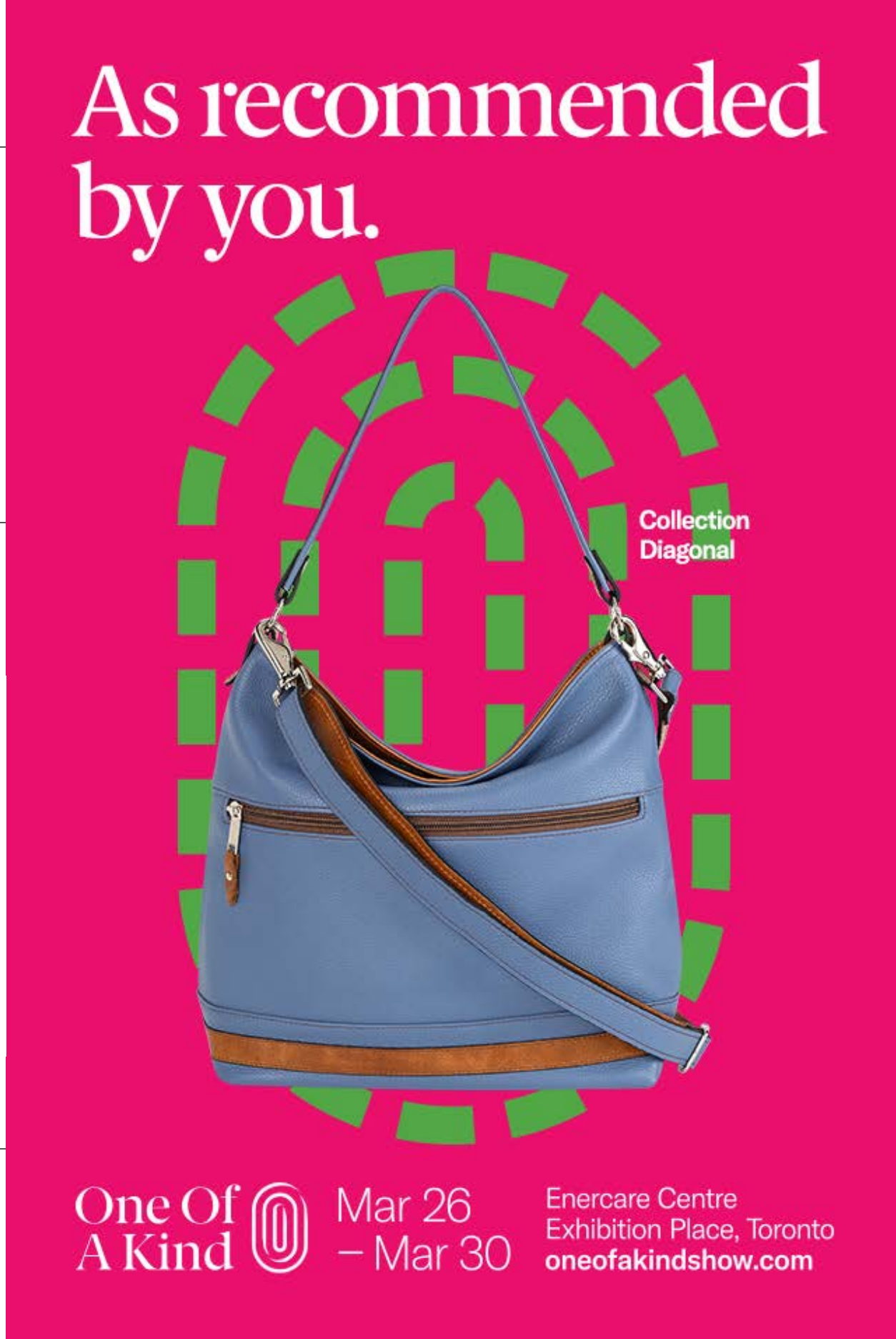
Special Offer
(if needed)

Graphic Device: Unique Fingerprints

Artisan Cutline
(Artist name/ company name or product category/Artisan Location)

Spring Campaign Headline
(Pre-selected range provided)

Spring Campaign Headline
(Pre-selected range provided)

Show Info Slug

'BUY TICKETS' Button

Artisan Cutline
(Artist name/ company name or product category/Artisan Location)

Graphic Device: Unique Fingerprints

Artisan Product
(HiRes/close cropped)

FONTS

HEADLINE FONT: BERLINGSKE SERIF, MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&()

BODY COPY FONT: GT AMERICA

THIN	LIGHT	REGULAR	BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789*	*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789*	***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789***

SPRING CAMPAIGN HEADLINES

HEADLINE FONT: BERLINGSKE SERIF, MEDIUM

The algorithm is always pushing what's recommended for you" but how does it know? At OOAK, you decide for yourself what's best for you with help from real people.

These Spring 2025 campaign headlines should are overtly focused on human-made, leaning into the sensory and empathetic qualities that celebrate the human experience of attending the OOAK show.

Headlines:
As recommended by you.
Find your next heirloom.
Find your favourites.
Crafted to your taste.

Subheadline (optional):
Discover something unique at Canada's flagship craft show.

PRODUCT/ITEM IMAGES

Here are our 2025 Spring collection of product/item images to use across all marketing materials where needed.

Katy Montica

Bright Side General

Michele Macdonald Studio

Collection Diagonal

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
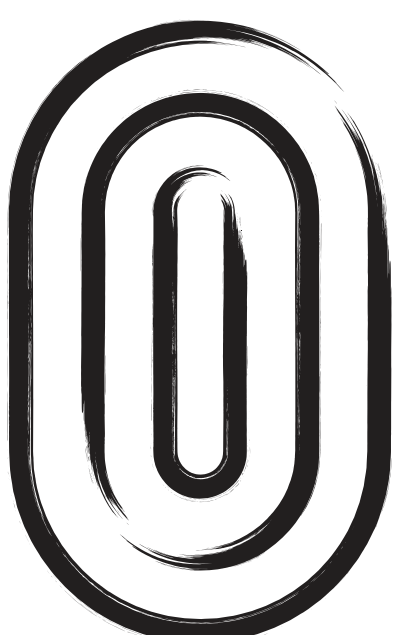
SUGGESTED PAIRING
– Traditional Products
– Conservative Products
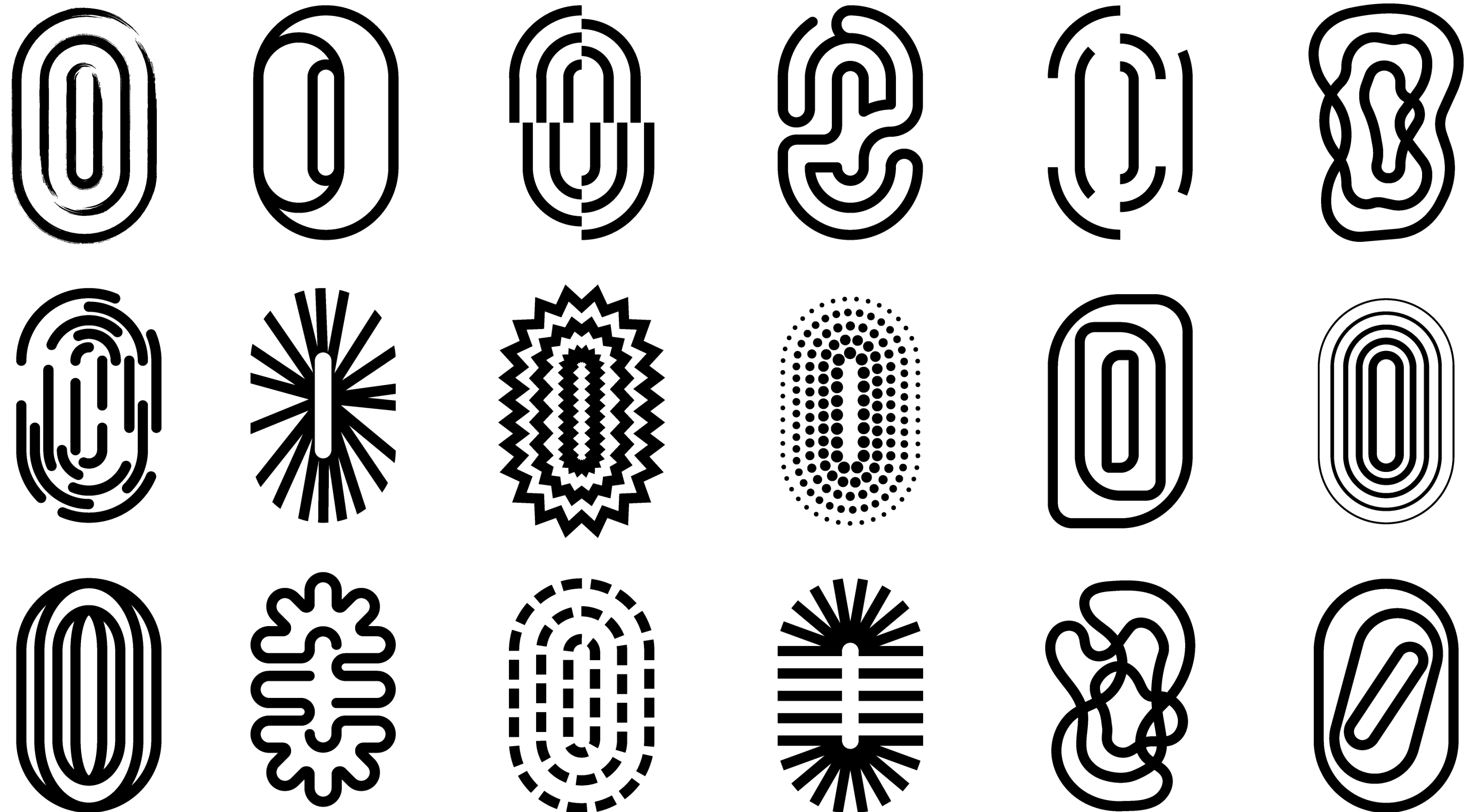
COLOUR PALETTE FOR MARKETING MATERIALS

		SPRING SET 1	SPRING SET 2	SPRING SET 3	SPRING SET 4	SPRING SET 5
OVERALL Each Spring 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. **PRIMARY** This core palette should be used as the only background colours throughout the Spring Show Campaign.	PRIMARY	**MINT** PMS 2251 C81 M7 Y71 K0 R0 G168 B118 #00A876	**ORANGE** PMS 158 C4 M66 Y99 K0 R234 G116 B36 #EA7424	**PINK** PMS 213 C2 M99 Y31 K0 R234 G15 B109 #EA0F6D	**BLUE** PMS 7710 C78 M16 Y28 K0 R0 G161 B179 #00A1B3	**PURPLE** PMS 2415 C43 M99 Y18 K2 R156 G37 B122 #9C257A FOR EXHIBITOR SOCIAL ASSET APPLICATIONS ONLY
DARK This palette may only be used for our core symbol patterns, especially on digital marketing communications.	DARK	**DARK MINT** PMS 2245 C87 M24 Y77 K9 R0 G134 B94 #00865E	**DARK ORANGE** PMS 2020 C22 M72 Y100 K9 R184 G93 B39 #B85D27	**DARK PINK** PMS RUBINE RED C16 M100 Y44 K2 R202 G13 B94 #CA0D5E	**DARK BLUE** PMS 2237 C86 M34 Y39 K5 R1 G129 B143 #01818F	**DARK PURPLE** PMS 2425 C52 M100 Y31 K14 R127 G33 B100 #7F2164
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...')	ACCENT	**RED** PMS 185 C4 M100 Y90 K0 R227 G30 B48 #E21E30	**BLUE** PMS 7710 C78 M16 Y28 K0 R0 G161 B179 #00A1B3	**GREEN** PMS 7738 C71 M11 Y100 K1 R83 G167 B70 #53A746	**LILAC** PMS 2020 C54 M80 Y0 K0 R135 G82 B161 #8752A1	**ORANGE** PMS 158 C4 M66 Y99 K0 R234 G116 B36 #EA7424
UNIVERSAL Universal use: logo, text, lines, buttons, action phrase (ie. 'BUY NOW'), etc. above the primary and accent colours.	UNIVERSAL	**WHITE** PMS WHITE C0 M0 Y0 K0 R255 G255 B255 #FFFFFF				**BLACK** PMS BLACK C0 M0 Y0 K100 R0 G0 B0 #000000

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
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. Each colour has been tested for accessibility and pass at least a AA Large rating. **PRIMARY** This core palette should be used as the only background colours throughout the Spring Show Campaign.	PRIMARY	**RED** PMS 185 C4 M100 Y90 K0 R227 G30 B48 #E21E30	**BLUE** PMS 7710 C78 M17 Y28 K0 R9 G160 B178 #09A0B2	**GREEN** PMS 369 C71 M12 Y100 K1 R86 G164 B70 #56A446	**ORANGE** PMS 716 C5 M67 Y100 K0 R232 G116 B36 #E87424	**TURQUOISE** PMS 2416 C81 M7 Y72 K0 R0 G168 B118 #00A876	**PINK** PMS 213 C1 M100 Y31 K0 R234 G14 B109 #EA0E6D	**PURPLE** PMS 2415 C43 M100 Y18 K2 R154 G36 B121 #9A2479
DARK This palette may only be used for our fingerprint graphics on all signage.	DARK	**DARK RED** PMS 200 C16 M100 Y96 K6 R196 G24 B40 #C41828	**DARK BLUE** PMS 2237 C86 M34 Y39 K5 R0 G128 B142 #00808E	**DARK GREEN** PMS 2278 C77 M27 Y100 K12 R67 G130 B62 #43823E	**DARK ORANGE** PMS 2020 C21 M72 Y100 K10 R184 G93 B39 #B85D27	**DARK TURQUOISE** PMS 2245 C87 M24 Y78 K9 R0 G133 B94 #00855E	**DARK PINK** PMS 217 C5 M100 Y35 K12 R202 G13 B94 #CA0D5E	**DARK PURPLE** PMS 2425 C52 M100 Y31 K14 R128 G33 B100 #802164
UNIVERSAL Universal use: logo, text, lines, action phrases (ie. 'BUY NOW'), etc. above the primary and dark colours.	UNIVERSAL	**WHITE** PMS WHITE C0 M0 Y0 K0 R255 G255 B255 #FFFFFF						**BLACK** PMS BLACK C0 M0 Y0 K100 R0 G0 B0 #000000

One Of A Kind

2025 Spring Campaign Guidelines