



News Release

Signatures Unveils New Brand Identity

OTTAWA – February 5, 2019 – With its sights set on celebrating 40 years in Canadian craft, Signatures today unveiled a completely transformed visual identity. For the first time in its history, the Canadian handmade marketplace leader will unify all 20 of its shows under one singular brand. Fans can immediately experience the new look on the signatures.ca website and its Instagram, Facebook, and Twitter profiles. A brand-new logo system that includes regional iconography identifiers will be incorporated on all upcoming marketing materials. The first show that brings to life the new brand identity will be the Signatures Originals Spring Craft Sale, taking place from April 4 to 7 in Ottawa; the show will be presented by Makeful, a Blue Ant Media brand.

Signatures' new brand identity, designed by interdisciplinary artisan Amanda McCusker of Toronto, highlights the legacy of the brand's nearly four decades in the Canadian craft community, while also pointing to the foundation of its essence moving forward: for the love of relationships, Signatures connects artisans to communities for handmade that lasts a lifetime.

From an idea brought to life in 1980 by two artisans – glass blower John Ladouceur and jeweller Casey Sadaka – Signatures has grown to become Canada's largest and most experienced producer of fine craft shows; it now produces, promotes and manages 20 events each year in 13 cities across the country.

"The love of handmade is at the heart of what we do, and we are proud of our achievements in making Canadian craft as popular, exciting, and vibrant as it is today," said John Ladouceur, co-founder and president of Signatures. "For almost 40 years, Signatures has been the go-to and trusted name in the marketing of Canadian craft products, and today's unveiling of our new brand identity ensures we remain at the forefront of the handmade movement for decades to come."

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About Signatures

Signatures is Canada's handmade marketplace leader, with over 38 years' experience and more than 350 shows produced. Each year, Signatures accepts over 2,500 participating artisans and welcomes more than 400,000 visitors to its 20 shows in 13 cities across Canada. Based in Ottawa, it is a 100 per cent Canadian owned and operated business. For more information, please visit signatures.ca

On Social Media

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Instagram: **@signatures.ca**

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