

Visual Strategy Guide



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**It's not just
a hobby, but acts of
creativity that shapes
tomorrow.**



Visual Strategy Guide

Our Visual Strategy Guide provides a cohesive understanding of Joann's purpose, personality, and direction.

By outlining the brand overview, foundational principles, audience profiles, vision, competitors, and key attributes, it serves as a navigational tool that explains why the brand exists, who it serves, and how it should consistently present itself visually and verbally. This guide ensures that anyone creating for the brand—designers, writers, partners, or stakeholders—can align their decisions with a unified strategy, resulting in work that feels intentional, authentic, and unmistakably on-brand.

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Brand Overview



What Joann Did

Joann became the nation's largest fabric and craft retailer, supplying materials, tools, and inspiration for sewing, crafting, floral design, home décor, and many other creative projects. What began in 1943 as a small fabric shop in Cleveland, Ohio, gradually expanded into a network of over 900 retail locations and a strong online presence. The company diversified its product lineup over the years, moving beyond just bolts of fabric and sewing patterns to include notions, yarns, seasonal crafts, and decorative items. By the early 2000s, Joann had developed a "superstore" format that combined fabrics, crafts, and floral products under one roof, creating a one-stop shop for creative shoppers nationwide. In this way,

Joann served both as a supplier and an inspiration for creativity, transforming into a trusted destination where customers could find not only the products they needed but ideas and guidance to turn their projects into reality.

Why They Did It

At its core, Joann operated with a guiding mission: to serve and inspire creativity. This philosophy was deeply rooted in the legacy of its founding families, who believed in doing whatever was necessary to meet their customers' needs—even if it meant sending a child across the street to buy a competitor's sewing pattern to ensure a shopper left satisfied. Over the decades, Joann carried this ethos forward, emphasizing that every employee, from leadership to the sales floor, played a role in supporting the customer's creative dreams. The company understood that creativity was more than a hobby; it was a meaningful way for people to express themselves, find joy, and connect with others. By staying attuned to social changes, fashion trends, and cultural shifts, *Joann remained committed to its purpose: empowering individuals to create.* This dedication to customer satisfaction and inspiration became the thread that connected its long history and explained why the company existed.



“Joann remained committed to its purpose: empowering individuals to create.”



“hobbyists, small business owners, parents and children working on school projects, and anyone who found satisfaction in making something by hand.”

Who They Served

Throughout its history, Joann has served multiple generations of creative consumers seeking hands-on, personal ways to express themselves. While the company’s roots lay in the postwar era when women made clothing and home goods out of necessity, Joann adapted as times changed. Its customer base expanded to include *hobbyists, small business owners, parents and children working on school projects, and anyone who found satisfaction in making something by hand*. Women remained at the core of its consumer base, reflecting the heritage of the company’s founders and the many women who worked in and built the stores. Over time, Joann positioned itself as a gathering place for all who valued creativity—whether sewing garments, designing quilts, crafting gifts, decorating homes, or spending time creating with family. By serving such a broad range of makers, Joann cultivated a sense of community and continuity, nurturing both tradition and innovation equally.

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“As long as the customer is in here buying fabric, why not sell them patterns and buttons and so forth?”- Alma Zimmerman



1929-1930s

Several members of the Reich, Rohrbach and Rosskamm families, fleeing Nazism, emigrate from Germany to the United States.



1943

German immigrants Hilda and Berthold Reich, Sigmund and Mathilda Rohrbach, and Justin and Alma Zimmerman opened Cleveland Fabric Shop in Cleveland, Ohio

1970s–MID 1980s

Joining the trend towards shopping malls, Jo-Ann opens its own 4,000-square-foot stores in regional malls. In 1980, the company opens its 500th store.

LATE 1980s AND EARLY 1990s

Jo-Ann Stores leave the malls for larger stores and strip shopping centers. Some stores add crafts and floral products to their mix.



1995

Jo-Ann opens a 46,000-square-foot test store, adjacent to its Hudson, Ohio, headquarters, stocked with a huge array of items to “serve and inspire creativity.” This store becomes the pilot operation for the larger-format Jo-Ann superstores.

1997

The joann.com website is launched to give customers twenty-four-hour access to creative products and projects.

1998-1999

Fabri-Centers of America, Inc., acquires House of Fabrics. When the corporate name is changed to Jo-Ann Stores Inc., all of its stores have grand openings under the Jo-Ann name.

1999

The magazine Jo-Ann is launched.

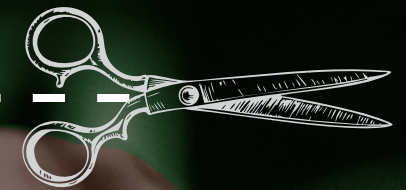
2018

Jo-Ann Stores **rebranded to Joann** as a way to move beyond fabrics and encompass more craft.



2024/2025

Jo-Ann filed for Chapter 11 bankruptcy. The last Jo-Ann stores closed.



TODAY

Joann transforms into a supportive network—more than a store, it’s a place where creativity is nurtured through virtual and physical networks.

2

Brand Foundation



**It's not just
a hobby, but acts of
creativity that shapes
tomorrow.**

New Mission Statement

Our mission is to empower makers with the resources they need, ensuring their creative drive never falters because **every act of creation sparks the innovation that shapes tomorrow.**

Rebranding Objective

The new Joann's will do more than just offer craft supplies;

it will also help you discover new resources and techniques by providing access to a knowledgeable community of skilled artisans. Connecting with companies and communities that align with your interests and journey will help you improve your skills, grow your talents, and build a supportive network.

Key Words

Community

Joann's is not just a place to buy resources, but a hub where makers connect and share knowledge. The brand fosters belonging by linking customers with skilled artisans, companies, and like-minded creators. This turns Joann into a supportive network—more than a store, it's a place where creativity is nurtured through relationships and shared passions.

Inspired

Inspiration fuels creativity, and Joann emphasizes that crafting is more than just a hobby—it's a path to endless possibilities.

Empowered

Joann's mission emphasizes empowerment by ensuring makers always have the resources they need to keep creating. Empowerment here means giving makers confidence, tools, and support to innovate freely—turning ideas into tangible achievements that enrich both personal expression and the wider community.

Audience Profiles



The Audience

In today's competitive landscape, understanding your audience isn't just helpful—it's essential.

That's where personas come in. A persona is a detailed, fictional representation of a segment of your target audience, built from real data, behaviors, and goals. Rather than relying on broad demographics alone, personas bring your audience to life, allowing you to tailor your messaging, design, and strategy to resonate deeply with the people you're trying to reach. When creating a brand presentation, personas act as a compass, guiding tone, visuals, and storytelling to ensure your brand speaks authentically and effectively. By humanizing your audience, you move beyond generic outreach and build meaningful connections that drive loyalty and engagement. In short, personas transform abstract data into actionable insight—and that's the foundation of a compelling brand.

The Knitter

“I like knitting because I can make cute things for myself and my friends.”

Maria Patel

13 | Student | Decatur, GA

Finds joy in the art of making.

- A. She learned knitting and crocheting from her grandmother and makes gifts for loved ones **because** it keeps their shared memories alive.
- A. She feels proud when she masters a new technique **because** learning and applying new skills excites her.

Values a community of like-minded creators.

- B. She teaches friends to crochet stuffed animals, and together they donate them to a local hospital **because** giving back to their community is important to them.
- B. When she wants to learn something new, she turns to the internet or asks family and neighbors **because** she doesn't know where else to find guidance.

Seeks useful resources.

- C. She often sells her creations **because** the earnings let her buy more materials to make new items.
- C. She is always searching for new yarns, patterns, and techniques **because** discovering them sparks more ideas for her creations.

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Drama Momma

“I like to create because it lets me bring stories to life in a magical way.”

Dorothy Ramirez

67 | Community Theater Costume Designer | Victoria, TX

Finds joy in the art of making.

- A. She has been creating theater sets and costumes for as long as she can remember **because** it connects her to her family's love of theater.
- A. She loves seeing characters transform in her costumes **because** she is captivated by the magic of theater.

Values a community of like-minded creators.

- B. She enjoys collaborating on sets and costumes **because** she loves seeing the theater community come together to create something magical.
- B. She reaches out to others for costume and set design ideas **because** she loves learning the latest techniques each year.

Seeks useful resources.

- C. **Because** costumes require many hard-to-find materials, so she always keeps track of where to source what she needs.
- C. She constantly seeks versatile materials **because** innovation and creativity are key to a successful performance.

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The Cosplayer

“I love making my own costumes because it lets me be creative and express myself.”

Ruth Gibbons

22 | College student | Santa Fe, NM

Finds joy in the art of making.

- A.** Even on her most stressful days, working on a cosplay design lifts her mood **because** creating with her hands brings her joy.
- A.** She feels proud when people admire her creations **because** it shows her hard work pays off.

Values a community of like-minded creators.

- B.** She learned to make costumes and props thanks to the support of the online crafting community, **because** without them she wouldn't have known where to start.
- B.** She meets with a local group to share tips and materials **because** she enjoys being around others who share her passion.

Seeks useful resources.

- C.** Having the right resources is essential for her **because** the wrong ones lead to poor, low-quality construction.
- C.** She values guidance from her crafting community **because** it turns supply shortages into opportunities to learn and grow

The Polymath

“I like to create because it lets me explore new ideas and turn them into something unique.”

Freddie Lee

32 | Web Designer | Orlando, FL

Finds joy in the art of making.

- A. A jack of all trades, he loves learning everything from cooking to carpentry **because** his parents taught him that knowledge is invaluable.
- A. In his free time, he creates art installations with textiles **because** he loves expressing himself through materials and textures.

Values a community of like-minded creators.

- B. He is grateful his friends share his many interests **because** it brings them together and ensures they always have a good time.
- B. He values a community that appreciates handcrafted arts **because** they offer uniqueness, quality, and a personal connection to the creator.

Seeks useful resources.

- C. He collects patterns and materials for his projects **because** they inspire new ideas and creativity.
- C. His diverse interests drive him to explore new materials and techniques **because** it helps him expand his art and knowledge.

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The Collector

*“I don’t like making things;
I prefer collecting objects that
have history and meaning.”*

Michael Anderson

57 | Psychologist | Portland, OR

Finds joy in the art of making.

A. He has never shown creative talent or interest because art was always his least favorite subject growing up.

A. He prefers collecting antiques because he is fascinated by their history and craftsmanship.

Values a community of like-minded creators.

B. He values time with his husband and because he finds sophisticated and intelligent.

B. Because he is an introvert he values his quiet and alone time.

Seeks useful resources.

C. He has no use for incomplete crafts or random materials because they hold neither value nor history.

C. He avoids craft stores because they sell cheap, soulless items.

The Minimalist

*“I don’t like making things,
it’s messy, takes time, I’d
rather just get what I need.”*

Melina Johnson

43 | Nurse | Phoenix, AZ

Finds joy in the art of making.

- A. She doesn’t enjoy making things and prefers to buy what she needs **because** she requires little and what she wants already exists.
- A. She dislikes making things **because** the process is messy and she prefers cleanliness and order.

Values a community of like-minded creators.

- B. She tunes out conversations about how things are made **because** they bore her.
- B. She values the creations at the local craft market more than the community of creators **because** she is interested in the products, not the process.

Seeks useful resources.

- C. She only seeks what she needs **because** she dislikes clutter.
- C. She finds crafting materials messy **because** scraps, leftovers, and unused pieces are hard to clean up and often wasted.

4

The Vision



The Vision

Like people, brands have personalities.

Each brand can be described in a very distinct way. One tool to help visually describe the brand at a glance is to visualize the future.



Original

In the past, Joann was firmly rooted in the traditions of sewing and homemaking, serving primarily women who made clothing, quilts, and household items out of necessity. The brand reflected its postwar origins, offering fabrics, patterns, and notions that supported practical, skill-based making at home. Stores were community fixtures where women could find not only materials but also knowledge and inspiration, reinforcing Joann's identity as a hub for domestic creativity. Its reputation was built on reliability, heritage, and a deep connection to the everyday lives of makers, with creativity framed largely around family and home.

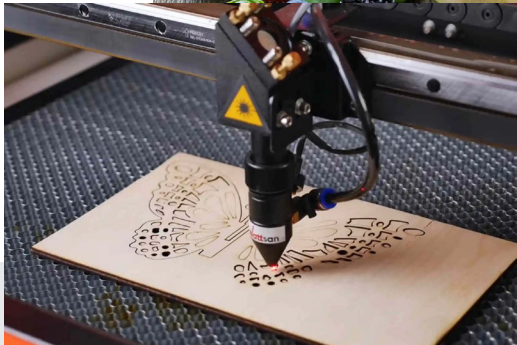
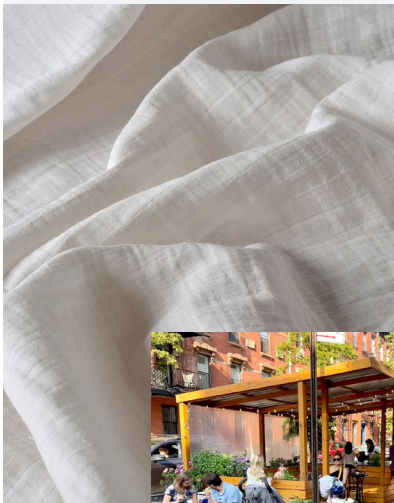
“As long as the customer is in here buying fabric, why not sell them patterns and buttons and so forth?” - Alma Zimmerman

Future

Looking ahead, Joann is reimagining itself as more than a craft store—it is becoming a true creative hub where inspiration, empowerment, and community come together. Guided by its mission to ensure creativity never pauses, the brand is expanding beyond offering supplies to also providing access to knowledge, techniques, and connections with skilled artisans and like-minded makers.

By fostering collaboration with communities and companies that share its values, Joann empowers creators to grow their skills, innovate with confidence, and find new ways to bring ideas to life. In this future state, Joann is not just a place to shop but a place to belong—where creativity thrives through shared passions, mutual support, and the spark of imagination that shapes tomorrow.

*“We to steer the company in its mission to serve and inspire creativity”
—Alma Zimmerman*



Competitors

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Overview

Our mission is to empower makers with the resources they need, ensuring creativity never pauses.

Competition strengthens that mission by setting benchmarks, expanding markets, and refining our value. It challenges us to deliver clarity, quality, and innovation—positioning our brand as the trusted choice for makers who demand more.



How we differ.

While competitors may focus on variety and pricing, our brand focuses on **empowerment** *through guidance and connection.*

We don't just provide resources—we *provide the tools, knowledge, and inspiration* that ensure creativity never stalls.

Where others compete on volume and cost, we create value by *nurturing makers' growth, sparking innovation, and building a trusted community* around creation itself.



Current Competitors

Joann’s competitors—like Michaels, Hobby Lobby, Etsy, and Blick—offer similar crafting, sewing, and art supplies. They target the same DIY audience, provide overlapping products, competitive pricing, and strong online platforms, making them natural alternatives for former Joann customers seeking creative resources.



Offers a *wide range of craft supplies*, including yarn, art materials, and seasonal décor. Recently expanded its fabric inventory.



Known for *home décor and crafts*, with a solid selection of *fabric by the yard* and *frequent weekly discounts*.



Offers basic craft supplies at lower prices, making it a budget-friendly alternative.



Sells basic craft items for \$1.25 each, ideal for *budget-conscious crafters*.



Provides *convenience and competitive pricing* on craft supplies, often 10–15% cheaper than most competitors.



Carries a *wide selection of art supplies* both online and in-store.



A *marketplace for handmade and vintage items*, including fabric, yarn, patterns, and *DIY kits*.



Offers *seasonal and DIY craft kits*, especially popular for kids and *home décor*.



Primarily an *art supply store*, but also carries fabric sheets and fiber art materials. Focuses on *fine art supplies* and frequently *offers deep discounts*.

Adjacent Competitors

These offer similar resources or serve overlapping creative needs—like fabric, yarn, or DIY kits—without being direct craft retailers. They attract the same audience through niche products, secondhand options, or online customization, making them alternative sources for makers and hobbyists.



LOCAL
SHOPS

Thrift Stores/ Second Hand Stores/ Charity Shops

Primarily a thrift store chain that sells secondhand clothing, household goods, and accessories. While they don't specialize in craft supplies, you might occasionally find: Yarn, fabric remnants, or sewing notions, scrapbooking materials or paper goods, art supplies like paints, brushes, or sketchbooks, DIY kits or partially used craft sets.

Hardware Stores

They offer materials that overlap with DIY and crafting needs—like wood, adhesives, tools, and paint. While not focused on arts and crafts, they serve makers working on home décor, furniture upcycling, or mixed-media projects, attracting a similar creative audience.



Online specialty shops

They serve similar creative needs—offering niche, high-quality, or custom materials like fabric, yarn, and patterns. While not traditional craft retailers, they attract the same DIY audience through curated selections, expert sourcing, and personalized shopping experiences.



Spoonflower

Aspirational Competitors

Brands that inspire innovation and elevate the creative experience through trend-setting design and curated offerings. They attract makers who value artistry, community, and connection over individual consumerism, while fostering continual learning and educational growth.

Online learning platforms

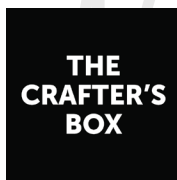
Online platforms inspire communities of artisans and creators by offering accessible learning, shared spaces for collaboration, and tools to showcase work. Through tutorials, forums, and curated marketplaces, they connect makers across the globe—fostering innovation, feedback, and creative growth that transforms solitary crafting into a vibrant, collective experience.

Shared spaces for learning

Platforms that host tutorials, masterclasses, and live demonstrations.

Shared spaces for community engagement

Forums, comment sections, and groups foster dialogue, feedback, and encouragement.



DOMESTIKA

creativebug



Brand Attributes

Overview

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Competition strengthens that mission by setting benchmarks, expanding markets, and refining our value. It challenges us to deliver clarity, quality, and innovation—positioning our brand as the trusted choice for makers who demand more.

Attributes

Aspirational

Visionary
Enriching
Artisanal
Inspirational
Progressive

Neutral

Trusted
Familiar
Accessible
Recognizable
Convenient

Positive

Supportive
Accessible
Imaginative
Innovative
Resourceful

Negative

Generic
Outdated
Ordinary
Uninspired
Cheap





For more information,
please visit our website
www.EmpowerInspireMake.com

